



# Record of Accomplishments

*Enhancing the quality of care by providing education, recognition, advocacy, and research in support of direct care workers.*

**1992:**

ICA Founded by former nurse aide.

**1993:**

Sponsors first statewide Governor proclaimed Caregivers Month. (RECOGNITION)

Holds first ICA Educational Conference and produces first newsletter. (EDUCATION)

**1995:**

Receives Federal Rural Health Outreach Grant to assess the needs of direct care workers. (RESEARCH)

**1996:**

Receives American Society on Aging Best Practice Award for innovative solutions to direct care worker recruitment and retention. (ADVOCACY)

**1998:**

Conducts first statewide direct care worker needs assessment survey. (RESEARCH)

Develops and pilots Direct Care Worker Mentor Program in nursing facilities. (EDUCATION)

**1999:**

Conducts long term care nurse supervisor needs assessment survey. (RESEARCH)

Reduces Certified Nursing Assistant (CNA) turnover rates in provider sites participating in ICA programs. (RESEARCH)

**2000:**

Partners with Alzheimer's Association for statewide forums on long term care issues. (EDUCATION)

Partners with Iowa Department of Elder Affairs (IDEA) to produce direct care worker newsletter and other programs. (EDUCATION/ADVOCACY)

**2001:**

Collaborates with the Iowa Commission on the Status of Women to conduct the first independent direct care worker wage and benefit survey. (RESEARCH/ADVOCACY)

**2002:**

Partners with Iowa Department of Public Health to develop and pilot Direct Care Worker Leadership Training Program. (EDUCATION/ADVOCACY)

Advocates successfully for creation of nursing home case mix accountability measures. (ADVOCACY)

Testifies before U.S. Senate Finance Committee about direct care workforce issues. (EDUCATION/ADVOCACY)

**2003:**

Receives a \$1.3 million national Better Jobs Better Care grant, funded by Robert Wood Johnson and The Atlantic Philanthropies, to develop and implement policies and practices to recruit and retain direct care workers. (EDUCATION/RESEARCH/ADVOCACY)

Receives "promising practice" status from Centers for Medicare and Medicaid Services. (EDUCATION)

Hires Education and Outreach Specialist to develop and conduct direct care worker education, leadership, and mentor programs throughout the state. (EDUCATION and ADVOCACY)

Awards first direct care worker scholarships. (EDUCATION/RECOGNITION)

**2004:**

Better Jobs Better Care Project conducts 7 studies of direct care workers, nursing home administrators, supervisors, and family caregivers to serve as a foundation for policy and practice initiatives. (RESEARCH)

Partners with Iowa Department of Inspections and Appeals to expand the Direct Care Worker Registry. (EDUCATION)

Serves as a Governor appointee to Nurse and Direct Care Worker Shortage Task Force. (ADVOCACY/EDUCATION)

Partners with Department of Elder Affairs, AARP Iowa, and the Office of the Long Term Care Ombudsman to host a series of regional forums on "The Emerging Crisis in Caregiving." (ADVOCACY/EDUCATION)



**2004 (CONTINUED):**

- Graduates first leadership class of direct care workers. (EDUCATION/RECOGNITION)
- Direct care worker leadership graduates present to IDPH Health Workforce Advisory Council about benefits of the leadership program. (EDUCATION/ADVOCACY)
- Direct Care Worker Leadership Council established to advise the ICA Board of Directors. (ADVOCACY/EDUCATION/RECOGNITION)

**2005:**

- Better Jobs Better Care hires policy director to advance policy priorities. (ADVOCACY)
- Conducts first "Day at the State Capitol." (ADVOCACY)

**2006:**

- Governor establishes Direct Care Worker Task Force to review and streamline direct care worker educational standards. 6 direct care workers appointed to the task force. (EDUCATION/ADVOCACY)
- Sponsors and organizes Massachusetts Day in Iowa, an event that becomes a catalyst for Iowa's Health Care Reform Legislation. (ADVOCACY)
- ICA named by DHS to serve on new Accountability Measures Workgroup. (ADVOCACY)
- ICA works with AARP Iowa and the National Coalition on Health Care to host two health care forums leading up to the Iowa Gubernatorial election. (ADVOCACY)

**2007:**

- ICA serves on workforce committee of the Legislative Commission on Health Care for Small Businesses and Families. Direct care workers testify at Commission-sponsored public forums and hearings. (ADVOCACY/EDUCATION)
- Participates in health and long term care workforce summit coordinated by Iowa Department of Public Health. ICA assists with writing the summit report. (ADVOCACY)
- Shares "Real People Real Stories" DVD with all presidential candidates prior to January 2008 caucuses. (ADVOCACY)
- Launches "Touched by a Caregiver" campaign to strengthen partnerships among family caregivers, funders, policy-makers and other stakeholders. (EDUCATION/ADVOCACY)
- Hosts 16 other states at the first National Direct Care Worker Association Convention. (ADVOCACY)
- Reduces direct care worker turnover rate at Good Samaritan, LeMars from 100% to 13% by implementing ICA Mentor program. (EDUCATION)

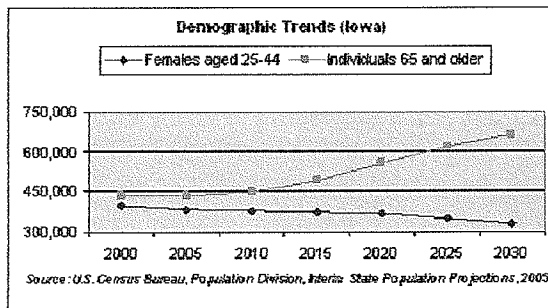
**2008:**

- Helps create and lead the Iowa Health Care for All Coalition that assists in passage of health care reform legislation that impacts the health coverage, compensation and training of direct care workers. (ADVOCACY)
- Legislation names two ICA direct care workers to the Dependent Adult Abuse Advisory Council. (ADVOCACY)
- Partners with IDEA and Alzheimer's Association to develop and pilot dementia training program in long term care facilities. (EDUCATION)
- Reaches a membership of 3,300. (EDUCATION/RECOGNITION)
- Reaches the 4,000 level in attendees at ICA conferences and programs. (EDUCATION)
- Graduates from leadership programs number nearly 300. Ninety-four percent (94%) of those who complete the leadership program say their participation in the program increases the likelihood that they will remain in the field of direct care. (EDUCATION/ADVOCACY)
- Secures federal Health Resources and Services Administration (HRSA) grant to establish ICA Direct Care Worker Resource and Outreach Center (ROC) to expand ICA programs and services. (EDUCATION)

**2009:**

- Reaches a membership of nearly 4000. (EDUCATION/RECOGNITION)
- Graduates 106 direct care workers from Leadership Program. (346 Total) (EDUCATION)
- Holds public forum on Iowa's Looming Care Gap with 91 attending. (ADVOCACY)
- Certifies 3 Mentor Program instructors. (EDUCATION)
- Launches ICA Keystone Partnership opportunity for providers and other supportive organizations. (RECOGNITION)
- Secures state and federal funding to expand programs and outreach through the Direct Care Worker Resource and Outreach Center. (EDUCATION)
- Produces "Bridging the Care Gap" video. (EDUCATION)
- Partners with PHI National in "Come Care With Me Campaign". Representative Lisa Heddens of Ames shadows direct care workers at the Madrid Home in Madrid, IA. (EDUCATION)
- Leadership Council members log 432 leadership activities. (ADVOCACY/EDUCATION)
- Obtains federal stimulus dollars to implement a health insurance premium assistance program for direct care workers. (ADVOCACY)
- Secures funding to expand the work of the Direct Care Worker Advisory Council. (EDUCATION)
- Helps lead advocacy effort that produces health care legislation to expand health care coverage for uninsured Iowa adults by 2010. (ADVOCACY)

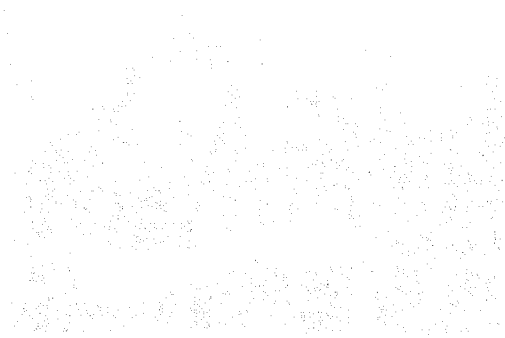
# Iowa's "Care Gap"



As Iowa's older population increases, the traditional source of new direct care workers (women aged 25 - 44) is projected to shrink over the next 25 years\*, leaving Iowa with a shortage of direct care workers.

**3 of the top 10 job growth areas  
are in direct care!**

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