



*Growing a **R**esilient and **O**utstanding **W**orkforce in the
Home and Community:
California GROWs*

*CDA webinar
June 14, 2022*

Today's Webinar

1. The Context:

Overview of the Direct Care Workforce Landscape

2. The Challenge:

Understanding California's Workforce Crisis

3. The Opportunity:

A Path Forward for Building the Workforce

4. Focus on: CDA's Direct Care Workforce Initiative

California GROWs in the Home and Community

5. Questions and Discussion



The Context

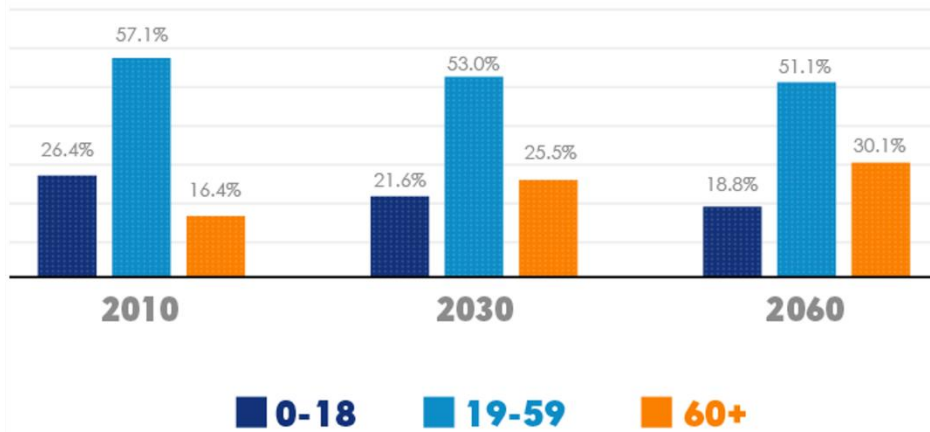
A Diverse Aging Population



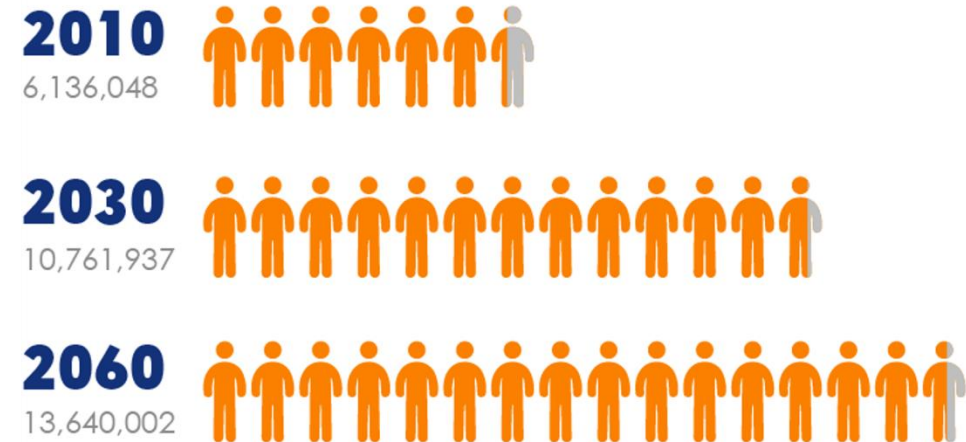
The Landscape of California is Changing

By 2030, Californians 60 and Over Will Comprise One-Quarter of the Population

Distribution of the CA population by age group, by year

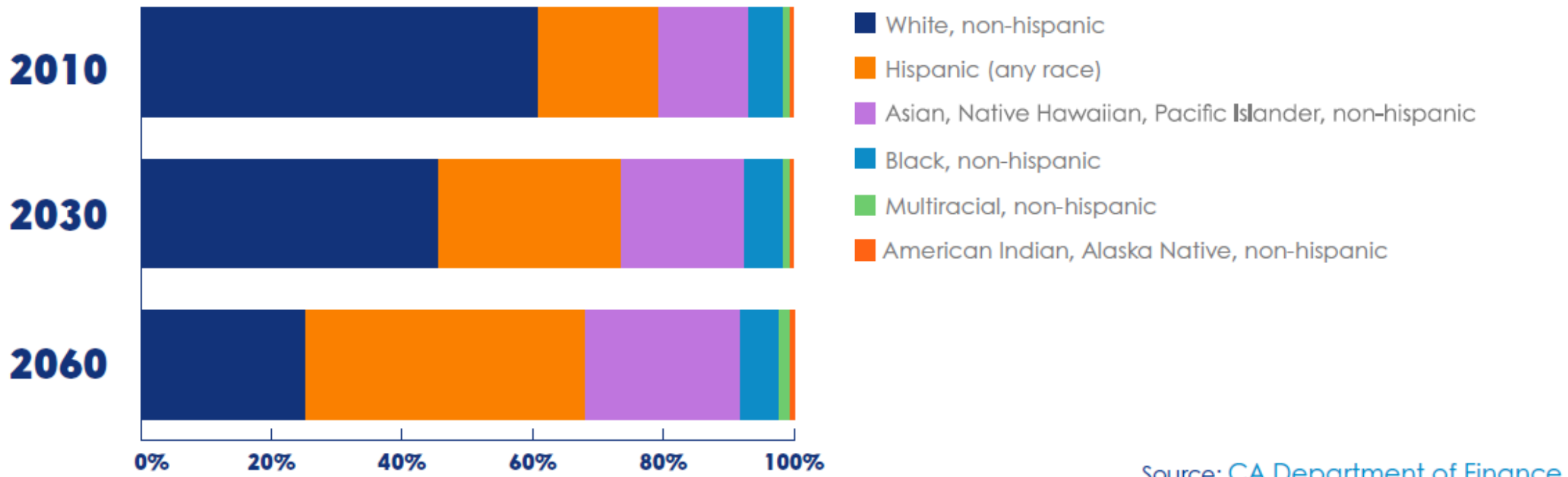


Number of Californians age 60+ by year



California Older Population will be more racially and ethnically diverse

California's 60+ population by race/ethnicity, by year



Source: [CA Department of Finance](#)

Master Plan for Aging: Five Bold Goals

Preparing California for 2030



Goal 1:
Housing for All Ages
and Stages



Goal 2:
Health Reimagined



Goal 3:
Inclusion and Equity,
Not Isolation



Goal 4:
Caregiving that Works



Goal 5:
Affording Aging



Master Plan for Aging: Focus on Goal 4

CAREGIVING THAT WORKS



Goal 4: Caregiving that Works

We will be prepared for and supported through the rewards and challenges of caring for aging loved ones.

Target:

One Million High-Quality Caregiving Jobs

Strategies:

- A. Family & Friends Caregiving Support
- B. Good Caregiving Jobs Creation
- C. Virtual Care Expansion





The Landscape:
*An Overview of
California's
Direct Care Workforce*

California's Direct Care Workforce

PAID DIRECT CARE WORKERS

 PUBLIC PAY  PRIVATE PAY

Shortage
600,000 – 3.2 million



Home

In-Home
Supportive
Services

Private Homecare
Agencies

Gray
Market



Home & Community

Medi-Cal HCBS Waivers
Programs of All Inclusive Care for the Elderly

Adult Day Care
Adult Day Health Care/CBAS



Congregate

Long-Term
Care
Facility

Skilled
Nursing
Facility

Intermediate
Care Facility

Assisted
Living
Facility

Residential
Care Facility
for the Elderly

Adult
Residential
Facility

Direct Care Workforce Job Classifications



Personal Care Aide/Home Care Aide

(PCAs), (HCAs) personal attendant, personal assistant, caregiver, companion. Assistance with ADLs (eating, dressing, bathing, and toileting), often with IADLs (housekeeping chores, meal preparation, medication management), sometimes help individuals go to work and remain engaged in their communities.

Varies by program

Home, Congregate, Community

CA Department of Social Services (CDSS)
CA Department of Health Care Services (DHCS)



Certified Nursing Assistant

(CNAs) Under direction of nursing or medical staff, CNAs assist with general patient care, assist residents with ADLs, and perform clinical tasks such as range-of-motion exercises and blood pressure readings.

60 hrs + 100 hrs supervised training

Congregate, Community, Hospitals

CA Department of Public Health (CDPH)



Home Health Aide

(HHAs) provide essentially the same care and services as CNAs, but at home or in community settings under the supervision of a nurse or therapist. HHAs may also perform light housekeeping tasks.

120 hrs

Home, Community

CA Department of Public Health (CDPH)



Direct Support Professional

(DSPs) support persons with ID/DD with ADLs/IADLs, including at times administering medication, developing behavioral management plan, and managing medical records.

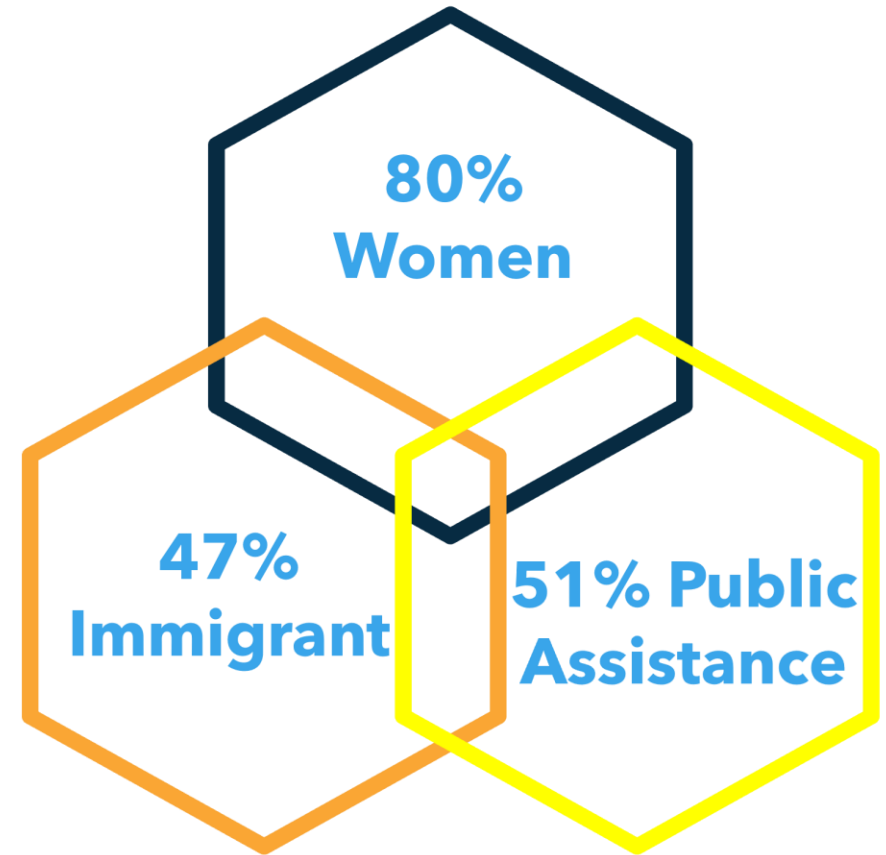
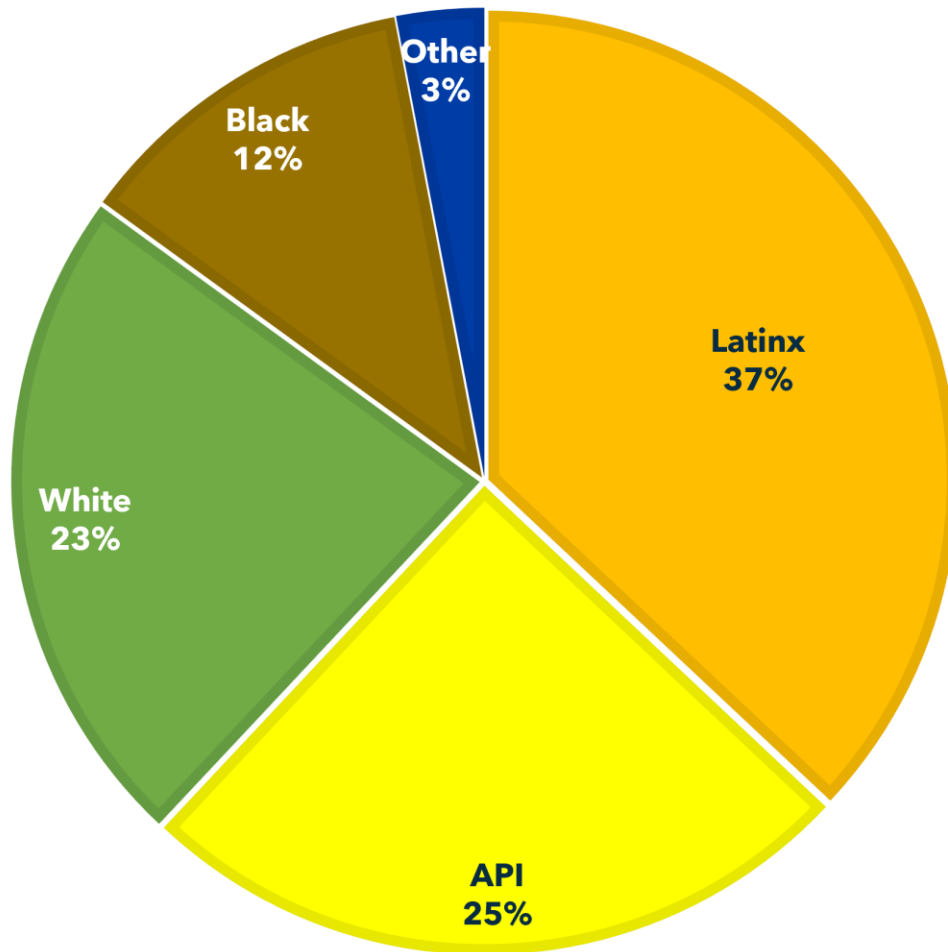
70 hrs

Congregate, Community

Department of Developmental Services (DDS)

Key Facts and Figures

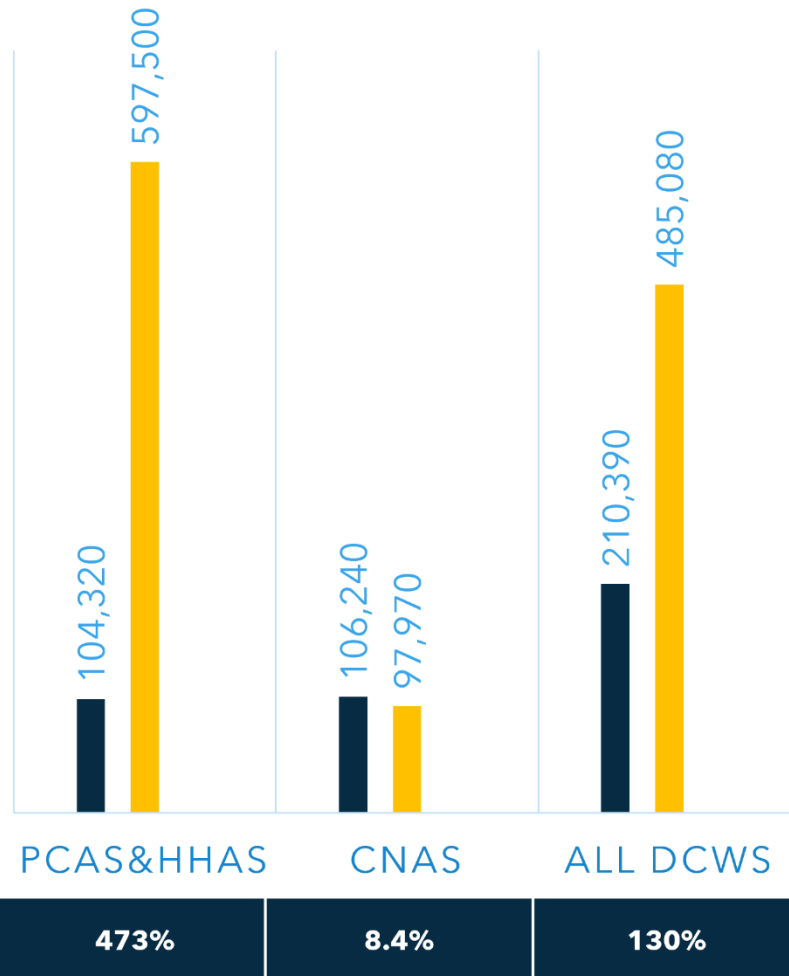
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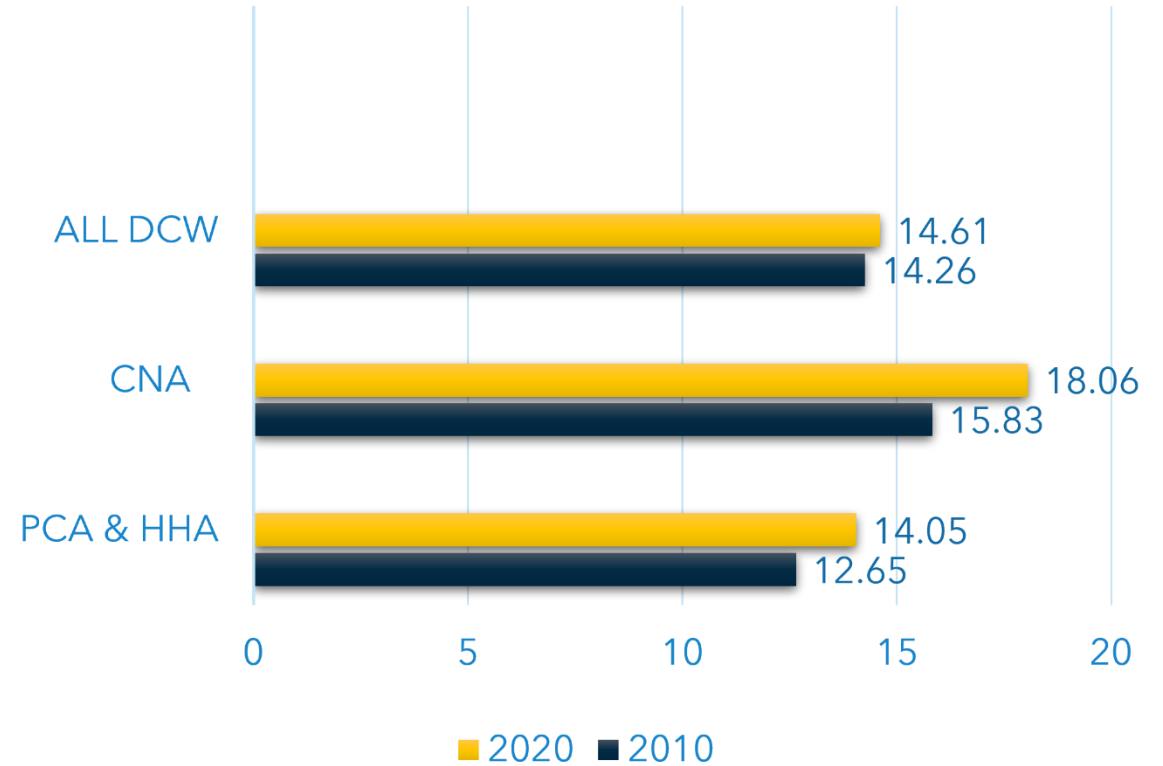
Key Facts and Figures

JOB GROWTH

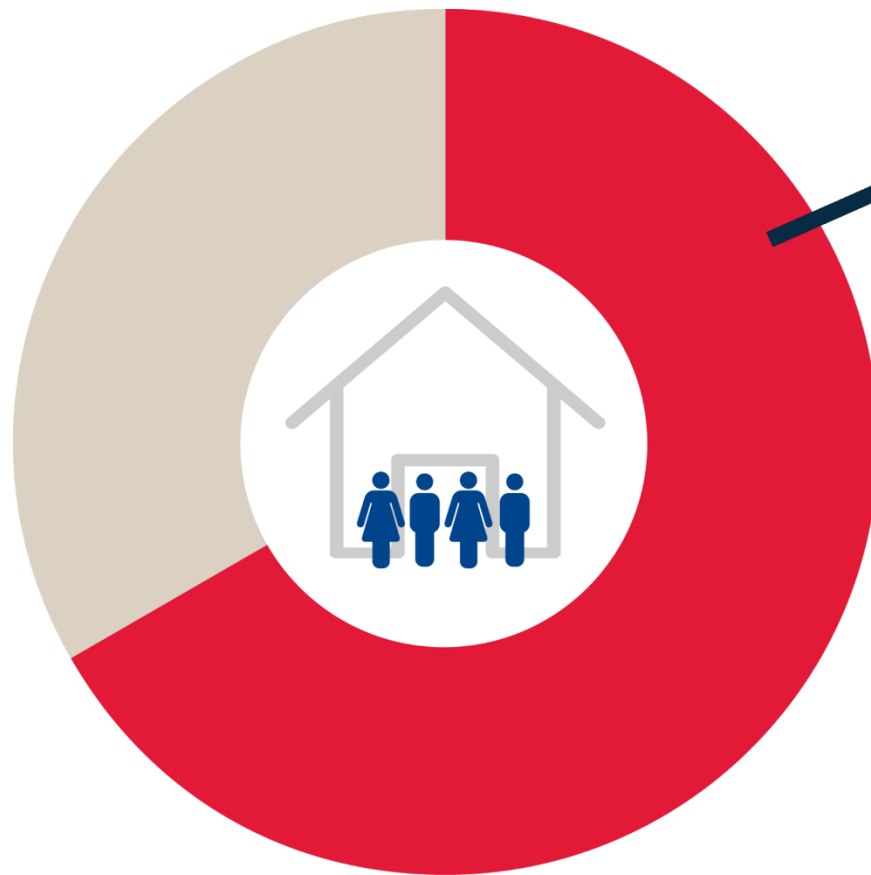
■ 2010 ■ 2020



Median Hourly Wages



The Critical Role of Family/Friend Caregivers



Nearly 2/3

of Older Adults with LTSS Needs Living at Home Receive All Help from Unpaid Family and Friends



**The Challenge:
Understanding the
LTSS Workforce Crisis**

The Need is Urgent



The COVID Impact



Labor Shortages



Diverse, Culturally
Competent Workforce

Solving the Workforce Crisis: A Multi-Pronged Approach

A photograph showing a healthcare worker in blue scrubs from behind, supporting an elderly patient with white hair. They are walking outdoors in a residential or care facility setting. The worker's right arm is around the patient's shoulder.

Living Wage

Training

**Career
Ladders/Lattices**

Incentives

**Language
Access**

**Cultural
Competency**



The Opportunity:

**A Path Forward for
Building the LTSS
Workforce**

Addressing the Workforce Crisis: California's Current Investments and Initiatives



2021-22 Investments \$946million

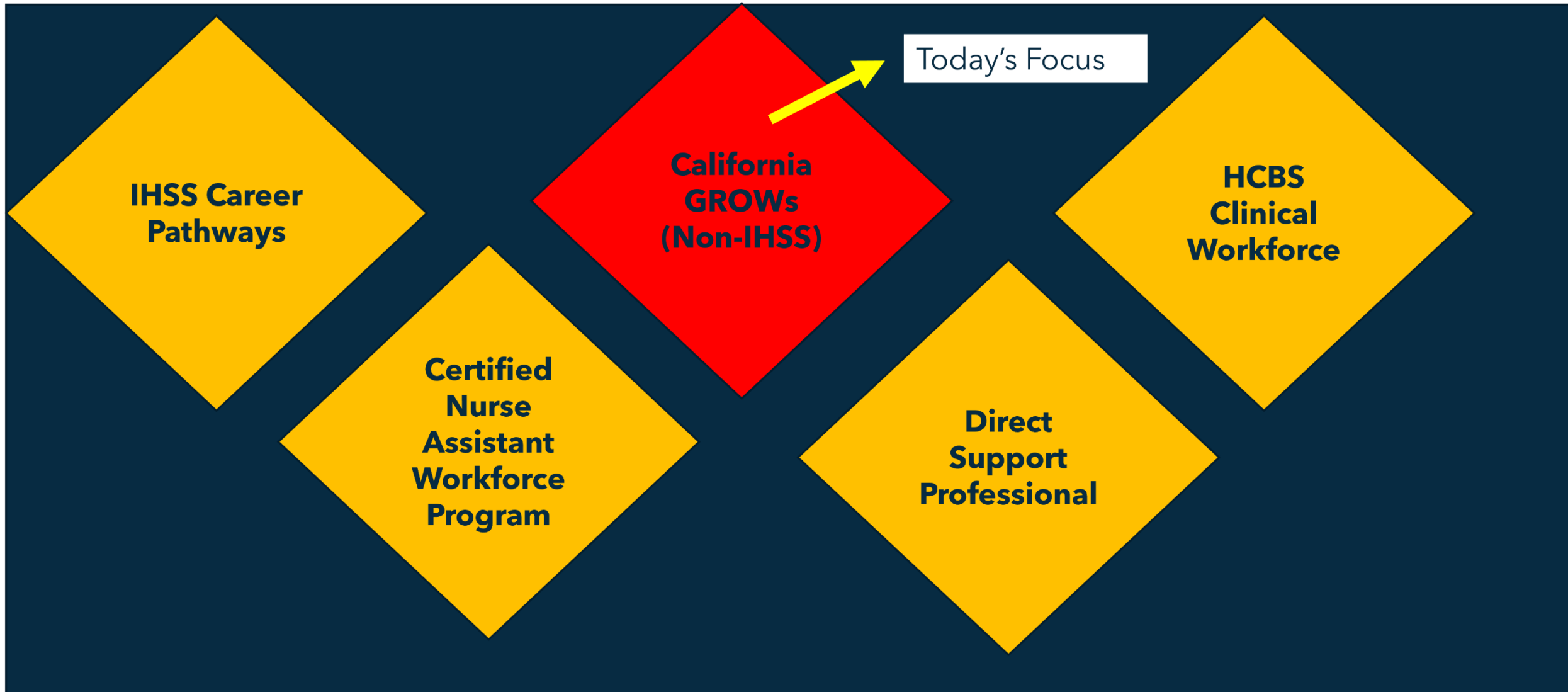
- Training
- Stipends
- Incentives

Pending Initiatives 2022-23 Nearly \$2 Billion

Build the Pipeline:

- Community Health Workers
- Social Workers
- Nursing
- Multilingual Health Initiative
- Psychiatric

Current Direct Care Workforce Initiatives: Training, Stipends and Incentives



Proposed 2022-23 Workforce Investments: \$1.7Billion



CalHHS Initiatives

**Community
Health
Worker:
25 x 25**

**Social Work
2030**

**21st
Century
Nursing**

**Psychiatric
Resident
Program**

**Multilingual
Health
Initiative**

**High Road
Training
Partnerships**

**Healthcare
Workforce
Advancement
Fund**

**English
Language
Learners
Health
Careers**

**Emergency
Medical
Services
Corps**

LWDA Initiatives



California GROWs in the Home and Community: Growing a Resilient, Outstanding Workforce

Emerging Framework of CDA's Direct Care Workforce Program

California's HCBS Spending Plan

Direct Care Workforce (non-IHSS) Training & Stipends: \$150 million

*“Training and stipends will be available to Direct Care Workforce (non-IHSS) that provide services to Medicaid participants in a range of home and community-based settings, in order to both improve care quality, respond to severe worker shortages in the sector, and prevent unnecessary institutionalization. **These training and stipends...will improve the skills, stipend compensation, and retention of direct care workforce** sector that is either employed by Medicaid HCBS waiver programs (e.g., CBAS, MSSP, PACE) or delivering the direct care services to Medicaid participants that are referenced in Appendix B [of the Spending Plan]”*

CA GROWs: Project Components



Language Access - Cultural Competency - Data - Cross Sector Partnerships

CA GROWs: Target Population

Direct Care Workers:

- Home Care Aides
- Care Coordinators/Care Managers
- Dementia Care Specialists
- Personal Care Assistants (Non-IHSS)
- Activities Coordinators
- Transportation Providers
- Unpaid Family Caregivers

Programs/Settings:

- Community-Based Adult Services
- Multipurpose Senior Services Program
- Adult Day Care
- CA Community Transitions
- PACE
- Assisted Living Waiver Providers
- RCFEs *with Medi-Cal residents
- HCBA Waiver Providers
- AIDS Waiver Providers
- Caregiver Resource Centers

CA GROWs: Project Framework

**Five Training
Pathways**



**Learning and
Innovations
Institute**



**CA GROWs
Innovation
Fund**



Evaluation

CA GROWs: Leveraging the IHSS Career Pathways Initiative

IHSS Career Pathways: Potential Training Opportunities for CA GROWs

General Pathways

1. General Health and Safety
2. Adult Education

Specialized Skills Pathways

3. Cognitive Impairments and Behavioral Health
4. Complex Physical Care Needs
5. Transition to home and community-based living



**CA GROWs
Workforce -
Potential Training
Opportunity**



CA GROWs INNOVATION FUND

**Grants for Innovative
Approaches to Workforce
Training and Incentives**



CA GROWs INNOVATION FUND

**Training, Curriculum
and Incentives**

**Home Care Aides
Care Coordinators/Care Managers
Dementia Care Specialists
Personal Care Assistants (Non-IHSS)
Activities Coordinators
Transportation Providers
Unpaid Family Caregivers
Other**

**Target
Population**

**Innovation
Fund**

Settings

**MSSP
CBAS/Adult Day Care
PACE
Medi-Cal Waiver Providers (AL, HCBA, AIDS)
6 Bed RCFEs
Caregiver Resource Centers
Other**

**Launch Fall/Winter
2022-23**

Next Steps

We want to hear from YOU!

Stakeholder
Engagement
Ongoing

Framework
Development
Through Fall 2022

Program
Launch
Fall/Winter 2022

CDA CA GROWs

June 2022 Update

Engagement & Research Process

Phase 1: Project Foundation

February – March 2022

- Background material review
- Understand CDA's current thinking on the DCW training and stipend initiative

Phase 3: Best Practices Scan

March – June 2022

- Scan workforce development reports, plans, and other state initiatives to inform CA GROWs design and implementation.

Phase 2: Stakeholder Engagement

March – July 2022

- Design and plan approach for stakeholder engagement.
- Launch stakeholder engagement sessions.

Phase 4: CA GROWs Design Possibilities

August- September 2022

- Synthesize and summarize findings from best practice scan and stakeholder engagement.
- Facilitate design and decision-making sessions with CDA leadership.
- Determine priority areas of focus for CA GROWs design.

Engagement & Research Update



Conducting stakeholder engagement

- 50 interviews with a variety of stakeholder groups such as:
 - HCBS Providers
 - Provider Associations
 - Workforce Development and Training Experts
 - Advocacy Groups
 - Direct Care Workforce
- DCW survey development in process



Research on promising practices

- Areas of exploration include:
 - Career ladders and pathways
 - Curriculum
 - Training formats
 - Instructor experience
 - Accessibility
 - Stipends (amount & approach)
 - Evaluation
 - Examples from other States



QUESTIONS AND DISCUSSION



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