1992: IOWA CAREGIVERS (IC) - DIRECT CARE/SERVICE WORKFORCE CHAMPION
- Unique 501c3
- Ensuring good direct care/service jobs and quality care/service
- Educational conferences, specialties, scholarships, networking, recognition, mentoring, leadership and other programs proven to increase staff retention and job satisfaction
- Independent voice on issues that impact direct care/service workers and those they serve

iowacaregivers.org

Better Jobs Better Care

2003 - 2007: $1.3 MILLION GRANT AWARDED TO IC
- Robert Wood Johnson Foundation demonstration grant focused on direct care workforce recruitment and retention.
- Issa advocacy
- Research – AARP survey revealed 80% said direct care workers should be certified by State
- Multi-stakeholder coalition led to legislatively-directed Direct Care Worker Task Force

- Iowa Legislature passed a bill to establish Direct Care Worker (DCW) Task Force
- Charged with reviewing DCW educational standards; certifying DCWs; expanding the DCW Registry to maintain credentials; continuing ed standards; certifying instructors

Legislatively-Directed Task Force

2010 - 2013: PERSONAL AND HOME CARE AIDE STATE TRAINING FEDERAL GRANT (PHCAST)
- Awarded to Iowa Department of Public Health (IDPH)
- Developed competency-based curriculum that is portable across settings and populations served
- Six modules
- Administered by University of Iowa (U of I) College of Nursing
- Six - Hour Core good recruitment tool and housed at U of I

2012: PILOTED DIRECT CARE CREDENTIALING
- Grant activities were led by the Direct Care Workforce Initiative
- Prepare to Care, Iowa’s person-centered, competency-based training for the direct care workforce made possible by the PHCAST grant
- Demonstrated reduction in staff turnover

iowapreparetocare.com

Six-hour Core

2015 - CURRENT: DELTA DENTAL SUPPORTS 1ST PREPARE TO CARE SPECIALTY IN ORAL HEALTH
- Delta Dental of Iowa Foundation (DDIAF) and its Lifelong Smiles Coalition (LLSC) awards $285,000 to IC over 4 years to develop and test oral health specialty for direct care workers, known as MCM
- Dental hygienists or dentists are certified to teach the program
- Good interdisciplinary training
- Curriculum integrity protected by University of Iowa

Better Jobs Better Care

2016: DIRECT CARE/SERVICE WORKFORCE (DCWF) SUMMIT
- Stakeholders participate in DCWF Summit hosted by IDPH
- “I had to work a second job to supplement my income so I could afford to work in the direct care job that I love.”
- Fran Mancl, Certified Nursing Assistant and Summit Participant

Workforce Summit Report

2015 - 2016: EMPLOYERS & COMMUNITY COLLEGES IDENTIFY WORKFORCE SOLUTIONS
- 11 regional programs, “Direct Care Workforce 2020” were held with employers and community colleges
- Employers voiced concerns about inability to fill job vacancies, high turnover, and high number of retirements
- Solutions are identified and are being used to inform policy and practice

Solutions Document

2016: IOWA WORKFORCE DEVELOPMENT (IWD) EMPLOYER SURVEY VALIDATES CRISIS
- IWD surveyed health and long term service and support (LTSS) employers
- Findings validate DCWF 2020 forums concerns
  - Unfilled vacancies
  - High turnover
  - Retirements on the rise
  - Unqualified applicants
  - Low wages and lack of benefits

Lifelong Smiles
Mouth Care Matters