



Collaborative Overview

Direct Care Workers are frontline workers who provide hands-on care to older adults and individuals with disabilities. They work in a variety of settings, from homes to skilled nursing facilities. By 2028 there will be approximately 116,000 workers needed in our communities. However, low pay, lack of growth opportunities, and underappreciation is leading to a critical workforce shortage.

3 Areas of Focus to Create Change

Value & Awareness



- Increase Direct Care Worker Representation
- Identify Key Stakeholder Partnerships
- Launch an Awareness Campaign

Compensation & Benefits



- Provide Awareness Campaign Support
- Research & Synthesize Provider Costs
- Research & Evaluate Rate Setting Process
- Create a Child Care Resource Guide

Training & Career Advancement



- Streamline Positions
- Develop a Standardized Statewide Curriculum
- Create Career Ladders
- Partner with the Community College System
- Examine & Align State Regulations

Highlights

MISSION

To stabilize the workforce by implementing strategies that support priority issues & raise awareness.

VISION

To be the central hub for action, expertise, & advocacy on the DCW.

STRUCTURE

Stakeholder-run with guidance from Collaborative Co-Chairs & Action Group Co-Chairs.

ACTION GROUPS

Three core areas selected from stakeholder input. Groups identify the problem, determine solutions, & implement action plans.

COLLABORATIVE IMPACT 2021

400+ Stakeholders have engaged

73% Heard through word-of-mouth & DCWC Communications

73% Say Collaborative content is very/extremely informative

American Rescue Plan Act (ARPA)



HCPF ARPA OVERVIEW

- The American Rescue Plan Act (ARPA) was passed by Congress on 3/11/2021.
- Section 9817 - a provision outlining funding to support increased access to Home and Community-Based Services (HCBS) for Medicaid beneficiaries.
 - Eligible services include: 1915 (c) HCBS Waivers, Personal Care, Targeted Case Management, Home Health Care, Private Duty Nursing, Program of All Inclusive Care for the Elderly (PACE), Behavioral Health.
- HCPF's HCBS Spending Plan amounts to approximately \$500 Million
- Colorado spending plan approved by Centers for Medicare & Medicaid Services (CMS) and Colorado Joint Budget Committee (JBC) on 9/21/2021.

Direct Care Workforce Projects > 50% of the total budget (\$262M)

HCPF's ARPA Funded Workforce Projects:

Increase Payments to Providers and Workers
Direct Care Workforce Data Infrastructure
Standardized Core Curriculum & Specialization
Resource & Job Hub
Establish a Training Fund
Career Pathways
Public Awareness Campaign
Workforce Compensation Research

Check out these resources for more ARPA details:

- [CO ARPA Spending Plan](#)
- [HCPF Presentation to JBC](#)
- [CO Senate Bill 21-286](#)
- [Resources for HCBS Providers](#)
- [Sign up for the ARPA Project Pulse Newsletter](#)

Collaborative Leadership Opportunities



Collaborative Co-Chair Role

- Create Collaborative meeting agendas
- Find guest speakers for quarterly Collaborative meetings
- Monitor Action Groups' work
- Recruit members & participants

Open Roles:
Collaborative Co-Chair (1)



Action Group Co-Chair Role

- Create Action Group meeting agendas
- Fill out Action Group reports
- Provide Action Group report out at Collaborative meetings
- Guide Action Groups' work
- Recruit members & participants

Open Roles:
Compensation & Benefits
Co-Chairs (2)



Action Group Support Roles

- Collaborate with Co-Chairs on meeting agendas
- Support & guide Action Plan efforts
- Recruit members & participants
- Partner with HCPF for resource distribution

Open Roles:
Compensation & Benefits (1-2)



HCPF Role

- Set-up/schedule Collaborative, Action Group, Leadership Team meetings
- Provide Collaborative meeting facilitation
- Send meeting announcements
- Post & distribute meeting agendas, notes, & Action Group reports
- Track Action Groups' work
- Recruit members & participants



"Advocacy" is...

- the act of pleading for, supporting, or recommending; active espousal . . .
- Constitutional right
- Communicating a point of view to policymakers to promote informed policymaking

The Keys to Advocacy

- The narrative drives policymaking
- Telling stories is effective communication
- Amplifying stories rallies supporters & reinforces the narrative

Sharing Your Narrative with Effective Communication

- The story depends on who is telling it—be the one to tell it
- Balance fact with emotion to engage your audience
- Talk about what you know & experience
- Have an active & authentic conversation
- Top 3 methods: In-person, through an advocate, personalized letters

Engage Other Advocates



Engage Media

- Build coalitions
- Partner with advocacy experts
- Strength in numbers
- A powerful story is concise and direct
- Media shapes public opinion & public policy

Get Involved / Stay Involved

- It's your right to participate in the legislative process!
- Your elected officials work for you
- There's nothing more powerful than sharing your story & advocating for change
- Every connection you make & maintain has the potential to propel your story and initiatives forward
- Local action can have a national impact

10 Advocacy Action Steps

1. Understand the legislative process
2. Identify your local, state, & federal representatives
3. Learn about your local, state, & federal government & offices
4. Join distribution lists, email lists, & follow latest news on social media
5. Develop your narrative—your story, in your words, with your specific ask
6. Join a Stakeholder meeting or Town Hall
7. Set a meeting with a policy maker or legislator
8. Join a Lobby Day
9. Follow up with your policy makers
10. Stay positive & action-oriented

ADVOCACY OPPORTUNITIES

- Send an **EMAIL** to your state representative requesting their commitment to support Direct Care Workers for the SAPGA Legislative event on January 27, 2022.
- Request support for HCBS investment from US Senators Hickenlooper and Bennett **HERE**.
- **VISIT** Colorado Cross-Disability Coalition for advocacy trainings and resources.

Make your voice heard!