



WisCaregiver Career Program

<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>

The Department of Health Services Working to Address Long-Term Care Workforce Challenges

OUR GOALS

- **To increase the number of nurse aides** available to work in Wisconsin nursing homes
- **To raise awareness** about the benefits of working in a Wisconsin nursing home and the opportunity to make a difference

January 2018 PROGRAM UPDATE

PARTICIPATION TO DATE

- 13 Technical colleges with approved nurse aide training programs
- 19 Nursing homes with approved nurse aide training programs
- 280 Nursing homes that agree to pay \$500 retention bonus

WHAT'S NEW

MEDIA

We are pleased to announce that [Pigorsch Media Design](#) will provide a robust media campaign including TV and radio, as well as social media, highlighting the benefits of the program and rewarding aspects of working as a nurse aide caring for Wisconsin's elders and people with disabilities. The campaign, featuring staff in Wisconsin nursing homes, will include a comprehensive marketing and recruitment plan designed to increase the number of people entering caregiver careers and increase awareness about the change caregivers can make in the lives of Wisconsin's elders. We anticipate the media campaign to start April 2018.

WEBINAR SERIES

Beginning March 1, the Department of Health Services will host a series of webinars featuring nursing home staff and other experts in the field sharing their best practices for successful recruitment and retention of staff. All webinars are scheduled for the first Thursday of the month from 1:30 to 2:30 p.m. central time. The schedule for the first several months, including a list of speakers, is below. Additional information will be provided regarding each of the webinars closer to the scheduled date.

Monthly Webinars (1:30-2:30 p.m.) https://connect.wisconsin.gov/wiscaregiver_career/

- March 1: Denise Boudreau-Scott, MHA, LNHA, Employee Engagement
- April 5: Jill Gengler, NHA, Colfax Health and Rehabilitation Center, Facility Recruitment and Retention, Best Practices
- May 3: TBD
- June 7: Anna Ortigara, RN, MS, FAAN, Peer Mentorship Programs

- Other dates to be determined

INTERACTIVE WEBSITE

Student website will be interactive to help potential students decide what options they have for nurse aide training and employment. The website will feature links to participating training programs, both technical colleges and nursing homes, with approved nurse aide training programs. Each link will include contact information, information about the training program, how to sign up and directions to the training location. The website will also include a list of nursing homes that have agreed to provide a \$500 retention bonus after six months of employment at their facility. The website will provide information about the nursing home, contact information, and directions to the facility. We anticipate the website to go live on March 1.

TIMELINE

<input checked="" type="checkbox"/>	September 2017	Hold recruitment webinars for nursing homes and training programs
<input checked="" type="checkbox"/>	November 2017	Hold implementation webinar for training programs
<input checked="" type="checkbox"/>	Jan / Feb 2018	Hold implementation webinar for nursing homes and training programs
<input checked="" type="checkbox"/>	January 2018	Complete tracking system
<input type="checkbox"/>	February 2018	Complete interactive website
<input type="checkbox"/>	March 2018	Begin WisCaregiver Career Program webinar series
<input type="checkbox"/>	April 2018	Launch media campaign

PROGRAM LINKS

- **Participating Nursing Home and Technical College Nurse Aide Training Programs**
DHS Publication P-02031a, *WisCaregiver Career Program: Participating WisCaregiver Nurse Aide Training Programs (map)* <https://www.dhs.wisconsin.gov/publications/p02031a.pdf>
- **Participating Nursing Homes That Have Agreed to Pay \$500 Retention Bonus**
DHS Publication P-02031, *WisCaregiver Career Program: Participating Nurse Aide Training Programs (map)* <https://www.dhs.wisconsin.gov/publications/p02031.pdf>

STAY IN TOUCH WITH US!

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