

#60CAREGIVERISSUES:

# THE FIRST 30 ISSUES



Develop a statewide matching service registry

Map the home care workforce in your state

Learn about the shortage of paid caregivers

Consider how benefits affect earnings

Map the home care industry in your state

Create an advanced role to improve care

Examine racial and gender disparities

Support immigrants in the direct care workforce

Expand health coverage for direct care workers

Train workers in Alzheimer's and dementia

Bolster the economy through direct care jobs

Train and certify workers across settings

Improve wages and hours for workers

Track data on the direct care workforce

Map the direct care workforce in your city

Enhance access to rural home care

e a home dialogue

Create a funding pool to incentivize quality jobs



## PHI WORKS TO TRANSFORM ELDERCARE AND DISABILITY SERVICES.

We foster dignity, respect, and independence for all who receive care, and all who provide it. As the nation's leading authority on the direct care workforce, PHI promotes quality direct care jobs as the foundation for quality care.

Drawing on 25 years of experience working side-by-side with direct care workers and their clients in cities, suburbs, and small towns across America, PHI offers all the tools necessary to create quality jobs and provide quality care.

PHI's trainers, researchers, and policy experts work together to:

- Learn what works and what doesn't in meeting the needs of direct care workers and their clients, in a variety of long-term care settings;
- Implement best practices through hands-on coaching, training, and consulting, to help long-term care providers deliver high-quality care; and
- Support policymakers and advocates in crafting evidence-based policies to advance quality care.

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## THE PREMISE

For years, our field raised a flag on the growing workforce shortage in home care. Home care workers were leaving their jobs—and this sector—soon after they started, leaving families without critical supports. The workforce shortage grew bigger by the year, spreading across towns and states, touching millions. Faced with this reality, PHI asked: what should we do?







In February 2017, PHI launched a public education campaign to tackle this problem, one idea a time. One year later, this vision has gained traction in the long-term care field, online, and in the press—and leaders across the spectrum are playing a role in finding solutions.

## HERE'S A RECAP OF THE FIRST 30 ISSUES

Visit [60CaregiverIssues.org](https://60CaregiverIssues.org) to read these issues and learn more about our campaign.

Follow the conversation online at [#60CaregiverIssues](https://twitter.com/60CaregiverIssues).



ISSUE

## Learn about the shortage of paid caregivers

Research and experience routinely show that the direct care workforce isn't strong enough to meet demand—and it affects the entire system of caregiving. Why is that? This introductory brief offers answers, setting the stage for this campaign with a guiding question: how do we fix—one idea at a time—the growing shortage in home care workers? *(February 7)*

### ISSUE BRIEF

8 Signs the Shortage in Paid Caregivers Is Getting Worse

### ISSUE BRIEF

Job Quality for New York's Home Care Aides: Assessing the Impact of Recent Health Care and Labor Policy Changes

## Use a 'quality jobs' framework to measure progress

The move to managed care—in combination with various changes in labor policies—has affected how home care services are structured and delivered across New York State. This brief provides a state framework for assessing job quality in home- and community-based services. *(February 22)*

### WHAT IS THE 'QUALITY JOBS' FRAMEWORK?

The "Nine Elements of a Quality Caregiving Job" framework was established in 2006 by PHI and LeadingAge, as part of a multi-year initiative focused on quality care through quality jobs. The nine elements include: good wages, good benefits, full-time hours and stable schedules, excellent training, participation in decision making, career advancement, supportive supervisors, resources to resolve barriers to work, and owners who lead quality improvement.

ISSUE

ISSUE

# 3

## RESEARCH BRIEF

The Impact of the Affordable Care Act on Health Coverage for Direct Care Workers

### Expand health coverage for the direct care workforce

Direct care workers are among America's lowest paid workers, often struggling to access health coverage. Yet new data shows that they benefited substantially from the Affordable Care Act. *(March 7)*



#### DID YOU KNOW?

Between 2010 and 2014, half a million direct care workers gained health coverage. At the same time, the uninsured rate across this workforce decreased by 26 percent.

Source: PHI, 2017

### Take federal action to strengthen the direct care workforce

A federal investment in the direct care workforce would promote better wages and benefits, enhance training, and create advanced roles—and it would create a vibrant system of care. This federal report outlines recommendations across five major policy areas. *(March 21)*

## REPORT

Federal Policy Priorities: Strengthening the Direct Care Workforce

ISSUE

# 4

ISSUE

## ISSUE BRIEF

New York's Home Care Quality Incentive Pool: A State Framework

### Create a funding pool to incentivize quality jobs

When properly implemented, states can use a quality incentive pool to compel home care employers to achieve a higher standard of quality. This brief describes how New York State relied on such a pool to improve jobs for its home care workforce. *(April 4)*



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6

FACT SHEET

Home Care Workers in Illinois: Key Facts

## Map the direct care workforce in your state

Because of low wages and meager annual incomes, one in four Illinois home care workers lives in poverty and over half rely on some form of public assistance. This fact sheet shows the various variables that should be included in a data profile on home care workers. *(April 18)*

## Map the home care industry in your state

The growth in older people in Minnesota has ignited demand for home care, yet the state's workers still occupy poor-quality jobs. This report offers a comprehensive portrait of the entire home care system in Minnesota—a useful snapshot for home care advocates. *(May 2)*

### FROM RESEARCH TO PRACTICE

In May 2017, PHI released this report at a conference on workforce solutions hosted by LeadingAge Minnesota, which brought together more than 100 aging professionals from around the state. This partnership continues with a PHI-led, multi-year initiative in Minnesota—and Wisconsin (issue 17)—that seeks to improve the state's home care landscape through a variety of workforce innovations, including training.

REPORT

State of Care: Minnesota's Home Care Landscape

SLIDESHOW

Benefit Cliffs and Benefit Plateaus: Do Higher Wages Result in Higher Incomes for New York City's Home Care Aides?

## Consider how benefits affect earnings

The interplay between higher wages and public benefit eligibility means that low-income workers might not always see higher incomes from working more hours. This slideshow describes how this complex phenomenon works—and why policymakers should help resolve it. *(May 16)*

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ISSUE





## DID YOU KNOW?

One in four direct care workers is an immigrant. The total number of immigrants in direct care grew from 520,000 in 2005 to 860,000 in 2015. When accounting for independent providers, about 1 million immigrants work in direct care.

Source: PHI, 2017



### RESEARCH BRIEF

Immigrants and the Direct Care Workforce

## Support immigrants in the direct care workforce

Despite their valuable role in long-term care delivery, immigrants in direct care are forced by low-paying jobs to live in poverty and rely on public benefits. This statistical portrait shows the value of immigrants to the future of this country. *(June 20)*

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ISSUE

## Create an advanced role to improve care

PHI's advanced role intervention—Care Connections Senior Aides—has shown client improvements in preventable emergency room visits and medication adherence, among other benefits. PHI partnered with WorkingNation, a national group that uses multimedia to address work and employment challenges, to produce this video highlighting advanced roles in home care. *(May 30)*



### VIDEO

One Company's Solution for Filling the Coming Demand for Home Care Providers

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ISSUE





## Convene a home care dialogue

In May 2017, PHI gathered leaders from seven New York home care agencies for a roundtable discussion on the future of home care in the state. Here's what we learned. This issue brief summarizes their ideas and affirms why leadership roundtables are essential. *(July 11)*

ISSUE

### ISSUE BRIEF

New York Home Care:  
Leaders Reflect  
on the Changing  
Landscape

ISSUE

### ISSUE BRIEF

Training Methods Matter:  
Results of a Personal  
Care Aide Training  
Program in Chicago



## Map the direct care workforce in your city

Direct care jobs boosted the Detroit economy during its worst period, yet wages for these workers leave many of them in poverty. This fact sheet shows why city-wide analyses can help illustrate why good jobs are essential for the economy and for improving care. *(August 9)*

## Provide adult learner-centered training

In 2015, PHI worked with a group of home care providers in Chicago to develop a training rooted in adult learner-centered philosophy. The results? Improved job satisfaction and retention. This brief makes the case for adult-learned centered training in home care, specifically when working with a low literacy workforce. *(July 25)*



ISSUE

### FACT SHEET

Direct Care  
Workers in Detroit:  
Key Facts



ISSUE BRIEF

Success Across Settings:  
Six Best Practices in  
Promoting Quality Care  
through Quality Jobs

## Implement a tested workforce approach

Long-term care providers want successful strategies for recruiting and retaining direct care workers. This brief describes six PHI approaches for different long-term care settings. *(August 22)*

ISSUE

# 15 ISSUE

## Improve wages and hours for workers

Low wages and insufficient hours make direct care jobs unaffordable for workers and unappealing to job candidates. In turn, the workforce shortage worsens. These fact sheets heighten the attention on the low wages and meager annual incomes of this workforce, which must be corrected. *(September 6)*



### DID YOU KNOW?

In 2016, the direct care workforce comprised about 2.4 million home care workers and more than 600,000 nursing assistants working in nursing homes. Home care workers earn a median hourly wage of \$10.49 and—because of inconsistent work hours—typically earn \$13,800 annually.

Source: PHI, 2017

FACT SHEET

U.S. Home Care  
Workers:  
Key Facts

FACT SHEET

U.S. Nursing  
Assistants Employed  
in Nursing Homes:  
Key Facts



**A closer look at training personal care aides.** Personal care aides assist clients with daily tasks, such as dressing, bathing, and eating, yet they often do this work with minimal training; as of 2017, only five states require at least 40 hours of training for personal care aides.

The infographic features three large orange numbers (16, 18, and 19) representing issue numbers. Each number is accompanied by a 'CASE STUDY' title and a brief description. The background includes various medical icons: a pill, a heart with a pulse line, a stethoscope, a syringe, and a red cross.

**16** ISSUE  
**CASE STUDY**  
Training Standards for Personal Care Aides: Spotlight on Arizona

**18** ISSUE  
**CASE STUDY**  
Training Standards for Personal Care Aides: Spotlight on Iowa

**19** ISSUE  
**CASE STUDY**  
Training Standards for Personal Care Aides: Spotlight on Washington

**Adopt training standards for personal care aides**  
Training standards for personal care aides are nonexistent at the federal level and often lacking at the state level. In 2004, Arizona decided to change this. *(September 12)*

**Train and certify workers across settings**  
Over the last 10 years, Iowa has gradually improved the training system for direct care workers, though some of this progress has faced opposition. *(September 27)*

**Reform the training system for personal care aides**  
A grassroots ballot initiative in 2012 transformed the training and certification system for personal care aides throughout the state of Washington. *(October 3)*



REPORT

STATE OF CARE:  
WISCONSIN'S HOME  
CARE LANDSCAPE



ISSUE

## Enhance access to rural home care

Home care in Wisconsin is challenging, especially in rural areas, where direct care workers are in short supply and often travel long distances to reach clients. This report shows why rural communities deserve more attention, especially when crafting home care interventions. *(September 21)*



### DID YOU KNOW?

By 2024, Wisconsin will need 20,000 more home care workers to support its growing population of older adults.

Source: PHI, 2017



## A Federal Opportunity:

In uncertain economic times, direct care jobs are one bright spot. Direct care will create more new jobs than any other occupation in the next 10 years, and many of these workers will help family caregivers support their loved ones and deal with the high costs of caregiving. A federal investment in direct care is an investment in our economy.

ISSUE

20

### FACT SHEET

Improving Care for Vulnerable Older Citizens through Workforce Advancement Act

## Invest federal dollars in advanced roles

Advanced roles that allow direct care workers to handle new responsibilities can improve care for clients and reduce costs. A new federal bill aims to improve care for older adults by testing direct care workers in advanced roles. *(October 10)*

## Fund a national strategy for recruitment and retention

Strategies that effectively recruit, retain, and train this workforce can transform the quality of care. A new federal bill aims to make it easier for older adults and people with disabilities to access paid caregivers. *(October 18)*

ISSUE

### FACT SHEET

The Direct Creation, Advancement, and Retention of Employment (CARE) Opportunity Act





# ISSUE 22

## Formulate a national policy vision

As the workforce shortage in direct care intensifies, policymakers have an array of options to support this workforce. This journal article from the fall 2017 issue of *Public Policy & Aging Report* outlines where public policy can create real change for this workforce. (October 24)

▼  
**JOURNAL ARTICLE**  
 The Changing Policy Landscape of the Direct Care Workforce



## Examine racial and gender disparities within direct care

In a marginalized workforce, women of color in direct care have higher poverty rates and rely more on public benefits than their peers. This research brief describes their challenges and argues for the importance of supporting the full diversity of this workforce. (November 8)

# ISSUE 23

▼  
**RESEARCH BRIEF**  
 Racial and Gender Disparities Within the Direct Care Workforce



### DID YOU KNOW?

The poverty rate for women of color in direct care (22 percent) is higher than the poverty rate for white women (17 percent), white men (14 percent), and men of color (12 percent).

Source: PHI, 2017





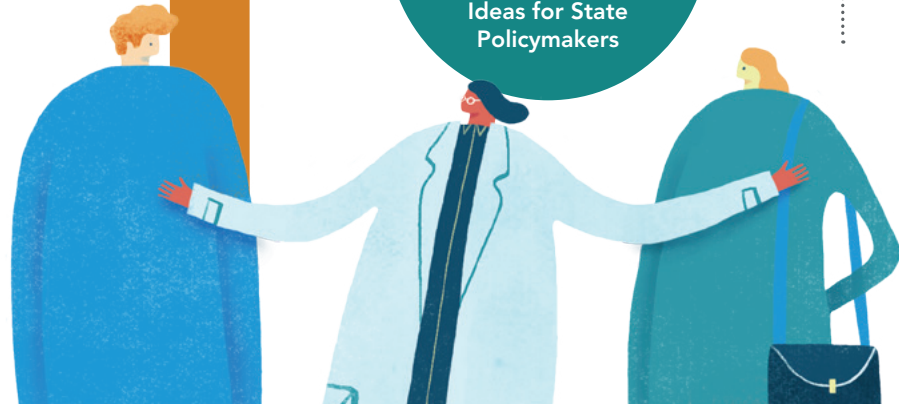
ISSUE

## Train workers in Alzheimer's and dementia

When home care workers are trained to support people with Alzheimer's and related dementias, they can improve the quality of life for their clients, helping limit the use of medications. This brief offers a state framework to ensure home care workers can support this population. *(November 21)*

▼  
**ISSUE BRIEF**

Home Care Worker Training and People with Alzheimer's Disease and Related Dementias: Ideas for State Policymakers



ISSUE



## Bolster the economy through direct care jobs

From 2016 to 2026, an additional 1.8 million jobs will be created in the long-term care sector, including 1.2 million direct care jobs. This data brief shows that to meet demand for care and ensure a strong economy, we need to improve the quality of direct care jobs. *(November 28)*

▼  
**DATA BRIEF**

Here's How We Achieve a Strong Economy: Invest in Direct Care Workers





# 26

ISSUE

▼  
**ONLINE MAP**  
PHI Matching  
Services  
Project



## Develop a statewide matching service registry

Thirty states have developed matching service registries, which facilitate a “match” between consumers and home care workers, while improving hiring and employment in this sector. Visit our website at [PHInational.org](http://PHInational.org) and scroll through our online map of matching service registries to learn how state leaders are improving care delivery in their regions. *(November 28)*

# 27

ISSUE

▼  
**ONLINE MAP**  
PHI Direct Care  
Workforce  
Data Center

## Track data on the direct care workforce

Consistent data on the direct care workforce helps long-term care leaders understand the size and stability of this workforce, yet too many states lack systems to track this workforce. Visit our website at [PHInational.org](http://PHInational.org) and scroll through our direct care workforce data center to see how these workers are faring across states. *(December 5)*



# ISSUE 28

## Articulate a state policy agenda

From raising wages to improving training, and much more, states are shifting how they support direct care workers. In late 2017, PHI partnered with the Working Poor Families Project to produce a policy brief describing state-level policy developments related to direct care workers. This resource offers a blueprint for state leaders interested in creating quality direct care jobs. *(December 14)*

▼  
**POLICY BRIEF**  
Improving Job Quality for the Direct Care Workforce: A Review of State Policy Strategies



▼  
**Q&A**  
Cultural Competence Is Key to Training Immigrants in Home Care

## Adopt a culturally competent approach

Long-term care leaders nationwide are gradually responding to the growing diversity in our country by developing culturally and linguistically competent approaches in home care. This in-depth interview with Encuentro, a community organization based in New Mexico, describes how they're engaging a diverse network of home care workers to improve care. *(December 19)*

# ISSUE 29

## Launch a public education campaign

Our country is facing a growing workforce shortage in home care—yet this topic remains marginalized in the policy discourse. In 2017, PHI launched #60CaregiverIssues, a two-year, public education campaign aimed at solving this workforce shortage. A public education campaign brings to light important issues, builds political will, and inspires leaders to solve seemingly entrenched social problems. *(December 27)*

▼  
**REPORT**  
#60CaregiverIssues: The First 30 Issues



# ISSUE 30




## FOLLOW OUR EXPERTS



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**PHI** QUALITY CARE  
THROUGH  
QUALITY JOBS

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