



PENNSYLVANIA
DEPARTMENT OF AGING

LONG-TERM CARE COUNCIL

EST. 2015

Thursday, December 9, 2021 | 10:00 am



PENNSYLVANIA DEPARTMENT OF AGING

The screenshot shows a Webex meeting window titled "P4A Host Linds... (Host)". The main display area shows a "SCREEN DISPLAY" for "platform assistance, email events@p4a.org". At the top, there are six placeholder icons for participants, with a "Layout" button to the right. A callout points to this button with the text "change layout". On the right side, there is a "Participants" panel showing "Attendees (1)" with "P4A Host Lindsey Snyder". Below that is a "Chat" panel with a message from "Host P4A" at "10:00 am" that says "Remember to send chat messages to Everyone." At the bottom, there is a control bar with several icons: a Webex assistant icon, a "Mute" button, a "Start video" button, a "Share" button, a "Reactions and Raise Hand" menu, a "Leave Meeting" button, and a "Panel Options" menu. Callouts point to these icons with the following labels: "Webex assistant (live) and closed captioning", "Closed caption click the CC icon on the bottom left of your screen.", "microphone and video", "reactions and raise hand", "leave meeting", and "panel options".

REMINDERS

Mute your microphone when not actively speaking.

Use the Chat Panel or raise-hand option for questions or comments.

Email events@p4a.org for assistance or chat the Host privately.



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Welcome	Secretary Robert Torres, Council Chair
Approval of October 26, 2021 Meeting Minutes	
<u>Commonwealth Updates</u>	
Department of Aging:	Secretary Torres, Secretary of Aging
Department of Human Services:	Jennifer Hale, Bureau Director, Office of Long-Term Living
COVID-19 Nursing Workforce Initiative – Nursing Loan Forgiveness Program	Elizabeth K. McCloud, Vice President PA State Grant and Special Programs, PHEAA
Healthcare Group Sponsor Apprenticeship Industry Partnership	James Martini, Executive Director PA Workforce Development Board
Nurse Aide Update	Eric Levis, Deputy Policy Director Pennsylvania Department of Education
Direct Care Worker Recruitment Communications Update	Karen Gray, Communications Director PA Department of Aging



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PA Student Loan Relief for Nurses (SLRN) Program

- Funded by \$5 million of COVID – State Fiscal Recovery funds
- Provides federal and private student loan relief to selected, qualified licensed nurses
 - up to \$2,500/year for up to 3 years/\$7,500
- PHEAA.org/SLRN includes a link for nurses to get on a mailing list
- Application window of January 1 – March 1, 2022

Qualified Employers	
Assisted living residence	Living independence for the elderly program
Home care agency	Long-term care facility
Home health care agency	Personal care home
Hospital	Pre-K through 12 education facility

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AGING.PA.GOV

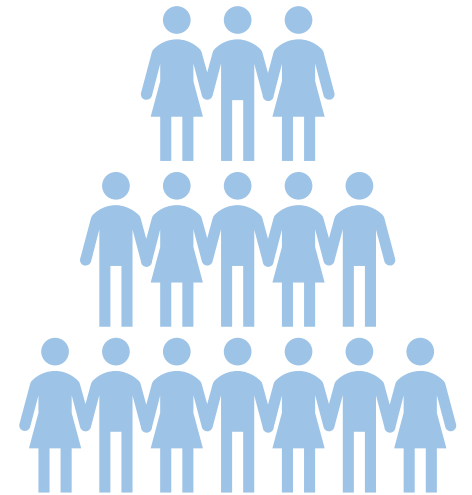
RECRUITING FOR THE AGING SERVICES WORKFORCE

Immediate Need

Assisting Area Agencies on Aging with filling vacancies

Broader Goal

Working collaboratively with other agencies and partners to build models for workforce development



RECENT PROJECT: PCA JOB FAIR



- Assistance with Job Fair Promotional Materials: Humanize & Incentivize



Digital/Printable Flyer

Two Facebook posts with a combined reach of over 4,700 and more than 100 engagements.

BACK TO THE BLUEPRINT

The LTCC's Blueprint for Strengthening PA's Direct Care Workforce analyzed the problem and provided recommendations for a path forward:



- Create a public awareness campaign built upon a substantive offering: training, wages, career path
- Reflect the diversity of the audiences we need to reach
- Utilize a variety of delivery methods

DEVELOPING AND BUILDING ON MODELS

Partnership: SEIU Healthcare Pennsylvania and District 1199C Training & Upgrading Fund

Footprint: Southwest and Southeast PA



- Overall approach: New recruits need to be enticed into the industry quickly and with a **clear track for success** in this difficult climate.

DEVELOPING AND BUILDING ON MODELS

Partnership: SEIU Healthcare Pennsylvania and District 1199C Training & Upgrading Fund

The Offering



- **Free training** and materials
- **Flexible** schedules and learning systems that accommodate their needs
- Immediate opportunities to **start working and earning while they train**
- Continuing education resources to allow them to **move up the career ladder**
- A **supportive Career Coach** who will work directly with them to ensure success and provide access to needed resources like **childcare and transportation**

DEVELOPING AND BUILDING ON MODELS

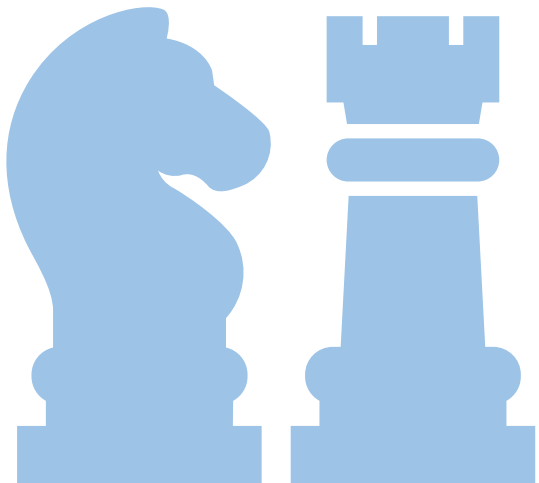
Partnership: SEIU Healthcare Pennsylvania and District 1199C Training & Upgrading Fund



Early results of first email blast to current union CNAs to encourage others (Dec. 3 – 7):

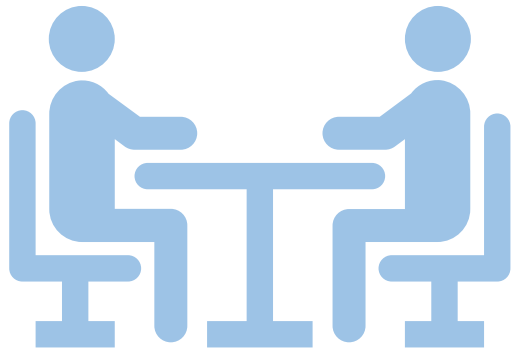
- 156 visitors to the landing page sent in the text. 132 were unique.
- They spent an average of 3.18 minutes on the site.
- 7 converted to form submissions with good leads now in the hands of the Career Coaches

STRATEGIES TO EMPLOY



- Enlist current workers (for mentorship, outreach, testimonials)
- Create calls to action/career pathways that reflect the real lives of our prospective recruits
 - Educate on career/job possibilities, expand the lexicon
- Recruit quality leads rather than just going for quantity (and avoid “churnover”)
- Send the message that discontentment and burnout has been heard, and meaningful actions taken, while proudly promoting the personal and professional rewards of caring for older adults

ELEVATING THE EFFORT



- Joining with/learning from other agency and partner efforts
- Paid media development – audience targeting
 - Younger workers and older workers have a role to play
- Careers in Aging Week
 - Build overall awareness
 - Celebrate the profession
 - Share strategies and build partnerships
 - Direct recruitment

QUESTIONS?

THANK YOU!

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