

# Strategies for Improving the Recruitment and Retention of Front Line, Direct Care Workers

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# Overview of Session

- Care for Elders and Workforce Initiatives
- Current Direct Care Workforce Realities and Challenges
- Implications of Growing Diversity
- Target Audiences and Key Messages to Inspire Action
- Examples of Best and Promising Practices
- National Policies with Opportunity for Impact

# Care for Elders

- Partnership of organizations in Houston, Texas
- More than 80 partners since 1999
- Purpose
  - Inform policy
  - Influence community practice
- Goals
  - Increase access to services
  - Improve the quality of care
  - Enhance the quality of life

# Direct Care Workforce Major Initiatives

- Enhanced Screening Pilot
- Orientation and Training Pilot
- Advocacy for Screening and Training
- Worker Recognition Pilot
- Annual Conference for Workers
- *New* – Houston Area Worker Association
- *New* – Direct Care Worker Support Specialist

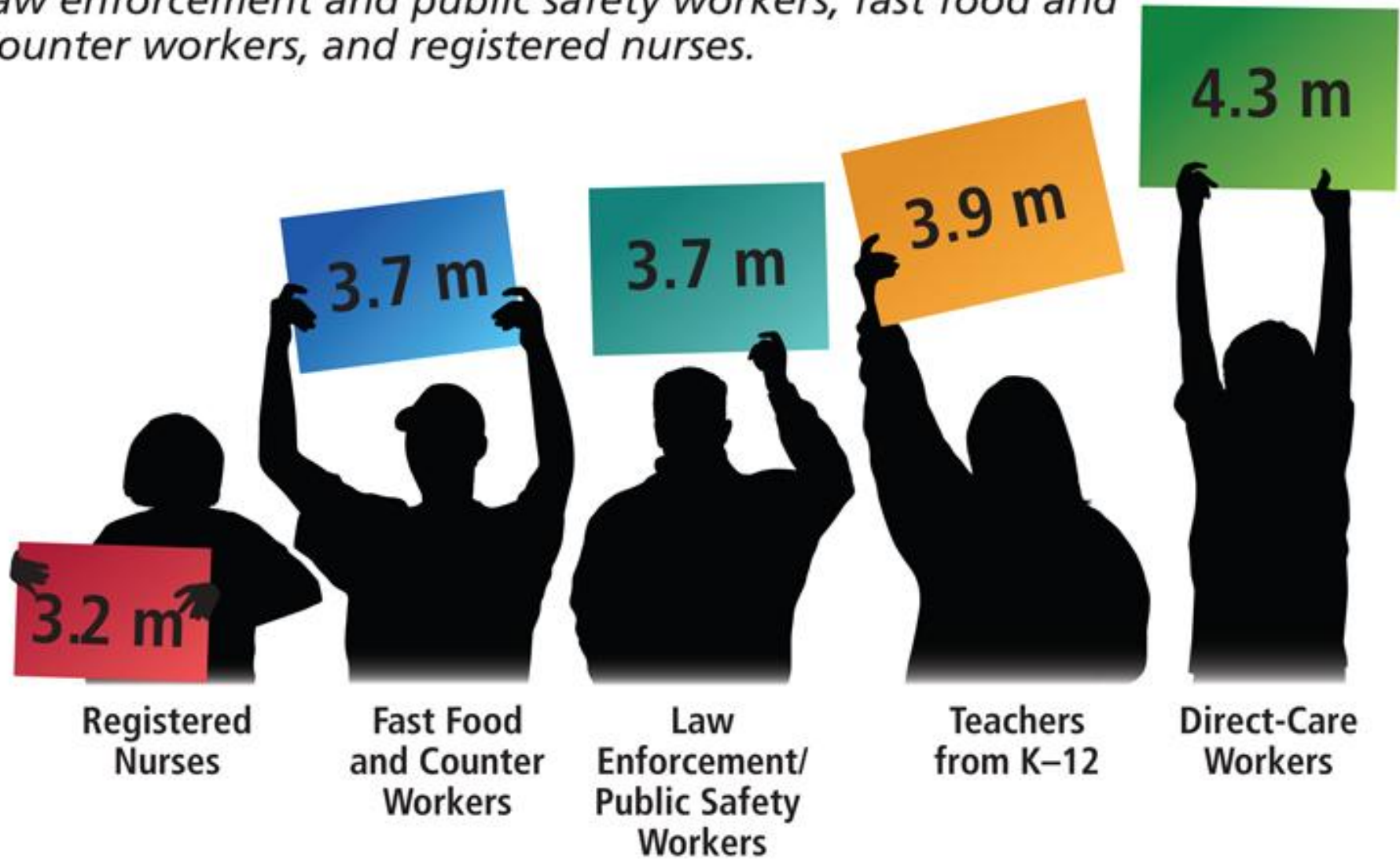
# Current Realities and Challenges

## A typical direct care worker...

- Female
- Older than average workers
- Works in a home setting
- Performs a physically demanding job

# Direct-Care Workforce Reaches Historic Proportions

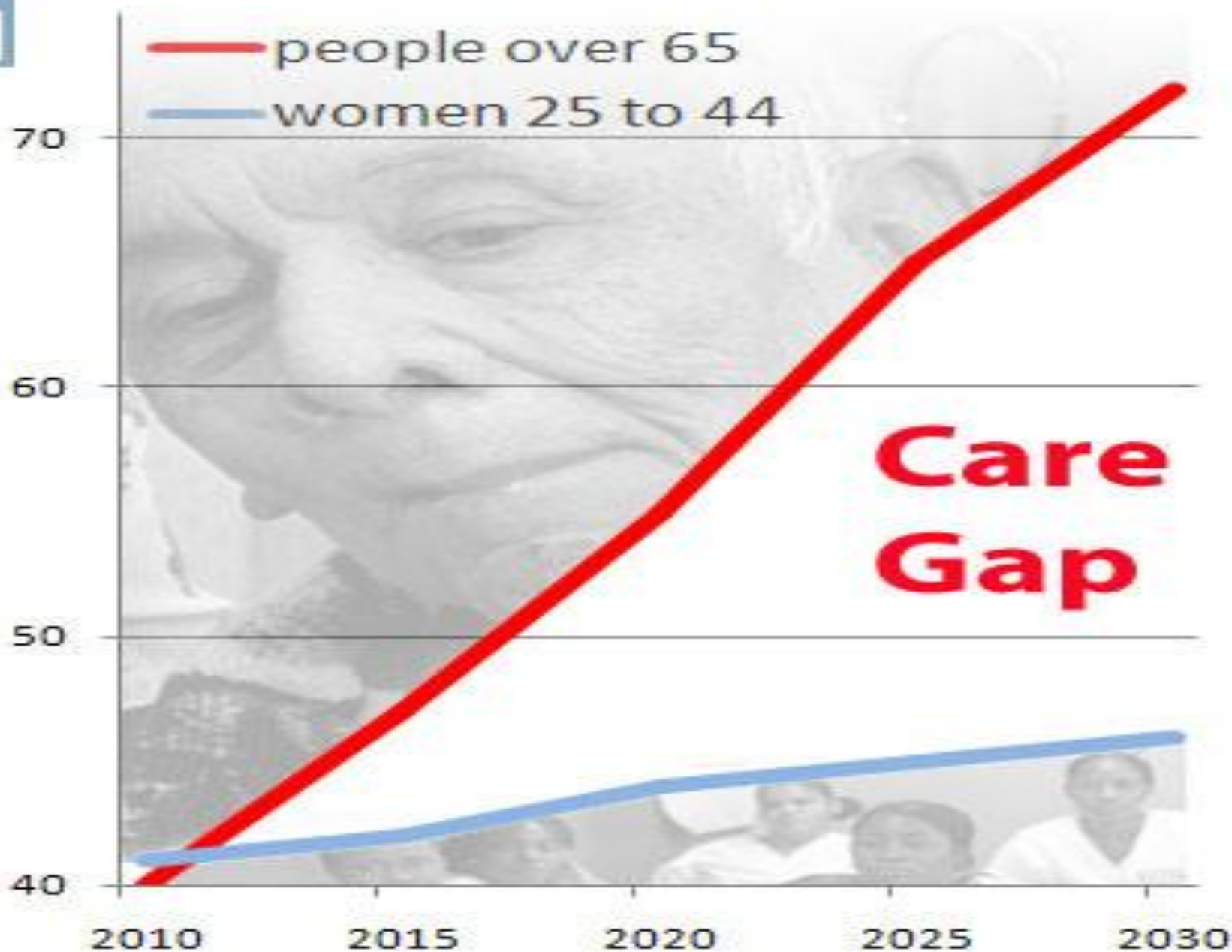
*By 2018, there will be more direct-care workers than teachers (K-12), law enforcement and public safety workers, fast food and counter workers, and registered nurses.*



# Top Ten Fastest-Growing Occupations in the United States, 2008-2018

	Occupation	Growth rate
1	Biomedical engineers	72.0%
2	Network systems & data communications analysts	53.4%
3	<b>Home health aides</b>	<b>50.0%</b>
4	<b>Personal &amp; home care aides</b>	<b>46.0%</b>
5	Financial examiners	41.2%
6	Medical scientists, except epidemiologists	40.4%
7	Physicians assistants	39.0%
8	Skin care specialists	37.9%
9	Biochemists and biophysicists	37.4%
10	Athletic trainers	37.0%

U.S. population in millions



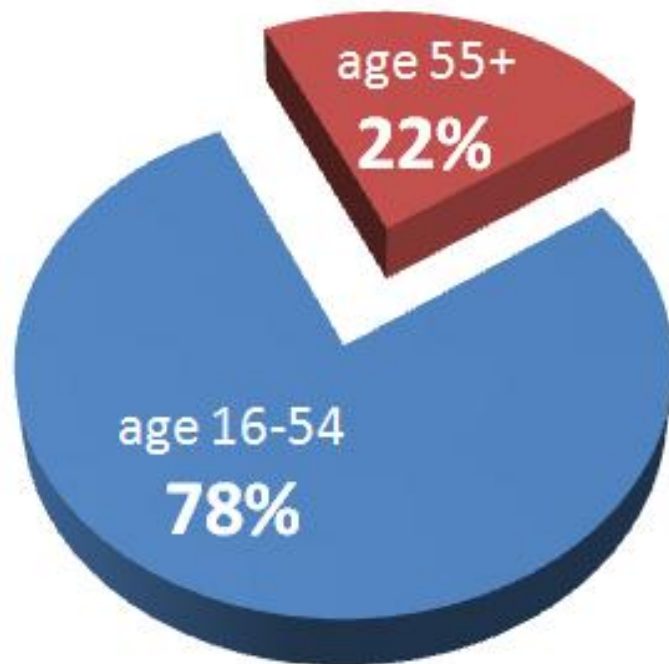
**Care  
Gap**



# Projected Aging of the Direct-Care Workforce, 2008-2018

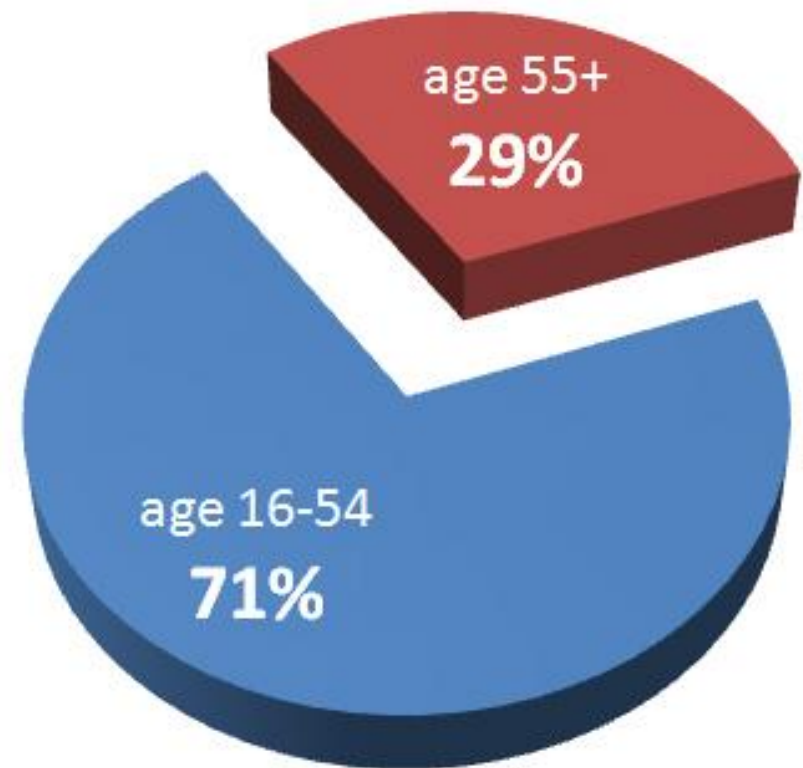
**2008**

(3.2 million workers)



**2018**

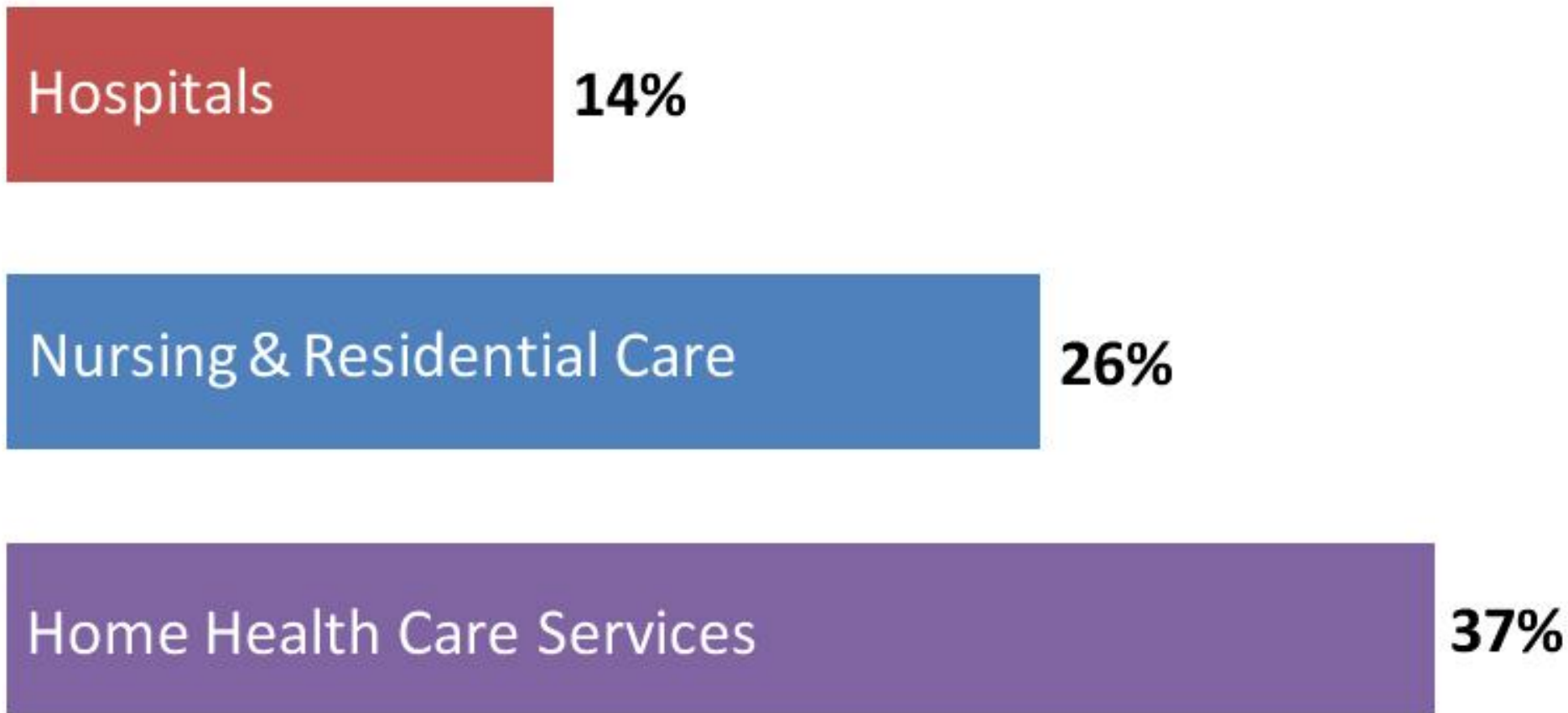
(4.3 million workers)



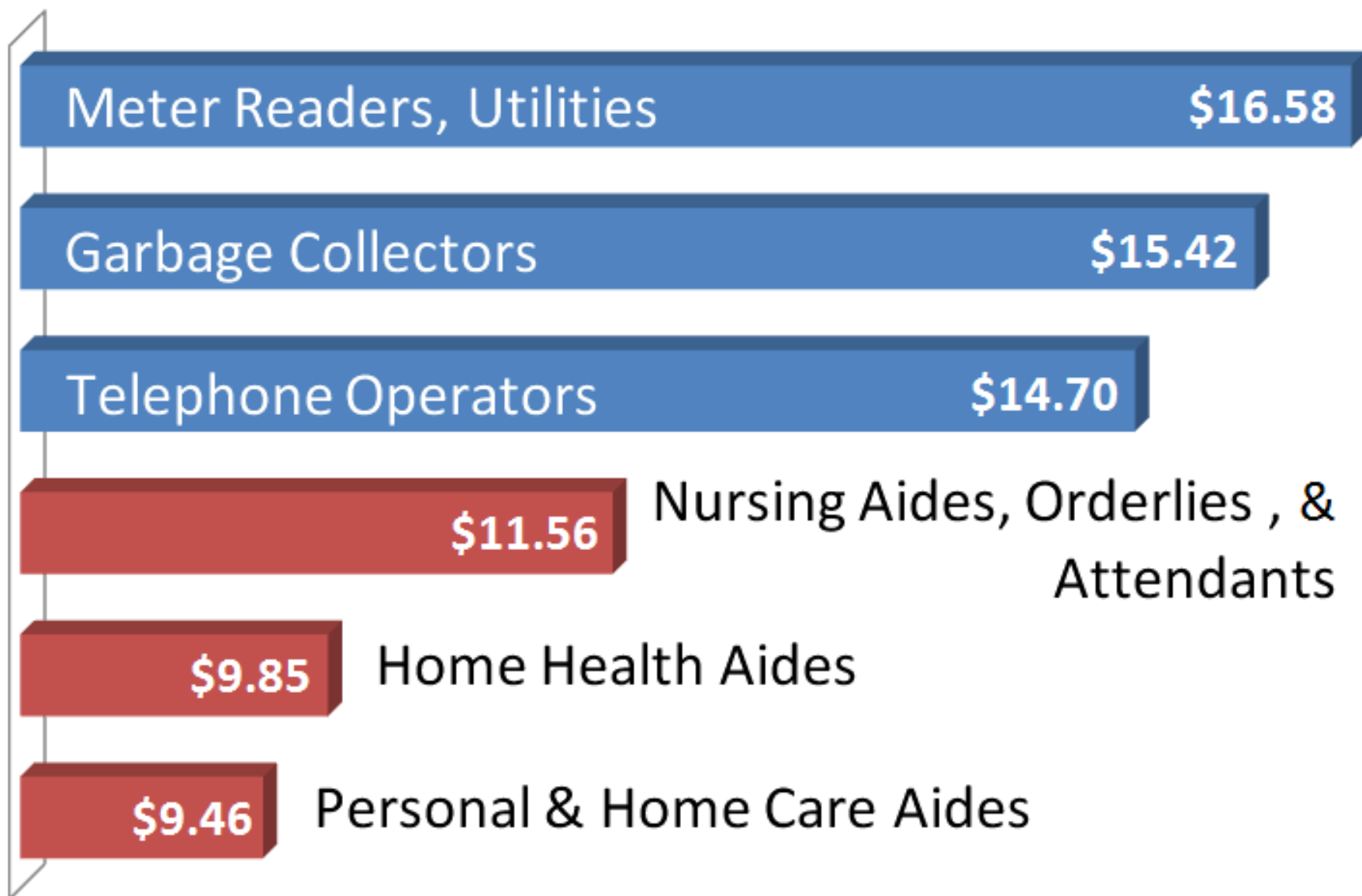
# Accidents and Injuries Among Direct Care Workforce

- In 2009, nursing aides, orderlies and attendants had the **second largest number of occupational injuries** that required time away from work

# Direct-Care Workers Without Health Coverage by Setting, 2009



# Wages Comparison, 2009



# Snapshot of Ethnic Diversity

## Older Adults

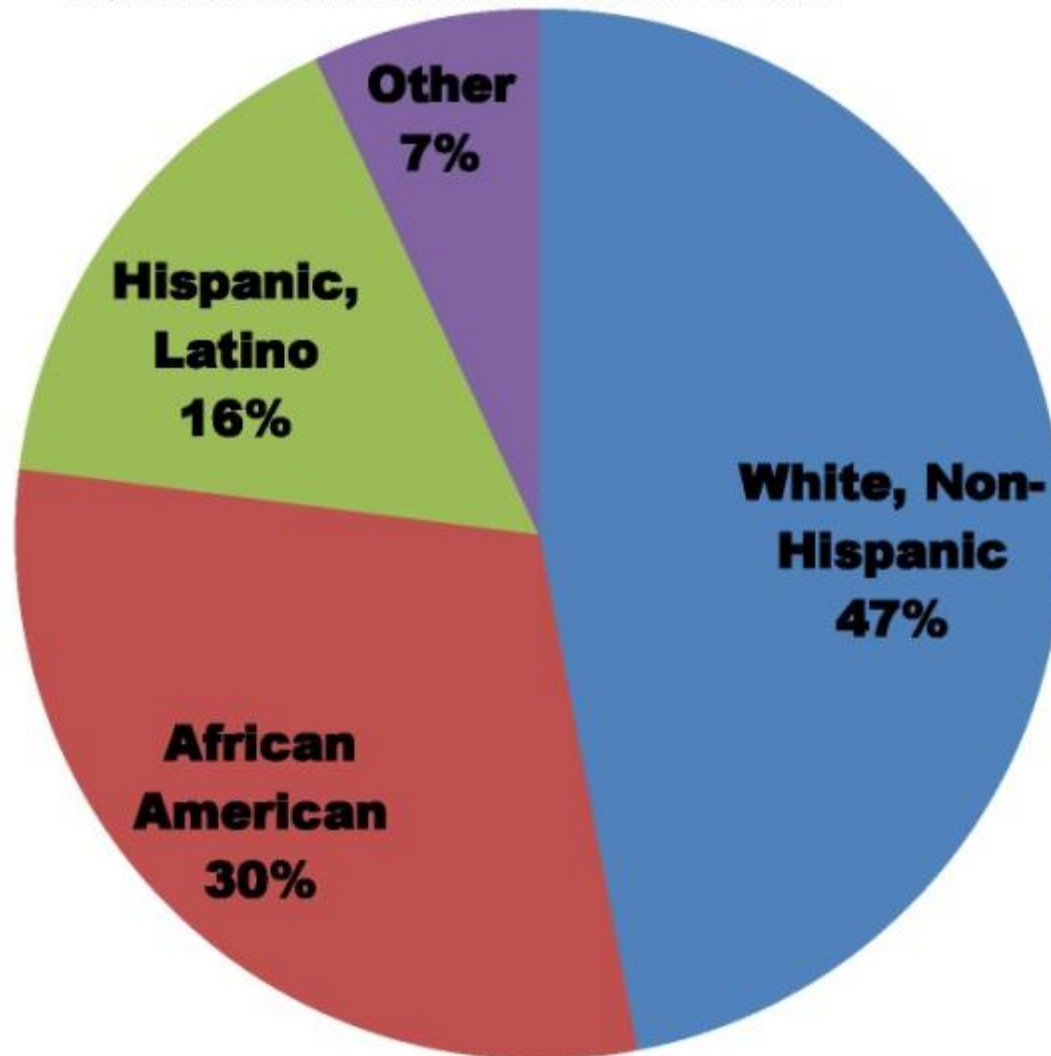
- 86.9% White
- 8.9% African American
- 4.9% Hispanic
- 2.3% Asian

## Direct Care Workers

- 47% White
- 30% African American
- 16% Hispanic
- 7% Other

# Race/Ethnicity of Direct Care Workers

Data Source: Who Are Direct Care Workers? PHI Facts 3



# Opportunities and Challenges of Cultural Diversity

## Pearls of Wisdom about Honoring Culture

# Target Audiences and Key Messages

- Provider/Employers
- Workers
- Consumers/Clients
- Funders- Public and Private
- Policy makers/Elected officials



# Best and Promising Practices: Providers/Employers

## Cooperative Home Care Associates

- Worker-owned
- Four-week training
- Guaranteed Hours Program
- Offers no-interest loans that average \$250

## Caregiver Training Institute

- 200 plus hours of training
- Job placement

# Best and Promising Practices: Consumers

## Education and Communication

- How to Select a Home Care Provider
  - Ensure a non-bias perspective
- Bill of Rights for Workers
  - Promote mutual respect
- Realistic Expectations
  - Encourage understanding

# Best and Promising Practices: Workers

## Professional Associations

- Advocacy
- Education
- Networking
- Support

# Best and Promising Practices: Funding Organizations

## Public Sector

- Extended Care Career Ladder Initiative
- Area Agency on Aging/ Older Americans Act

## Private Sector

- United Way of Greater Houston
- Private Foundations

# Policies with Direct Implications for Direct Care Workers

## Personal Care Attendants Workforce Advisory Panel

- Advising Secretary of HHS and Congress
  - Adequacy of the number of workers
  - Wages and benefits for workers
  - Access to services provided by workers

## Training Grants

- Personal and Home Care Aide State Training Programs
  - Demonstration programs for states to develop core competencies, pilot training curricula, and develop certification programs
- Nursing Assistant and Home Health Aide Program
  - Awards community colleges and/or community-based training programs to promote career advancement into nursing careers
  - Support for the development, evaluation and demonstration of a competency-based curriculum
- Other Training Opportunities
  - Funding for accredited institutions of higher education already partnering with a long-term care provider to provide new training for direct care workers
  - Graduates must work in geriatrics, disability services, long term care or chronic care management for two years

## Elder Justice Act Provisions

- Recruitment and retention AND management improvement grants
- Grants and incentives to be awarded to long-term care facilities or community-based long-term care agencies
- To implement programs offering improved training, career ladders, and wage/benefit increases

# Policies with Indirect Implications

## **National Health Care Workforce Commission**

- Recommendations about health workforce priorities and goals
  - Formally includes direct care workforce
- Evaluate education and training activities
- Disseminate policies and practices that affect recruitment, training and retention

## **The CLASS Act (Community Living Assistance Services and Support)**

- Social insurance program to support home and community-based services
- States required to ensure an infrastructure to support a well prepared personal care attendant workforce

## **Money Follows the Person**

- Additional provisions to extend rebalancing and independence at home program
- Support for community-based collaborative care networks and transition programs

# Contact Information

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