



## WisCaregiver Career Program (WCP) Fact Sheet

### DHS Working to Address Long-Term Care Workforce Challenges

The Department of Health Services (DHS) received federal approval to move forward with more than \$2.3 million in federal dollars to implement WCP. Designed to add up to 3,000 nurse aides to the workforce, in this high demand field, the program provides free training and testing for up to 3,000 students to become caregivers in Wisconsin nursing homes. Nurse aides will also receive a \$500 retention bonus from participating nursing homes after six months of employment.

The WCP includes a robust marketing and recruitment plan designed to not only increase the number of people entering caregiver careers but also increase awareness about the change caregivers can make in the lives of Wisconsin's elders. DHS developed the WCP in partnership with nursing homes, LeadingAge Wisconsin, the Wisconsin Health Care Association, the Wisconsin Board on Aging and Long Term Care, the Wisconsin Technical College System, and the Department of Workforce Development.

### Our Goals

- **To increase the number of nurse aides** available to work in Wisconsin nursing homes.
- **To create a marketing program** to inform the public about the benefits of working in Wisconsin's nursing homes and the opportunity to make a difference.

### Nuts and Bolts of the Program

#### ***Marketing and Recruitment***

- The program includes \$250,000 to develop a marketing and recruitment plan to highlight the benefits offered through the WCP and begin a career in health care.
- Statewide public service announcements on social media, radio, and television to make people aware of the free training and testing and the \$500 retention bonus paid to the nurse aide by the nursing home after six months of employment.

#### ***Training and Testing***

- Funding is available to train and test up to 1,000 students through approved nursing home nurse aide training programs.
- Up to 2,000 students are eligible to train through an approved Wisconsin Technical College System nurse aide training program.
- Testing fees will be paid for all students who successfully complete the training.

#### ***Workforce Solutions***

- DHS will host a series of webinars featuring nursing home staff sharing their best practices for successful recruitment and retention of staff.
- DHS will work with and provide resources to nursing homes about ways to help ensure their facility is a desirable place of employment.

## Expected Outcomes

- **To increase the number of individuals entering the health care field;** including students, veterans, seniors, and English language learners, persons participating in programs like FSET (FoodShare Employment and Training Program).
- **To know that working in a nursing home is a rewarding career choice** and can be a stepping-stone to other health care careers.

## Who is eligible for the program?

- **Traditional students**
- **Non-traditional students, including:**
  - Seniors
  - Veterans
  - English language learners
  - FoodShare Employment and Training (FSET) eligible

## Participation to Date

- **275 nursing homes** have agreed to provide the \$500 retention bonus to WCP students.
- **19 nursing homes** with approved nurse aide training programs will participate in the WCP.
- **11 technical colleges** with approved nurse aide training programs will participate in the WCP.

## Timeline

<b>September 2017</b>	Recruitment webinars for nursing homes and training programs
<b>October 2017</b>	Completion of the tracking program
<b>November 2017</b>	Implementation webinar for training programs
<b>December 2017</b>	Completion of the interactive website
<b>Feb/March 2018</b>	Launch of media campaign and implementation webinar for nursing homes
<b>March 2018</b>	Start of WisCaregiver Career Program webinar series
<b>January 2018-2019</b>	Training, hiring, and retention

## Stay in touch with us!

Website	<a href="http://www.dhs.wisconsin.gov/caregiver-career">www.dhs.wisconsin.gov/caregiver-career</a>
Mailbox	<a href="mailto:dhscaregivercareer@dhs.wisconsin.gov">dhscaregivercareer@dhs.wisconsin.gov</a>
Listserv	<a href="https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430">https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430</a>

