

Direct Care Workforce Collaborative

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

Wednesday, March 13, 2024
10:00 to 11:30 a.m.

[Zoom Webinar Link](#)

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

Meeting ID: 993 1700 7314 Passcode: 396389



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Department of Health Care
Policy & Financing

Today's Agenda

Agenda Item	Presenter	Time
Welcome & Attendance	Brooke Snyder, HCPF	10:00 a.m.
Leadership Team Update	DCWC Leadership Team	10:10 a.m.
DCW Public Awareness Campaign	Circuit Media	10:20 a.m.
ARPA Project Updates	HCPF Team & Beyond Campus Innovations (BCI)	10:50 a.m.
Open Forum	Open	11:20 a.m.
Resources, Closing & Survey	Brooke Snyder, HCPF	11:30 a.m.

Attendance



In the chat, please put your name, location, and role/ title.



Phone-only users, please Press *6 to unmute your line or *9 to raise your hand and we will take your attendance verbally.



- To be added to our communications list, email HCPF_DCWorkforce@state.co.us (include your phone number).
- Requests for accommodations can be sent to the meeting organizer or John.R.Barry@state.co.us

First Meeting?

- Welcome!
- Direct Care Workforce Collaborative and Action Groups
 - Training & Career Advancement, Compensation & Benefits, and Value & Awareness
- Purpose:
 - The Direct Care Workforce Collaborative (DCWC) is dedicated to advancing the public's general awareness of the Direct Care Workforce. The DCWC advocates for improving compensation and benefits, training and career advancement, and publicly recognizing the significant value of the Direct Care Workforce in all healthcare sectors.
- Vision:
 - We (the DCWC) envision consumers receiving high-quality support and care from a strong workforce of skilled and qualified Direct Care Workers who are well-compensated, well-trained, well-respected, have opportunities for advancement, and have highly sought-after jobs that continually attract new entrants to and retain those workers in the Direct Care Workforce.



Polls

- Where are you located?
- How do you identify on the direct care continuum?
- How did you hear about us?



Meet the DCWC Leadership Team

Collaborative Co-Chairs

Penny Whitney - LTC consultant, Aponi Partners, Inc.

Oliver Giminaro - Engineer, Advocate, Multiple Boards & Agencies

Action Group Co-Chairs

Brooklynn Riehl - Ariel Clinical Services - Value & Awareness

Pascale Adou - SEIU Local 105 - Value & Awareness

Deborah Lively - LeadingAge Colorado - Compensation & Benefits

Ashley Weber - Non-Profit Director, Advocate - Compensation & Benefits

NEW! Bobbi Christensen - Job Coach & Advisor/Advocate - Training & Career Adv.



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Leadership Team Updates

Training & Career Advancement

- Welcome Bobbi!
- Thank you, Jenn!
- Colorado Direct Care Training Curriculum & Beyond Campus Innovation Modules for Direct Care Workers- Standardized Training & Career Pathways

Compensation & Benefits

- Colorado Secure Savings Presentation
- Resources for Direct Care Workers relying on public assistance

Value & Awareness

- DCW Appreciation Week
- Resolution acknowledgement on the House Floor Monday, April 8, 2024

Topic Request Form

- Use the [DCWC Topic Request form](#) to request a topic to be presented on at an upcoming meeting
- This form can be used by presenters who wish to present to the group, as well as stakeholders who are interested in a specific topic area
- Submissions do not necessarily guarantee an agenda item at an upcoming meeting, based on topic appropriateness and scheduling consideration
- The DCWC Leadership Team will review all requests as they are received and will follow up with you via email for additional information if needed



CIRCUITMEDIA

1.07 HCPF Public Awareness Campaign

Direct Care Workforce Collaborative Meeting:
Campaign Evaluation and Recommendations

Wednesday, March 13, 2024



Introduction

Project Manager / Marketing & Message Development:

- Anoud Saeed

Anoud@CircuitMedia.com



Campaign Overview

Public Awareness Campaign highlighting:

- Value & importance of Direct Care Workers (DCWs) in Colorado
- Diversity among DCWs
- Pride & respect for DCWs in Colorado
- The need for DCWs in Colorado (recruitment & retention)
- Resources for DCWs, families, and those interested in joining the field

A person is shown from the side, wearing a white long-sleeved shirt, writing in a notebook with a red pen. The notebook is open on a desk, and a laptop keyboard is visible in the foreground. The background is slightly blurred, showing a desk and a laptop. The overall scene is dimly lit, with a blueish tint.

Initial Processes

- ❑ Audience Personas
- ❑ Media Matrix
- ❑ Message Development
- ❑ Message Testing

Advertisement Examples

DCWs,
providing
support that
improves
lives.



Sarah & Megan



Learn more about joining
the Direct Care Workforce:
HCPF.Colorado.gov/Direct-Care-Spotlight



Ere & Ashley

DCWs,
providing support
that improves lives.



Learn more about joining
the Direct Care Workforce:
HCPF.Colorado.gov/Direct-Care-Spotlight

Advertisement Examples

Cuidadores,
brindando **apoyo**
que mejora vidas.

Tú también puedes serlo:
HCPF.Colorado.gov/Direct-Care-Spotlight



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Aurelio & Manuela

Advertisement Examples



Material Examples

Who is a Direct Care Worker?

DCWs play a **vital** role in enhancing the lives of individuals requiring **assistance** due to age, disability, or illness. Qualifications to become a direct care worker can widely vary based on the type of care required, But the only true requirement is to have **compassion and empathy**.

DCWs can have:

- CNA certification
- High school diploma
- Bachelor's degree
- Knowledge of medical terminology
- Exceptional customer service
- No medical experience or skills

DCWs do:

- Support recreation and leisure activities
- Prepare meals and snacks
- Administer medication(s)
- Coordinate care with others (social workers, physicians, family members, etc.)
- Monitor health status and vital signs
- Teaching skills to expand a person's independence
- Help with personal grooming and hygiene
- Assist in housekeeping and laundry

DCWs' Career Path(s):

- Behavioral/Mental Health Care (counselors, therapists)
- Advocacy and Service Support (case management, benefits planning)
- Specialized Care (acupuncture, dental, occupational therapy)
- Higher Level Medical Care (medical assistant, respiratory therapist)
- Trade and Technical Care (pharmacy technician, IT technician)

DCWs, providing support that improves lives.

Learn more about DCW, its impacts, and how to become one.
Visit HCPF.Colorado.gov/Direct-Care-Spotlight



Who are DCWs?

An overview of the Colorado Department of Health Care Policy and Financing (HCPF) campaign to raise awareness of the vital role of Direct Care Workers in Colorado. Learn more about the campaign and how you can support it.



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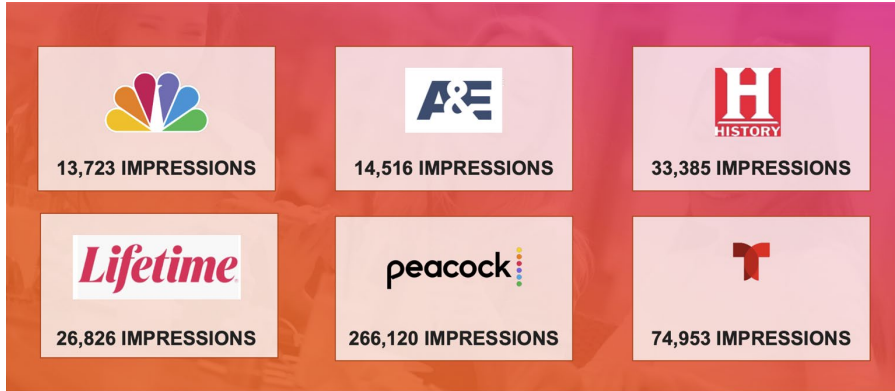




Campaign Overview

- **Campaign Landing Page**
 - From 11/27 - 12/10, the landing page for the campaign had 10,207 views from 8,746 unique visitors
- Video Views on the HCPF YouTube Channel
 - Sarah & Megan: 517,114
 - Ere & Ashley: 162,666
 - Aurelio & Manuela: 242,433
- 158 DCC Site Sign Ups from 11/9 - 2/12
- 15,205 Colorado Sun Podcast Listens
- 836,492 views on CBS Digital
- 1,738,300+ views on Denver bus gates*
- 797,180 accounts reached and 4,842,572 impressions on Meta

Campaign Overview



-NBC/Telemundo

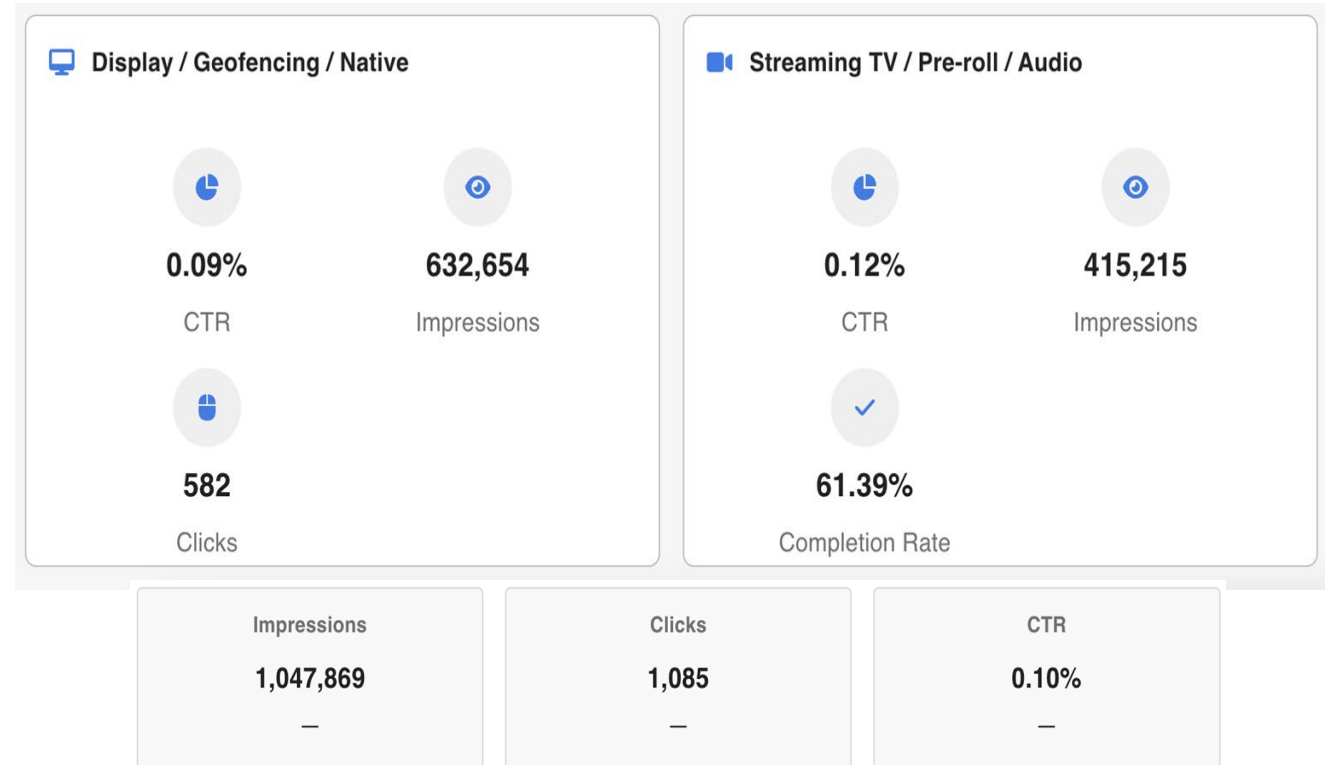
TRANSIT				
Product	Quantity	Contracted Impressions	Bonus Impressions	Total Impressions
Gate Display	49 (1 Slot)	Not Yet Audited	Not Yet Audited	Not Yet Audited
King Kong	2 Guaranteed 3 Bonus	587,728	881,592	1,469,320
16th Street Mall Shuttle Kong	1 (Bonus)	268,980	0	268,980
TOTAL	---	856,708	881,592	1,738,300

-Lamar

Performance Metrics Measured:

- Impressions: **257,499**
- CTR: **0.89%**
- Clicks: **2,296**

-9News



-CBS



Social Media Overview

- **Instagram Ads**

- Mostly had younger audience (18-34)
- Skewed female with the exception of January
- Highest Daily Clickthrough rate (CTR):
 - Nov - Th/T, Dec - Th, Jan - Sun/Sat, Feb - Sat/Fri
- English ads had higher CTR
- February ranked higher CTR

- **Facebook Ads**

- Mostly had older adults as the audience (35-44,55-64)
- Skewed female with exception of January
- Highest Daily CTR: Nov-Th, Dec-Fri, Jan-M/W, Feb-M/W
- CTR on Facebook was higher than Instagram
- Spanish ads had higher CTR
- January ranked higher CTR

- **YouTube Ads**

- Mostly had younger audience (18-24) with the exception of Aurelio and Manuela's video (45-54)
- Skewed male
- All three videos had the highest clicks on a Monday
- Aurelio and Manuela's video led to the most website visits



Challenges

- Inconsistent Reporting from Vendors
- Not all media numbers are equal
- Technical difficulties
- Evaluation challenges



Ongoing Evaluation Survey Findings

- Age group 55-64 year olds were a significant majority of respondents
- 36.67% respondents have seen the ads
- DCWs or have a loved one who is a DCW
- 42.86% claimed to have seen it on social media, followed by outdoor 23.81%
- 41.67% rarely saw it
- Most recognized Aurelio's ad in both English (14.81%) and Spanish (11.11%)
- Most said they felt very informed (28.57%) and somewhat informed (23.81%)
- 45% felt very informed about the value of a DCW after seeing the ads
- Spotlight videos and career pathways infographic were considered the most informative about the work (35% each)
- Acronyms were not favored



Recommendations

- What are other ways a pattern can be determined? For example, Timing ads according to routine of your audience
- Regular monitoring of ad performance
- Any special days or holidays that are relevant?



Next Steps

- ❑ Campaign evaluation in March
 - ❑ [Evaluation survey](#)
 - ❑ Circuit Media to provide evaluation and recommendation report next week

Sarah & Megan



Ere & Ashley



Aurelio & Manuela



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Thank you for your time!
Questions? Please contact us at:



303-292-1212



Anoud@CircuitMedia.com



www.CircuitMedia.com

Direct Care Workforce

Online Training Program





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Leader • Designer • Facilitator



Past Health Career Projects

- Allied Health Pathways for Contact Tracers
- Online Medical Assisting Training Program
- Colorado Health Careers Collaborative





Direct Care Essentials Skills – eLearning Modules

Targeted for Direct Care Workers to upskill and excel within their current careers. Essential skills modules provide training across 20 soft skills – from conflict resolution to collaboration to ethical and legal compliance

Career Pathways – eLearning Modules

Provide an introduction to accessible health career options and include detailed career descriptions, career responsibilities, recommended personality traits to be successful within the career, where to obtain education for the career, salary prospects, future career outlook, industry opportunities, etc.

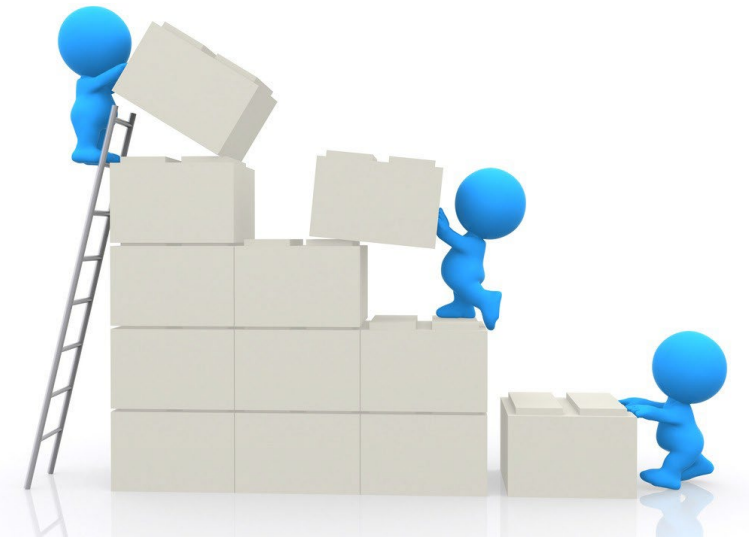
Virtual Job Shadows – Videos

Videos will be a combination of interviews, clinical tours, and virtual job shadows to demonstrate the day in the life of the career pathway. These job shadows will be filmed on the ACC campus and will use healthcare professionals as on-screen talent.



Final List of Essential Skills

1. Prioritizing Tasks for Efficiency
2. Communication with Staff, Care Plan Team Members, and Community
3. Maintaining a Professional Demeanor
4. Managing Changes
5. Awareness within Different Working Locations
6. Ethical and Legal Compliance and Understanding Your Actions, Responsibility, and Impacts
7. Conflict Resolution and Prevention Strategies
8. Being a Leader in Teamwork and Collaboration
9. Collaborating
10. Developing Relationships and Building Rapport
11. Managing Emotions for Better Interactions
12. Enhancing Communication
13. Enhancing Decision-Making Skills
14. Instructional Skills
15. Creating a Professional Online Presence
16. Interview Preparation Skills
17. Resume Building for Healthcare Professionals
18. Self-care for Healthcare Professionals
19. Stress Management Techniques
20. Work-life Balance



What do these modules look like?



Managing Emotions for Better Interactions

START COURSE

Note: This course is for educational purposes only.

Click on the first lesson below—or the “Start Course” button above—when you’re ready to begin.

- Introduction
- Course Navigation
- Understanding Emotions
- Emotions at Work



[LINK](#)




Career Pathways

Associate's Degree Careers

1. Physical Therapy Assistant
2. Respiratory Therapist

Post-Secondary Certificate Careers

1. Medical Assistant
2. Phlebotomist
3. Surgical Technologist



Careers selected as high-need in-demand healthcare positions AND to bring awareness to lesser-known career options



Sections of Learning

- Introduction to the Career – What is it?
- A Day in the Life – What does it look like?
- Skills, Knowledge, and Personality Traits – What essential skills are needed?
- Wages and Employment Outlook – What is the salary?
- Education and Credentials – What education or training is needed to access the career?
- Summary

A look at the production process





What's happening through the rest of the project?

- Career filming
- Video post-production
- Career module development
- Essential skills module development
- ADA accessibility testing





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ARPA 1.05

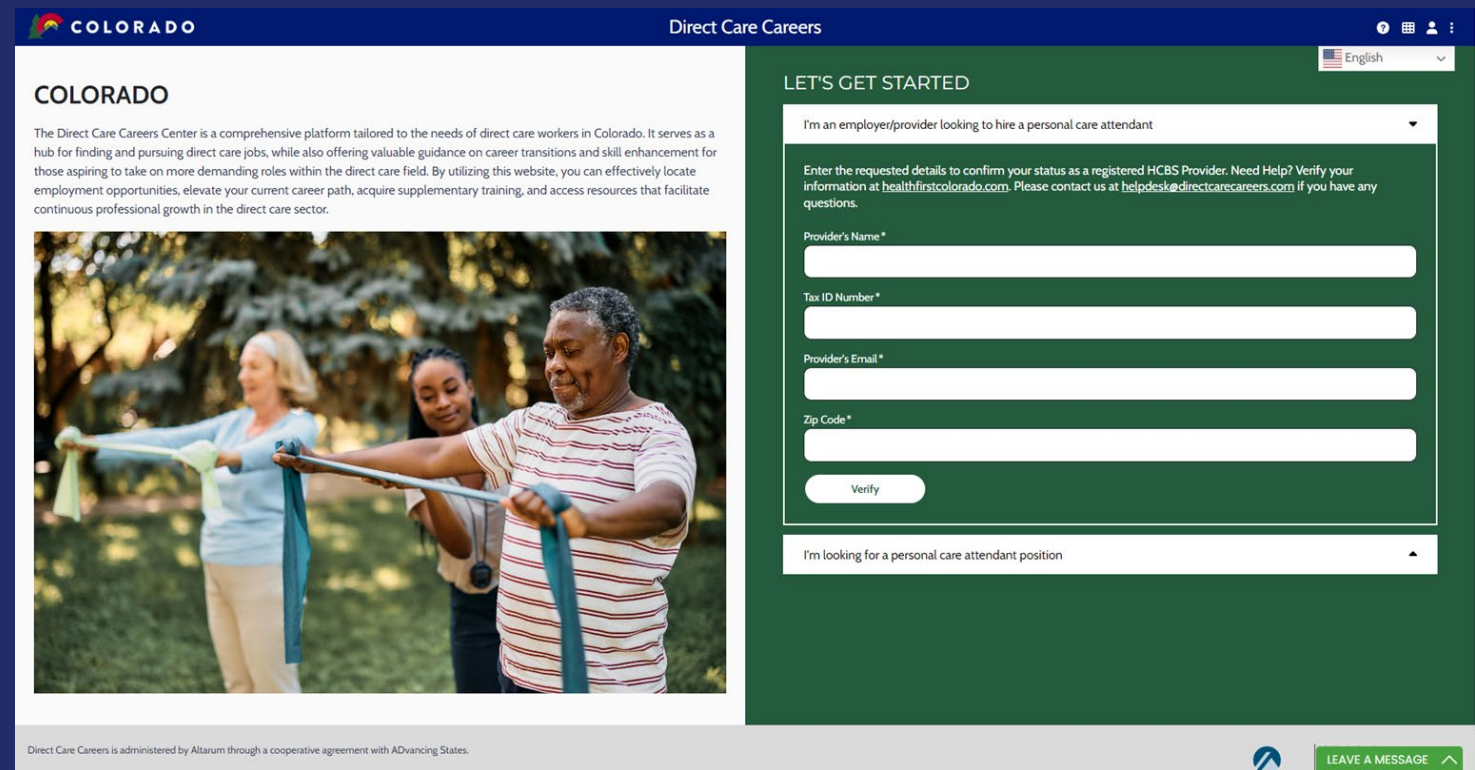
- ARPA 1.05 Provider Training Grant Final Cycles
 - Reimbursement based grant of up to \$100,000 for HCBS, Long-Term Home Health (LTHH), and Training Providers to deliver training to direct care workers in HCBS or LTHH
 - Two more grant cycles:
 - Current cycle ends March 31st with award announcements on April 15th
 - Final cycle is from April 1st to May 31st with award announcements on June 15th
 - List of sample trainings to consider
 - Grant concludes August 30, 2024
- ARPA 1.05 Individual Training Grant
 - Reimbursement based grant of up to \$500 for direct care workers in/seeking to enter HCBS or CNAs/Home Health Aides working in LTHH
 - Grant concludes August 30, 2024



DirectCareCareers.com

We're thrilled to share the growth of our Direct Care Workforce platform, connecting employers and candidates seamlessly.

- Total Candidates: 178
- Active Employers: 39
- Active Job Posts: 27
- Resources Available: 363



State of the Workforce Survey: Intellectual and Developmental Disabilities

Who is included?

- Agencies who provide services to the Supported Living Services (SLS) and Developmental Disabilities (DD) Waivers.

Survey launches in March 2024!

LUNCH ON US

\$100 Gift Card to
DoorDash



Rachel Newton
Quality Policy Specialist
Rachel.Newton@state.co.us

Open Forum & Announcements



Resources

[ARPA Grants Website](#)

[HCPF Surveys Website](#)

[DCWC Website](#)

[DirectCareCareers.com](#)

[Colorado Video Demonstration For Applicants](#)

[Colorado Demonstration For Providers](#)



Next Collaborative Meeting



**Wednesday
June 12, 2024
10:00 to 11:30 a.m.**

Information about the Collaborative and upcoming meetings can be found at:

hcpf.colorado.gov/direct-care-workforce-collaborative

Email:

hcpf_DCworkforce@state.co.us



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Before you leave...

**Please take 60
seconds to
complete our
feedback
survey!**



Thank You



Thank you!

