LACK OF AWARENESS, VISION, AND SUSTAINED COMMITMENT PUTS SUCCESSFUL IOWA INITIATIVES ADDRESSING OUR DIRECT CARE/SERVICE WORKFORCE CRISIS IN PERIL

Nationally, Iowa Is Recognized As A Leader In Addressing The Direct Care/Service Workforce Crisis.....But Not In Iowa!

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

2003 - 2007: $1.3 MILLION GRANT AWARDED TO IC
• Focused on direct care workforce recruitment and retention
• Issue 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

Better Jobs Better Care

LEGISLATURE-DIRECTED 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

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

Six-hour Core

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

2006 - 2016: COVERS IOWA EFFORTS 2017, RELEASED IOWA’S MODEL EFFORTS FEATURED - ONE OF 3 STATES
• PHI, a national leading authority on the direct care workforce, releases a case study that describes how Iowa’s leaders are addressing the direct care workforce crisis through incremental systemic changes.

PHI Case Study Report - Iowa

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 grant to IC for oral health specialty known as Mouth Care Matters (MCM)
• Dental hygienists or dentists are certified to teach the program
• Good interdisciplinary training
• Curriculum integrity protected by University of Iowa

Lifelong Smiles
Mouth Care Matters

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 DCW 2020 forums concerns
  - Unfilled vacancies
  - High turnover
  - Retirements on the rise
  - Unqualified applicants
  - Low wages and lack of benefits

Direct Care Survey

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 Manci, Certified Nursing Assistant and Summit Participant

Workforce Summit Report