

WisCaregiver Careers 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 WisCaregiver Careers. Designed to add up to 3,000 nurse aides to the workforce, 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 on the job.

The program was developed in partnership with Wisconsin nursing homes, LeadingAge Wisconsin, the Wisconsin Health Care Association, the Wisconsin Board on Aging and Long Term Care, the Wisconsin Technical College System, and private nurse aide training programs.

Our Goals

- **To increase the number of nurse aides** available to work in Wisconsin nursing homes.
- **To inform the public about the benefits** of working in Wisconsin's nursing homes and the opportunity to make a difference in the lives of Wisconsin's elders and individuals with disabilities.

Nuts and Bolts of the Program

Marketing and Recruitment

\$250,000 to develop a marketing and recruitment plan, with emphasis on social media, highlighting the benefits of working in a nursing home and the change caregivers can make in the lives of Wisconsin's elders and individuals with disabilities.

Training and Testing

Funding is available to train and test up to 3,000 students through approved nurse aide training and testing programs.

Workforce Solutions

DHS hosts free, monthly webinars featuring nursing home staff and national consultants sharing their best practices for successful recruitment and retention of staff.

Outreach Efforts

Wisconsin is pleased to provide other states with the resources we have created, including our application for civil money penalty (CMP) funding, program tracking system, and other internal processes to develop a similar program. To date, we have responded to requests for information from five states, The Centers for Medicare & Medicaid Services (CMS), and other provider types, such as assisted living facilities and home health agencies.

Stay in touch with us!

Website: www.dhs.wisconsin.gov/caregiver-career

Student Sign-up: www.wiscaregiver.com

Mailbox: dhscaregivercareer@dhs.wisconsin.gov

Listserv: https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430

Hashtag: #WisCaregiver on Facebook (www.facebook.com/dhswi) and Twitter (www.twitter.com/dhswi)