



Caring4Cal Program Overview

2023

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Caring4Cal Program

The primary goal of the California Department of Health Care Access and Information (HCAI) is to ensure that all residents of California have fair and equal access to healthcare. This involves ensuring every community has an adequate health workforce, reliable healthcare facilities, and accessible health information.

To achieve this, HCAI has launched the Caring4Cal Fund, aimed at expanding, enhancing, and strengthening California's Home- and Community-Based Services (HCBS) providers through recruitment, training, and retention. The focus is on programs that plan to improve access to healthcare services for rural communities, children with complex medical conditions, individuals with disabilities, and geriatric care for aging adults.

Key Program Goals

- **Expand** the licensed provider workforce to grow in size and representation of the individuals receiving care through strategic outreach and *recruitment*.
- **Enhance** the licensed provider workforce through *training and incentive opportunities* that lead to workforce skills and upward mobility (certification or licensure) in the workforce.
- **Strengthen** the licensed provider workforce through training and skill building opportunities that improve quality of care, job satisfaction, and *retention* in the field.

Inclusion of other priorities that have guided HCAI's past HCBS initiatives

- Increasing the Home and Community- Based Services Clinical Workforce.
- Increasing patient access to health services by growing the clinical workforce.
- Increasing language and cultural diversity in the HCBS workforce.
- Improving access to care in medically underserved areas.
- Improving access to care for Medi-Cal patients.
- Increasing instructors/faculty and clinical training sites.
- Funding low-income students' expenses.
- Funding staff bonuses and stipends.
- Providing upskilling and mentorship.
- Targeting outreach to shortage areas and diverse communities.
- Developing career pathways.
- Conducting a public media campaign on HCBS.

Overview and Context

By 2030, the elderly population in California is projected to grow by 87%, leading to an increased demand for Home and Community-Based Services (HCBS). This represents a 40% increase since 2014. Additionally, the population of individuals with disabilities in California, including children, is expected to rise by 258% by 2050. This significant increase in the population of people with disabilities will create a greater need for specialized services. Considering these growing populations, the current available healthcare services are insufficient to meet their care needs. Consequently, there is a pressing requirement for innovative approaches to recruit, train, and retain a diverse range of eligible HCBS providers.

Eligible Providers for the HCAI Caring4Cal Fund include skilled providers providing person-centered care delivered to an in-home or community-based setting.

Licensed	Registered Nurses (RNs) Licensed Vocational Nurses (LVNs)
Certified	Certified Nursing Assistants (CNAs) Home Health Aides (HHAs)
Other skilled provider types (with licensure/certification)	Including but not limited to: Occupational Therapists, Physical Therapists, Speech Therapists, Respiratory Therapists, Clinical Social Workers
Other skilled provider types (with or without licensure/certification)	Including but limited to: Community Health Workers (CHWs) *Home settings only

The Challenge

HCBS providers play a crucial role in delivering high-quality care to individuals with functional limitations in various settings. Several factors, such as an aging population and an increase in chronic diseases, are contributing to a growing demand for eligible providers, adding strain to the existing workforce. This strain has resulted in staff shortages due to burnout, wage disputes, high turnover rates, and challenges in recruitment and retention which are creating a gap in the HCBS settings.

Turnover rates remain high across the nation for all eligible provider staff types.

Staff Type	National Turnover	Date	Home Health Specific	Comment
CNA	46% - 49%	2021		As high as 129.1%
HHA	37%	2020	37%	
LVN	29%	2020	34%	LVN turnover based on SNF turnover
Community Health Workers	12%	2021		
RN	19%	2020	26%	141% for Skilled Nursing Facilities

- Across California, most eligible HCBS providers work in institutional settings such as hospitals, nursing care facilities and ambulatory care.
- The workforce is predominantly women (83%), foreign-born workers (~40%), and individuals aged 50 to 64 (66%).

Trends in California’s aging population will also have a major impact on increasing demand for HCBS providers in the near future.

- By 2030, approximately one in four Californians will be aged 60 or above, amounting to around 10.8 million people.
- The majority of Californians aged 60 and above will be Black, Hispanic, Asian, Native Hawaiian or Pacific Islander, American Indian or Alaska Native, or Multiracial. This necessitates the need for culturally competent and linguistically appropriate services.

- It is projected that more than one million Californians will have self-care limitations by 2030, requiring assistance with transportation, cleaning, and tasks such as bathing.
- Older adults with chronic, complex, or progressive diseases, such as dementia, often prefer a congregate setting such as a long-term care or assisted living facility.

Incentive Eligibility

Providers must fall into one of the Eligible Target Workforce Population types OR prove they are actively working towards becoming an eligible provider in the near future in order to qualify to take courses, receive coaching, and claim incentives.

Eligible	
Target Workforce Population	Home and Community Based Settings
<p>Home Health Aide (HHA) Certified Nursing Assistant (CNA)</p> <p>Licensed Vocational Nurse (LVN) Registered Nurse (RN)</p> <p>Community Health Worker (CHW)* Other, including but not limited to: speech therapists, occupational therapists and physical therapists</p> <p><i>Bolded job roles will be prioritized</i> *CHWs working in home settings only</p>	<p>Adult Day Care</p> <p>AIDS Waiver & Assisted Living Waiver</p> <p>Caregiver Resource Centers</p> <p>Community-Based Adult Services</p> <p>Home and Community-Based Alternatives Waiver</p> <p>Multipurpose Senior Services Program</p> <p>Private residences/homes</p> <p>Program for All Inclusive Care for the Elderly (PACE)</p> <p>Residential Care Facilities for the Elderly (RCFE)</p> <p>Other</p>

*Caring4Cal Eligible **Community Health Worker** job titles below

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| <ul style="list-style-type: none"> • Breastfeeding Peer Counselor • Community Diabetes Educator • Community Health Liaison for Refugees • Community Health Representative • Community Health Worker | <ul style="list-style-type: none"> • Elderly Care Coordinator • Mental Health Peer Support Specialist • Patient Advocate • Promotora or Promotor de Salud • Social Services Liaison • Substance Abuse Peer Counselor |
|--|--|

- | | |
|---|--|
| <ul style="list-style-type: none"> • Community Mental Health Navigator • Community Social Worker • Disability Support Advocate | <ul style="list-style-type: none"> • Veterans Health Advocate |
|---|--|

Not Eligible	
Workforce	Settings
IHSS Providers not interested in becoming an eligible provider type Prospective or current care workers not interested in becoming an eligible provider type in HCBS	Hospitals (e.g., rehabilitation long term care, and psychiatric hospitals) Nursing Home Inpatient Facility Outpatient Clinic Intermediate Care Facilities

All incentive claims must be submitted by July 31, 2024. We encourage caregivers to submit claims early before funds are exhausted.

Incentives Structure

A key motivator for providers will be the ability to earn incentives for completing courses, entering the profession, and staying in the profession. The Caring4Cal incentive program will be standard and offered to all eligible providers through an easy to use claims submission system on the Caring4Cal website.

Level 1 Jump Start	\$500	Completion of 15 hours of training
Level 2 Leap Forward	\$750	Completion of an additional 15 hours
Level 3 Recruitment & Retention	\$1500	Already submitted Levels 1 & 2. Proof is dependent on persona. Proof of employment or supervised volunteering in an eligible job role and setting in California for at least 40 hours

	<p>for one month.*</p> <p>OR</p> <p>Proof of working or supervised volunteering for 40 hours a month in California in an eligible job role for 4 months or more since November 1, 2023, with the most recent month in a qualifying job setting. Community Health Workers (CHW) <i>must be in a home-based setting only.*</i></p> <p>OR</p> <p>Proof of registration for license/cert exam *</p> <p>OR</p> <p>Proof of earning new eligible license/certification (CNA earning an HHA, HHA earning an LVN, etc.)*</p> <p>OR</p> <p>Proof of earning a current California issued license/certificate for an eligible job role*</p> <p>OR</p> <p>Proof of registration for, or application to, coursework towards an eligible license or certification *</p> <p>OR</p> <p>Community Health Worker ***(CHW) in home-based setting only and provide proof of the following:</p> <ul style="list-style-type: none"> • Standing offer of employment OR proof of starting a job or active employment or supervised volunteering as a CHW in-home setting only* • Schedule or anticipated schedule of work or supervised volunteering* • Supervisor confirmation* Employment / Volunteering Verification Form
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		<p>***For more information on Community Health Worker Eligibility click here</p>
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Caring4Cal Training

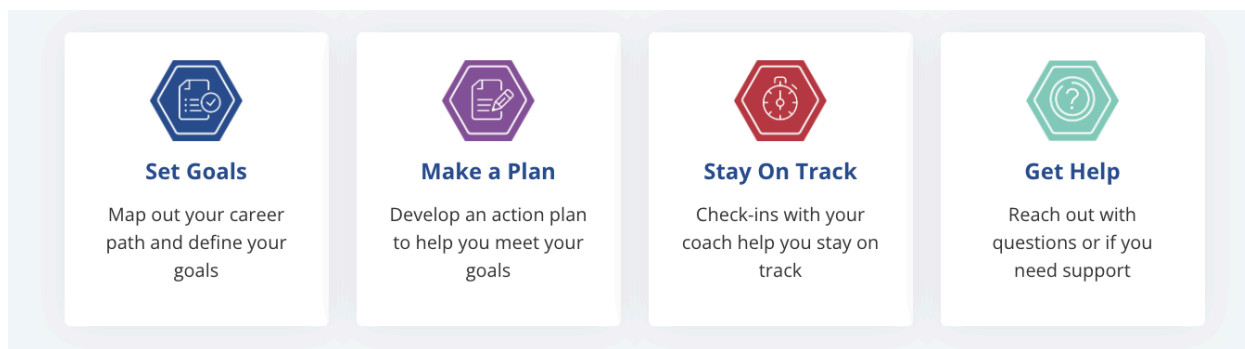
Eligible providers that work, or volunteer under supervision, in a HCBS, or are working towards becoming one of the eligible providers in the target population, will have access to a full catalog of hundreds of virtual and in-person courses. Courses will target the following core competencies as outlined below:

Core Competencies

Physical Aspects of the Job	Emotional 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	Understanding cultural aspects of care End-of-life-care, grief Managing stress Respecting differences/Inclusion of diverse perspectives Self-care Strengths- and solutions-focused practices Working in a team/Team building
Complexity of Population Served	Workplace Readiness & Professional Growth
Person-centered practices Abuse and neglect Crisis prevention and intervention Understanding aging Understanding developmental disabilities Understanding physical disabilities Understanding dementia and Alzheimer's	Behaving professionally & ethically Communication skills Documentation , delegation and reporting. Legal and ethical issues Principles of teaching and learning Problem-solving Role of the direct care worker Working in a team/Team building

Cell-Ed Career Coaching

Providers will have access to free career coaches through Cell-Ed. Coaches will support providers with career navigation such as setting goals and exploring new professional pathways. They also will answer program questions such as website navigation and incentive eligibility. Cell-Ed is a social enterprise company connecting vulnerable populations to the skills, information, and resources needed to improve their lives. Cell-Ed offers on-the-go learning and live coaching on any mobile device (including basic phones).

A horizontal row of four white cards with light blue borders, each containing an icon, a title, and a description. The icons are: a blue document with a checkmark, a purple document with a pencil, a red stopwatch, and a green hexagon with a question mark.

- Set Goals**
Map out your career path and define your goals
- Make a Plan**
Develop an action plan to help you meet your goals
- Stay On Track**
Check-ins with your coach help you stay on track
- Get Help**
Reach out with questions or if you need support

Caring4Cal Support & Help

If you need support or need additional help, you can use the Help Form on the Partner Outreach Toolkit here or email us at help@caring4cal.org.

The Cell-Ed team will reach out to you shortly.

Timeline

RFA Release	July 10
Webinar Registration Deadline	July 17
Webinars for Prospective Applicants	July 17 July 19
First Round of FAQs Posted on Website	July 26
Final Questions Due	August 7
Final Answers Posted	August 9
Final Date to Submit Application	August 11 by 11:59PM PDT
Notice of Awards	September
Start Date of Agreements	Rolling
End Date of Agreements	July 31, 2024

About Us

HCAI

The California Department of Health Care Access and Information (formerly the Office of Statewide Health Planning and Development), or HCAI, is committed to expanding equitable access to health care for all Californians — ensuring every community has the health workforce they need, safe and reliable health care facilities, and health information that can help make care more effective and affordable.

Cell-Ed

HCAI partnered with Cell-Ed as a Third Party Administrator for the Caring4Cal Fund. Launched in 2014, Cell-Ed is a global social enterprise. Through 1000+ partners in education, workforce, and health, Cell-Ed has reached over a million people in 54 countries and certified nearly 200,000 learners. We aim to reach millions more.