



SUMMER 2024

Creating A More Caring Community Long-Term Care Summit Tackles Workforce Challenges

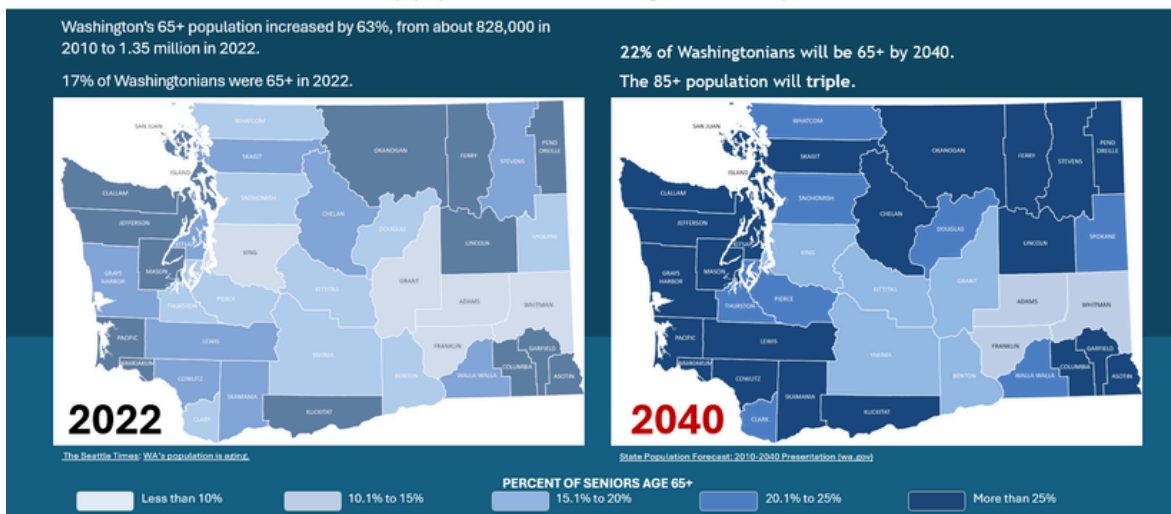
On July 9, the Workforce Training and Education Coordinating Board, in partnership with the DSHS held a summit focused on Washington state’s long-term care workforce. A major goal at the event was to discuss workforce policy recommendations that have been formulated, researched, and thoroughly reviewed.

The WTB is exploring how to improve workforce recruitment, retention and stability to elevate the quality of resident care and in home client care. This Summit was a collection of policy recommendations to enhance the outcomes that several groups developed over the previous eight months. For more information on the Long-Term Care Workforce Initiative, [click here](#). The day kicked off with a keynote presentation by Dr. Kezia Scales, VP of Research and Evaluation with the Public Health Institute. Scales shared five pillars of direct care job quality (quality training; fair compensation; quality supervision and support; respect and recognition; and real opportunity) and cited in the last decade the number of caregivers Washington state needs has more than doubled.

The most impactful part of the day was a panel discussion of direct caregivers from many LTC settings, including paid and unpaid family caregivers, individual providers, home care agency workers, and facility caregivers. Overall, these caregivers valued providing a positive impact on their clients and find a sense of fulfillment through the difference they are making in someone’s life. However, even with satisfaction in their work, it does not come without difficulties.

Washington’s Population is Aging

The state’s elderly population is increasing dramatically.



Takeaways from the day include the following:

- Caregivers expressed a lack of paid time off and being unable to take sick leave
- Many caregivers stated they are typically working 70, 80 and sometimes 90 hours per week
- Lack of respect for what caregivers contribute, including the need for livable wages
- Process to become a caregiver needs to be more straightforward and easily understood
- Concerns about the availability of Personal Protective Equipment (PPE)

After the summit, ALTSA followed up with in-home employers to ensure they are communicating with their employees about how to access PPE. In addition, ALTSA is developing a resource for caregivers about requirements to provide PPE in all work settings and other supportive information to address needs brought forward during the summit. This includes how to access the Retention Toolkit for Supervisors and improvements made in the onboarding process for in-home caregivers.

The summit was successful with excellent interaction among participants, and a healthy discussion around policy recommendations and listening to feedback.



Christine Morris
TCWD Office Chief

Kick-off meeting of peer learning collaborative brings new ideas

Our DSHS Washington team attended the first Direct Care Workforce Strategies Center meeting on June 27, led by the National Council on Aging on behalf of the Administration for Community Living State Peer-Learning Collaborative (PLC). Our state partners are Oregon, Utah, Michigan, Louisiana, and New Hampshire. Learning what these states are doing is amazing. We are looking forward to connecting with them and learning more about their best practices related to caregiver recruitment and retention. Working with those that are as passionate about this work as we are here in Washington will be a wonderful learning experience.

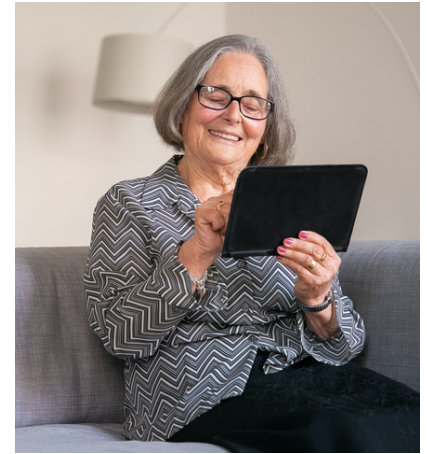
Our Washington team has been assigned subject matter experts, Megan McKinney-Todd and Beth McCoach, with guidance from Michael Strouse, all from GoodLife Innovations. We had our PLC kick off meeting July 1 which generated a lot of excitement from our team. Learning about their work was energizing and after learning what their areas of expertise are and what they can bring to our team is going to be invaluable. We are excited to be a part of this opportunity!



Leader Outlook Stacy Graff Workforce Development Unit Manager

Filling service gaps with remote caregiving

ALTSA in collaboration with Catholic Community Service (CCS) Home Care Agency, rolled out a Remote Caregiving Pilot late this Spring. This workforce strategy uses certified caregivers from CCS to provide personal care services, via video technology, for activities of daily living that do not require in-person assistance. The first client to receive remote caregiving services was unable to secure an in-person morning caregiver to assist her with medication reminders.



A certified remote caregiver from CCS, filled this gap by remotely reminding her to take her morning medications. The client reported that she was very satisfied with the remote caregiving experience and utilized remote reminders until an in-person caregiver could begin. Stay tuned for future updates around remote caregiving as this pilot gets utilized in King, Pierce, and in Lewis/Mason/Thurston counties, along with Central, Southwest, and Southeast Washington state.

Valuing the voice of caregivers

Senate Bill 5187 directed DSHS, in partnership with the consumer directed employer and home care agencies, to establish guidelines, collect and analyze data, and research the reasons and timing behind home care workers leaving the workforce. To ensure the voice of the caregiver is front and center, DSHS is utilizing exit and stay surveys to gather information directly from caregivers about why they stay and leave their positions.



The project is underway with support from Workforce Development, Contracts staff, the State Unit on Aging, and Deloitte Consulting. Surveys are currently in draft form and input is being gathered from groups including, but not limited to, community partners such as the Workforce Development and Retention Group, the client Service Experience Team, The Direct Care Workforce Collaborative, and the Area Agencies on Aging. Surveys are expected to go out in August, and results will be delivered via a written report later this fall or winter to inform future recruitment and retention efforts and improve the caregiver work experience.



Julie Gardner
Workforce Navigator
Region 1

This season has been full of referrals, presentations and tabling events to further educate the public about the field of caregiving and the increased need for direct care workers. It's been a priority to develop relationships with new programs, host events and provide assistance to groups such as On Track Academy, Feast World Kitchen Refugee Employment, World Relief and Fairchild Air Force Base.

Additionally, I have connected with several WorkSource offices in region 1 to provide information about caregiving to staff and consumers. I have prioritized in-person connections with many home care agencies to develop relationships and learn about agency specific needs around hiring and supporting caregivers to ensure a smooth transition with referrals. I continue to work with Consumer Direct Care Network Washington (CDWA) and CARINA to help facilitate a smooth hiring process for prospective caregivers. These relationships are driving more referrals, and helping people interested in caregivers more successfully enter this field.



Naomi Spector
Workforce Navigator
Region 2

I'm continuing to serve and support individuals interested in becoming or retaining work as caregivers. Recently, I assisted with the process of updating the content on the "[Becoming a Paid Caregiver](#)" website, which has seen a steady increase in inquiries from people finding this site. There has also been an uptick in messages coming from prospective caregivers due to the success of the spring caregiver recruitment marketing campaign.

This spring, I have continued to attend job and resource fairs in different parts of the region, including Whatcom County. Also, I participated in the focused language presentations with Outreach Coordinator Jovana Netelenbos held in Lynnwood and North Seattle this past May. Finally, I delivered my first presentation to the current High School Home Care Aide program class that started at the Interagency High School in Seattle this year.



Yan Heng
Workforce Navigator
Region 3

The Long-Term Care Foundation of Washington recently hosted the 2024 Summer Conference series to share resources and training available to caregivers and owners of adult family homes. I participated in their Panel Session to talk about the importance of a caregiver's role in an individual's quality of life and how it impacts everyone personally and professionally. Also, I recently delivered a presentation to students at Goodwill Vocational Tech on the roles of a Workforce Navigator, as part of their "Employer Spotlight Day" and engaged students by informing them about the training requirements of a Home Care Aide along with helping to access the CDWA application.

I reached out to regional DSHS staff to expand the networking and collaboration efforts to connect adult family homeowners and potential caregivers, making them aware of our person-centered services. In addition, I presented the navigator roles to Nursing Facility Case Managers with Home and Community Services and engaged in numerous WorkSource job fairs in Vancouver and across Pierce County. Finally, I attended the Cambodian New year function and engaged in the Tacoma Community House resource job fair to extend our Navigator services to diverse populations and ethnic communities. These connections and community outreach events have generated many prospective caregiver contacts and referrals, resulting in an increased caregiver workforce.



Data Drives Us
Steve Sickles
Management Analyst

Data is uncovering inefficiencies to illuminate solutions

My focus is to continue to provide the team with analytic reports to enhance our understanding of the environment where Home Care Aides work, and the relationship between the HCA and the client they serve. Recently, I've partnered with DSHS's Training, Development and Learning Management and the Business Intelligence Teams to produce a report that will inform the Workforce Development Team on the status of the Home Care Aide pipeline. This report will provide the time intelligence on how long it takes to get a Home Care Aide through the training, testing and certification process, and hopefully illuminate inefficiencies.

With this information, the team may be positioned to draft solutions in how to both shorten the pipeline's cycle time to help Home Care Aides get through the process more quickly and how to identify and re-engage those candidates who may have given up on becoming a Home Care Aide.

In addition, I'm working with fellow Workforce Development team member Stephanie Marko on development of a Transportation Pilot project designed to reduce the transportation barriers to Individual Providers by providing subsidized rideshare transportation to and from client homes. I've created budgets, consulted with rideshare business associates on viable pilot locations, and created charts to inform leadership.

I'm also working with Stephanie to implement exit and stay surveys designed to help the team better understand the factors that influence why an in-home direct care worker stays or leaves the workforce. With this information, the team may be better able to create future retention strategies and help shape a culture to that elevates support of our long-term care system.



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

Three new schools join high school training program

I'm excited to report that we have three new high school programs that successfully launched in January or February through June 2024. Plus, new programs are currently in development for the coming 2024-2025 school year. The programs ran at Interagency High School in Seattle, New Market Skills Center in Tumwater, and Tri-Tech Skills Center in Kennewick. I also spoke at the Washington Association of Career and Technical Education Conference earlier this month in Spokane and engaged with teachers and administrators, while delivering several presentations across the state.

We received this quote from Jaimee Dobson, RN representing Professional Medical Careers at the New Market Skills Center about the program. "We are happy to have added the HCA training to our Professional Medical Careers program. It has allowed us to diversify our medical field pathways offered to our students. The training not only enhances student employability, but also promotes a culture of compassion and support within our school community."



Retention Activities Stephanie Marko Retention Program Specialist

Learning about and overcoming new workplace trends

Greetings from the world of retention! I wanted to introduce a couple of terms you may or may not be familiar with. While we focus a lot of effort on retention, it's important to also focus on keeping fully engaged staff, not just retaining a body in a position.

“The Grumpy Stayer” [Meet the Grumpy Stayers: People Stuck in Jobs Who Can't Find Better Ones - Business Insider](#). The Grumpy Stayer is showing up for work, but they aren't happy about it. They often are disengaged from their team and customers, lack happiness and satisfaction in their job, and this leads them to be anxious and emotional in their daily work. They often feel their job is not a good fit for them.

“The Quiet Quitter” [What Companies Should Learn From Employees 'Quiet Quitting' \(forbes.com\)](#). Many people have heard this term, quiet quitting. The Quiet Quitter is also doing their job, at the bare minimum, but has often stopped being a high performer or going above and beyond in their duties. The Quiet Quitter has often pulled back on the effort they put into work because they are focused on achieving a better work life balance, particularly after the pandemic.

Although we don't yet know if these types of challenging workplace behaviors are pervasive in the field of caregiving, our Workforce Development unit is performing stay and exit surveys with current and former caregivers to determine key reasons please remain in their positions or leave. In addition, we recently launched a public awareness campaign to recognize caregivers as the public servants and heroes they are, with a focus on recruitment and retention.

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



Marketing Campaigns Jeff Kleingartner (ALTSA Communications) Workforce Marketing Manager

Spring Marketing Campaign Highlights Caregivers as Heroes

Beginning May 16, the Workforce Development Unit launched a large-scale advertising campaign running into mid-July. The theme of the campaign was “Caregiving is HEART work!” and illustrated caregivers as heroes in how they serve their communities. In addition to a recognition focus, additional messaging focused on retention of existing caregivers.



Marketing efforts included the following advertising platforms:

- Indoor and outdoor transit panel advertising on buses in King, Pierce, and Snohomish counties.
- Advertising on dozens of streaming platforms through Comcast’s effectv service.
- Weekly ads and posts on social media channels, including Facebook, Instagram, and LinkedIn.
- Weekly emails matching the content and timing of social media messages to 1000+ subscribers.
- General campaign poster shared via email to partners statewide.

Results from the campaign detail heavy traffic generated to the website, found at CaregiverCareersWa.com, including a more than doubling of typical visits.

Highlights from the streaming advertising, which was targeted to job seekers and those interested in elder care included over 156,000 impressions and more than 2,500 people interacting with the 30-second video. 98% of those watching the video, watched in full and about the same percent watched on a big screen (not phone or tablet). The best days of the week to reach the most consumers was Thursday through Sunday.

Social media advertising was primarily placed on Facebook. Most of the weekly posts received excellent click-thru numbers, delivering solid engagement and reactions. More than 3 of 4 people on Facebook that engaged with our post were women and the most popular age segment was 45-54-year-olds, which is likely due to Facebook’s audience skewing older. Email marketing was also successful, as weekly emails to subscribers received an open rate of approximately 40%. The click rate on links in the emails was 4%. Both results are double the standard response rate.

The next caregiver-focused marketing campaign is planned to arrive this fall.