



#60CAREGIVERISSUES CAMPAIGN RECAP

From a Workforce Shortage to Concrete

Solutions

When we originally imagined #60CaregiverIssues, we sought to address one clear problem: the worsening workforce shortage in home care. Within two years, we unveiled 60 solutions, one idea at a time. And it worked—we substantially grew our base of online supporters, generated significant media coverage, and inspired policymakers to focus on the range of challenges facing this job sector. Now that this campaign has ended, our country seems to understand this problem in a whole new way—**as one that affects all of us, and one that can be fixed.**

1 Learn About the Shortage of Paid Caregivers

Issue Brief

As the number of older people rises, the demand for home care workers gets larger every year. However, the poor quality of home care jobs keeps away good candidates. We examined eight aspects of this shortage, laying the foundation for this campaign. (Feb 7, 2017)

2 Use a 'Quality Jobs' Framework to Measure Policy Progress In Your State

Issue Brief

In the last decade, New York State has implemented various policy changes to strengthen the home care workforce. We used our "nine essential elements of a quality job" framework to examine how New York fares when it comes to direct care workers. (Feb 22, 2017)

3 Expand Health Coverage for the Direct Care Workforce

Research Brief

Between 2010 and 2014, half a million direct care workers gained health coverage, and the uninsured rate across this workforce decreased

by 26 percent. Our research brief offered another lens on the renewed debate on the Affordable Care Act. (Mar 7, 2017)

4 Take Federal Action to Strengthen the Direct Care Workforce

Report

A federal investment in the home care workforce would promote better wages and benefits, enhance training, and create advanced roles—and it would create a vibrant system of care. We outlined five urgent areas where federal policymakers could act. (Mar 21, 2017)

5 Create a Funding Pool to Incentivize Quality Jobs

Issue Brief

In 2014, New York State created a funding pool that supported licensed home care agencies that met specific training and employment standards, incentivizing the field to strengthen its home care workforce. We analyzed the impact of this approach. (Apr 4, 2017)

6 Map the Direct Care Workforce in Your State

Research Brief

A state-level snapshot of the home care workforce provides a quick, initial view of the challenges facing this workforce. In that spirit, we produced a detailed fact sheet on Illinois' home care workforce, including key demographics and employment data. (Apr 18, 2017)

7 Map the Home Care Industry in Your State

Report

Our landscape studies widen the typical lens on home care workers—capturing critical insights about the broader industry. Our report on home care in Minnesota used this analytical approach to inform a multi-year, state-level initiative led by PHI. (May 2, 2017)



THE FUTURE OF LONG-TERM CARE

EVERYTHING SHIFTS. THE FUTURE
BELONGS TO THOSE WHO ENVISION IT.



8 Consider How Benefits Affect Earnings

Slideshow

The interplay between wages and benefit eligibility can mean that many low-income workers don't earn higher incomes simply by working more hours. We studied this phenomenon and showed how workers might be wrongly incentivized to limit their work hours. (May 16, 2017)

9 Create an Advanced Role to Improve Care

Video

With proper training, home care workers can take on more expansive roles that improve care for clients and promote job satisfaction. We partnered with WorkingNation to produce a video on a successful advanced role model from PHI. (May 30, 2017)

10 Support Immigrants in the Direct Care Workforce

Research Brief

One in four home care workers is an immigrant, and nearly 1 million immigrants work in the direct care sector. Yet they face unique challenges that are made worse by increased public hostility. We produced new data on this critical workforce segment. (June 20, 2017)

11 Convene a Home Care Dialogue

Issue Brief

As various trends and new laws reshape the home care industry, home care providers must find ways to engage each other and forge solutions. In May 2017, PHI gathered seven New York agencies for a roundtable discussion on the future of home care. (July 11, 2017)

12 Provide Adult Learner-Centered Training

Issue Brief

Adult learner-centered training enhances learning by incorporating a range of methods, such as games, role-playing, and more. In 2015, PHI worked with home care providers in Chicago to develop a training rooted in adult learner-centered philosophy. (July 25, 2017)

13 Map the Direct Care Workforce in Your City

Research Brief

In many cities, home care jobs boost the economy, yet wages in this sector remain catastrophically low. As a result, home care workers can't support themselves and they eventually leave the sector. We studied the home care workforce in Detroit. (Aug 9, 2017)



TRAINING AND ADVANCED ROLES

BECAUSE A GOOD JOB SHOULD
LEAD TO A GREAT CAREER.

14 Implement a Tested Workforce Approach

Research Brief

Long-term care providers are seeking strategies that successfully recruit and retain home care workers, recognizing how difficult it has become to staff their agencies. We compiled six approaches that PHI has used to strengthen this workforce. (Aug 22, 2017)

15 Improve Wages and Hours for Workers

Research Brief

Low wages and insufficient hours make home care jobs unaffordable and unappealing for workers. In turn, the workforce shortage worsens. Our annual data on home care workers and nursing assistants describes, in statistical terms, the state of these jobs. (Sept 6, 2017)

16 Adopt Training Standards for Personal Care Aides

Case Study

Personal care aides nationwide have marginal training standards, which leaves many of them ill-prepared to provide quality care and succeed on the job. We studied the process through which Arizona enacted uniform training standards for these workers. (Sept 12, 2017)

17 Enhance Access to Rural Home Care

Report

Home care delivery is complicated in rural America, where health resources are thin, and workers are in short supply, often traveling long distances to reach clients. We studied the home care landscape in Wisconsin, exploring these dynamics. (Sept 21, 2017)

18 Train and Certify Workers Across Settings

Case Study

Too often, the training requirements for home health aides far surpasses what exists for personal care aides. We explored how Iowa is trying to create a competency-based training and certification system that spans all direct care workers. (Sept 26, 2017)

19 Reform the Training System for Personal Care Aides

Case Study

Training requirements aren't the only way to improve training for home care workers. Our case study on Washington State showed how a state ballot initiative increased training hours and introduced certification requirements for personal care aides. (Oct 3, 2017)

20 Invest Federal Dollars in Advanced Roles*Fact Sheet*

Advanced roles that allow direct care workers to handle new responsibilities can improve care and reduce costs. This fact sheet profiled a federal bill that would establish demonstration projects that test advanced roles in home care. (Oct 10, 2017)

23 Examine Racial and Gender Disparities*Research Brief*

In an already marginalized workforce, some workers fare worse than others. Our study on racial and gender disparities in the direct care workforce found that women of color have higher poverty rates and access public benefits more than their peers. (Nov 8, 2017)

26 Develop a Statewide Matching Service Registry*Online Map*

A statewide matching service registry helps home care workers and consumers find each other. It can also improve employment in this sector. We created an online state data map depicting the status of matching service registries nationwide. (Dec 5, 2017)

21 Fund a National Strategy for Recruitment and Retention*Fact Sheet*

Strategies that effectively recruit and retain home care workers can transform the quality of care. This fact sheet described a federal bill that would promote recruitment, retention, and advancement opportunities among direct care workers. (Oct 17, 2017)

24 Train Workers in Alzheimer's and Dementia*Issue Brief*

Despite the growing number of people with Alzheimer's disease and other forms of dementia, home care workers are rarely trained on this topic. We outlined five state-level policy recommendations to improve home care training on dementia. (Nov 21, 2017)

27 Track Data on the Direct Care Workforce*Workforce Data Center*

Regular data on the direct care workforce help long-term care leaders understand how these workers fare over time and by state, as well as where we need more data. We rebooted our online workforce data center to provide this crucial information. (Dec 7, 2017)

22 Formulate a National Policy Vision*Journal Article*

As the policy landscape shifts for direct care workers, the home care field needs a national roadmap that spans a multitude of issues. This article from *Public Policy & Aging Report* described the various considerations for developing this vision. (Oct 24, 2017)

25 Bolster the Economy through Direct Care Jobs*Research Brief*

A startling fact from 2017: from 2016 to 2026, the long-term care sector will create 1.8 million jobs, including 1.2 million jobs in direct care. We examined what it means that job creation is increasingly driven by jobs that are poor in quality. (Nov 28, 2017)



28 Articulate a State Policy Agenda

Policy Brief

From raising wages to improving training, and much more, states are shifting how they support the direct care workforce. We partnered with the Working Poor Families Project to produce a review of state policy strategies related to this workforce.

(Dec 14, 2017)

29 Adopt a Culturally Competent Approach

Q&A

Home care leaders are gradually responding to the growing diversity in our country by developing culturally competent workforce approaches. We spoke with a New Mexico-based organization about its home care training program for immigrants. (Dec 19, 2017)

30 Launch a Public Education Campaign

Campaign Recap

To change minds and compel action, public education raises the visibility of home care workers and the growing workforce shortage in this sector.

We summarized the first 30 issues in our award-winning #60CaregiverIssues campaign. (Dec 27, 2017)

31 Support Black Direct Care Workers

Research Brief

Do racial and gender inequalities make it more difficult for certain segments of the home care workforce to succeed? To understand this question, we launched a three-part research series on racial and ethnic disparities within the direct care workforce.

(Feb 6, 2018)

32 Support Latino Direct Care Workers

Research Brief

Latino home care workers might be facing unique obstacles on the job, which affects turnover. The second part in our disparities series showed that although one in six direct care workers is

Latino, many of these workers struggle with poverty.

(Feb 13, 2018)

33 Support Asian and Pacific Islander Workers

Research Brief

Tailored training and on-the-job supports can stabilize employment for many people of color working in direct care. The third part in our disparities series revealed significant disparities within Asian and Pacific Islanders workers in direct care. (Feb 20, 2018)

34 Create a Division of Paid Care

Q&A

Cities and towns can also find ways to strengthen jobs for home care workers. We spoke with New York City's division of paid care, which was established in 2016 to support home care workers, childcare workers, and housecleaners throughout the city.

(Mar 13, 2018)





STORIES FROM THE FIELD

MEET THE PEOPLE AND PROVIDERS
WHO CARE FOR OUR FAMILIES.

35 Support Part-Time and Full-Time Workers

Research Brief

One in three direct care workers works part time, sometimes because they can't obtain full-time hours, and in other cases because they're raising children, supporting family members, or attending school. We studied the reasons for part-time schedules. (Mar 27, 2018)

37 Recruit Older Workers

Fact Sheet

Workers aged 55 and over currently make up 23 percent of the direct care workforce and might comprise a larger portion in future years, as the number of older adults grows. We took a closer look at this growing segment of the U.S. labor force. (Apr 10, 2018)

39 Promote Workplace Safety

Fact Sheet

Home care workers and nursing assistants experience exceptionally high rates of occupational injury, many of which can be prevented. We studied the main causes of injury among direct care workers and identified strategies for mitigating those risks. (Apr 24, 2018)

36 Recruit Younger Workers

Fact Sheet

Younger people aged 18 to 24 comprise nearly 13 percent of the U.S. labor force and could help broaden the labor pool of direct care workers. We provided a snapshot of this workforce segment as part of a series on "new populations" for direct care. (Apr 3, 2018)

38 Recruit Men to Direct Care

Fact Sheet

The U.S. labor force includes 99 million men, many of whom could fill the demand for direct care workers as the country rapidly ages. We studied this small but growing segment of the direct care workforce, arguing for gender-specific employment supports. (Apr 17, 2018)

40 Craft a Recruitment and Retention Strategy

Guide

Long-term care employers struggle to recruit and retain direct care workers, largely because the quality of these jobs remains poor. In response, we outlined 10 strategies that employers can use to successfully hire and hold onto these workers. (May 15, 2018)



INNOVATIONS

BECAUSE EVERY STEP TOWARDS
PROGRESS BEGINS WITH A SMART IDEA.

41 Enact Paid Family and Medical Leave

Slideshow

Direct care workers should be able to take paid time off to support themselves or their loved ones, yet these laws exist in few parts of the country. We identified various ways for states to provide paid family and medical leave for this workforce. (May 30, 2018)

43 Create a Person-Centered Workplace

Videos

A person-centered approach in direct care honors both clients and workers, ensuring that clients receive the support they want, and workers access the workplace supports they need. We featured two experts who explained how to create this approach. (Jul 17, 2018)

45 Form a Statewide Coalition

Webinar

A unified voice in support of direct care workers can change this sector for the better, and in many states, coalitions are creating that voice. PHI interviewed a group of leading experts to understand how coalitions are improving rural home care. (Aug 29, 2018)

42 Recruit Through Social Media

Slideshow

Social media has the potential to improve recruitment for home care providers. We profiled a Minnesota-based digital media firm that partnered with a nearby provider to overhaul its recruitment strategies—within a year, recruitment figures skyrocketed. (June 19, 2018)

44 Develop Effective Supervisors

Videos

When supervisors build trust and impart a sense of belief, their employees stay on the job. In contrast, when that trust is breached, workers lose interest, and many leave their direct care roles. Our videos offered tips for improving supervision. (Jul 31, 2018)

46 Establish a National Benchmark

Research Brief

Annual data on U.S. home care workers helps reveal how these workers are doing over time and where they need support. Our annual research brief on home care workers offered a detailed snapshot, reinforcing an important benchmark for our field. (Sep 4, 2018)

47 Strengthen the Entire Workforce*Research Brief*

When we strengthen jobs for nursing assistants, we elevate the value of direct care workers across the sector. Our annual data on nursing assistants employed in nursing homes illustrates the various ways in which this workforce continues to struggle. (Sep 6, 2018)

50 Propose Concrete Policy Fixes*Fact Sheet*

States can enact various policy reforms to strengthen this workforce—but this begins with a concise platform. We outlined seven policy recommendations for New York State, including funding to improve recruitment and retention in our sector, and six more. (Oct 9, 2018)

53 Promote E-Learning Approaches*Q&A*

E-learning approaches are becoming increasingly popular in the long-term care sector, allowing employers to efficiently train larger numbers of workers, while potentially saving costs. PHI's Jerry Philip offers an analysis on e-learning in direct care. (Nov 6, 2018)

48 Create Immigrant-Specific Supports*Fact Sheet*

How can we ensure that immigrants continue to be a strong part of the direct care workforce? Our data update on immigrants in this workforce offered three concrete ways for long-term care leaders to bolster supports for this segment of workers. (Sep 11, 2018)

51 Elevate Direct Support Professionals*Slideshow & Lecture*

Direct support professionals are vital to people with intellectual and developmental disabilities, yet their jobs are in jeopardy. We delivered a lecture on this topic for The Boggs Center on Developmental Disabilities at Rutgers New Jersey Medical School. (Oct 16, 2018)

54 Change the Media Narrative*Article*

When journalists write in-depth, balanced articles on the direct care workforce, they help their readers understand the breadth and complexity of issues facing these workers. We selected the top 20 news stories of 2018 on the direct care workforce. (Nov 13, 2018)

49 Examine County-Level Workforce Data*Research Brief*

A county-level data analysis can bring to light differences within a state—an important lens when developing a statewide strategy for the direct care workforce. We used a county-level analysis to study this workforce in Maryland and DC. (Sep 27, 2018)

52 Support Worker-Centered Technology*Article*

Technological innovations are gaining traction in long-term care, spurring conversations about their potential to improve both jobs and care. We identified seven ways that long-term care leaders are using technology to support direct care workers. (Oct 23, 2018)



55 Produce An Original Report

Article

Organizations are increasingly publishing important reports on direct care, bringing their unique lens and organizational expertise to one of the most critical workforces in the country. We profiled nine policy reports from 2018 that caught our eye. (Nov 20, 2018)

56 Establish State-Sponsored Curricula

Research Brief

To raise the bar on personal care aide (PCA) training, six states have developed model curricula. We examined these state-sponsored curricula to identify best practices in training methods and content for PCAs and other direct care workers. (Nov 27, 2018)

57 Listen to Worker Stories

Infographic

We compiled an array of compelling stories from home care workers in Wisconsin that illustrate their skills and dedication. These stories also exemplify why it's essential to tap into the wisdom of workers to strengthen workforce interventions. (Dec 4, 2018)

58 Educate Through Social Media

Article

With its vast reach and widespread use, social media has the potential to improve how home care workers are valued in today's world—and long-term care leaders are increasingly tapping its power. We offered six lessons from two successful campaigns in 2018. (Dec 11, 2018)

59 Stay Current on News and Trends

Year in Review

Staying on top of current developments ensures that leaders have the latest insights into how direct care is changing—and where it's going. Our first-ever "Year in Review" summarized the year's most important developments for the direct care workforce. (Dec 18, 2018)

60 Dream Big Ideas

Article

In our final issue, we celebrated the imagination and the end of #60CaregiverIssues by reflecting on 60 great ideas. The workforce shortage in home care at one point seemed unsolvable—but a creative education campaign helped illuminate the way forward. (Dec 26, 2018)





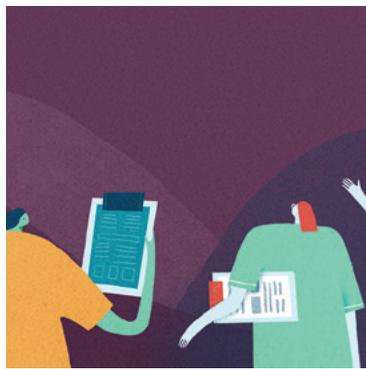
2018 COMMUNICATOR AWARD

In 2018, #60CaregiverIssues received an Award of Distinction in integrated campaigns from the Academy for Interactive Visual Arts. The Communicator Awards is the largest and most competitive awards program honoring creative excellence for communications professionals.

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.

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QUALITY JOBS

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