Evidence-Based Decision Making to Support Recruitment and Retention in Nursing Homes

Stephen Campbell, Data and Policy Analyst
AGENDA

Nursing Assistants in Wisconsin

Recruitment and Retention Strategies

Translating Data into Action
NURSING ASSISTANTS IN WISCONSIN
How do you feel about the recruitment and retention of nursing assistants at your organization?
The nursing assistant workforce in Wisconsin is primarily comprised of young women.
9 in 10 are women
Median age

32
1 in 4 are people of color
43 percent have a high school education or less
In Wisconsin, nursing assistant employment has declined in the past decade.
Growing Population of Older Adults
Alzheimer’s and Other Dementias
Post-Acute Care Services
In Wisconsin, nursing assistant wages have increased marginally.
Low wages negatively affect the economic wellbeing of nursing assistants in Wisconsin.
1 in 3 work part time
Median annual income is $21,100
1 in 6 live in poverty
1 in 3 rely on some form of public assistance
In Wisconsin, most nursing assistant openings from 2016 to 2026 will be created by workers leaving the field.

- Labor Force Exits: 21,060
- Occupational Transfers: 17,520
- Growth: 1,250
RECRUITMENT AND RETENTION STRATEGIES
Which of the following elements of job quality have you focused on improving in the past year?
Adult learner-centered instruction methods engage trainees.
A competency-based approach helps ensure workers are well prepared.
An Illinois-based training collaborative confirmed that training methods matter.
Supportive supervision promotes skill development and problem-solving.
The Coaching Approach to Supervision® saves time and improves care.
Peer mentorship programs improve job satisfaction.
Mentors and mentees benefited at a home care agency in upstate New York.
Partnerships with local organizations can reduce employment barriers.
A long-term care provider brought childcare services to workers.
Car leasing programs can help workers overcome transportation barriers.
TRANSLATING DATA INTO ACTION
When my organization implements a new employment policy or program, we collect data to measure its success.
PROCESS  IMPACT
1. Involve stakeholders
2. Design the evaluation
3. Collect a range of data
4. Analyze results
5. Report findings
<table>
<thead>
<tr>
<th><strong>INPUTS</strong></th>
<th><strong>ACTIVITIES</strong></th>
<th><strong>OUTPUTS</strong></th>
<th><strong>OUTCOMES</strong></th>
<th><strong>IMPACT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>What resources will you need to launch and sustain your program?</td>
<td>What do you plan to do with those resources?</td>
<td>If all activities go according to plan, what will you produce?</td>
<td>How will those outputs benefit program participants?</td>
<td>How will individual outcomes lead to global change in your organization?</td>
</tr>
<tr>
<td><strong>EXAMPLE:</strong> Staff time Physical space</td>
<td><strong>EXAMPLE:</strong> Develop curriculum Conduct training</td>
<td><strong>EXAMPLE:</strong> Curriculum Trained workers</td>
<td><strong>EXAMPLE:</strong> Knowledge gained Higher confidence</td>
<td><strong>EXAMPLE:</strong> Better care Lower turnover</td>
</tr>
</tbody>
</table>
1. Involve stakeholders
2. Design the evaluation
3. Collect a range of data
4. Analyze results
5. Report findings
VOLUME
- Full-time workers
- Part-time workers

STABILITY
- Turnover
- Retention
- Vacancies

COMPENSATION
- Average wage
- Starting wage
- Experienced wage
- Benefits