

# Closing the Care Gap

*Findings From CHI's New Report and Toolkit  
on Colorado's Direct Care Workforce*



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**Workforce Development Meeting**

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# Agenda

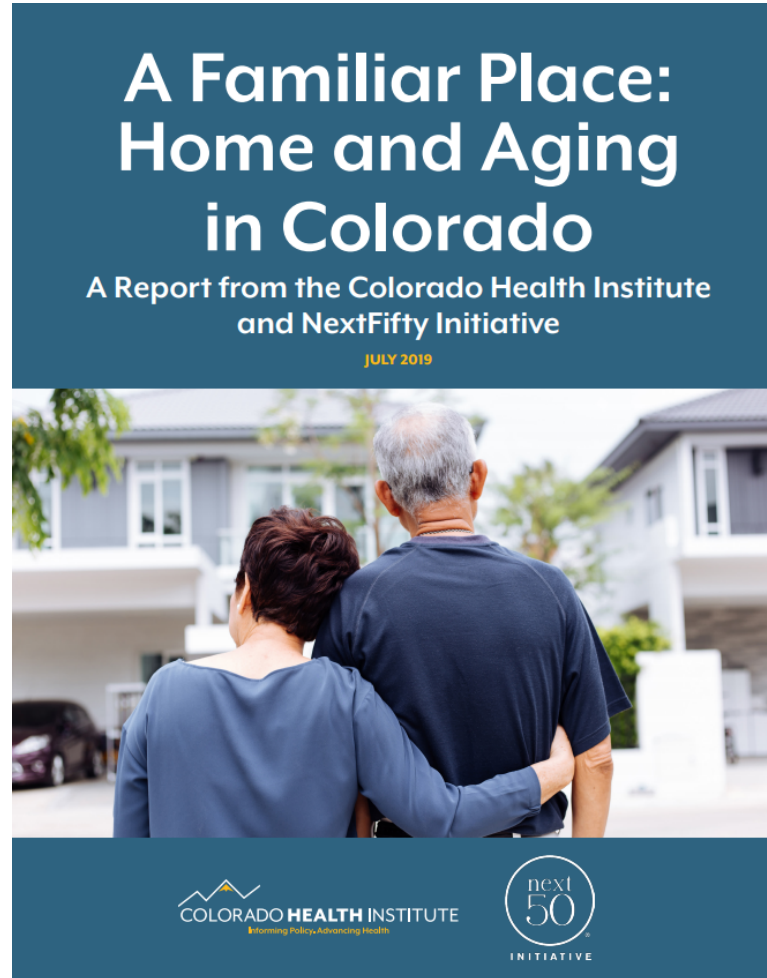
- Project Overview
- Findings
- Questions and Discussion





# Project Overview

# CHI & NextFifty Initiative



# This Year's Work

## Closing the Care Gap

Opportunities for Employers to Support and Grow Colorado's Direct Care Workforce

JUNE 2020

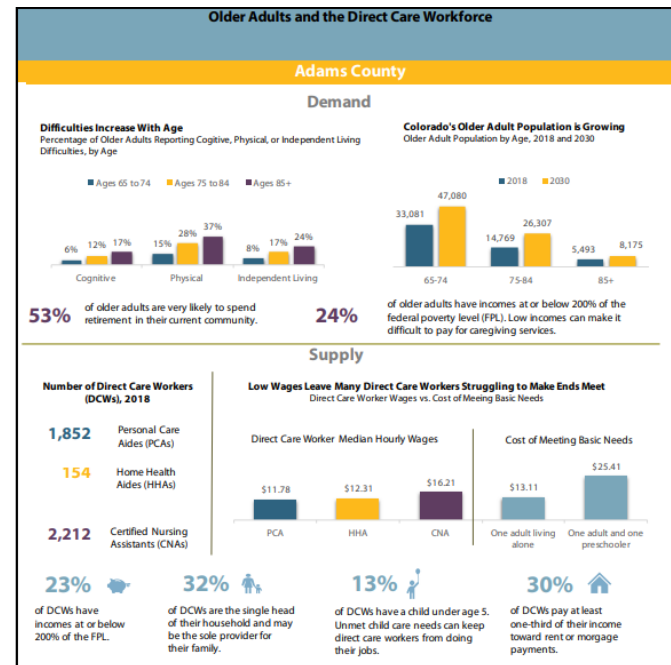


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next  
50  
INITIATIVE

## Recruitment & Retention of the Direct Care Workforce

- Report
- County Profiles



# Our Sources

- National quantitative data sources
- Key informant interviews
  - Direct care workers
  - Employers
  - Older adults
- Literature reviews



# Our Report

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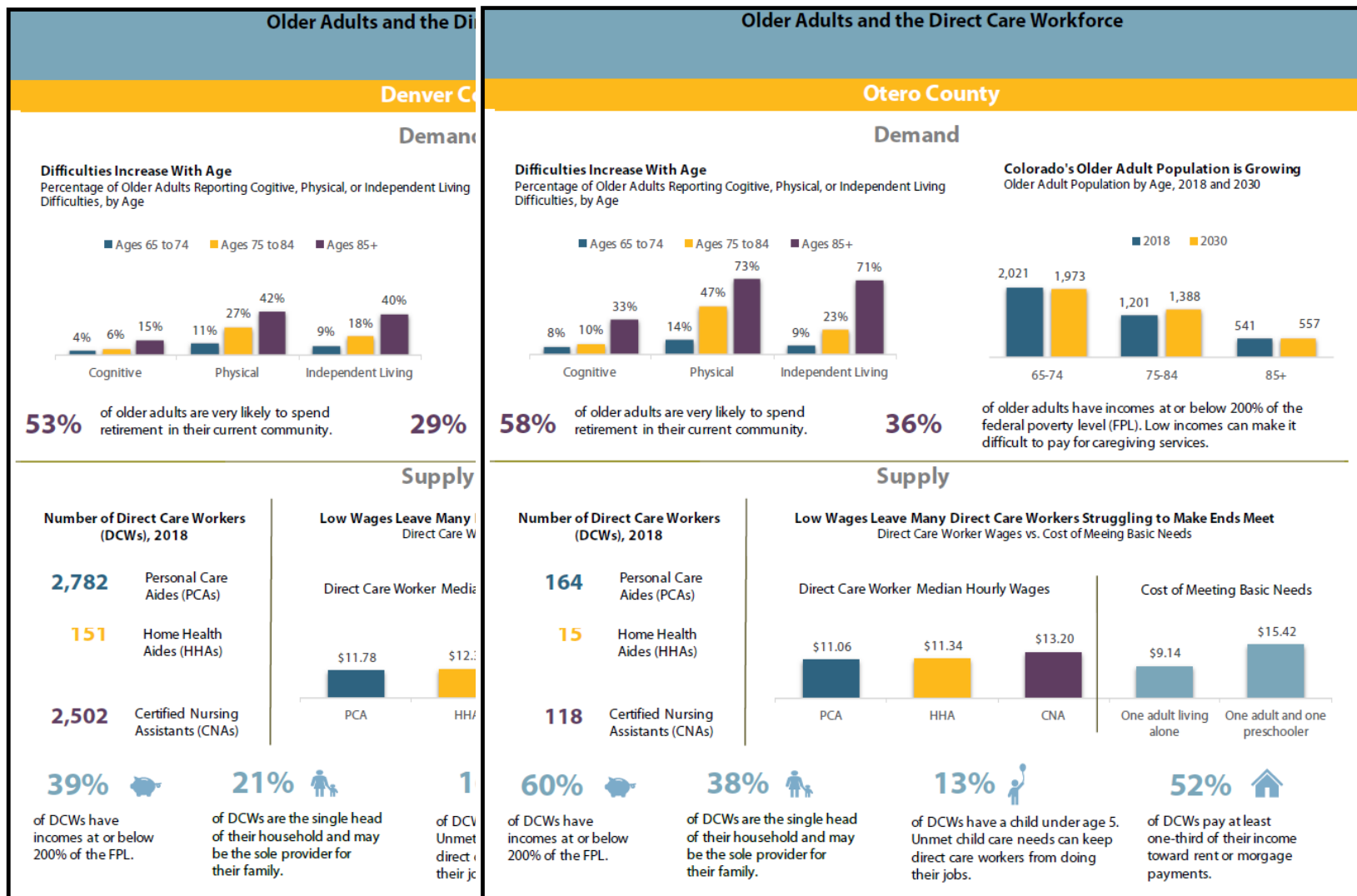
# Describing “Demand” and “Supply”



# What the Data Tell Us

- A majority (**70%**) of Colorado's older adult population will need long-term care services at some point in life.
- Direct care workers are **2.5 times** more likely to be low-income than the general workforce.
- Colorado currently has one direct care worker for every **13.6** adults 65 and older. In 2030, this ratio is expected to decrease to one direct care worker for every **14.3** adults 65 and older.

# County Profiles



# Recruitment and Retention

## Challenges and Strategies

- Wages
- Workplace benefits
- Housing
- Child care
- Transportation
- Training
- Career advancement
- Expressions of support and appreciation
- End-of-life care
- Recruitment



# Recruitment and Retention

## Challenges and Strategies

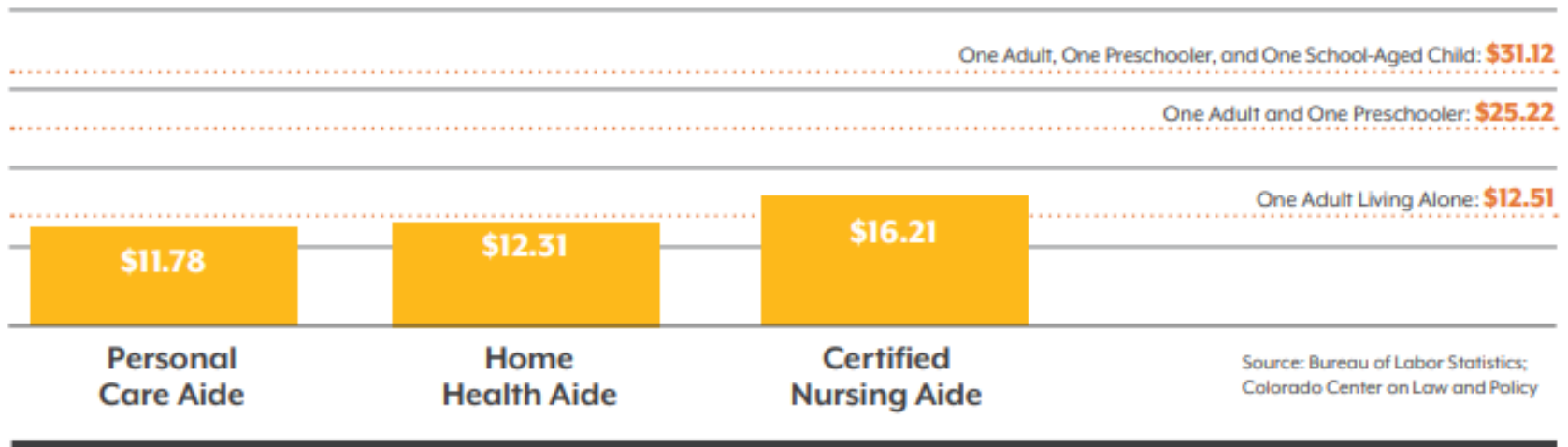
- Wages
- Workplace benefits
- Housing
- Child care
- Transportation
- Training
- Career advancement
- Expressions of support and appreciation
- End-of-life care
- Recruitment

# Wages

**Figure 1. Median Wages for Direct Care Workers in Denver County vs. Cost of Meeting Basic Needs in Denver County, 2018**

## Median Hourly Wage

## Self-Sufficiency Standard Hourly Wage



# Wages



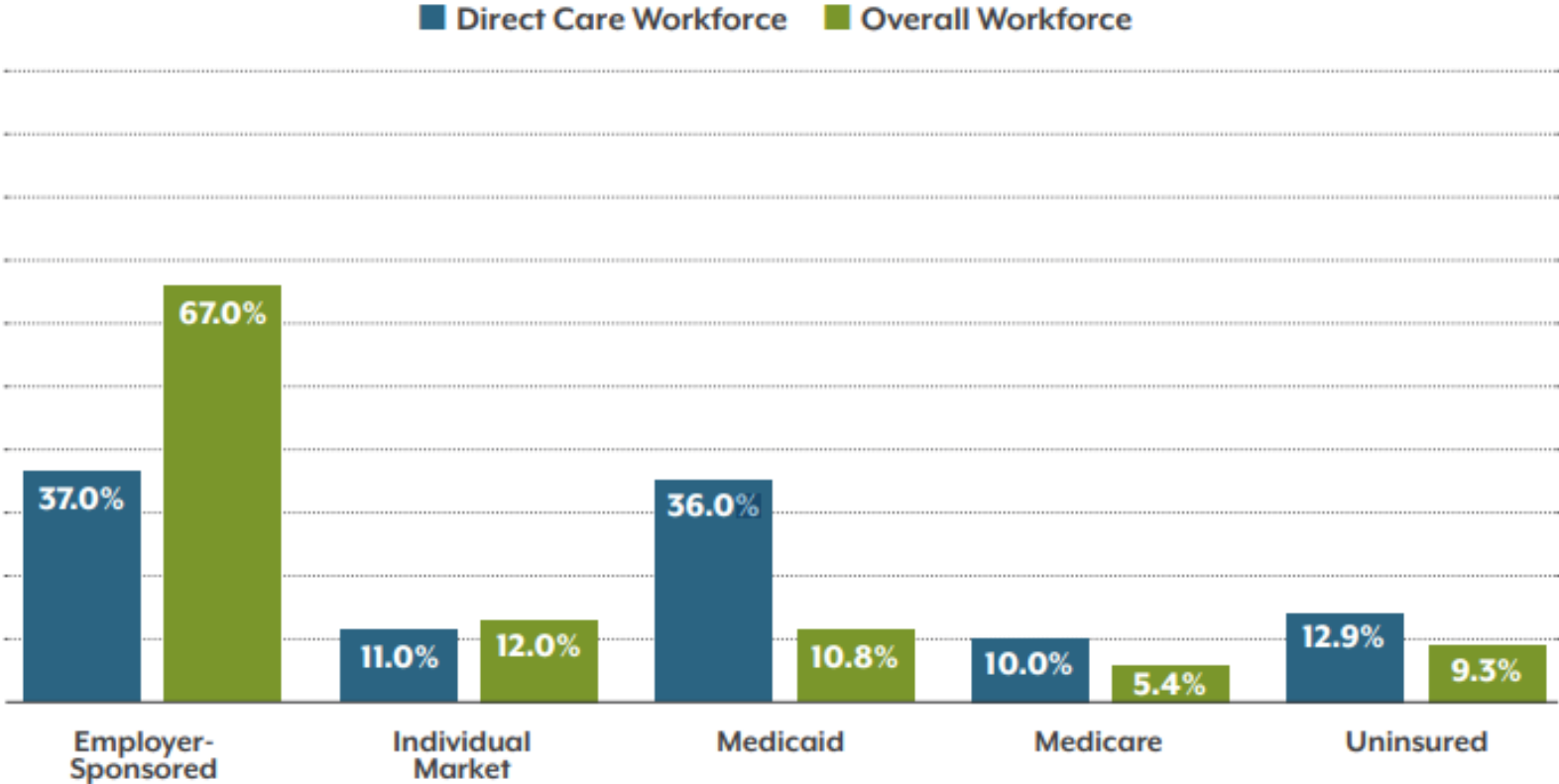
## SPOTLIGHT

Hilltop Community Resources  
Mesa County



# Workplace Benefits

Figure 2. Health Insurance Type, Direct Care Workforce vs. Overall Workforce in Colorado, 2018



Source: 2018 American Community Survey



# Workplace Benefits

## Workplace Injuries Per 10,000 Workers by Occupation

(United States, 2016, PHI)

All Occupations	100
Personal Care Aides	144
Home Health Aides	116
CNAs	337



# Housing



**2 in 5**

direct care workers in Colorado are  
**housing cost-burdened**

# Housing



## SPOTLIGHT

Sevens Residential Memory Care  
Lakewood, Colorado



# Child Care

Among Colorado's direct care workers,

**4 in 10**

have children  
at home

**8 in 10**

are women

**2.5 in 10**

are single heads  
of household



# Child Care



## SPOTLIGHT

Columbine Health Systems  
Northern Colorado





# Recruitment

- Solicit referrals from existing staff
- Develop strategic partnerships
- Reach out to “non-traditional” candidates



## **SPOTLIGHT**

Eaton Senior Communities  
Lakewood, Colorado





**Questions and Discussion**



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