Sustaining a Quality PCA Workforce through Recruitment, Training and Retention

PCA Quality Home Care Workforce Council
MA Executive Office of Health and Human Services

September 27, 2019
PCA Quality Home Care Workforce Council

Consists of nine appointed members and established within the Executive Office of Health and Human Services (EOHHS) to “…insure the quality of long-term, in home, personal care by recruiting, training and stabilizing the work force of personal care attendants (M.G.L. Chapter 268 of the Acts of 2006).”
Council Activities: Representing Interests Of Consumers

• For the purposes of collective bargaining, the Council acts as a designated employer to ensure that consumers retain the right to hire, select and train their PCAs

• Negotiates on issues such as benefits and wages with the 1199 SEIU United Healthcare Workers East Union which represents PCAs
Council Activities: PCA New Hire Orientation

• Required-PCAs hired as of 01/01/14
• Supports consumer-employers by providing standard orientation and to insure that PCAs receive the same information
• Upgrades to the on-line method provide a fully automated tool for easier navigation and tracking of completion
Council Activities: www.MassPCAdirectory.org

• Email and text alerts when there's a match
• Use in the language of your choice
• Use the message feature within the site,
• Works on all devices
• Call 1-888-Mass-PCA (627-7722) if you need help or have questions about the directory
Council Activities: Recruitment And Retention Project Resources

1. Mass Rehab Commission
   - Forms available at https://www.mass.gov/lists/pca-employer-job-order-forms-for-mrc
   - New online forms in five languages, at Mass.gov

2. MassHire Career Centers
   - Contact the Business Services Rep at your local
   - Use the FI as the “Company” as they need an FEIN number
Council Activities: Looking to the Future

• Adding six new locations for Meet & Greet events
• Recruiting new people to the PCA job
• Mass PCA Directory Enhancements
  – Texting
  – Saving search criteria
  – Dates to be removed-Original job post dates and Updated PCA profile dates
  – Tracking who has been contacted
  – Adding videos on how to use directory
A union is all of us working together as a group to negotiate and win improvements for ourselves and the people we care for.
1199SEIU includes:

Over 450,000 healthcare workers in MA, NY, NJ, MD, DC, FL

Over 60,000 healthcare workers including 50,000 PCAs in MA

Overall, the Service Employees International Union (SEIU) includes:

Over 2.5 million members across the country!
How do we win?

We win improvements by:

- Bargaining with the PCA Workforce Council
- Engaging with Elected Officials
- Strength in Numbers/Members
BEFORE 1199SEIU

PCAs stuck at $10.84/hour
No benefits
No training
Cuts to consumer hours

NO VOICE
### What have we won?

#### THE UNION DIFFERENCE / LA UNIÓN HACE LA DIFERENCIA

After joining 1199SEIU!
¡Depues de unirnos a 1199SEIU!

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49% raise in just 13 years since PCAs joined 1199SEIU in 2008!

Un aumento de 49% en solamente 13 años desde que los PCA se unieron a 1199SEIU en 2008.
What have we won?

We have won:

- Overtime Pay and Increased Hours Cap – up to 66 hours/week
- 50 Hours Paid Time Off/Year
- Paid Family Medical Leave – up to 20 weeks paid leave/year (effective Jan 2021)
- Health & Safety – PCAs now have access to gloves and masks, as well as health and safety training at no charge
What have we won?

We have won:

- Healthcare Navigator to Improve Healthcare Access
- Paycheck Protection – PCAs have Won over $250,000 in Back Pay and can now Receive Paystubs at Home
- Paid Orientation
- Healthcare Trainings at No Cost
What have we won?

We have worked hard as a union with other advocates to stop budget cuts that would have cut consumer services and our jobs.

We continue to fight for better funding for the PCA Program.
Program Overview
Programs Offered

• Skills Enhancement Workshops
• Adult Education Courses
• College Tuition Voucher Program
• Certified Nursing Assistant Program
• New Hire Orientation
Eligibility Requirements

Skills Enhancement Workshops/Adult Education:
• Currently employed PCAs as determined by the eligibility list provided by the FI/union
• Submission of current paystub

Tuition and C.N.A. Vouchers:
• Additional eligibility requirement of 1 year of employment confirmed by iSolved hire date

New Hire Orientation
• Determined by the eligibility list created daily in iSolved
Skills Enhancement Workshop Topics

- Adult First Aid/CPR/AED (CPR)
- Alzheimer’s and Dementia Care (ALZ)
- Body Mechanics and Transferring (BOD)
- Bloodborne Pathogens (BBP)
- Communications and Boundary Setting (COM)
- **Emergency Preparedness (EMP) NEW**
Skills Enhancement Workshop

Topics

• Fundamentals of Care (FOC)
• Medication Safety (MED)
• Mental Health First Aid (MHFA) **NEW**
• Nutrition and Diabetes (NUT)
• PCA Roles and Responsibilities – No longer offered (PCA)
• **Stress Management – Cultivating Wellness (STM) NEW**
Homecare Training Benefit

Adult Education

English for Speakers of Other Languages (ESOL)

- Various locations throughout the state
- Classes are 3 to 6 hours per week; 44 weeks per year
- PCA goals determine the curriculum topics
Homecare Training Benefit

Adult Education

Topics in Computers

• English and Spanish
• Various locations throughout the state
• Introduction to Computers, Keyboarding, Microsoft Word, Excel and PowerPoint
• Tech Goes Home (Boston area) -- PCAs purchase a Chromebook for $50.00 at the end of a 16-hour course
Tuition Voucher Program
2013 - 2019

- 25 Public Colleges/Universities
- 28 Majors
- 34 Graduates
  - 5 Certificates
  - 8 Associate Degrees
  - 18 Bachelor’s Degrees
  - 3 Master’s Degrees
Certified Nursing Assistant Program

2013 – 2019

Partner with the American Red Cross and several Community Colleges

- 547 PCAs Enrolled
- 469 Completed Coursework (86%)
- 398 Completed Exam (85%)
- 334 Passed Exam (84%)
New Hire Orientation

• Provided New Hire Orientation in 22 locations
• Interpreted for 21 languages

• Curriculum Modules
  • Independent Living Philosophy
  • Operational Procedures of the MA PCA Program
  • Recognizing and Reporting Fraud, Abuse and Neglect
  • Workers’ Rights
Interpretation for NHO and Workshops

- Sessions offered in English and Spanish
- English sessions interpreted into 21 languages
- NHO = 75%, Workshops = 72%
- Contracts with two interpretation vendors
- Languages most requested:
  - 1 Spanish
  - 2 Haitian Creole
  - 3 Portuguese
  - 4 Vietnamese
  - 5 Arabic
  - 6 Cantonese
  - 7 Cape Verdean Creole
  - 8 Russian
  - 9 Mandarin
Questions?
How to Contact US

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