



WisCaregiver Careers

A professional workforce advancement program.



WISCONSIN DEPARTMENT
of HEALTH SERVICES



UNIVERSITY *of* WISCONSIN
GREEN BAY

Background

Direct Care Workforce Crisis

1 in 4 direct caregiver positions are vacant

>50% Wisconsin's annual caregiver turnover



Wisconsin's Multifaceted Approach



- Improve caregiver competencies
- Create a pathway for advancement
- Increase the number of direct care workers
- Improve sustainability of the workforce

Certified Direct Care Professional (CDCP)

- DHS partnership with UW Green Bay
- Research
- Stakeholder input
 - June: listening sessions (26 stakeholder representatives and 60 workers)
 - Survey to direct care workers, providers, and stakeholders (500 responses)
- Curriculum and competency
- Proctored competency test and certificate
- Public registry
- Tracking system: Training-Testing-Employment-Retention

Competencies

- Care settings
- Communication
- Professionalism, responsibility, and ethics
- Person-directed practice
- Evaluation and observation
- Crisis prevention and intervention
- Safety
- Integrity and respect
- Empowerment, advocacy, and self-determination
- Health and wellness
- Community living skills and supports
- Community inclusion, networking, and relationships
- Cultural competency, respect, justice, fairness, and equity
- Education, training, and self-development



Video: Introducing WisCaregiver CDCP



Certified Direct Care Professional Certification - Curriculum

- Online self-paced – FREE
- Modules
- Estimated 30 total hours
- 14 [competencies](#)



Language Access (CDCP)

- “Language access” means providing Limited English Proficient (LEP) people with reasonable access to the same services as English-speaking individuals.
- Spanish launch - March 2024 - <https://wiscaregivercdcp.com/es>
- Hmong launch – Fall of 2024
- Working with state’s refugee and resettlement programs

Caregiver Recruitment - Incentives

- Free Training – ARPA goal of 10,000 Certified Direct Care Professionals
- Bonuses - sign-on and stay-on bonus (\$250) and retention bonus (\$250)



Caregiver Recruitment – Marketing Campaign

- Branding WisCaregiver Careers

- Dedicated website
- Social Media
- Videos
- Print ads
- Radio
- Listserv
- And more



- Green Bay Packer Partnership

Video: Rewards of a career in health care



Video: Placeholder for Spanish version-



¿Está preparado para
embarcarse en una
carrera significativa
en la atención médica?



WisCaregiverCDCP.com

WisCaregiver Connection - Workforce IT Platform

- One stop workforce portal - FREE
 - Job postings
 - Auto-match employers with job seekers
 - Candidate profiles
 - Credentialing details
 - Training opportunities
 - Employer and other key stakeholder resources
 - Educator and student resources
 - Resource library, and more.

WisCaregiver Connections

<https://www.uwgb.edu/certified-direct-care-professional/find-a-job>

FIND A JOB

MAKE A CONNECTION

WisCaregiver Connections can help you find a job that's a perfect fit.

We help caregivers, newly certified direct care professionals and employers connect in our one-stop career resource. We also support eligible providers and agencies in recruiting qualified candidates.

CDCP Registry Search

Search the CDCP Registry

- <https://www.uwgb.edu/certified-direct-care-professional/registry-search/>

CDCP TRAINING REGISTRY

CHECK OUR REGISTRY

Find the qualified professionals you need.

Search for direct care professionals who have successfully completed the Certified Direct Care Professional (CDCP) training and comprehensive assessment. When someone completes the CDCP training, they will be listed in our registry — making it easy for employers to find qualified candidates.

Ladders and Lattices

- Wisconsin Division of Quality Assurance (DQA) – Crosswalks to Assisted Living, Personal Care.

<https://www.uwgb.edu/certified-direct-care-professional/resources/>

- Working with a few approved CNA programs to incorporate CDCP into their approved program creating a ladder.



Collaboration with DPI and DWD

- [Wisconsin HOSA](#)
- [Regional Career Pathways](#)
- [Youth Apprenticeship](#)



Referral Incentives

- Friend referral - \$250
 - Current CDCP who refers a friend
 - If friend completes CDCP program, CDCP receives the incentive
- Teacher referral - \$250
 - For teachers who refer their students to the CDCP program
 - If student completes CDCP program, the school in the teacher's name receives the incentive for career pathway work.

Badging and Micro-Credentialing

- Micro-credential = mini-certification
 - Digital, short, and relatively low-cost
 - Demonstrate proficiency in a particular skill
- Digital badges = visual representation of a micro-credential
 - Share on social media, add to email signatures, display on resumes, and add to digital badge wallets

CDCP Digital Badge

CERTIFIED DIRECT CARE PROFESSIONAL DIGITAL BADGE

Wisconsin Department of Health Services and UW-Green Bay's Division of Continuing Education and Workforce Training offer a digital badge for completing the Certified Direct Care Professional Curriculum. Badges signify experience, acquisition of knowledge, and skill mastery.



Badges are a quick and easy way to share verified knowledge and expertise to employers and colleagues.



Badges provide 24/7 digital access by displaying on resumes, websites, social media and email signatures.



Badges provide a competitive edge and a way to differentiate from other candidates.



WHAT'S INSIDE

Each badge is embedded with evidence of where, when, how and why it was earned, which allows the badges to serve as 100% authenticated digital certificates.

Example: **Certified Direct Care Professional**

Badge Name: Certified Direct Care Professional

Badge URL: www.customtoeachbadge.com

Badge Criteria: Successfully complete and pass the online, 30-hour curriculum and proctored exam.

Badge Image: See image left

Issuer: Division of Continuing Education and Workforce Training

Issue Date: (custom to each badge)

Recipient: (your name)

Criteria: In order to earn this badge, individuals complete the entire course and pass the proctored exam.

Alignment: (detailed criteria)

CDCP Digital Badges



Badge These:
Dementia and Memory Loss
Trauma-Informed Care
Children, Youth & Families
IDD and Autism Spectrum
Spinal Cord and Traumatic
Brain Injury
Mental Health
Leadership & Management
Employment & Support
And more.....

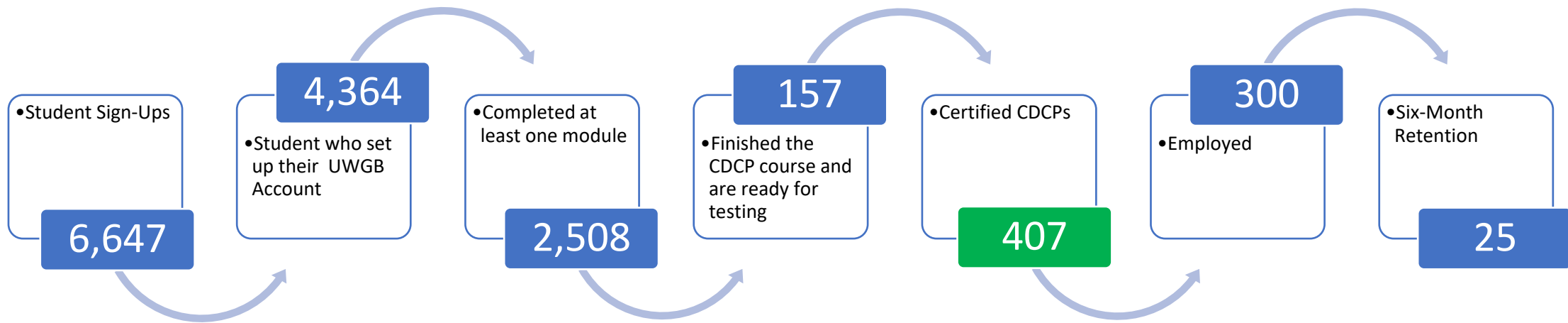
Workforce Sustainability

- With the help of MFP & ARPA we front loaded all our development and implementation costs
- We'll be data rich and will be able to tell our story.
- Bi-annual budget requests
- CMS waiver renewal



Certified Direct Care Professional (CDCP)

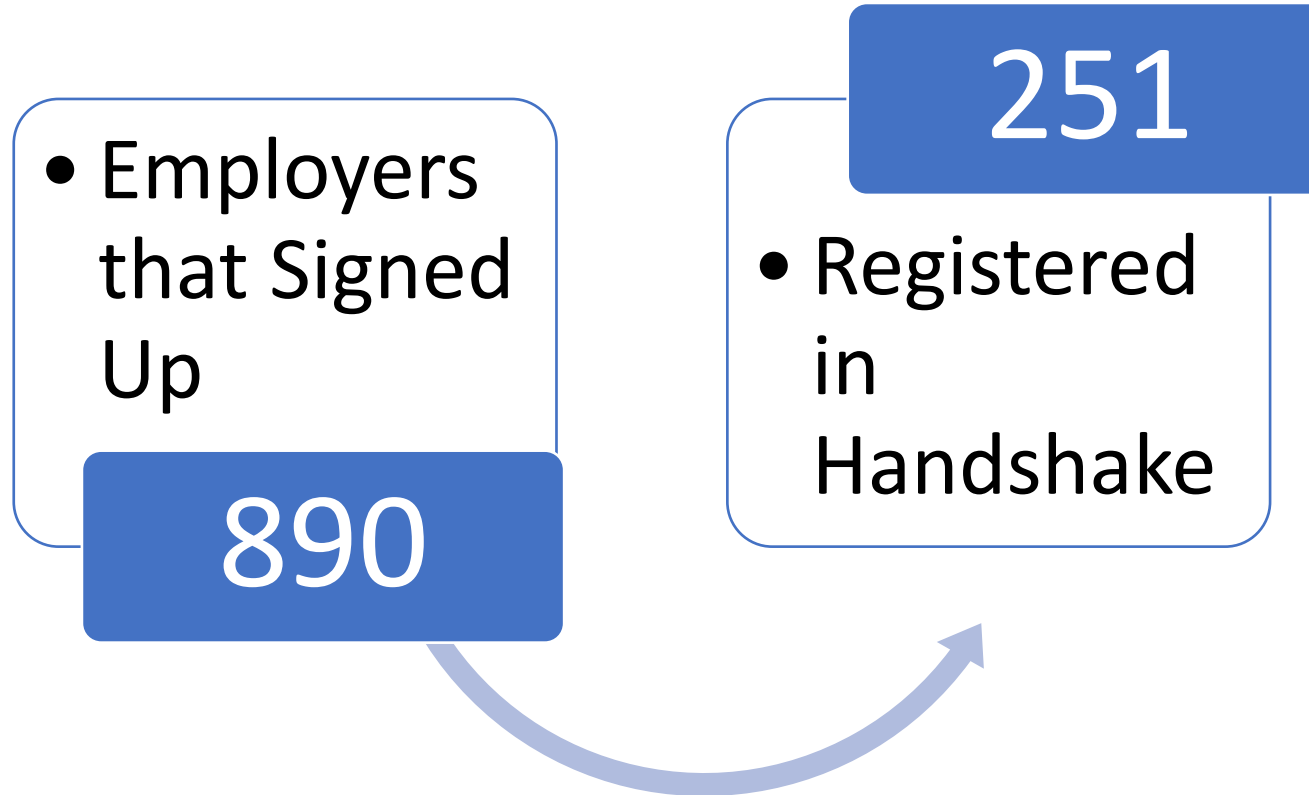
- Student Pipeline



Results as of 3/28/24

Certified Direct Care Professional (CDCP)

- Employer Pipeline



Results as of 3/28/24

What the students are saying

“I found it all amazing. All the information was crucial and pertinent in helping me to be the best CDCP, to those I take care of. This Program was put together very nicely. So much information. It was great.”—Dawn, CDCP

“There was a lot of great information that helped remind me of old things I have been trained on as well as new things that I was not really up to date on. I think the course in all was great.”—Brandi, CDCP

What the students are saying

“All of the information was very helpful. I think that crisis prevention and intervention is what will help me the most.”—Corrie, CDCP

“Thank you for offering this program and I would recommend everyone taking regardless of their level of experience or training because it is very informative.”—Laresa, CDCP

“The course was most impactful and several new things were taught, especially of how to show more concern to the individual we are caring for. I am now more prepared to be a real caregiver with empathy!”—Sylvester, CDCP

National Attention

- [PHI - Will Wisconsin's Direct Care Program Change the Field?](#)
- [Badger State aims to recruit 10,000 home care workers with on-line training program](#)
- [Real Problems, Real Solutions to the Long-Term Care Crisis](#)
- [As Worker Shortages Loom, Some States Move to Train Paid Caregivers](#)
- [Free program offers streamlined path to direct care professional certification](#)
- [The Value of Statewide Direct Care Worker Training and Credentialing Systems/](#)



Caregiver Recruitment Video and Awareness Video



<https://www.wiscaregivercdcp.com/rewards-of-a-career-in-healthcare/>

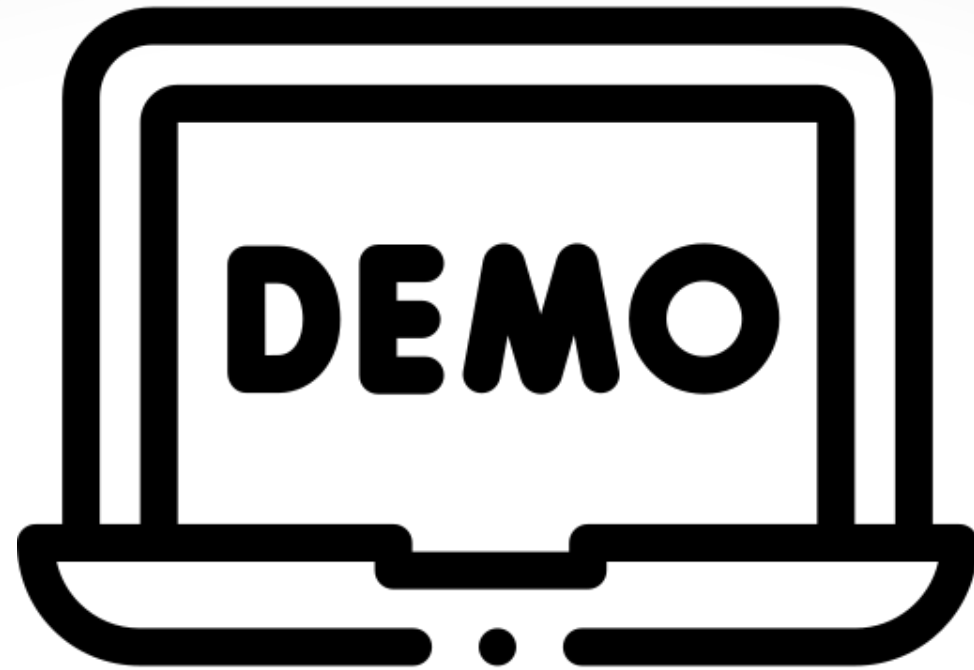
<https://www.wiscaregivercdcp.com/introducing-wiscaregiver-cdcp/>

Spanish: <https://www.wiscaregivercdcp.com/es/convertirse-en-cdcp/>

Resources

- DHS Website: <https://www.dhs.wisconsin.gov/arpa/hcbs-directcareworkforce.htm>
- Student/Provider recruitment website: <https://www.wiscaregivercdcp.com/>
- Spanish webpage: <https://wiscaregivercdcp.com/es>
- WisCaregiver Connections: <https://www.uwgb.edu/certified-direct-care-professional/resources/>
- CDCP Registry Search: <https://www.uwgb.edu/certified-direct-care-professional/registry-search/>
- Video: Rewards of a career in health care: <https://www.wiscaregivercdcp.com/rewards-of-a-career-in-healthcare/>
- Video: Introducing WisCaregiver CDCP
<https://www.wiscaregivercdcp.com/introducing-wiscaregiver-cdcp/>
- Program fact sheet: [English](#)(PDF) | [Hmong](#)(PDF) | [Spanish](#)(PDF)





WisCaregiver Careers

The logo for WisCaregiver Careers features a red, stylized arch or wave shape above the text. The text "WisCaregiver Careers" is written in a black, serif font.

Questions?



WISCONSIN DEPARTMENT
of HEALTH SERVICES



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GREEN BAY

A red graphic consisting of two overlapping curved lines forming an arch.
WisCaregiver Careers

**For more detailed information, contact:
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