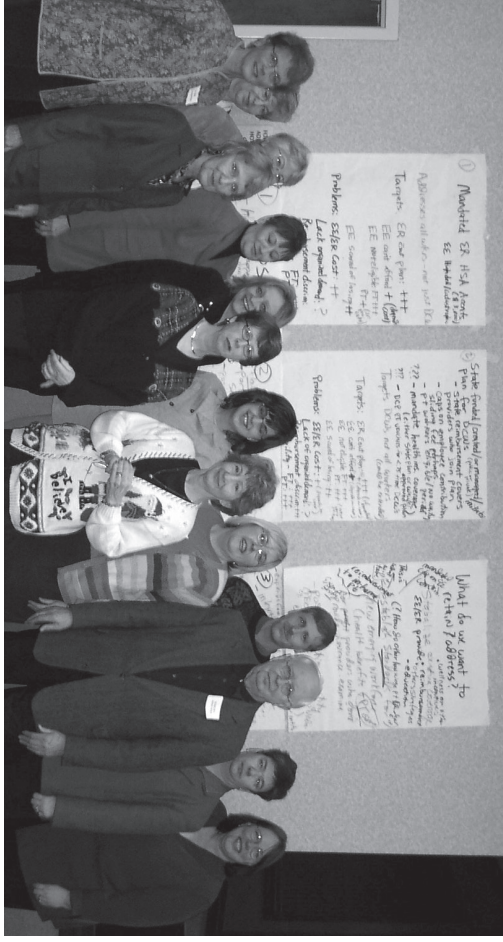


Enhancing the quality of care by providing education, recognition, advocacy, and research in support of direct care workers.



*Strategized*  
The Better Jobs Better Care Coalition  
Strategizing on the Health Care Reform  
Policy Initiatives.

[www.bjbc.org](http://www.bjbc.org)

[www.iowacaregivers.org](http://www.iowacaregivers.org)

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Iowa CareGivers Association

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A S S O C I A T I O N  
**IOWA CareGivers**



## History of

### Iowa Better Jobs Better Care Program

The Iowa Better Jobs Better Care (BJBC) program, a 3 ½ year \$1.3 million grant, was funded by the Robert Wood Johnson Foundation and the Atlantic Philanthropies. The program was established in response to growing concerns about the dramatic gap between the numbers of well educated, skilled, and committed direct care workers available and the increasing demand for the care and supportive services being brought on by the explosive numbers of people reaching retirement age over the next several years. The purpose of the BJBC program was to impact policy and practice to bring about improvements in the long term care system that would increase the recruitment and retention of direct care workers.

*"I commend the hard work and dedication of those who contributed to the success of the Iowa Better Jobs Better Care (BJBC) Program. We are committed to advancing these efforts by building upon the accomplishments outlined in this report."*

*DI Findley, Executive Director  
Iowa CareGivers Association*

*Lead Agency for Iowa Better Jobs Better Care Program*

*"The Iowa and American Association of Homes and Services for the Aging through the Institute for the Future of Aging Services at AAHSA are pleased to have supported the Better Jobs Better Care Program. Our commitment to quality care and services must begin with a stable well trained direct care worker. It is the heart of all we do."*

*Dana Petrowsky, President/CEO  
Iowa Association of Homes and Services for the Aging  
Iowa BJBC Coalition Co-Chair*



Betty Grandquist  
Iowa BJBC Coalition Co-Chair



*"When knowledgeable and committed people sit down to work on issues they know are critical without regard to who gets credit, issues will be resolved. You can count on it."*

*Fun was an important ingredient to the Coalition's success and long term commitment.*

- ICA fund development campaign to establish an Iowa CareGivers Association Center for Excellence in Caregiving
- Public and private foundation grants
- Contracts
- Fees for services and program registrations
- Individual membership and support contributions
- Endowment

The Iowa BJBC Program set into motion policies and practices conducive to the recruitment and retention of a stable direct care workforce. The achievements added significantly to the body of work already conducted by various members of the BJBC Coalition, the Iowa CareGivers Association (ICA), the lead agency, and others. Steps are being taken to ensure the continuation of these vitally important efforts:

## Objective 7: Sustainability

*The Work Must Continue*

## Practice Initiatives Continued

# Iowa Better Jobs Better Care Program 2007 Summary of Accomplishments

*Built the Case*

## Objective 1: Profile Iowa's Direct Care Workforce

The following Iowa and direct care worker specific studies were conducted:

- 2004 Certified Nursing Assistant (CNA) Wage and Benefit Survey
- 2004 Home Care Workers Wage and Benefit Survey
- 2004 Direct Care Worker Health Insurance Feasibility Study
- 2004 Nursing Home Administrator Survey
- 2004 Temp Staff (Pool) Worker Survey
- 2005 CNA Education Survey
- 2005 Administrator/Nurse Survey on CNA Education
- 2005 Combined CNA and Administrator/Nurse Report of CNA Education Survey
- Synthesis Report of CNA Needs Assessment and LTC Nurses Needs Assessment
- 2006 "Bringing it Home: AARP Iowa Member Opinion on Direct Care Worker Quality and Long-Term Care Access"
- Family Members of Persons Receiving Nursing Home and Home Care Services: Report of Focus Group Findings

The study findings were used to: 1) inform policy recommendations and the DCW Education Task Force; 2) educate legislators; 3) identify gaps in the systems that need to be addressed during the course of the grant and into the future; 4) glean valuable information to assist in the development of programs that will aid in the recruitment and retention of direct care workers.

Reports are available at [www.iowacaregivers.org](http://www.iowacaregivers.org)

*A Heightened Awareness  
of Consumer Voices*  
The voices of users of long term care services, their families, and direct care workers were key to the Iowa BJBC Project.



*Engaged Key Stakeholders*

## BJBC Coalition:

Key stakeholder members who represented workers, providers, and consumers came together to form the BJBC Coalition. The Coalition guided and directed the research and policy initiatives set forth in the objectives. Beyond the BJBC grant, the Coalition will function in a less formal capacity. Much of the success of the Coalition's efforts can be attributed to an existing relationship between many of the Coalition members, and the workgroup structure that was developed around each of the grant objectives.

Future issue advocacy specific to direct care worker recruitment and retention and quality of care will be carried out through ad hoc workgroups and will include expansion of their membership dependent upon the issue.

*Coalition Members include:*

AARP Iowa  
Aging Resources of Central Iowa  
Alzheimer's Association, Greater Iowa Chapter  
Center for Healthy Communities  
Department of Inspections & Appeals Health Facilities Division  
Des Moines Area Community College  
Generations Incorporated/Wesley Community Services  
IA Department of Human Services, Bureau of Protective Services  
Iowa Association of Homes and Services for the Aging  
Iowa Association of Area Agencies on Aging  
Iowa CareGivers Association  
Iowa Commission on the Status of Women  
Iowa Department of Public Health  
Iowa Department of Elder Affairs  
Anne Kinzel  
Mid-Iowa Health Foundation  
Northwest Iowa Community College  
Office of the Long Term Care Ombudsman  
Older Iowans Legislature  
Lin Salasberry  
Southwestern Community College  
University of Iowa College of Nursing Certification Center

*AARP Iowa*

*to make*

## Policy Initiatives Continued

Major Systems Changes

### Objective 2: Standardize Direct Care Worker Education Requirements

### Objective 3: Expand the Iowa Nurse Aide Registry

**Problem:** Direct care worker education standards and the systems that govern them are fragmented, inconsistent, inadequate, and outdated. All CNAs who work in nursing facilities are required by federal law to be placed on the Iowa Nurse Aide Registry. Other direct care workers who work in settings across the continuum of care are not required to be on the Registry. There is no credentialing or certification board and there are no continuing education standards that are linked to the direct care workers maintaining their certification.

**Outcomes:** Passage of HF781 resulted in a Governor-appointed task force to review and streamline the education standards for all direct care workers. Major technological changes have been made to expand the Iowa Nurse Aide Registry and to change its name to the Iowa Direct Care Worker Registry. The Registry can now accommodate all direct care worker classifications and stands ready to assist in carrying out the DCW Education Task Force recommendations.

The 2007 legislative session resulted in an appropriation to the Iowa Department of Public Health (IDPH) to begin to carry out the recommendations of the Direct Care Worker Education Task Force. A key recommendation is the establishment of a DCW Education Governance entity within the IDPH. The Departments of Public Health and Inspections and Appeals will work cooperatively on these major systems changes.

Access the Direct Care Worker Task Force Report:

[http://www.idph.state.ia.us/hpcdcp/common/pdf/workforce/dcw\\_taskforce\\_1206.pdf](http://www.idph.state.ia.us/hpcdcp/common/pdf/workforce/dcw_taskforce_1206.pdf)  
OR  
[www.iowacaregivers.org](http://www.iowacaregivers.org)

## Practice Initiatives

Long Term Care Providers Explored Ways to Retain Direct Care Workers

### Objective 5: Demonstrate reduced direct care worker turnover rates through external (community) and internal (workplace) interventions.

Interventions included:

- Direct Care Worker Leadership
- Direct Care Worker Mentor Program
  - Provides more meaningful orientation and work experience for new CNAs/DCWs
  - Provides an opportunity for professional growth for veteran DCWs seeking advancement within the field of direct care
  - Note: The program was also modified and tested in the home care setting
  - Hartman Color Code (personality/communications program)
- Information Exchanges among all BJBC provider sites that included administration, CNAs, Mentors, other members of the care team.
- Access to various other tools and resources

**Lessons Learned:**

- Success of the Mentor program is contingent upon clear expectations, and the full commitment from administration, management, and charge nurses. Planning for the implementation of the program is critical.
- The rural nature of our state and the inflexible schedules of DCWs present challenges in the way of program accessibility. It is difficult to make the program accessible onsite while also trying to provide opportunities for DCWs to receive education outside the workplace where they can benefit from networking with peers.

Direct Care Workers Need Health Care Too

### Objective 4: Health Care Coverage for Direct Care Workers

**Problem:** BJBC and ICA studies reveal that:

- About 9% of Iowa's population is uninsured and thousands more are underinsured BUT
  - 25% of CNAs in Iowa's nursing homes have no health care from any source.
  - 12% rely on public assistance
- And even though many long term care employers "offer" health care coverage, it is unaffordable to direct care workers earning between \$9-11 an hour.

**Outcome:** The BJBC Coalition has played a leading role in health care reform efforts in Iowa by:

- Participated in the planning of 2006 Gubernatorial forum on health care reform.
- Hosted two health care reform forums including Massachusetts Day in Iowa.
- Developed a video that captures the stories of un/underinsured direct care workers that was shared with legislators.
- Testified at a legislative hearing regarding the plight of direct care workers and their lack of access.
- The 2007 Legislature passed legislation to create a Commission on Health Care Reform. The Iowa CareGivers Association is seeking one of the 5 consumer positions to be appointed to the Commission.
- Convened a meeting of conveners to determine whether there are benefits to creating a Coalition of Coalitions, particularly in readiness for the upcoming presidential caucuses with a common message with which to educate candidates.
- Collaborated with various other groups on health care reform initiatives (Citizens for Health Care; Health Care for Health Care Workers, etc.)

Visit the ICA web site at [www.iowacaregivers.org](http://www.iowacaregivers.org) for related reports and links to other Health Care Reform activities in the country.

Also view the "Real Stories" video of 3 direct care workers' health care stories.



Telling Their Stories:

Cindy Ramer, CNA is underinsured, was forced to file bankruptcy, and has been denied care due to her medical debt. Here she talks with her state legislator.



What Other States Are Doing:

Massachusetts Day in Iowa  
Pictured from L to R: Di Findley, Iowa CareGivers Association; Michael Widmer, Massachusetts Taxpayers Foundation; Chris McCarthy, Center for Healthy Communities; Massachusetts State Representative Robert Hargraves; John Hale, Iowa CareGivers Association; Massachusetts State Representative Peter Koutoujian; Nancy Turnbull, Blue Cross Blue Shield of Massachusetts Foundation; Joel Olah, Aging Resources of Central Iowa; Chrisite Hager, Chief Health Counsel to Speaker of the Massachusetts House of Representatives

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### Objective 6: Dissemination of BJBC Program Results

Methods of dissemination of BJBC Program information included: presentations, news releases, press conferences, forums, newsletters, web sites, features in state and national publications. In addition, the Connect Program, funded by the Robert Wood Johnson Foundation, afforded us the opportunity to attend a training on how to "connect" with the members of our Congressional delegation to showcase the successes of the BJBC program and to ask their assistance in sharing the information and furthering the efforts. Meetings with 5 Iowa members of Congress were arranged by the Connect program staff which yielded some positive responses to the following requests: 1) filing of a Congressional Record Statement; 2) letter to the editor on health care reform by a congressman which ran in The Des Moines Register on the day of one of our health care reform forums; 3) site visit to one of the BJBC provider sites; 4) letter of support for ICA's fund development campaign case statement to establish a Center for Excellence in Caregiving; 5) assistance in seeking grant opportunities.



Acknowledged BJBC Provider Commitment

From L to R: Dana Petrowsky, Betty Grandquist, Denise Sedlock, Suzanne Russell, Patty Hinrichs, Heidee Barrett, Karla Hoppel, Marilyn DeWitt, Irene Davidson, Cathy Todd, Maribel Slinde.

Iowa BJBC Providers:

Bartels Lutheran Retirement Community  
Brentwood Good Samaritan Center  
Brookdale Living  
Buena Vista County Public Health & Home Care  
Friendship Haven  
Generations Incorporated/Wesley Community Services  
Grimeil Regional Home Care  
Home Caring Services, Inc.  
Lutheran Homes  
Madrid Home  
Mayflower Home  
Southfield Wellness Community



Our goal was to provide this one CNA Mentor class. In the end, ICA conducted 5 CNA Mentor classes and 2 Home Care Aide Mentor pilots.