

# Direct Care Workforce Collaborative

A Stakeholder-Led Initiative to Help Stabilize the Direct Care Workforce

Wednesday, August 11, 2021  
10:00 - 11:30 AM

[Zoom Webinar Link](#)

Call-in Option: 1-877-853-5257

Meeting ID: 993 1700 7314 Passcode: 396389



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# Attendance



If you are online, please use the [Online Attendance Link](#) that you will find in the CHAT to let us know you are here.



Please press the microphone icon to unmute/mute yourself. If you have a question or comment, please utilize the Q&A or Chat Box at the bottom of your screen.



To be added to our communications list, email us at [HCPF\\_DCWorkforce@state.co.us](mailto:HCPF_DCWorkforce@state.co.us) (include your phone number).

If you don't have email or internet access, please call (303-866-3504) to provide your mailing address.

Requests for accommodations can be sent to the meeting organizer or [John.R.Barry@state.co.us](mailto:John.R.Barry@state.co.us)



# Introductions

## Facilitation

Jennifer Larsen, Office of Community Living, HCPF - [jennifer.larsen@state.co.us](mailto:jennifer.larsen@state.co.us)

## State Support Team

Hayley Gleason - Strategic Outcomes Division Director, Office of Community Living, HCPF - [hayley.gleason@state.co.us](mailto:hayley.gleason@state.co.us)

Erin Thatcher - Participant Directed Programs Supervisor, Office of Community Living, HCPF - [erin.thatcher@state.co.us](mailto:erin.thatcher@state.co.us)

Jessica Corral - Participant Directed Programs Contract Specialist, Office of Community Living, HCPF - [jessica.corral@state.co.us](mailto:jessica.corral@state.co.us)

Candace Bailey - Community Options Benefits Section Manager, Office of Community Living, HCPF - [candace.bailey@state.co.us](mailto:candace.bailey@state.co.us)

Alicia Ethredge - Service, Development and Evaluation Manager, office of Community Living, HCPF - [alicia.ethredge@state.co.us](mailto:alicia.ethredge@state.co.us)

# Today's Agenda

Topic	Presenter/s	Time
Welcome, Attendance, Introductions, Agenda	Jennifer Larsen	10:00-10:05
Action Group Update <ul style="list-style-type: none"> <li>• Value &amp; Awareness</li> <li>• Training &amp; Career Advancement</li> <li>• Compensation &amp; Benefits</li> </ul>	Penny Whitney & Action Group Chairs	10:05-10:15
Background <ul style="list-style-type: none"> <li>• The Importance of Valuing Direct Care Workers</li> <li>• Invaluable Documentary</li> <li>• Responses &amp; Reactions</li> </ul>	Hayley Gleason, Pascale Adou & Jennifer Larsen	10:15-10:45
Guided Discussion <ul style="list-style-type: none"> <li>• Which Words Describe the Impact that Direct Care Workers Have on their Clients?</li> <li>• What Makes an Awareness Campaign Successful?</li> <li>• Breakout Room Reports</li> </ul>	Pascale Adou, & Hayley Gleason	10:45-11:25
Closing	Jennifer Larsen	11:25-11:30



# Action Group Updates



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# Collaborative Leadership & Action Groups

## Collaborative Co-Chairs

Penny Whitney - LTC consultant, Aponi Partners, Inc.

Kim Watson, NHA, RN, ODPC - VP, Consulting Services, Health Dimensions Group

## Action Group Chairs

### **Training & Career Advancement**

Kristie Braaten - Senior Director, Developmental Disabilities Resource Center

Stacey Tabor - CEO, Touching Hearts at Home

### **Compensation & Benefits**

Angela Mulcahy, LPI, RN, BSN - Owner, AM Health, LLC

Liliana Moon - Administrator, Bross Street Assisted Living

### **Value & Awareness about the Workforce**

Hope Carwile - Innovations Specialist, VIVAGE Senior Living

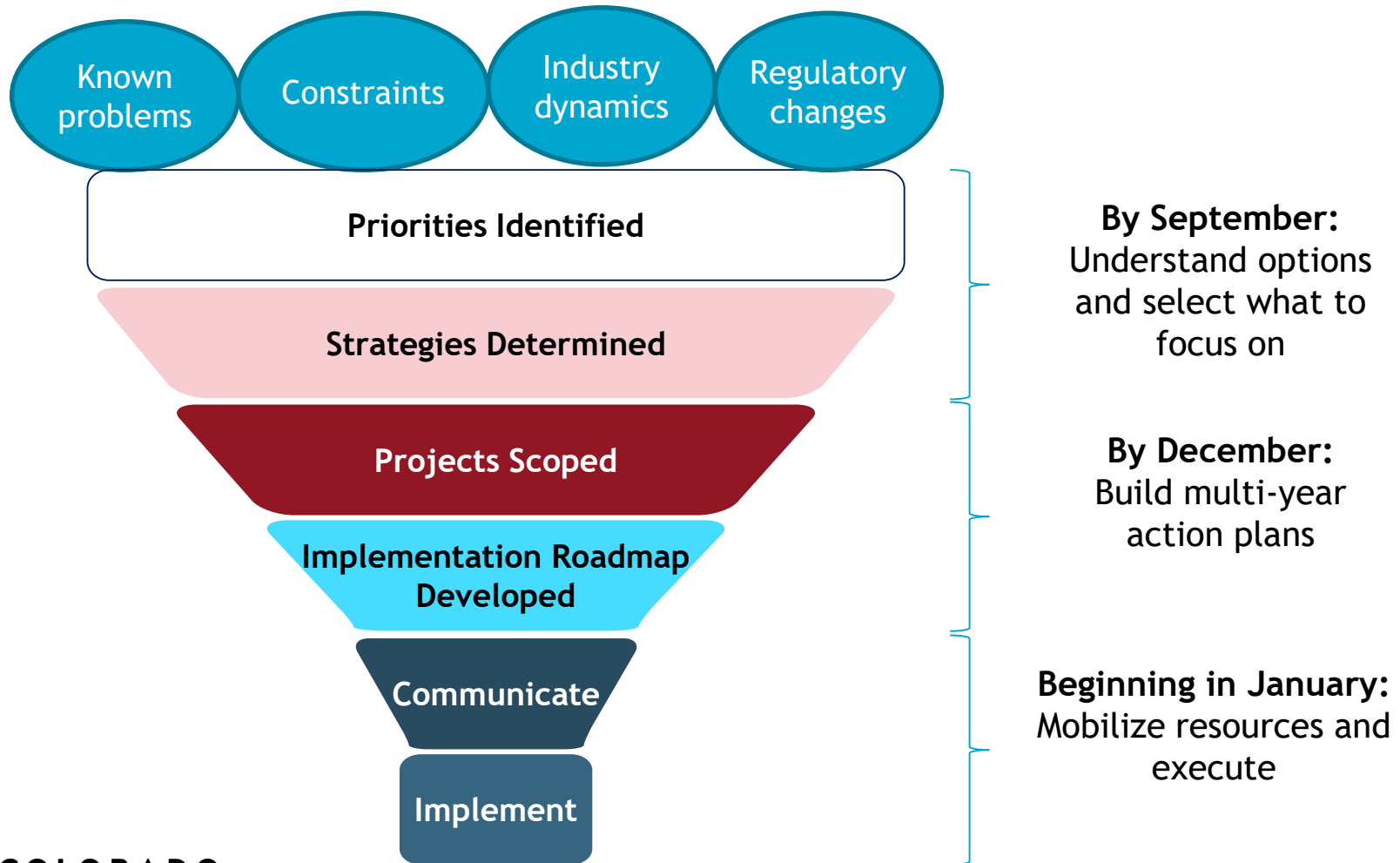
Pascale Adou - Healthcare External Organizer, Local 105



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# Going from Concept to Concrete



# Action Group - Value & Awareness

**Meets: 4th Friday each month - 1:00 - 2:00 pm via Zoom**

## **Accomplishments to Date:**

- Partnership development with key stakeholders SAPGA and El Paso Long Term Care Ethics

## **Additional Action / Support Needed:**

- Research in Ad Campaigns and Messaging
- Education on Diversity, Equity and Inclusivity
- Research on effective programs for Employee Wellness
- White paper on the history of LTC, how we got here

## **Upcoming Milestones:**

- October Collaborative: Present Recommendations
- January Through March Legislative Caucus on Aging



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# Action Group - Training & Career Advancement

**Meets: 1st Friday each month - 9:00 - 10:00 am via Zoom**

## **Accomplishments to Date:**

- Identified existing state efforts related to Training and Career Advancement
- Started draft Action Plan
- Begun matching Action Group members with draft action plan activities

## **Additional Action / Support Needed:**

- Continue to engage and build stakeholder partnership

## **Upcoming Milestones:**

- Next Action Group Meeting: 9:00 a.m. September 10, 2021
- October Collaborative: Present Recommendations



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# Action Group - Compensation & Benefits

**Meets: 3rd Friday each month - 1:00 - 2:00 pm via Zoom**

## **Accomplishments to Date:**

- Gathered research about rates, regional cost of living, and benefit cliffs
- Started draft Action Plan

## **Additional Action / Support Needed:**

- Continue to engage and build stakeholder partnership

## **Upcoming Milestones:**

- Bell Policy Center presenting at August Action Group meeting
- October Collaborative: Present Recommendations

Why do we need to raise awareness about the value of these workers?



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# Background

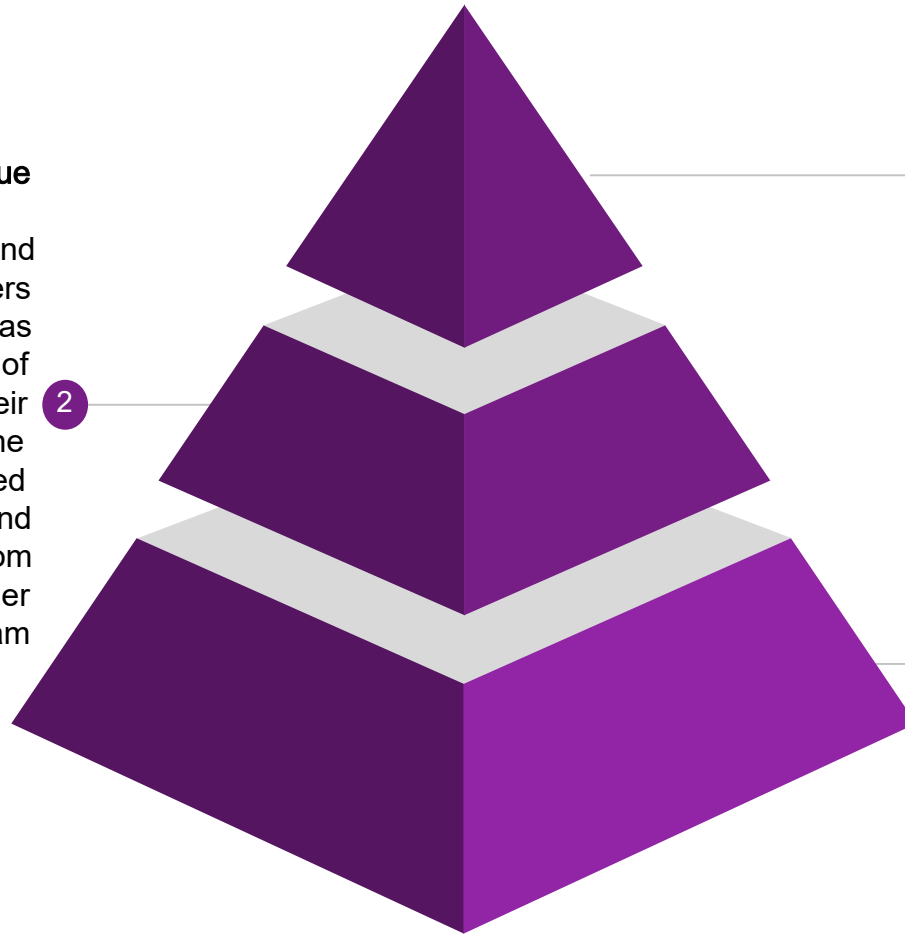
- Direct Care Workers frequently report not feeling valued for their work or respected by other healthcare professionals
  - Can lead to low job satisfaction, shorter job tenure, and greater intent to leave the position
- Lack of support, including both instrumental and emotional, by employers and especially supervisors shows a devaluing of the worker as an individual and leads to poor workplace outcomes
- DCWs often report that they are not included as part of the healthcare team- their input and feedback not regarded as an important contribution



# Valuing the Work of DCWs

## System Value

The healthcare system, and in particular, employers and direct supervisors, has shown the devaluing of these workers through their lack of investment into the workforce, the limited support provided, and excluding DCWs from being part of the broader health care team



## Individual Value

1 The way DCWs can be treated, such as having to experience demanding, highly critical, or even hostile clients/families, can lead to low job satisfaction, greater frequency of conflicts, and greater intent to leave

## Societal Value

3 The low pay, limited benefits and poor training/career advancement are indicators for the low value placed on DCW's work



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# Documentary: “Invaluable: The Unrecognized Profession of Direct Support”

Invaluable Documentary Webpage:

<https://rtcmedia.vhx.tv/products/invaluable-1>



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# Reactions & Responses



# Guided Discussion

- How will we achieve the outcomes that will create transformational change?



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# Discussion Questions

- Which 2-3 powerful words do you use to describe the impact that direct care workers have on their clients?
  - [Word Cloud Activity](#)
- What makes an awareness campaign successful?
  - Strategy
    - Media, messaging, and an organized set of communication tactics.
    - Target a large number of people over a specific period of time.
    - Advertising agency/firm.
  - Impact:
    - Contribute to policy change and encourage community action.
  - Purpose:
    - Bring awareness to grow and professionalize the DCW.
    - Contribute to recruitment and retention efforts.



# Breakout Room Questions

- Room 1 What are the key outcomes we would like to achieve from the awareness campaign?
- Room 2 What would be the messaging?
- Room 3 What platforms or methods would be most successful for the messaging?
- Room 4 What must an advertising agency/firm do to ensure success?
- Room 5 How must we measure/assess the impact of the campaign?



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# Breakout Reports



# Closing

- Next Steps
- Next Meeting Focus
- 60-second Survey



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# Next Collaborative Meeting



**Wednesday  
October 13, 2021  
10:00 - 11:30 am**

**Meeting Topic:  
Formal Recommendations  
from Action Groups**

Information about the October meeting  
will be shared on our website in the  
month of September:

[hcpf.colorado.gov/direct-care-workforce-collaborative](https://hcpf.colorado.gov/direct-care-workforce-collaborative)

**Email:**

[hcpf\\_DCworkforce@state.co.us](mailto:hcpf_DCworkforce@state.co.us)



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JOIN US

Be a member of our  
Action Groups  
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# Before you leave...

Please take 60  
seconds to  
complete this  
survey

