

CIVIL MONEY PENALTY (CMP) FUNDED PROJECT FINAL REPORT



DEPARTMENT OF HEALTH SERVICES / DIVISION OF QUALITY ASSURANCE QUALITY ASSURANCE AND IMPROVEMENT COMMITTEE

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Grantee

Wisconsin Health Care Association

and

LeadingAge Wisconsin

Project Title

WisCaregiver Careers

Amount Spent

\$ 51,136.87

Grant Period

03/31/2022

To

06/21/2022

(MM/dd/yyyy)

(MM/dd/yyyy)

Additional Information and Resources

TO: Pat Benesh, DHS Grant Administrator

FROM: Kate Battiato, Grantee Grant Administrator, WHCA/WiCAL

RE: Final Report for DHS Grant Agreement No.: 435600-G21-WisCareGiver-00
(WisCaregiver Careers Media Campaign CMP Grant)

DATE: July 6, 2022

This is a final report for DHS Grant Agreement No.: 435600-G21-WisCareGiver-00, which is a civil money penalties reinvestment grant. The grant funds a media campaign for WisCaregiver Careers.

WisCaregiver Careers is a workforce development program administered by the Wisconsin Health Care Association and LeadingAge Wisconsin designed to address the CNA shortage in Wisconsin nursing homes by providing CNA free training, free certification testing, and \$500 sign-on or retention bonuses. The program seeks to encourage new workers to enter the field of caregiving by lowering the costs of becoming a CNA and by making training more readily accessible.

The CMP grant is supporting this program by funding a graphic design contract with Pigorsch Media Design (PMD). The graphic design contract has resulted in several types of marketing assets including videos and print brochures. The grant also covers grant administration and contract oversight by the grantee grant administrator.

PROJECT TIMELINE REPORT:

This report covers the period from March 31, 2022 through June 21, 2022.

In April, May and June 2022, program staff collaborated with program partners at Leading Age Wisconsin to explain and distribute the marketing assets created under this grant. Staff shared messaging about the videos with partners from Leading Age Wisconsin for inclusion in their member messaging.

In April, staff distributed print brochures to participating nursing home employers at WHCA's annual conference. There were 205 attendees at the conference and 385 total participants including exhibitors, speakers and volunteers. Staff participated in a panel presentation attended by 50+ individuals where the videos were discussed, and the brochures were presented and distributed. Approximately 500 brochures were distributed.

In May, LeadingAge Wisconsin partners distributed print brochures to participating nursing home employers at their annual conference. At this conference there were 464 attendees and 5000 brochures distributed.

At both conferences, staff promoted the use of the videos as an outreach tool for the employers to use. The feedback from employers on the look and content of the brochures and videos was very positive.

WHCA distributed copies of the brochures at our June board meeting.

Some additional methods of promotion used by both organizations include:

- We added links to each video on our website
- We promoted the videos in our member updates

- We discussed the videos in workforce and clinical networking meetings at our conference
- We promoted the videos after the conference in our virtual networking meetings
- We provided copies to a DHS contractor who distributed copies at community events

Lessons learned:

We easily could have distributed more brochures. We resolved this issue by making a digital copy of the brochure available from our website. Participants now can print the number of brochures they need for distribution throughout the community.

Recommendation to replicate the program:

Based on participant feedback, we suggest expanding the program to include assisted living facilities. They also are experiencing severe staff shortages and are very interested in this model to recruit new employees.

Conclusion:

Staff thanks DHS staff for their assistance. The invoice process was challenging but with DHS staff assistance, we were able to get our reimbursement.