

Delivering information to those at the center of quality care



DIRECT CARE BY DESIGN

ICA 2012 CONFERENCE

What bit of uniqueness do you bring to the care/support you provide to your residents or clients? What is your "design" for caring?

You, as direct care professionals, are often the architects of care, with your clients being your "design inspiration," the people who give you purpose in your career.

A good "care design" includes not only heart and hands, the most important "tools of the trade," but also individual creativity, artistry, functionality, flair, and inspiration. It is that personal touch and individual signature of "care design" that will be celebrated at the conference and recognition reception.

Mary McLaughlin Receives ICA "From the Heart" Recognition

On June 5, 2012, Mary McLaughlin, a community volunteer, was recognized for her outstanding contributions to the work of the Iowa CareGivers Association. She received one of the 2012 "From the Heart" recognitions. To learn more about Mary and this special recognition, see page 7.



Pictured are Don and Mary McLaughlin.

SAVE THE DATE!

Monday, September 10 and Tuesday, September 11, 2012

Conference Location:

Sheraton West Des Moines, 1800 50th St., West Des Moines, IA

164 graduate from the Iowa CareGivers Association "A Call to Leadership" program this spring.

For more on leadership, see pages 4 - 6.

What happened during the 2012 legislative session? And what's next for issues affecting the direct care workforce?

Read the update on pages 2 and 3.

This newsletter is made possible in part by IDPH Contract #s 5882NW23 & 5882SN02

Celebrating 20 years!

This year ICA is celebrating 20 years of providing education, recognition, advocacy and research in support of direct care workers. Plans are being made for a number of events throughout the year. Watch for more details coming soon!!

INSIDE:

- Advocacy Update
- Leadership Highlights
- Spotlight: Michael Owens
- Just Like You But More
- Development Update
- Conference Sponsors
- 20 year Anniversary Reflection
- Programs, Resources and more...

Stay Informed!

If you are interested in receiving information about educational programs, topics in direct care, and other opportunities, [register NOW](#) with the Iowa CareGivers Association. You can complete the registration form on our website at www.iowacaregivers.org. You can also register by phone or request a form at 515.223.2805 or by email georgeanna.spagnola@iowacaregivers.org.

2012 Legislative Session Update

The 2012 Session of the Iowa Legislature is Over. Did it do Things to Improve the Lives of Direct Care Workers and the Quality of Care and Services Provided to Iowans?

The Iowa Legislature has ended their work for 2012. Legislators have gone home, many to run for re-election this fall. As direct care workers (or their supporters) you need to know whether issues important to you and your work were addressed. Here is a brief run-down:

Iowa CareGivers Priority Bills That *DID* Get Passed

- **Funding to continue the Direct Care Worker Advisory Council:** a bill that provides continuing funding for the efforts to increase and improve the training and career opportunities of direct care workers
- **Funding to support programs for direct care workers:** a bill to continue programs and activities such as statewide and regional educational conferences, leadership development, mentoring programs and other efforts of the Iowa CareGivers Association

Iowa CareGivers Priority Bills That *DID NOT* Pass But Took A Giant Leap Forward

- **Increased educational standards for direct care workers:** The bill would have:
 - Required a minimum amount of basic training for those entering the direct care occupation
 - Made it easier for a direct care worker to move from one type of work setting to another
 - Created opportunities for direct care workers to get additional training in order to specialize in areas such as mental health, Alzheimers, oral care, and end-of-life care
 - Created a Board of Direct Care Professionals to oversee the workers in the profession

*(This bill passed in the Iowa Senate but was not voted on by the House of Representatives. This bill will come up again next year. With your help, we **CAN** get this passed and signed into law in 2013!)*

Iowa CareGivers Priority Bills That *DID NOT* Get Passed

- **Earned Income Tax Credit:** The bill would have increased the amount of the earned income tax credit for direct care workers and other Iowans working at lower paying jobs; allowing them to keep a little more of each paycheck to help make ends meet
- **Health Insurance Exchange:** the bill would have created a health insurance exchange in Iowa that would have helped direct care workers and other Iowans obtain adequate and affordable health care coverage

Other Bills Of Interest To Direct Care Workers

- **Mental Health Redesign:** A bill that will do away with the county-by-county approach to providing and paying for mental health services — **PASSED**
- **Sexual Offenders in Care Facilities:** The bill would have restricted the placement of sexual offenders in care facilities — **DID NOT PASS**
- **Alzheimers Disease:** The bill would have given Alzheimers disease increased attention in the Iowa Department of Public Health — **DID NOT PASS**

SO...What Do You Think? How Did They Do?

My opinion is this – it's a very mixed report.

The bills that got approved were important things to do. But the items that DID NOT get approved were major disappointments. Each of the things listed that were not approved would have been good for direct care workers and the lowans you care for and support.

SO...What's Next? Get Ready for the 2013 Session NOW!

It's an election year. There are many people who have served in the legislature in Des Moines that are retiring. Many who want to continue to serve face candidates who want to replace them. One thing is known – there will be a lot of new faces serving in the legislature when they reconvene in January of 2013. Each of them needs to know more about the direct care workforce and the importance of the work you do and services you provide.

SO...What Can You Do To Have An Impact?

1. Find out who the candidates are for the Iowa Legislature that will be asking for your vote. If they are a legislator seeking re-election, ask them how they voted on the direct care worker bills of interest to you. If they are a candidate wanting to become an Iowa legislator, ask them how they would have voted on those bills.
2. Ask them to support direct care workers and the people you serve. Give them the name, phone number and website address of the Iowa CareGivers Association to find out more about direct care workforce issues.

Phone: 515.223.2805. Web address: www.IowaCareGivers.org

3. Stay Informed. Stay Involved. Help elect people who care about direct care workers and who will work to make direct care a job that more people will want to enter and make a career of!

A sincere THANKS to everyone who took the time to call, write, or e-mail your state legislator in this past session! Your contacts helped educate them about who direct care workers are, what they do, and their critical importance to the individuals and families they serve. The success we obtained, and the progress we made, was in large part due to your efforts.

It's a reality – legislators exist to represent the people they serve. They don't know what people want them to do unless someone takes the time to contact them.

Your voice has power. But only if it's used!



John Hale
ICA Public Policy Consultant



Spotlight: Michael Owens
Member of the ICA Direct Care
Professional Leadership Council

Title: Pre-Vocational Assistant/CNA
Where I work: Harmony House Health Care
Recent accomplishments: Appointed to the Governor's Dependent Adult Protective Advisory Council

My favorite part of caregiving: I work with people who have developmental disabilities, so seeing them accomplish something new to them is extremely rewarding.

Something I'd like to change about the caregiving profession: Have it recognized as a profession.

How will caregiving change in the next ten years? I am not sure how caregiving will change in the next ten years. I do know that there will be an increased need for caregivers and I hope that education standards will rise and caregiving will be recognized as a profession.

My advice to employers about what they need to do to recruit and retain direct care workers: My advice to employers to recruit and retain employees is to treat them as a professional part of the care giving team and give them pay and benefits commensurate with a professional position. Most important is to include caregivers as a member of the professional caregiving team.

Something I'd like to accomplish: I would like to see educational standards go up and become uniform for all caregivers no matter the setting.

Someone I admire: My Dad.

Outside interests: I enjoy cycling, reading, and home improvement projects.

About my family: I have a beautiful girlfriend and a step daughter. They help and support me in all I do. Sometimes they even travel to Des Moines with me. They like to shop while I go to meetings.

My favorite vacation spot: Probably Tennessee. It is beautiful down there and my parents live there as well.

I have spoken to many people one on one about conference. I attended the ICA fund development meeting. And I was appointed to a Governor's Council.--Michael Owens

The Leadership Log

What Have Direct Care Professional Leaders Been Up To Lately?

I staffed the ICA exhibit at the annual Alzheimer's conference and the IAHC conference. I also helped with the Leadership Program.
 --Jeff Weinstock

I have been promoting ICA through my employer & putting ICA flyers in other facilities. Plan to talk with new CNA classes.
 --Val Oxenford

I have talked about ICA to new co-workers and helped at the Waterloo leadership class.
 --Tracy Hoveland

I've made Team Facilitator at my workplace and I'm taking courses to become a certified Preceptor. I also attended a national conference on behalf of my employer.--Anthony Wells

I participated on a panel at a direct care forum in Mason City.
 --Becky Johnson

I presented on a panel at a direct care forum in Dubuque.
 --Sherry Oswald

I talked to my legislators about my profession and have been talking to others about the ICA conference in September. I talked with high school students about our job and how we are all needed.--Laura Stein

I helped host a direct care forum in Waterloo.
 --Cindy Ramer

I have been talking about the conference. We celebrated CNA week at my workplace.
 --Kathy Leibold

I talked to a class of CNA students. Attended the CNA conference in Sheldon. I am working on another poem.--Renee Bernier

The Dependent Adult Protective Advisory Council was established for the purpose of advising the Directors of the state agencies on dependent adult abuse; evaluating the state laws and agency administrative rules on dependent adult abuse; and receiving and reviewing recommendations from the public concerning the programs for dependent adult abuse.

The Council reviews proposals to change the laws and policies on dependent adult abuse, including ones related to direct care professionals, such as the one on certification of direct care professionals that was debated in the 2012 session. The Council also reviews current issues related to dependent adult abuse and makes recommendations to the legislature.

The Council is honored and grateful for Michael Owen's willingness to extend the time and effort to be appointed and serve on the council and looks forward to his participation.

Submitted by Sandi Koll, Iowa Department of Human Services

JuSt LiKe YoU but MOre!

by Jessica M. Haynes

REM Iowa Community Services

Program Coordinator/Direct Support Professional

Jessica is a recent graduate of the Iowa CareGivers Association Leadership Program.

They are human just like you and I but they have more.

They too have feelings of happiness, excitement, pleasure, confusion, sadness, and pain, but express and experience them differently.

They often have their feelings hurt by people that do not understand them and it's hard for some of them to communicate their emotions naturally or appropriately but they have more.

They require assistance with things that are so easy for many but make it a challenge for them and their everyday living.

They have a title behind their names too, just like many individuals out there but their title is their diagnosis but they have more.

They have jobs sometimes it is hard to handle some days and other days aren't so bad. Their job is their life; living day to day that can be extremely hard and challenging.

They ask for help and assistance with things that they would have difficulty asking their families to do such as washing their hair or scrubbing their backs but they have more.

They often get individuals that are far from being chefs which makes it hard for them to follow their diets or eat healthy.

They have chauffeurs that take the extra time to take them to the movies, out to their favorite places to eat, shopping, or to doctors appointments but they have more.

They have family and friends that live near and far but do not seem to visit as often as they should or as much as they'd like them to but they have more.

They have more because they have caring people that are in their lives that assist them with their living. These individuals have the special hearts for kindness, patience, respect, dignity, honor, and compassion. But they have more they have CAREGIVERS that make their lives POSSIBLE.



Pictured (L to R): Jessica Haynes and Kera Bomer.

You can get more involved and be a leader in the direct care profession. Each of us has unique skills to contribute. To submit something for the newsletter, please contact pam.biklen@iowacaregivers.org. The Iowa CareGivers Association's "A Call to Leadership" Programs will be held every year in the spring.

ICA Leadership Graduates from the Ottumwa Program



For more pictures from the Spring 2012 Iowa CareGivers Association Leadership Program, see page 6 or visit the photo gallery on our website: www.iowacaregivers.org.

Congratulations to the 164 graduates from the Spring 2012 ICA Leadership Programs



Congratulations to the Council Bluffs graduates.

Krista Alonzo
 Patty Amerson
 Alicia Atkinson
 Renee Ault
 Falona Austin
 Teresa Baarda
 Rhonda Bailey
 Jamie Bargman
 Katie Barr
 Kim Bechler
 Becky Berrett
 Erica Black
 Kera Bomer
 Joni Brammer
 Connie Brennan
 Trell Burley
 Tami Campbell
 Tina Carter
 Melissa Chapman
 Deb Christiansen
 Shelbi Clark
 Hannah Coddington
 Jamie Cole
 Vicki Connelly
 Mary Coon
 Deb Craft
 Linda Crill
 Alicia Crow
 Shelly Curry
 Raylene DeReus
 Courtney Derr
 Tessa Dietrich
 Christina Dietz
 Estefanie Dill
 Cynthia Dirksen
 Tina Dittmer
 Rena Donahue
 Gloria Drake
 Michelle Drummond
 Edwin Dunbar
 Rebecca Dunham
 Shirley Edwards
 Connie Elswick

Kathi Fehr
 Holly Fitch
 Keeley Foreman
 Amber Gamble
 Mary Gamble
 Ashley Ganoe
 Christine Garcia
 Robert George
 Judith Gifford
 Sharon Gilbert
 Jill Grant
 Karen Graves
 Robyn Gray
 Eota Greene
 Michael Grieder
 Aubry Haberer
 Kari Hackley
 Melissa Hahlen
 Ashley Haley
 Brook Hanks
 Carla Harris
 Nassrene Hashemi-Toroghi
 Christine Hatcher
 Jessica Haynes
 Jo Heidt
 Michele Heisler
 Peggy Heistand
 Brenda Hills
 Lisa Jessen
 Katrina Johnson
 Debra Kiel
 Stephanie King
 Katherine Kinley
 Michelle Kirkpatrick
 Julie Kitt
 Jessica Knowler



Congratulations to the Waterloo graduates.

Rosie Koons
 Jodie Krier
 Dani Kulper
 Tina Lamaak
 Suzanne R. LaPlante
 Cassidy LeCroy
 Nicole Lee
 Anne Lehmann
 Ashley Long
 Shelley Lujan
 Tara Maiden
 Laura Malek
 Kay Martel
 Jamie Maschmann
 Olga McHone
 Bette Mertz
 Lindsey Meyer
 Chad Miller
 Crystal Miller
 Jackie Miller
 Katlyn Miller
 Ariel Mundy
 Lacesha Nichols
 Lisa Niehoff
 Corrie Orndorff
 Amber Palmer
 Gloria Palmer
 Ashley Perez
 Lindsey Petry
 Sarah Phillips
 Emily Pierce
 Malinda Plumb
 Anne Porter
 Krystal Prince
 Vicki Proctor
 Monica Purk
 Jessica Rasmussen
 Melanie Rausch
 Lorena Reed
 Janet Reiser
 Katrina Riemersma
 Malinda Roberts
 Samantha Robinson
 Anna Rodenberg
 Candy Ross
 Candy S. Ross
 Troy Sahr
 Paige Saxton
 Amanda Scharff
 Stephany Scheuring
 Anna Schroeder
 Kathy Schunk
 Kim Sexton
 Stephanie Sharp
 Amanda Shipley
 Janette Simon
 David Skaar
 Willemina Skellenger
 Shawn Smith
 Paula Spurlin
 Cindy Starr
 Janet Stone
 Logan Story
 Corey Stull
 Patricia Stull



The Ankeny Leadership Program had around 80 participants.

Jessica Sutton
 Penny Sweet
 Jamie Teff
 Ann Tendall
 Matthia Thompson
 Denise Tjelle
 Eurita Trease
 Amanda Valentine
 Nancy VanDeHaar
 Jason Vanderpluym
 Joe Vaughn
 Brenda Vinton
 Ashly Von Arb
 Richard Wallace
 Denice Ward
 Emily Webster
 Michelle Wedig
 Carolyn Wolf
 Ainsley Wynkoop
 Abby Yocum

Mary McLaughlin Receives a Thank You “From the Heart” Of ICA

Continued from page 1

As a small independent nonprofit, the Iowa CareGivers Association (ICA) relies on many generous organizations and individuals throughout the year to help us achieve our mission. The support ranges from donated printing and meeting space, and office volunteers to financial and philosophical support of the ICA and the direct care professionals and families we serve.

A few years ago, the ICA launched the “From the Heart” recognition program. The From the Heart recognition is just that...an expression of thanks that comes straight from our hearts. It is simply meant to extend a BIG and well-deserved thank you to those that help us in some significant way during the year.

And, Mary McLaughlin is one of those individuals who is certainly deserving of the “From the Heart” recognition. Mary has been involved with the Iowa CareGivers Association for several years now. She’s always willing to help out with projects and always does it with a smile on her face.



FROM THE *Heart*



Pictured L to R: Betty Grandquist, ICA Board Chair; Mary McLaughlin, “From the Heart” recipient; Lin Salasberry, CNA and ICA representative.

Betty Grandquist, ICA Board Chair, and Lin Salasberry, direct care professional and ICA representative presented Mary with this special recognition. Lin says, “We appreciate the leadership Mary has shown in taking on various projects to help us achieve our mission; participation on the conference planning committee (serving as co-chair on a few occasions), staffing various conference exhibits, attending events and programs on behalf of ICA, helping with registration at events, helping with various office work and phone calls, writing articles for The HUB newsletter, and much, much more. We can go on and on about the things that Mary has done, but what makes her special is the spirit in which she gives of her time and her self. She always participates with such joy that it is contagious, which makes working with her on projects so much more fun, even when the projects may not be so much fun. It is very evident to us and to all who have had the pleasure of working with her that Mary has a true passion for advocating for the direct care professional and the quality of care that is provided to all Iowans.”

In accepting her recognition, Mary says, “The field of direct care has always meant a great deal to me. Forty-two years ago I had attended the Madison Area Technical College in Madison, WI & completed their 360 hour Nursing Assistant program. YES, 360 hours... (240 supervised clinical practice and 120 hours of Related Instruction). (The last time I checked, the standard in 2010--- was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner grocers. I loved my work as a CNA.But the reality of the work environment ----with its lack of support, low wages, high turnover rate, which left those of us who stayed with a huge Resident to Nurse Aide ratio and with no way to have a voice---individually or as a group, these negative conditions tilted my decision to leave the field of direct care.”

Mary goes on to say, “It was amazing to find Iowa CareGivers Association, a first in the country organization, whose mission it was and is to enhance quality care by providing education, recognition, advocacy and research in support of the direct care worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core curriculum and pathways to career development. These changes, among others, are essential and much needed. It is my great privilege to have a small part in assisting the ICA in its work to recognize the direct care professional and to put the whole field on the map as a key partner in delivering excellent care.”

Thank you again, Mary, from the bottom of our hearts.

“It is my great privilege to have a small part in assisting the ICA in its work to recognize the direct care professional and to put the whole field on the map as a key partner in delivering excellent care.”



Pictured at left: Sandi Koll, Iowa Department of Human Services and Mary McLaughlin



Pictured above: Pam Biklen, Program Director, Iowa CareGivers Association; Mary McLaughlin; Di Findley, Executive Director, Iowa CareGivers Association



John Hale, Public Policy and Development Consultant

The HUB. For many years it's been the way the ICA "talks with" direct care workers and their supporters. Every HUB issue has talked about the projects, conferences, educational opportunities, legislative actions and many, many other things all designed to help direct care workers lead better lives and have better careers.

ICA has done great work. It's an organization you can be proud of. I've called the ICA "the little engine that could." It has always kept chugging along by repeating the "I think I can, I think I can" words made famous by that little engine.

But ICA finds itself in a changing world. Many of the past sources of funding to keep the organization alive and well have either disappeared or been greatly reduced. As a result, ICA is no longer doing many of the things it used to do. It has reduced staff. It has reduced its programs around the state.

While it's still chugging, it's working harder than ever to keep going. Part of that "working harder" is putting much more effort into raising the dollars needed to not just maintain the organization, but to grow the organization so it can touch the lives of more direct care workers throughout Iowa.

I've started to spend more of my time helping ICA with its fund raising challenges. I need your help -- ICA needs your help -- with that. Raising money for anything -- be it an organization like ICA or a grade school or any worthy cause -- requires an "All hands on deck" approach. Everyone who cares about ICA needs to think of themselves as part of the team that makes good things happen!

As a deck hand for ICA, what can you do to assist? You can:

- Participate in ICA programs to learn the value of what it does. Once you've done so, spread the word to others and encourage them to participate.
- Look at some of the great things on the ICA website and forward them to others. One example: The 60 second video recorded by ISU Football Coach Paul Rhoads. It's a great clip about the importance of direct care workers that more lowans need to see. Route it to 5 people you know and ask them to route it to 5 people they know.
- "Talk up" ICA with those you know. Tell them about the good things it does. Encourage them to make a contribution on behalf of a worker that they've come to depend on. Or on behalf of a loved one who is no longer with us that was served so well by a special direct care worker.
- Those "on deck" for ICA aren't just workers. Maybe you're an employer, or a community college staff member or an employee of an organization that works with ICA. If you know and value the work of ICA, become a financial contributor to it.

One thing I've come to understand about ICA -- it genuinely cares about you and those you serve. Anyone who knows Di, staff members, members of the Board of Directors or the Direct Care Workers who serve on the Leadership Council know how passionate they are. That type and level of passion is hard to find these days. With ICA it's genuine and heartfelt.

ICA will soon celebrate its 20th year of existence. With your help, 20 years from now it will be a bigger and better organization, doing more things that help more direct care workers in more parts of the state! Thank you for being part of the ICA team!

WE ASK FOR YOUR SUPPORT

Show your support for the work we do on behalf of aging lowans, lowans with disabilities, their families, and the paid direct caregivers that support them. Your contribution will support 1) high quality educational programs that increase the knowledge and skills of paid direct caregivers; and 2) advocacy that impacts policies that a) ensure the safety and well-being of you and your loved ones and b) encourage lowans to become paid direct caregivers and make it a career.

Here's how you can help:

Make a financial contribution.

YES I WILL. Make checks payable to Iowa CareGivers Association or contribute online at www.iowacaregivers.org

Amount of Contribution \$ _____

YES I WILL. Please contact me about considering a larger gift in my will or estate plan.

My contribution is: In Honor of In Memory of
Full name of Honoree or Memorial:

Mailing Address of Honoree or Family of Memorial:

Name _____

Complete Home Mailing Address

City, State, Zip _____

County _____

Phone (home) _____ Phone (work) _____

Phone (cell) _____

Email Address _____

(Emails are not shared with others.)

Please keep my contribution anonymous.

Your contribution may be tax deductible as prescribed by law. Donors will be listed in the Iowa CareGivers Annual Report unless otherwise instructed.

Thank you to all of the following for your generous support.

In Memory

Jimmy T. Stevens
Connie Stevens

Partners and Donors Contributing \$1,000-\$4,999

David Hurd

Partners and Donors Contributing Up to \$999

Betty Grandquist
Deanna Lehl
Ivan and Marian Lyddon
Doris Jean and Owen J Newlin
Mary Oliver
Lin and Lawrence Salasberry

Inkind Contributions

Grace Label, Inc.
Telligen
Upper Midwest Public Health Training Center

**Listed are contributions from the period 3/8/2012 to 6/26/2012*



2012 Conference Sponsors

Co-Sponsors:

Iowa Insurance Division

Heart of Gold Sponsor: \$5,000 and above

Des Moines University Physician Assistant Program
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Hospice & Palliative Care Association of Iowa
LeadingAge Iowa
RockSolid - A Leadership Growth Company
Bruce and Linda Simonton
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Telligen (inkind)
Upper Midwest Public Health Training Center

Funding for this conference made possible in part by the US Department of Health and Human Services, Health Resource Service Administration Grant #T82HP21505 and the Iowa Department of Public Health Contract #5882NW23 and in part by the Iowa Department of Public Health with funding appropriated by the 2012 Iowa Legislature Senate File 542.

*"Direct Care by Design"
Iowa CareGivers Association's 2012 Annual
Conference for Direct Care Professionals
September 10 and 11, 2012
Sheraton West Des Moines
Look for full agenda and
registration materials in July.*



*Di Findley, Executive Director,
Iowa CareGivers Association*

As I Reflect on the 20 Year Anniversary of Iowa CareGivers Association...Some Things Never Change

Still Frugal!

Several years ago I recall a discussion between members of our staff about our tight budget. It went something like this:

Lin Salasberry: "We are facilitating this forum next week and we don't have any purple dot stickers. Should we order purple stickers or should I use a purple marker to color white ones?"

Pam Biklen: "What would be cheaper to do?"

Lin: "Well, I am volunteering my time to color the white dots, so it should be cheaper to do that."

Just the thought of this makes me laugh out loud as I write this...while we no longer hand color our stickers, we are frugal and stretch every dollar as far as we possibly can. **That hasn't changed!**

Still Passionate About Direct Care Professionals

Last year due to budget constraints and the loss of a key staff member, who taught our programs, we questioned how we were going to teach our 2012 Leadership and Mentor programs. Hiring a replacement was not an option nor was canceling the programs. I taught the classes and I know that I gained more out of the experience than the direct care professionals who were participating. There were 164 who completed the Leadership program.

Being able to visit and connect with DCPs across the state face to face was an extremely rich experience for me and a reminder of how passionate the ICA, our Board, Leadership Council, staff and consultants are about those who provide most of the direct hands-on care and support in our state. **That hasn't changed!**

Still Independent Voice

We are often asked, "What do you mean when you say you are an independent organization, and why is that important?" Being an independent organization simply means that we are not owned or funded by a university, nursing home or other employer trade association, or other entity.

Being independent means that we can continue to look at every issue, every challenge, and every decision through your eyes and the eyes of those you serve. We can continue to say... "hey wait a minute...how does this decision or program affect direct care professionals and those you serve?"

A wonderful example of that is the role that ICA is playing to establish a Board of Direct Care Professionals in state government; a Board that will lead to more consistent and portable educational standards and the professional status you deserve; better care and services for those being supported, better use of limited tax dollars, and make it easier for employers to recruit and KEEP good direct care employees.

Years worth of input from direct care professionals, like you, tells us that it's the right thing to do. Your voice is being heard on this issue because we are independent. If we were owned, funded or controlled by another entity, it's possible that we would be told to "back off", to remain silent, or to wait a few more years before pursuing it.

We won't be silent and we won't back off. We will remain true to you and our mission! **That hasn't changed!**

Still Grateful!

We are grateful to all who have supported direct care professionals and the Iowa CareGivers Association's mission over the years!

AND THAT WILL NEVER CHANGE!

Please remember to update us if you have any name or contact information changes, so that you can continue to receive the ICA HUB and other program announcements. Thank you.

Iowa CareGivers Association does not discriminate in its educational programs and activities on the basis of race, creed, national origin, ancestry, color, religion, sex, age, disability, veteran status, sexual orientation or any other protected class under relevant state and federal laws.



Deanna Lehl, ARNP joins Iowa CareGivers Association Board of Directors

With great pleasure and enthusiasm, I accept the invitation to join the Board of Directors of the Iowa CareGivers Association (ICA).

While Nebraska was the site of my birth and early education (Hastings College BA), Iowa has been my home for the past 45 years. My spouse was a graduate of the Eastman School of Music in Rochester, New York, but spent the last 20 years of his life teaching music at Drake University here in Des Moines. Our three sons grew up in Des Moines, all three graduated from Drake, as did I. I hold Master's of Public Administration, and Master's in Nursing from Drake. I also hold a Master's in Health Care Administration from Des Moines University.

Following early career years in teaching (Montessori and Jr. High 9th grade General Science) plus administrative work at the State of Iowa, I entered Nursing as a second (third) career in the 1980's. I have worked as a hospital floor nurse, a student health nurse and nurse administrator.

I am currently a Family Nurse Practitioner in practice for the past 15 years primarily with uninsured patients. My main practice sites are Primary Health Care, Inc. clinics and Proteus Migrant Health Project clinics. I am eligible for retirement, but continue to practice because I enjoy the work and in reality, have been in practice a relatively short time.

Caregivers for the uninsured patients with whom I work, are almost exclusively family members. Care for the insured patients I see have a mix of caregivers of family and salaried professionals. I sense that most direct care givers are under recognized and under paid. I am keen on learning more about the current care giver situation and in developing resources and standards of care for ALL caregivers.

Sincerely,
Deanna R. Lehl, ARNP

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2012 Annual Meeting of the Iowa CareGivers Association Board of Directors will be held on November 5, 2012

Iowa CareGivers Association 2011 Annual Report is now available on our website: www.iowacaregivers.org

The Direct Care Professional Recruitment Toolkit will be available in July.



Make sure to visit us on the web at: www.iowacaregivers.org and you can follow us on Facebook and Twitter

Look for these programs over the next year...

We are planning programs for the next 12-18 months. You can look forward to the same high quality programming as always. Watch the HUB newsletter, ICA Website, and other resources for the following programs:



*Pam Biklen,
Program Director*

- **Statewide Educational Conference:** NEXT CONFERENCE IS SEPTEMBER 10 AND 11, 2012!! Our statewide educational conference is typically held in the fall with over 300 direct care professionals from across Iowa and neighboring states in attendance. The conference provides high quality educational sessions, networking opportunities, community resources, free health screenings, and a recognition reception. Conference sponsors make it possible for us to keep the registration fees at a very affordable rate. Look for registration

information in July. This year's theme is "Direct Care by Design." Many people have asked about theme related attire. Come to conference with your set of tools in your tool belt or express your personal flair in what you wear. It's about what makes you extraordinary, what makes you---you! Feel free to come dressed with painter's pants, toolbelts, artist beret, artist palates, and other similar attire.

- **Return of a Series of the 3 P's Regional Educational Conferences.** Please share your ideas about locations in the state where we should host these regional conferences.
- **"A Call to Leadership"** "A Call to Leadership" is a one day educational program that focuses on leadership outside the workplace. The focus of the program is on professionalism and leadership within the direct care profession. Participants identify ways to enhance the professional status and image of their profession, and develop various leadership and advocacy skills. There is no fee for this program.

- **"A Call to Mentoring"** "A Call to Mentoring" is a two-day educational program for DCPs to enhance peer mentoring skills as a means to help retain direct care staff. The program content focuses on the role of a peer mentor, the importance of active listening and other communication skills, and how to deal with the challenges of mentoring. There will be a fee for this program.
- **NEW!** The ICA Direct Care Professional Leadership Council may be coordinating and hosting their first Leadership conference. All who have graduated from the ICA Leadership program will be invited to attend. A variety of programs will be offered to help build leadership skills based upon people's interests.

Please contact me if you have any questions related to our programs.

Pam Biklen, Program Director
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for articles,
information, and
much more...



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