



FALL 2024

Addressing Caregiver Shortages: Insights from the Exit and Stay Survey



Washington state, along with the rest of the nation, is experiencing a caregiver shortage which jeopardizes the ability of older adults and people with disabilities to remain in their own homes and communities. To address the gaps between available workers and increasing demand, it is important to hear directly from caregivers about why they stay and leave the caregiving workforce and to use this information to build strategies for recruitment, retention, and to improve the culture of caregiving.

Under Senate Bill 5187, AL TSA entered into a contract to complete a Caregiver Exit and Stay survey. This survey was introduced in the summer issue of Workforce Spotlight, prior to the release of the survey. In August of 2024, 93,000 targeted emails were sent to current and former caregivers from the consumer directed employer and 11 participating home care agencies. Caregiver groups completed a total of 14,376 surveys. The valuable information these caregivers provided is being compiled into a report that includes information about caregiver demographics, their experiences, key findings and concludes with issues and strategies for improvement.

We invite you to attend the January Workforce Development and Retention Group meeting where the results of the survey will be presented. The final report will also be available on the new WDRG webpage. To receive the meeting link, please email Sarah Verhei (sarah.verhei@dshs.wa.gov).

CAREGIVING

is a labor of Love!

590 of the **4959** comments included "Love"

14,376

Completed
Surveys

95%

Reported seeing
the difference
their work makes.

97%

Reported feeling
positive about
the work they do.

91%

Reported feeling
their client valued
their work.



Leader Outlook Stacy Graff Workforce Development Unit Manager

Workforce Development Team Building and Bonding

The goal of the AL TSA Workforce Development team is to decrease the impact of the caregiver shortage by developing and implementing innovative recruitment and retention strategies and improving the caregiving experience.

The WD team had its first in-person retreat in October of this year. It was an opportunity for team members, who are located throughout the state, to spend a day and a half together for team building opportunities and to plan future work of the unit.

On the first day of the retreat the team participated in an activity that helped identify their personal work styles. Workstyles were broken down into four types- Driver, Expressive, Amiable, and Analytical.

4 Types of
Workstyles



Once each person's workstyle was identified, this information was used to determine how to best utilize individual strengths of our team for recruitment and retention projects and improve communication within and between team members.

The team also participated in a Strategic Planning activity to help direct the future work of the team. During this activity members identified:

- How the team has evolved and changed
- Obstacles or barriers impacting the caregiving workforce
- Specific equity issues
- The future state of and desired outcomes for the WD team

Follow up will include integrating this information into a future workplan to guide ongoing and upcoming efforts of the WD team.



Opening Doors: Pathways to Caregiving Careers

Over the past few months, Workforce Navigators have been busy supporting caregivers and spreading awareness about long-term care careers.

Outreach & Support:

Navigators connected with prospective caregivers through the website, marketing campaigns, in-person events, and referrals from community groups. They also helped find residential openings at adult family homes and assisted living facilities, especially for those who don't speak fluent English.

Presentations & Events:

They participated in job and resource fairs, gave presentations, and served as a panelist at the Long-Term Care Foundation Conference.

Caregiver Advocacy:

Through the caregiver panel and other collaboration, they supported caregivers and raised awareness about the growing need for workers in long-term care.

These efforts aim to inspire more people to join the caregiving workforce and meet the growing demand for care.



"Hi Yan, this is Mary. I was just really calling you back to thank you so much for all the help and the booklet... I just wanted to thank you very much and I'm sure that I will call you for other questions."

Contact Your Regional Long-Term Care Workforce Navigator



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Naomi Spector
Region 2



Yan Heng
Region 3

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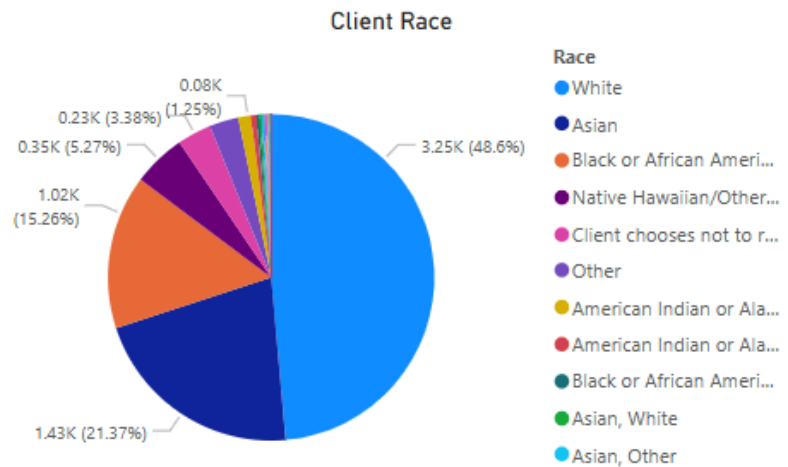
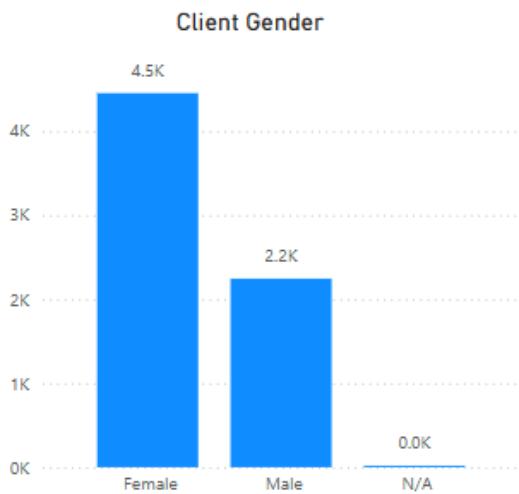
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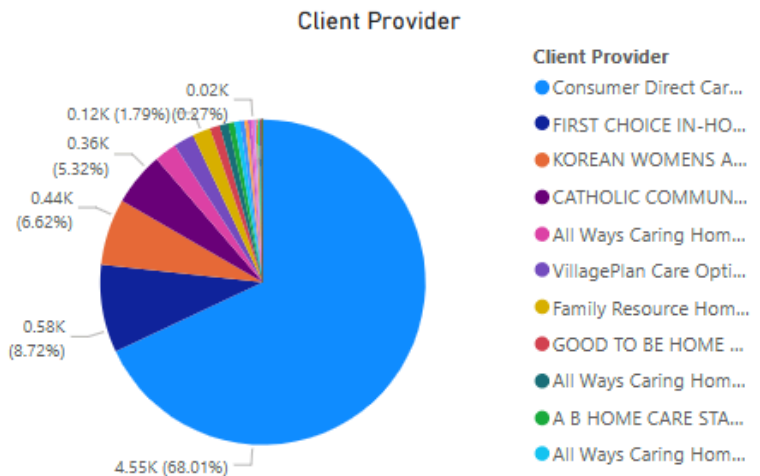
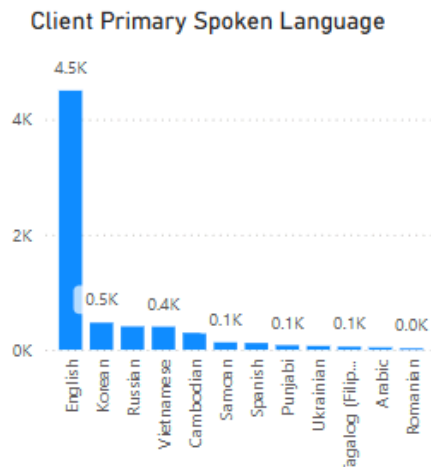
Data Drives Us
Steve Sickles
Management Analyst

Words Talk but Data Scream

The team's Management Analyst continues his focus of providing analytic reports to our Workforce Development Team. He has completed two different reports. The first one depicts demographics for in-home clients, by county, such as gender, race, language, and the distribution of in-home provider type utilization.



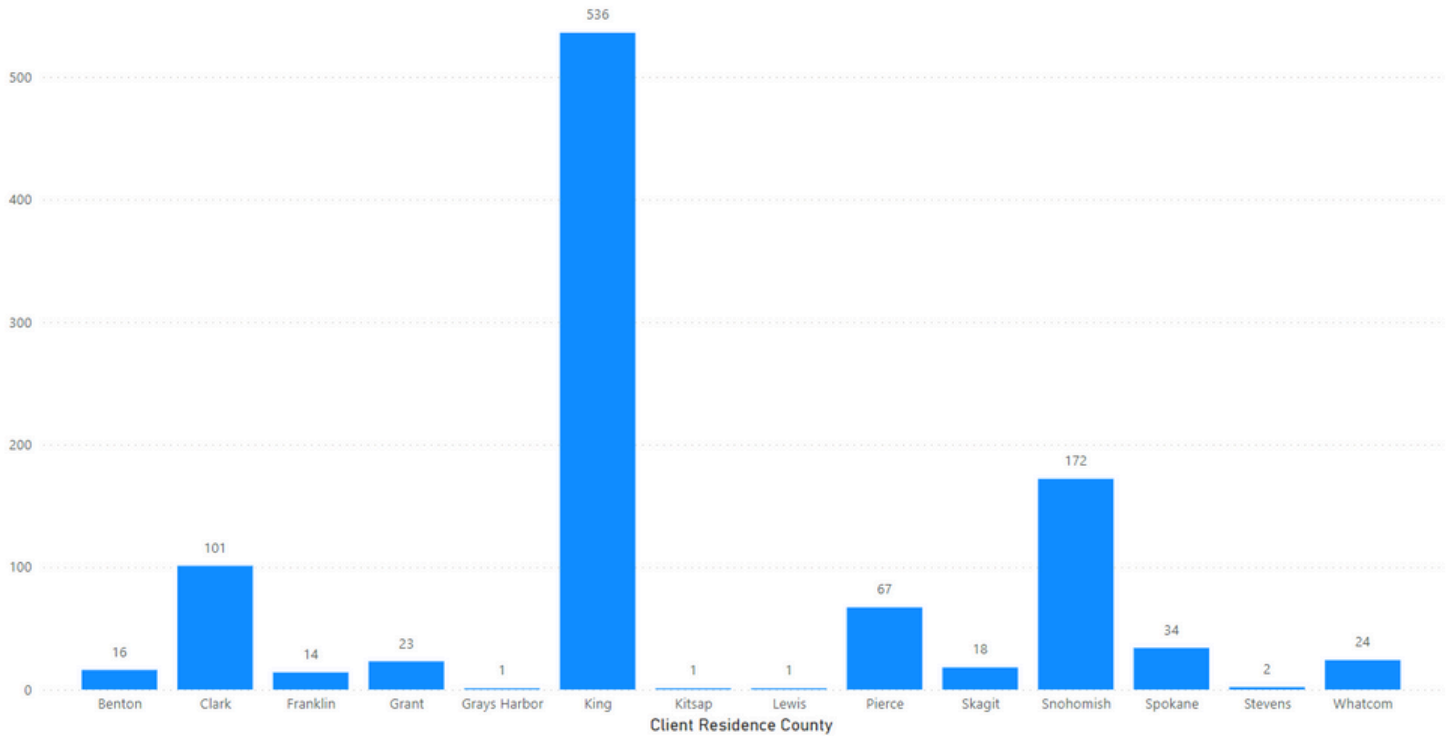
- Race**
- White
 - Asian
 - Black or African American
 - Native Hawaiian/Other
 - Client chooses not to report
 - Other
 - American Indian or Alaska Native
 - American Indian or Alaska Native
 - Black or African American
 - Asian, White
 - Asian, Other



- Client Provider**
- Consumer Direct Care
 - FIRST CHOICE IN-HOME
 - KOREAN WOMENS AGENCY
 - CATHOLIC COMMUNITY
 - All Ways Caring Home
 - VillagePlan Care Options
 - Family Resource Home
 - GOOD TO BE HOME
 - All Ways Caring Home
 - A B HOME CARE STATION
 - All Ways Caring Home

The information in the image is for illustrations purposes only.

Client Primary Spoken Language
Ukrainian



The second is a language-specific report, that returns all the counties for a requested language and gives a client count. A particular county can then be drilled down to look at the demographics for those clients in that county.

Both reports allow the team to attempt to match potential caregivers with in-home clients and their needs.



A collaboration is underway with the high school liaison team and Saint Martin's University to develop a home care aide program. While still in the early stages, there is optimism about creating a strong and successful connection with SMU.



High School Home Care Aide Program Carly Seagren Workforce Development High School Liaison

Inspiring Future Healthcare Professional

Washington HOSA, Future Health Professionals, hosted their Western Fall Leadership Conference at Everett Community College on Saturday, November 2. Workforce Development High School Liaison Carly Seagren and Angela Letoi, a HCA/NAC and Nooksack Tribal member, partnered together to deliver a session "Caregiving as a Stepping Stone to Health Care Careers." The session was offered four times throughout the day. Angela shared her lived experience in the caregiving field and her career growth through a storytelling lens. Our goal was to inspire students to consider caregiving as a stepping stone on their path, regardless of their career goals.

We also hoped to spread awareness about the need for long-term care workers. Several students in each session raised their hands when asked if anyone was already caring for someone at home. The event was a wonderful opportunity to connect with students directly.



Angela Letoi and Carly Seagren



Retention Activities Stephanie Marko Retention Program Specialist



Supporting Caregiver Retention with Free Tools and Training

The Retention Specialist recently attended a thought-provoking webinar, that can be taken for continuing education credit, in CareLearn. It was geared towards leaders and administrators in long-term care. It covered "5 Caregiver Deal Breakers" and how to address them.

- 1 Poor Communication
- 2 Lack of Recognition
- 3 Inadequate Training
- 4 Unfair Workload Distribution
- 5 Unsupportive Management

This training mirrors many of the topics addressed in the free Retention Toolkit and accompanying trainings that we provide free to leadership in long-term care. Already, over 70 leaders have taken advantage of this free resource. We are in the process of analyzing the survey results sent to those that have used the Retention Toolkit. This information will guide our next steps to support leaders and enhance caregiver retention efforts. If you know an owner, supervisor, or administrator in an Adult Family Home or Assisted Living, who might benefit from this free resource encourage them to visit [CareLearnWA.com](https://www.carelearnwa.com).



Marketing Campaigns
Stephanie Cahill
Workforce Marketing Manager

Fall Marketing Campaign Highlights Caregivers as Community Heroes

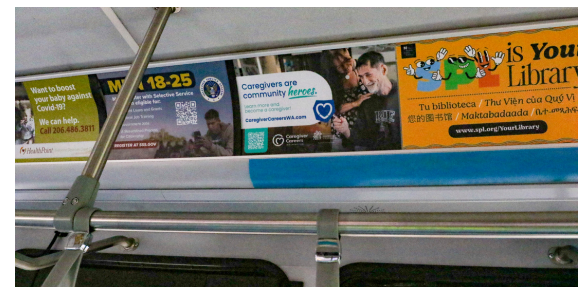
This fall, the Workforce Development Unit launched a new marketing campaign focused on caregiver recruitment, while reinforcing retention. The campaign theme, titled “Caregivers are Community Heroes” is designed to recognize caregivers as the community heroes they are in the service they perform. The campaign rolled out to the public on September 30 and concluded November 24.

The campaign was advertised in numerous channels, including social media ads on several DSHS sites, interior bus transit panel ads, a commercial played on dozens of streaming platforms, emails matching the social media content were sent to 1,500+ subscribers and a poster to build awareness, interest and activity was supplied to partners statewide.

We also publicized the three types of caregiving roles (Home Care Aide, Nursing Assistant, Family Caregiver) and the Workforce Navigators located regionally across Washington state that personally guide those seeking a career as a caregiver through the steps of training, certification and employment.



Website Banner



Bus Advertisement



Email Graphic

Please email caregivercareerswa@dshs.wa.gov
for questions or comments.

