**MINNESOTA CAREGIVING SHORTAGE DDDDDDDDDDDDE**

**THE CAREGIVING SHORTAGE**

Minnesota communities are experiencing a growing shortage of senior care workers due to a fast-growing senior population and competitive local employment markets. Results of The Long-Term Care Imperative’s 2016 Legislative Survey\*\* shows:

* The number of open nursing and nursing assistant positions in Minnesota nursing homes alone grew by 11% in 2015 to 2,883 open FTEs;
* Annual turnover of direct caregivers rose to nearly 56% in 2015; and
* 50% of Minnesota care centers reported suspending admissions in 2015 because they lacked essential staff, impacting 4,400+ people.

While there was significant ground gained due to action taken during the 2015 Legislative Session with investments and education supports, we know, due to sheer demographics, that last year’s investment won’t be enough to meet the increasing need for senior care workers. Initial conversations with workforce stakeholders indicate strong support to help, but consensus that Minnesota lacks effective collateral materials or a shared platform to communicate stories that capable of changing public interest.

**PROPOSAL**

A universally requested statewide solution to this priority workforce shortage is to grow the public value for caregivers in communities via a bold public awareness campaign offering practical tools and messages alongside a major public relations outreach, statewide marketing tour and efforts featuring in-demand senior care careers.

**OUR GOALS**

The goals of this proposal are to:

* Help older adults across Minnesota see a much-needed increase in the number of individuals taking pride in caregiving careers;
* Leverage trusted local partnerships; an effort of this magnitude must be shared across workforce development, K-12, higher education and local employers;
* Produce effective materials and outreach strategies for workforce partners on a community level to be a catalyst for increasing interest in careers in long-term care ;
* Replicate the success of workforce campaigns such as CaringJobs.ND.gov in North Dakota’s or the manufacturing sector’s Dream It Do It Minnesota by connecting with students, educators, parents and local partners to:
  + ***Inspire*** people to prepare for and seek senior care careers;
  + ***Improve*** the public image of senior care and caregiving careers;
  + ***Influence*** schools, parents and guidance counselors to embrace senior care careers; and
  + ***Involve*** local senior care providers as training and employment partners.

*\*\*survey data collection was in December 2015, and does not fully reflect impact of 2015 payment reforms*