Enhancing the quality of care by providing education, recognition, advocacy, and research in support of those who work in the field of direct care.

Delivering information to those at the center of quality care.

August 24 and 25, 2015
Registration Now Open
Early Bird Deadline August 10

See page 4 for more information.

Prepare to Care “Core” Training still free online
(see page 2 for more on how to enroll) Regional Listening Sessions Revealed:

- 38% are currently using “Prepare to Care” training program.
- 100% of those currently using “Prepare to Care” intend to continue to use it.
- 75% of those currently not using “Prepare to Care” plan to use it in the future.
- 79% are very likely or somewhat likely to use the “Mouth Care Matters” oral health care specialty training for direct care workers.

CARE ABOUT YOUR PROFESSION AND QUALITY CARE? THEN STAY INFORMED!

Receive up-to-date information about educational programs, direct care news, and other opportunities!
Sign Up NOW with Iowa CareGivers. Complete the form on our website at www.iowacaregivers.org. You can also sign up by phone or request a form at 515.223.2805 or by email at information@iowacaregivers.org.
Send us your email for your convenience and so we can save on postage and printing costs!
Sign up NOW to Complete Prepare to Care Core Training
The Mouth Care Matters Oral Health Specialty Training can be taken by direct care professionals who have already completed the Prepare to Care Core training, which is available free of charge online. Sign up for Core training at:  http://directcare.training-source.org/

Mouth Care Matters, the first Oral Health Specialty Curriculum under the State’s Prepare to Care Program is Completed
Thank you to the University of Iowa Colleges of Nursing and Dentistry, the Curriculum Workgroup, Resource Group, and Direct Care Professional Education Review Committee for their contributions to the curriculum development.

Mouth Care Matters Project Oral Health Specialty Trainings Scheduled for Fall 2015
Mouth Care Matters Project is testing a two-day Oral Health Specialty training for a limited number of those in direct care. Be one of the first to try the Oral Health Training! Call Iowa CareGivers at 515.223.2805 if you are an individual interested in taking the training or an employer interested in enrolling direct care staff.

Available at the Following DMACC Locations:

Ankeny Campus:
9/22/15-9/23/15 – Building 24 Rooms 307/309
10/22/15-10/23/15 – Building 24 Rooms 307/309

Boone Campus:
9/25/15-9/26/15 – Room 205
10/9/15-10/15 – Room 205

Carroll Campus:
9/14/15 and 9/16/15 – Room 130
10/16/15-10/17/15 – Room 130

Newton Campus:
9/11/15-9/12/15 – Room 251
10/16/15-10/17/15 – Room 251

THERE IS NO HEALTH WITHOUT ORAL HEALTH*
by Carol Van Aernam, RDH, BA

TOOTHBRAVES: The main purpose of a toothbrush is to remove plaque and bacteria from your mouth. Proper brushing twice a day helps to reduce infection, risk for dental decay, gum disease, tooth loss, and bad breath.

Question: How do I choose the right manual toothbrush?
Answer: Always choose a soft bristle toothbrush, it will remove plaque/bacteria, prevent bleeding gums (gingivitis) and protect exposed root surfaces. The size of the toothbrush depends on the size of your mouth, so choose the size that is most comfortable.

Mouth Care Matters’ Oral Health Specialty Training Instructors Were Trained on June 10-11, 2015

23 dental hygienists completed the Oral Health Specialty instructor training taught by Drs. Anita Stineman and Howard Cowen.

Instructors are ready to take the training out to Direct Care Professionals in the 22 counties served by Des Moines Area Community College (DMACC)

To celebrate this accomplishment, Iowa CareGivers hosted a kickoff reception sponsored by DMACC on June 10 for curriculum developers, funders, instructors, Life Long Smiles Coalition members, and other supporters. Thank you to everyone who joined in the celebration.

For additional information: Mary Ann Young, Consultant, Iowa CareGivers, 515-360-7003
Email: whink1234@mchsi.com or Iowa CareGivers, 515.223.2805

This project funded by Delta Dental of Iowa Foundation, Mid-Iowa Health Foundation, and the Iowa Department of Public Health through a Centers for Disease Control and Prevention Cooperative Agreement (#DP13-1307). Mouth Care Matters (MCM) is an initiative of the Lifelong Smiles Coalition supported by the Delta Dental of Iowa Foundation.

Question: Which is better, Electric/Battery Toothbrushes or Manual Toothbrushes?
Answer: Electric/battery toothbrushes clean teeth more effectively. If you have had a stroke, arthritis, or dementia it is easier to brush your teeth and remove the plaque.

Question: How often do I need to replace my toothbrush?
Answer: Every 3 months, when bristles are frayed, or after an illness.

Question: How do you keep a toothbrush clean and safe to use?
Answer: Rinse with water and tap on sink to remove debris, allow toothbrush to dry between uses. Store toothbrush handle down in a container, or store in a toothbrush case with holes for ventilation. Never allow toothbrush to come into contact with a hairbrush, razor, or other items. Do not store toothbrush in an open container next to the toilet. Do not put the toothbrush in the microwave or dishwasher as it might damage the toothbrush.

Question: Can a toothbrush be shared?
Answer: NO! Billions of bacteria live on a toothbrush. You would have an increased risk for developing an infection or transmitting a disease.
Programs

August 24 and 25, 2015
Prairie Meadows—The Meadows Events and Conference Center

The full agenda and brochure are available at our website: www.iowacaregivers.org
REGISTRATION IS OPEN.
Book your adventure with us now!

A Special Invitation
from the 2015 Iowa CareGivers Conference Committee Chair, Tonya Amos

Pack your bags and get ready for an exciting adventure! This year’s conference, “Passport to Direct Care”, will provide direct care workers and family caregivers with an all-inclusive package of support, information, education, networking and fun! The itinerary includes sessions with topics that include all of the different individuals that direct care workers serve. Choose from information about fitting fitness into your work with individuals, how to deal with challenging behaviors for all ages, how to be an effective advocate, slips and falls, oral health, financial awareness, self-help sessions and much, much more! Your passport will also grant you access to the exhibits and free health and oral screenings. Join us for the reception being held to honor and pay tribute to you and all of the other direct care workers. Each day of the conference will be a new adventure. So grab your passport and your suitcase and we will see you there!

Conference Preview: Teaming with the Department of Justice
By Jacob Schunk and Dean Lerner, United States Attorney, Northern District of Iowa

We are pleased to have been invited to your 2015 Iowa Caregivers Conference, Passport to Direct Care. United States Attorneys throughout the country are actively seeking out and encouraging caregivers to assist in ensuring that taxpayer money for healthcare is properly spent and that beneficiaries receive the quality care they deserve. With the help of caregivers such as yourselves and others, the United States recovered nearly $2.3 billion through Medicare and Medicaid investigations in 2014.

Our workshop will share information about existing programs to combat fraud, waste, and abuse, and it will offer assistance and practical advice for becoming involved. We will also discuss False Claims Act cases and provide information about whistleblower protections.

We intend to share examples of caregiver involvement in actual cases, provide direct contact information, and leave lots of time for questions. And, we’ll discuss potential personal rewards for your involvement.

The importance of your contribution to these efforts cannot be overstated.
Ottumwa Job Corps Students Empowered With Scholarships

Since 2012 approximately 90 Ottumwa Job Corps health care students have received scholarships to attend the Iowa CareGivers educational conferences and leadership training. These scholarships have been made possible through a contract with the Department of Public Health.

One of those scholarship recipients, Tiffany Dixon, is now studying to become a licensed practical nurse at Indian Hills Community College (IHCC), and was the regional winner for the “We Can Do It” campaign by the National Office of Job Corps.

During a recent Job Corps stakeholder meeting Iowa CareGivers was recognized for their support of the students. Robin Carmichael, Job Corps, said, “I believe the Iowa CareGivers has a great deal to do with the empowerment! Knowing Iowa CareGivers is behind our trainees empowers me as a nurse!” Accepting the recognition on behalf of the Iowa CareGivers was Di Findley.

AND THE OSCAR GOES TO… Marilyn Stille, Long Time Direct Care Worker Advocate!

The 15th Annual Celebrate Direct Caregivers Conference at Northwest Iowa Community College…

…Was a raving success. Marilyn Stille and the NICC President, Dean, Staff and Instructors put on an exciting Oscar Award production. From the wonderful welcome of the college hierarchy, a trip down memory lane and the motivational speaker Debra A. Salz with her presentation “Making Your Feature Film” made us all Oscar Winners. The event, though exciting, was also bitter sweet. This 15th Annual Celebration was Marilyn Stille’s last. I can truly say it’s been an honor and pleasure to have attended 11 of these celebrations where Marilyn has celebrated Direct Care Professionals and the work that we do. So, in true Marilyn Stille fashion we were able to celebrate and thank her for seeing to the education, training, and support of Direct Care Professionals in Northwestern Iowa and beyond. Marilyn was speechless, in tears and continued to insist that this was supposed to be about us (Direct Care Professionals) not her. I told Marilyn by honoring her we’re honoring ourselves. Thank you for the program and for being such an advocate.

– By Anthony Wells, CNA and Member of the Iowa CareGivers Leadership Council

Marilyn and NICC have worked collaboratively with Iowa CareGivers on a number of programs. She is also instrumental in helping to provide travel/hotel for those receiving scholarships to the Iowa CareGivers conference.
DIRECT CARE WORKFORCE | 2020
Regional Listening Sessions For In-Home, Public Health, Community Based, and Hospice Employers

55 Employers Discuss Challenges and Opportunities
In May and June a series of five regional focused conversations entitled “Direct Care Workforce 2020” took place in Ankeny, Ottumwa, Dubuque, Mason City, and Carroll. Fifty-five (55) health and long term care providers representing public health entities, home care agencies, hospices, assisted living facilities, nursing homes, and even Ottumwa Job Corps participated. The purpose of the conversations was to identify the challenges and shape solutions in filling direct care position vacancies and in keeping people in the field. To View the Photo Gallery, visit: iowacaregivers.org/regional_programs

“This was the most productive meeting with information being passed from one professional to another in all fields.” – Robin Carmichael, Ottumwa Job Corps

Next Steps: Solutions
Iowa CareGivers plans to incorporate the recommendations that were offered during these conversations into a solutions document that will be shared and used for developing strategies to address these important workforce issues.

Direct Care: The Toughest Job You’ll Ever Love
Iowa CareGivers recently held leadership retreats at Hawkeye Community College in Waterloo and Iowa Central Community College in Fort Dodge. The direct care workers in attendance spoke best about what the day meant to them.

Excerpts “What a Difference a Day Makes!”
by Fran Mancl, CNA

“What a Difference a Day Makes” Those were the very words that came to mind while driving home from a retreat day sponsored by Iowa CareGivers....The retreat day provided time for being with others in the profession of direct care and to share personal caregiving stories...Some of our stories were shared with a few tears and others with joy-filled relief and laughter. In the end, those of us attending the retreat believed the emotional, physical, and spiritual investment made in direct care is all about building awesome relationships of care with many who need it. It is a tough job but in the same breath it is a life-giving profession. There was mutual agreement that the retreat day made a positive difference in our attitude, our perspective, and our commitment to direct care. Our profession is loved and valued despite a lack of recognition, a questionable wage, and need for training and continued education....In these months of summer, many take vacations and retreats from their job, their profession. Would that I could give every direct caregiver what I received from attending the retreat day,”The Toughest Job You'll Ever Love.” What a difference a day makes!

I left Iowa Central Community College proudly wearing my new “Direct Care: The Toughest Job You’ll Ever Love” t-shirt. Standing in line at the coffee shop (refueling for the ride home) a stranger was staring at me. Finally she spoke, “Are you in direct care?” she asked.
“Yes, I am.”

“I really admire the work of you and your colleagues. You make such an incredible difference in the lives of the people you work with.”

“Thank you”— Leslie Hayenga Adams, CNA

To view the full stories from Fran and Leslie and to view the photo gallery from these events, please visit: www.iowacaregivers.org/education/leadership_program.php
Iowa CareGivers “A Call to Mentoring” Instructors Trained

By MaryAnn Young, Iowa CareGivers Consultant

17 individuals from Immanuel Communities, Virginia Gay Hospital, and Ridgewood Active Retirement Community became the first certified instructors for the Iowa CareGivers “A Call to Mentoring” Program on April 23, 2015. These three organizations now have Instructors “in-house” that will train direct care professionals.

- 100% rated the training excellent/very good.
- 100% felt they have the resources needed to teach the two-day peer mentoring class.

When asked how “A Call to Mentoring” will benefit their organization, respondents indicated:

- “It will help facilitate an environment focused on the values of mutual respect and community with our employees in our workplace.”
- “It will help facilitate a welcoming and team atmosphere and promote better care for residents.”
- “To support our culture of serving each other and staff retention/staff satisfaction.”
- “Improve work environment, sustainability, engagement by staff.”

Next Steps: This Instructor training is a pilot project designed to promote sustainability of the Iowa CareGivers “A Call to Mentoring” program by providing certified Instructors in employer organizations and community colleges.

1. A focused discussion with the three organizations after they complete at least one mentor training for DCP’s.
2. Modify Instructor curriculum/delivery based upon feedback from Iowa CareGivers staff and pilot project participants.
3. Plan another Instructor training to accommodate the waiting list of organizations interested in creating a mentor program and having certified instructors on staff. Kirkwood Community College has also expressed interest in hosting another training. Please contact MaryAnn Young if you are interested, 515-360-7003 Email: whink1234@mchsi.com

Veteran’s Home… Despite Higher Pay… Tough Filling Direct Care Positions

Marshalltown Veteran’s Home Good Paying Direct Care Jobs Difficult to Fill

Iowa Veteran’s Home Commandant, Jodi Tymeson, recently discussed direct care workforce issues with Di Findley and Bailey Phares, Iowa CareGivers. Despite the fact that the Veteran’s Home direct care jobs are among the highest paid in the state, they, like many in the private sector, are now finding it difficult to fill those positions. Direct care positions at the Veteran’s Home pay between $15 and $20 an hour with good state benefits compared to $9 to $12 an hour for these same jobs in the private sector. This only further validates the concern about the gap that exists between the availability of an adequate number of qualified direct care workers and those in need of their services.

The Commandant gave us a tour of the facilities and we were struck by how she was able to address every staff member and veteran by their first name. In addition, we attended a ribbon cutting ceremony for the opening of the renovated Malloy Building which now consists of 180 beds with both single rooms and couple suites for long-term nursing care.
Using Training Opportunities to Enhance Retention
By Amy Wallman Madden, COO/Co-Founder, H.O.P.E

If one were to mention the word, “training”, a typical response might be “boring” or “this information does not apply to me or what I do” or better yet, no verbal response but yet a gestural, “yawn with the roll of the eyes”. I have been there, done that! And honestly, that is what kind of training opportunities HOPE offered up until about 5 years ago when we learned the basic components of training and teaching adult learners.

By being a part of a pilot group that offered provider driven training materials, we had the opportunity to be trained ourselves by an expert instructor that gave great, practical techniques to engage “students” and solidify the necessary material that is essential in providing direct care services. When we applied the learned teaching/training techniques, the feedback from our “students” was noticeable and encouraging. And the results seen out in the field, truly remarkable!

Two reciprocal results of offering training opportunities for our Direct Care Professionals were not what we necessarily expected. Outside of seeing the quality of services increase, we saw an increase in comradery amongst our Direct Care Professionals. We also noted that our retention for our Direct Care Professionals that went through our trainings was over 75% over the last few years. Wow – talk about a return on investment trifecta!

One of our guiding values is using humor, and honestly, we use it a lot. When we can make fun of ourselves, it breaks down walls and opens minds to receive the information. This year our theme was “Commercials” and past themes have been “The Ellen DeGeneres Show” and “Saturday Night Live”. Plus, as trainers, by changing up the themes, not necessarily re-creating the content, we all can still have fun and the information automatically is delivered not the same that might speak to the attendees differently. The end result we all want is to learn and grow so that the information can be used to make our work more effective and meaningful.

This will be the 9th year that we have offered an opportunity for our Direct Care Professionals a chance to get together, learn from each other and take that knowledge and apply it to the hard work they do every day. I am so grateful to the visionaries that brought the opportunity to learn how to be more effective trainers so we can better teach and train the amazing Direct Care Professionals that give so much of their heart and soul to this very important work.
When direct care workers have been asked “What’s So Special About the Iowa CareGivers?” a common response has been… “Iowa CareGivers has our backs!”

We know that when we’ve got your backs that you can do what is important to you… provide the best care and support to the Iowans you serve. You’ve counted on us. Can we count on you? You can help support the Iowa CareGivers by making a “Got Your Back” contribution.

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

A HEARTFELT THANK YOU to all of the following for your generous support through tax deductible contributions, event sponsorships, and project partnerships.

IN MEMORY
“Aunt Genevieve was such a great role model for our entire family, and a mentor to me as a nurse! I attribute both my success and passion for nursing over 45 years to Aunt Gen! In her last years at Friendship Haven, she would tell us how much the direct care workers meant to her. It is in her memory and our appreciation for the quality care and concern demonstrated by the direct care workers that Tom and I make this donation to Iowa CareGivers.”

—Julie Mason McMahon

IN MEMORY
Genevieve Mason
Tom and Julie McMahon
Lois Schropp
Di Findley
Jimmy T. Stevens
Di Findley
Shirley Renfro
Jacob Addison Swearngin
Di Findley
Shirley Renfro
Don Westergard
Shirley Sorenson

IN HONOR
Iowa CareGivers
Mr. Fran Mancl
Jeff Janssen, a new law graduate
Sue LaPlante

Sponsors & Donors Contributing $10,000 and Above
Iowa Insurance Division

Sponsors & Donors Contributing $1,000 and Above
Iowa Farm Bureau Federation
Financial Fitness Challenge
State Public Policy Group

Sponsors & Donors Contributing Up to $999
Cedar Health
Cedar Manor Nursing Home
Community Care Center
Community Memorial Health Center
Compassion and Choices
DMACC
Green Hills Retirement Community
Hubbard Care Center, Inc.
Longview Home, Inc.
Madrid Home for the Aging
Mrs. D.J. Newlin
Northcrest Community
Norwalk Nursing and Rehab
Shirley Sorenson

Listed are contributions from the period 1/29/15 to 6/11/15. Conference sponsors may be included in this list.

YES, COUNT ME IN FOR A “GOT YOUR BACK” CONTRIBUTION

Name _______________________________________

Complete Home Mailing Address _______________________________________

City, State, Zip _______________________________________

County _______________________________________

Phone (home) _______________________________________

Phone (work) _______________________________________

☐ Please keep my contribution anonymous

Email Address _______________________________________

Gift amount $___________

My gift is: ☐ In Honor of ☐ In Memory of

Full name of Honoree or Memorial: _______________________________________

Mailing Address of Honoree or Family of Memorial: ___________________________

(Emails are not shared with others.)
FREE FINANCIAL FITNESS CHALLENGE
For Health Care And Educational Institutions

Hone your MONEY SKILLS and GAIN PEACE OF MIND!
Health care employers, and for the first time, educational institutions, are encouraged to join the Challenge and offer their employees this opportunity to maximize their earning capacity. Family members and friends of these employees can also participate! Direct care workers can sign up through participating employers or can sign up with Iowa CareGivers.

- 85% would recommend the courses to family, friends, and co-workers
- 70% have made/will make changes financially, because of the Challenge
- 47% improvement of employees that are setting aside more of their income toward savings
- 96% improvement in employees’ confidence in understanding topics related to retirement

“We are so excited to continue to bring this proven training to more Iowa healthcare workers this year and now education faculty and students. We know the training helps them build the skills and knowledge to make more informed financial decisions,” Iowa CareGivers Executive Director, Di Findley, states.

To Get More Information about the Financial Fitness Challenge, or to learn how to sign up for the Challenge that starts in mid-September, visit the Iowa CareGivers website at http://www.iowacaregivers.org/financial-fitness/index.php

The Financial Fitness Challenge is brought to you by the Iowa Insurance Division in a partnership with the Investor Protection Institute, the Financial Fitness Group, and Iowa CareGivers. For more information, Contact Mary Ann Young, Consultant, Iowa CareGivers at information@iowacaregivers.org or by phone at 515-223-2805.

LifeLong Links is Iowa’s Aging and Disability Resource Center administered by the Iowa Department on Aging. LifeLong Links is an important resource that can connect you with a variety of information and referral resources, as well as local services.

Visit www.lifelonglinks.org or call 866.468.7887

Do YOU want to make a difference in your community?
Whatever mark you make, it means you have had an impact and something is different because you were here.

Join ID Action in Coralville October 7-9, 2015 for the Make Your Mark! conference and learn how you can make an impact in your community.

To Register: REGISTRATION OPENS JULY 1, 2015. Go online to www.advocacyuniversity.org and click on the Make Your Mark! Conference link.
What’s Up at Iowa CareGivers

New Brand for Our Communications to You!

Be looking for more regular communications to direct care workers from Iowa CareGivers in the form of emails and postcards. We will be keeping you informed about “What’s Up at Iowa CareGivers.” If we don’t have your email, please send it to information@iowacaregivers.org, so you don’t miss out on these updates.

2015 Board and Executive Committee Meeting Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15, 2015</td>
<td>Board Meeting</td>
</tr>
<tr>
<td>September 30, 2015</td>
<td>Executive Committee Meeting</td>
</tr>
<tr>
<td>October 2015</td>
<td>Annual Meeting</td>
</tr>
</tbody>
</table>

All meetings are held at the Iowa CareGivers office in the conference room, except the annual meeting.

IOWA CAREGIVERS

A poem by Renee Bernier, CNA

Individuals that we care for
Opportunities to be a leader
Wise beyond our years
Active on the registry
Choices that we make
Advocates for our profession
Resources that are available
Energy to get things done
Goal-setters always looking ahead
Issues that affect us
Voices that want to be heard
Education to help us grow
Recognition for years of service
Stories that we hear and tell

THAT SPELLS IOWA CAREGIVERS
The Iowa CareGivers Direct Care Professional Leadership Council serves an important role for the Iowa CareGivers and the profession of direct care. They provide a voice to discussions, promote events that are important to peers, network in a variety of settings, and do all of this above and beyond their busy work schedules. For a list of council members, see page 11. Here are a few of their recent activities:

- I contacted my legislators to help get the funding restored for Direct Care Workforce Initiatives.
- I participated in a Regional Listening Session.
- I presented and had an exhibit at our local community college’s caregivers conference.
- I contacted my legislators to help get the funding restored for Direct Care Workforce Initiatives.
- I presented to direct care workers at a local community college Nurse Aides are Special event.
- I presented to direct care workers at a local community college Nurse Aides are Special event.
- I have been telling people about the Iowa CareGivers Conference.
- I have been taking the Prepare to Care Core training online.

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

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

Iowa CareGivers 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.