CalGrows
Supporting Care in the Home and Community

CalGrows
Partner Outreach Webinar

California Department of AGING

Administered by Cell-Ed

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Agenda

Introduction to CDA & Cell-Ed
CalGrows Program
Program Offerings
- Coaching Support
- Courses
- Incentive Programs

Promoting CalGrows
- Partner Toolkit

Questions

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General Information

Closed Captioning & Live Transcription
Click the 'CC Live Transcript' link on your Zoom navigation bar for Closed Captioning and to enable 'Live Transcription'

Video Recording, Slides, Transcript
The webinar video, slides, and transcript will be available in the Outreach Partner Toolkit

Questions
If you have questions, please ask them in the chat, and we will answer them during the webinar.
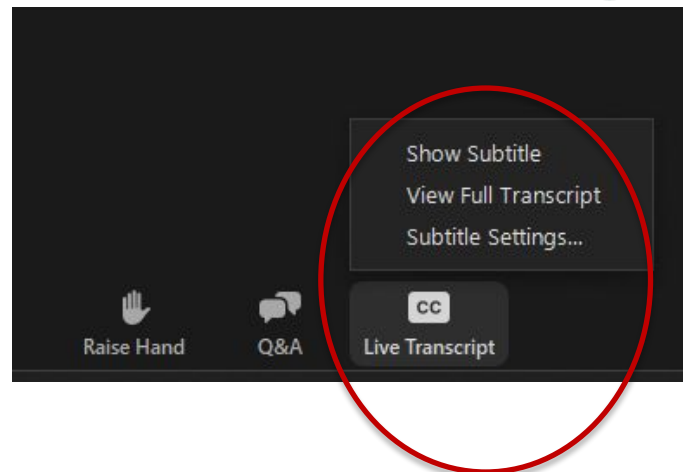
California Department of Aging (CDA)

Under the umbrella of the California Health & Human Services Agency, CDA administers programs that serve older adults, adults with disabilities, family/friend caregivers, and residents in long-term care facilities. These programs are funded through the federal Older Americans Act, the Older Californians Act, and through the Medi-Cal program.

Cell-Ed

CDA is partnering with Cell-Ed, a global social enterprise company, to provide backbone support services in administering the Innovation Fund and program support for CalGrows program implementation.

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CalGrows Program Goals

- Improve quality of care for older adults and people with disabilities
- Centralize statewide training
- Incentives for paid direct care workers
- Increase caregiver satisfaction
- Improve caregiver retention
- Provide career pathways to caregivers

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Background & Purpose

- Labor shortage - 3.2 million paid direct care workers

- Caregivers are disproportionately women, immigrants

- Direct care workers earn less than half of California's median annual income

- Low wages, stress, and an elevated risk of job-related injury reduce prospects for financial stability

- ⅔ of older adults receive care from unpaid family and friends

80% Women

47% Immigrant

51% Public Assistance

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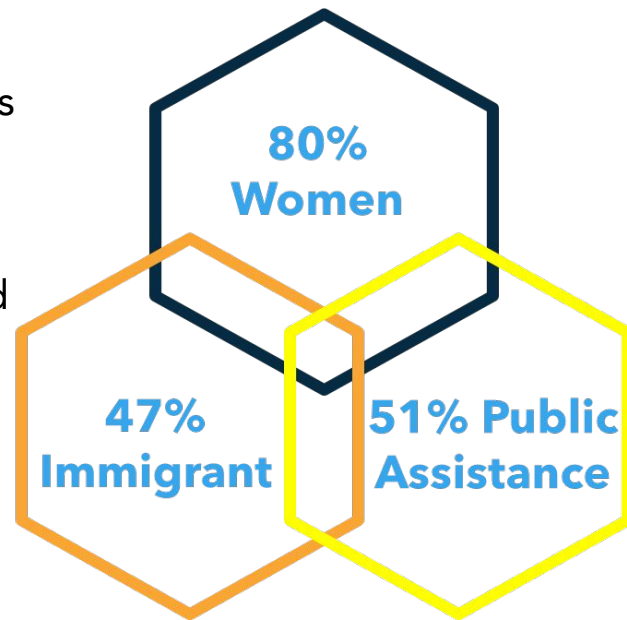
Master Plan for Aging - 5 Bold Goals

Goal 1:
Housing for All Ages and Stages

Goal 2:
Health Reimagined

Goal 3:
Inclusion and Equity, Not Isolation

Goal 4:
Caregiving that Works

Goal 5:
Affording Aging

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The CalGrows Program Eligibility

This program is for

- Paid direct care workers in the home and community

- Unpaid family and friend caregivers

* In-Home Supportive Services program workers and direct care workers providing care in institutional settings such as hospitals or skilled nursing facilities are not eligible for the program

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We Need You - Help Spread the Word

Help us put $50M in the pockets of caregivers!

- We need a network of like-minded organizations to spread the word
- Caregivers know and trust you
- We will make it easy for you (flyers, blurbs, & more)

Caregiver benefits
- Training
- Coaching
- $$ Incentives (paid caregivers only)

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The CalGrows Public Launch

CalGrows Website

- Search for courses

- Get coaching support

- Submit Incentive Claims
  (*Only <u>paid</u> caregivers are eligible*)

CalGrows

Course Catalog Incentive Payments Career Coaching FAQ

Language
English

Grow Your Skills, Boost Your Future

CalGrows helps you grow your career, develop your skills, and provide quality care. CalGrows offers you free career coaching, free training courses, and incentive payments to those who qualify.

Launch - March 15, 2023

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The CalGrows Program Courses

Key core competencies support the training design and curricula

Physical Aspects of the Job

- Activities of daily living
- Body mechanics
- Emergency response (falls, incidents, fires)
- Food, nutrition, and meal preparation
- Housekeeping
- Infection control and cleanliness
- Physical safety and accident/injury prevention
- Rehabilitation and restorative care

Emotional Aspects of the Job

- Cultural competency
- End-of-life care, grief
- Managing stress
- Respecting differences
- Self-care
- Strengths- and solutions-focused practices
- Team building

Complexity of Population Served

- Abuse and neglect
- Crisis prevention & intervention
- Person-centered practices
- Understanding aging
- Understanding developmental disabilities
- Understanding physical disabilities
- Understanding dementia and Alzheimer's

Workplace Readiness & Professional Growth

- Behaving professionally & ethically
- Communication skills
- Documentation, delegation, and reporting
- Legal and ethical issues
- Principles of teaching & learning
- Problem-solving
- Role of the direct care worker
- Team building

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Source: Collaborative Consulting Promising Practices Research Scan

The CalGrows Program Coaching Support

Programmatic Support

- General program & technical support
- Course selection & scheduling
- Incentive tiers & payment info

Coach Support

- Goal setting
- Action plan development
- Encouragement & reminder texts
- Career navigation & resource building

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CalGrows Learn & Earn Incentive Program

All paid direct care workers are eligible for the Learn & Earn Program that offers up to $2,500 - can be claimed via CalGrows website

Level 1: Learn up to $1,500	$30 reimbursement for each hour of training in the Learn and Earn track for a maximum of $1,500
Level 2: Learn Bonus $500	Receive a one-time bonus of $500 after completing 15 hours in Level 1
Level 3: Earn $500	Complete 15 hours of training in Level 1 & 40 hours a month of paid work for three months to receive $500

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CalGrows Career Builder Incentive Program

All paid direct care workers are also eligible for the Career Builder Program that offers up to $3,500 in incentives - can be claimed via CalGrows website

Training Level Up to $1,000	$500 for each 15 hours of coursework in the Career Builder track. Can be completed twice
Practice Level $500	Completion of the Training Level + 40 hours of paid work in the last month
Pro $2,000	Completion of the Training & Practice Levels + 40 hours of paid work for an additional five months

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Promoting CalGrows

We ask that each outreach partner help promote the CalGrows program to organizations and direct care workers in your networks!

We will provide materials to support you

- Flyers
- Social Media Posts
- Press Release Templates
- & more

Grow Your Skills, Boost Your Future

Career Building Training Program

Grow your career, develop your skills, and provide your recipients with quality care. CalGrows is for in-home and community-based caregivers of older adults and people with disabilities.

Free Training Courses
*online and in-person available

1:1 Career Coaching

Earn Incentive Payments
*Up to $3,500

Ready to grow your skills? Let's Go!
CalGrows.org
A California Department of Aging Program

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Outreach Partner Toolkit

Resources to Support You

- CalGrows Program Overview
  - Program Overview
  - Frequently Asked Questions (FAQs)
  - Webinars and presentation slides

- Outreach Materials
  - Outreach Guide
  - Flyers
  - Newsletter blurbs
  - Emails, social media posts

- Help & Support

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Outreach Guide & Approval

Outreach Guide

- Guidelines for promotional materials
- Includes cadence

Approval

- No press release with out CDA approval
- Send all press releases to info@calgrows.org

Resources To Support You

In your toolkit you'll find resources to help with your outreach to your partner networks and caregivers so they can sign up for free training and incentives. *Subject to change

Materials	Information	Suggested Timing & Cadence
Email templates	Includes program introduction, press release outreach, webinar promotions, and ongoing updates	2x month
Social Media Posts	Includes program introduction, press release outreach, webinar promotions, and ongoing updates	1x week
Press Releases	All press releases need to be approved prior to sending to local media or distributing. Info@calgrows.org and allow 10 business days.	March 2023
Information	Check back often as we'll the toolkit expands with updates, data, case studies, and other marketing materials along with your FAQs, Program Overviews, and more.	As needed
Contact Us	On your toolkit you'll find a 'Contact Us' form for ideas and questions.	As needed

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Contact

For questions and support contact us at info@calgrows.org.

Visit the calgrows.org website for more program information.

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