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

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# **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**

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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 BHP Pr 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**

**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

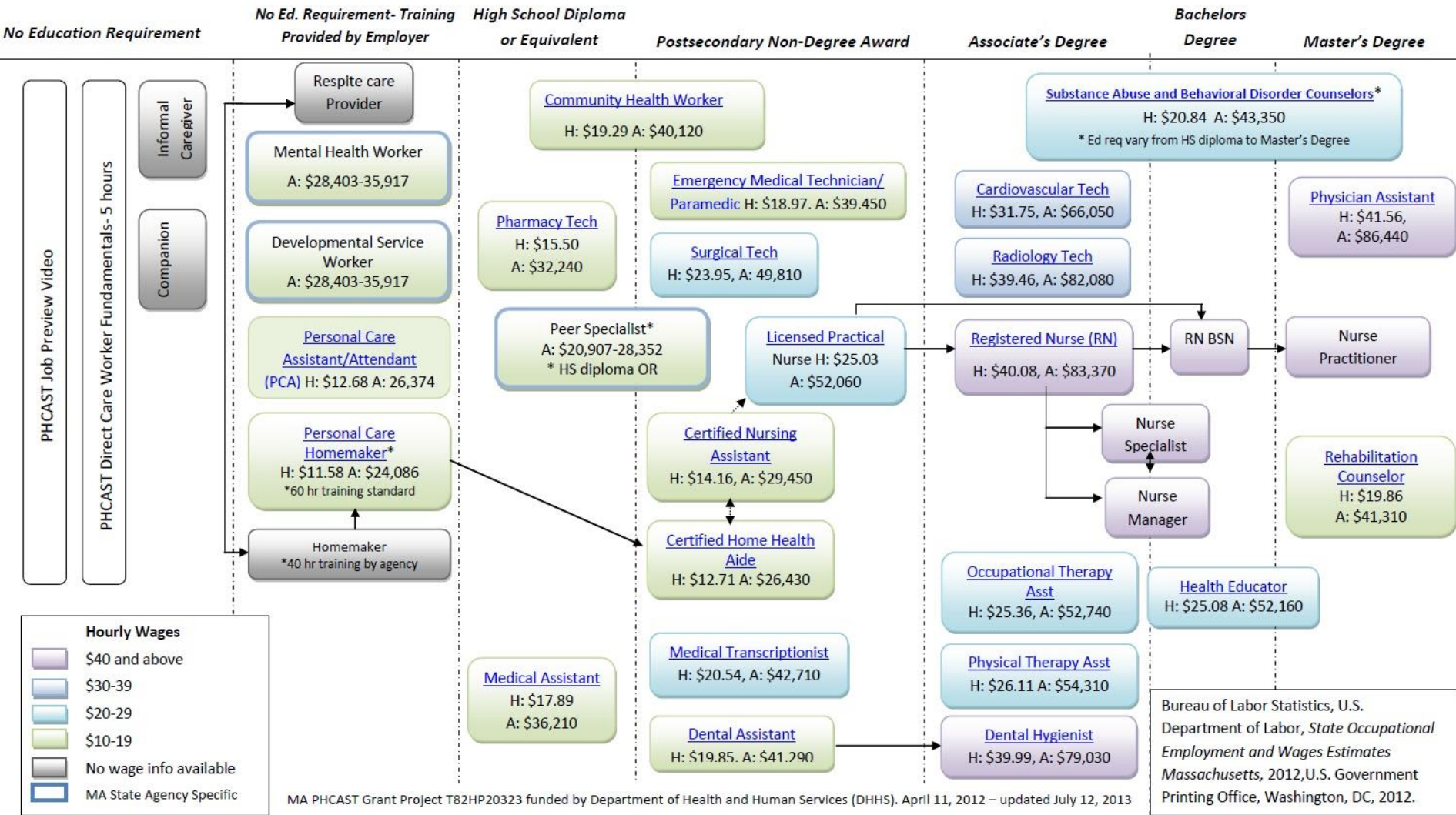
**Continuing Ed**

- 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

Allied Health Professions

# Massachusetts PHCAST Career Lattice

## Direct Care Worker Career Lattice – Wages and Education Requirements in Massachusetts 2012



# 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

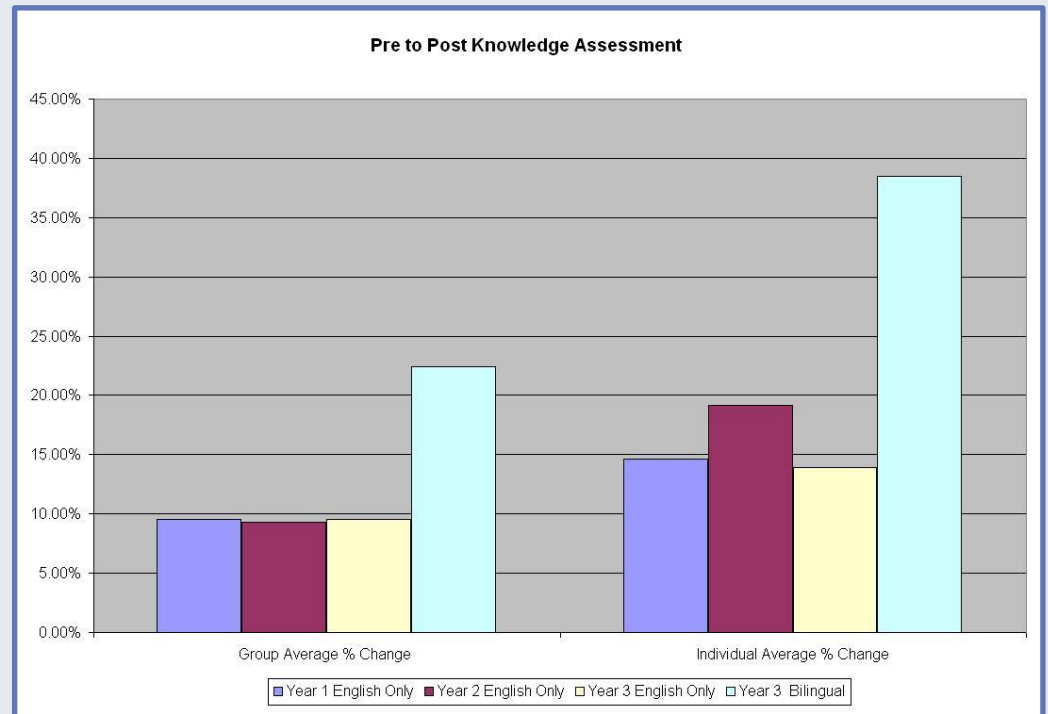
# Language Access

## 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:

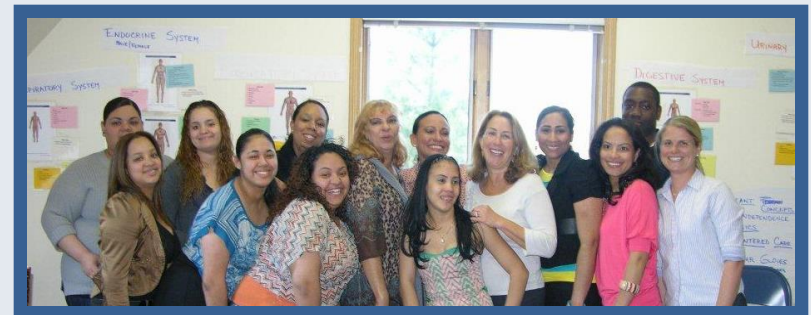
- Life circumstances
- Supportive services
- Cliff effect – potential lose of benefits
- 90% of MA PHCAST participants rely on public assistance



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

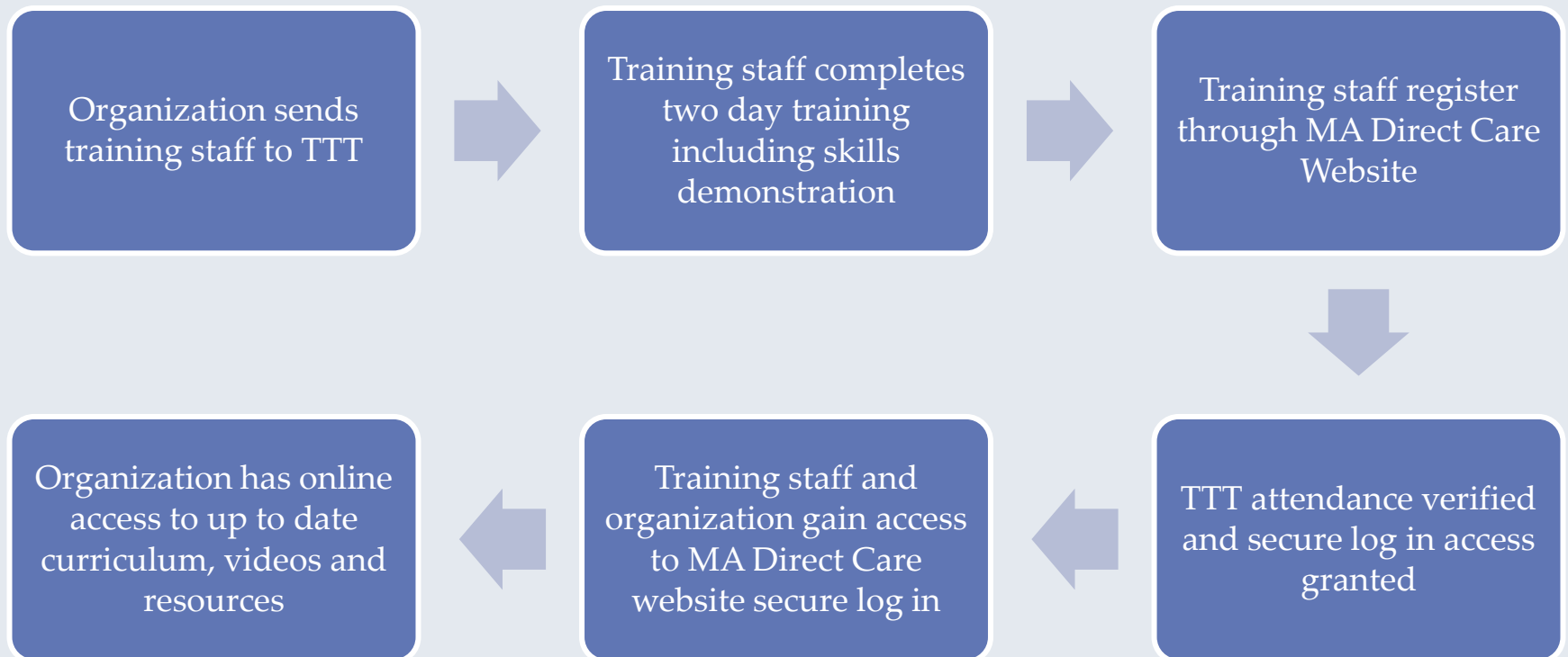
# ABCs for Direct Care Workers Beyond the PHCAST Grant

- 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

**ABCs FOR DIRECT CARE WORKERS**  
*Acquiring Basic Core Competencies*

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**MASSACHUSETTS DIRECT CARE WORKFORCE TRAINING PROGRAM**

The Massachusetts Direct Care Workforce Training Program provides quality core competency training to Personal Care Attendants (PCAs) and Home Care Aides (HCA), employed in home and community based settings. Utilizing proven adult learner centered techniques, to educate and train a diverse group of workers, the ABCs for Direct Care Worker curriculum ensures direct care workers acquire the basic core competencies needed for this profession.

Massachusetts Direct Care Workforce Training Program participants will have the opportunity to gain valuable direct care skills in an interactive and fun learning environment. Serving as a gateway into other allied health professions, graduates receive a certificate following successful demonstration of learned skills and knowledge. While some participants are excited about the prospects of advancing along a career lattice, others choose direct care work as their lifetime profession. To learn more about the direct care workforce see the "Direct Care Workforce" tab.

**DIRECT CARE WORKFORCE Training Overview**

English Overview

Overview, ENGLISH Short Version

Spanish Overview

Haitian Creole Overview

Brazilian Portuguese Overview

**News & Events**

10/11/2013  
**PHCAST Featured on NewTV**

NewTV's Senior Scene recently featured PHCAST Program... [More](#)

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# 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

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