Meeting Massachusetts' Growing Demand for Home and Community-Based Supports:

Innovative approaches and lessons learned from the Massachusetts Personal and Home Care Aide State Training (PHCAST) Grant

Leanne Winchester, MS, RN
Kate Russell, MA
Massachusetts PHCAST Program

Presentation Outcomes

- Participants will be informed of the development of the Massachusetts statewide competency-based training program to improve the personal and home care workforce.

- Participants will be informed of the challenges of training culturally diverse workers as well as the opportunities for partnerships and coalition building.

- Participants will be informed of Massachusetts lessons learned from the implementation of the training program, including the impact on trainees.

The Long Term Services and Supports Landscape in Massachusetts

- The aging population is increasing
- More individuals with disabilities are living independently
- The demand for direct care workers to provide home and community based services is increasing

What is PHCAST?

- Personal and Home Care Aide State Training
- Authorized under Section 5507(a) of the Patient Protection and Affordable Care Act.
- ACA appropriated $5 million annually, for three years, to fund six states: California, Iowa, Maine, Massachusetts, Michigan, and North Carolina (FY 2010-2013).
- Administered by HRSA BHPr DN
- Purpose is to develop core competencies, pilot training curricula, and establish certification programs for personal and home care aides.
- PHCAST offers an opportunity to establish a foundation for training a quality direct care workforce.

Setting the Scene

Personal and home care aides and Home Health Aides constitute the fastest growing occupations in the U.S. These direct care workers play a key role in aging-in-place strategies. Demographic trends such as a growing aging population and high rates of chronic illness are increasing demand for services.

Lack of training, competency standards, and funding impact the recruitment and retention of a quality direct care workforce.

MA PHCAST program emphasizes training a culturally diverse, transferable workforce, that is prepared to provide quality care and assistance to elders and individuals with disabilities, enabling them to remain in their homes and communities longer.

Massachusetts PHCAST

- Curriculum development team created a 60 hour curriculum: *ABCs for Direct Care Workers; consisting* of 13 stackable modules
    1. *Roles & Responsibilities*
    2. *Health care support*
    3. *Infection Control*
    4. *Basic Restorative*
    5. *Personal Care*
    6. *Nutrition*
    7. *Consumer needs specific*
    8. *Safety and emergency*
    9. *Consumer rights, ethics, confidentiality*
    10. *Communication*
    11. *Culture and Diversity*
    12. *Housekeeping*
    13. *Life skills*
    - Targeting Home Care Aides and Personal Care Attendants

MA PHCAST Pilot Demographics

- Total Completers: 611 (full) and 271 (auxiliary)
- Average trainee profile
  - Female (91%)
  - Age 30-39 (23%)
  - White, Non-Hispanic (49%)
  - Unemployed (37%)
- Limited English Proficiency: 40%
- Disadvantaged Under-represented *Minority: 42%

** This number is assumed to be higher since some minority groups (i.e. Brazilian) self report as white, non-Hispanic/ Latino*

PHCAST linkages with career lattice and professional development opportunities

Allied Health Professions

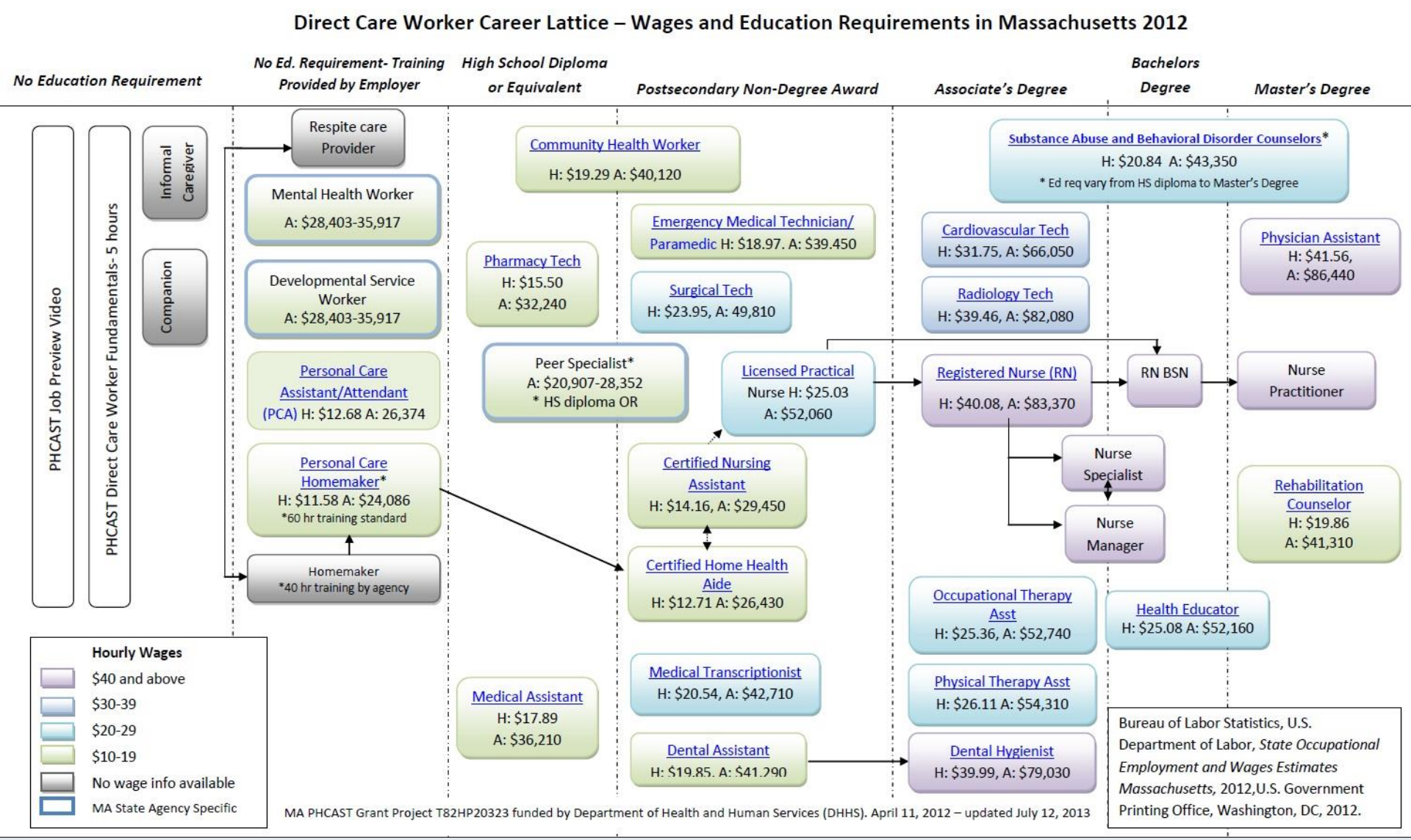
Continuing Ed

- Care & Comfort of the dying
- Alzheimer's
- Safe Transfers/Overweight clients
- LGBT Training
- Asthma and cleaning tips
- Awareness and Action
- Working with Deaf, Late-deafened, and hard of hearing individuals

ABCs for Direct Care Workers

1. Roles & Responsibilities
2. Health care support
3. Infection Control
4. Basic Restorative
5. Personal Care
6. Nutrition
7. Consumer needs specific
8. Safety and emergency
9. Consumer rights, ethics, confidentiality
10. Communication
11. Culture and Diversity
12. Housekeeping
13. Life skills

Massachusetts PHCAST Career Lattice



Challenges and Opportunities

Training and Workforce Development Challenges

Worker Challenges

- Language access
  - Limited English proficiency
  - Literacy: reading & writing
- Limited Resources
  - Case management
  - Access to Training
  - Life circumstances
- Low wages
  - Not a living wage
  - Cliff effect – potential loss of benefits

Trainer Challenges

- Cultural Competency
  - Training culturally competent and multi lingual facilitators
  - Diversity among direct care consumers
- Recruitment and retention
  - Vacancy rates: 6%
  - Turnover rates: 23%
- Attrition
  - Drop rates among trainees
  - Case management
- Costs of training
  - Neither MassHealth (MA Medicaid) or Medicare reimburse providers for the cost of training staff

Case Management: A Means to Success

- Design and Implementation
  - Recognizable need to support non-traditional students to become successful
  - Case managers provided 1:1 support when needed
  - Case managers provided soft skills instruction:
    - Work readiness
    - Life skills
    - Time management
    - Professionalism
- Sustainability:
  - Partnered with Community Colleges, Head Start, SCSEP
  - Incorporated the soft skills modules into the core curriculum

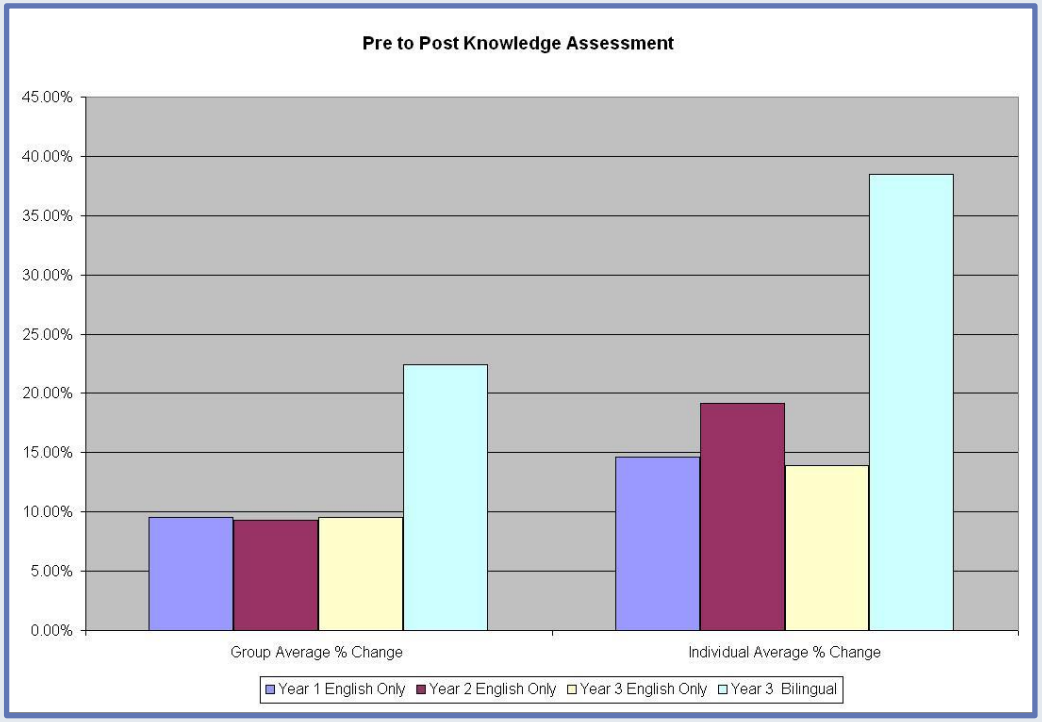
Language Access

Challenge:

- 40% of MA PHCAST participants reported limited English proficiency

Partnerships:

- Community Colleges ESL/ABE programs
- Community Action organizations seeking jobs and training for their clients
- Translated materials and bilingual and non-English trainings



Low Wages

Challenge:

- In MA DCW wages are higher than average, but with a high cost of living, are still not considered a living wage to many MA residents
  - PCAs: $12.68
  - PCHM: $11.30 - $12.73

Opportunities:

- Professional development and career latticing opportunities & additional training available with Home Care Aide Council (In-services and HHA training) and Community Colleges
- Senior Community Service Employment Program (SCSEP) – provides individuals 55+ who are 125% FPL with training, on-the-job mentoring, job shadowing,& CDSMP training.
- Community College Workforce Transformation Grant offers opportunities for college access

Limited Resources

Challenge:

- Life circumstances
- Supportive services
- Cliff effect – potential lose of benefits
- 90% of MA PHCAST participants rely on public assistance

HEAD START

SCSEP

Partnerships:

- Head Start
- SCSEP
- Community College ESL/ABE
- Regional Employment Boards/ Career OneStops
- Case managers provided wrap around services



Recruitment and Retention

Challenge:

- Vacancy rates: 6%*
- Turnover rates: 23%*
- Case management



Partnership:

- Advisory Group informed the development of a Job Preview Video to provide a realistic view of the direct care field
- Sustainability subcommittee – informed sustainability plan
- Case managers provided wrap around services

**Vacancy and turnover rate data from Massachusetts survey of Medicaid DCW Employers – not PHCAST specific data*

Sustainability

Training Infrastructure Post Grant Funding

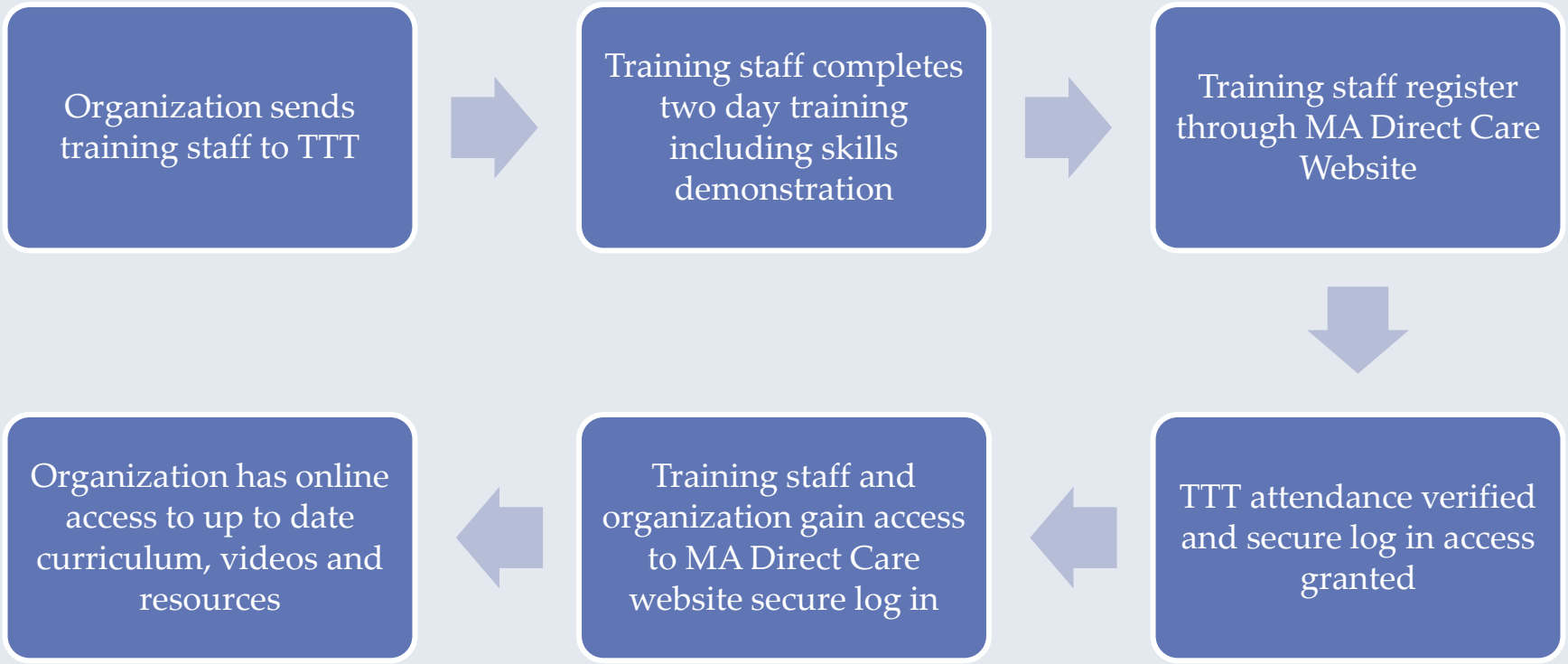
ABCs for Direct Care Workers Beyond the PHCAST Grant

- MA PHCAST extended to September 2014 (NCE)
- Advisory Group and Sustainability Committee provided a vision for sustainability for MA PHCAST including:
  - Website
  - Train-the-Trainer Model
  - Ongoing training integration across fields and services

Training Model: Train-the-Trainer

- Maintain Fidelity of the PHCAST program
- Ensure Adult Learner Centered technique
- Demonstrate adequate understanding of direct care skills
- Increase awareness of culturally competent training and care
- Enhance understanding of spectrum of direct care worker types and roles across the state

Training Model:
Train-the-Trainer



Workforce Typology

Direct Care Worker Title	Home maker	PCHM	HHA	PCA	CNA	MA	Personal Care Service Provide (Assisted Living Facilities)	AFC Direct Care staff	MH	Peer Specialists	Developmental Service Workers
Roles and Responsibilities											
Communication Skills											
Culture and Diversity											
Health Care Support											
Infection Control											
Basic Restorative											
Personal Care Skills											
Nutrition											
Housekeeping											
Consumer Needs Specific											
Safety & Emergency											
Consumer Rights, Ethics, and Confidentiality											
Life Skills											

ABCs for Direct Care Workers Website

- ABCs for Direct Care website to house curriculum and ensure fidelity of the training



www.madirectcare.com

Lessons Learned

- Partnership is power!
  - Engage stakeholder early and often
- Recognize and build training around the diversity of the workforce
  - Language access
  - Wrap around services
  - Continuing education and professional development
- Train the trainers
  - Key to maintaining the fidelity of the curriculum and training program
- Managing training costs
  - Keep printed materials to a minimum
  - Offer stackable modules to allow workers to participate in training over time

Questions?



Contact Information

- Leanne Winchester, Project Director
  - Leanne.Winchester@state.ma.us
  - 617-573-1823
- Kate Russell, Project Coordinator
  - Kate.Russell@umassmed.edu
  - 617-886-8280