



Better Services for Better Aging

June 1, 2016

For Your Action

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To: Leading Age Wisconsin Members

From: John Sauer, President/CEO
Tom Ramsey, Vice President of Public Policy and Advocacy

**We Need You
to
Spread the News
about
The Workforce Crisis**

The Workforce Survey has validated what providers have long been saying – there is an emerging workforce crisis among long-term and residential care providers. Sharing the report with key constituents and telling your story of how the workforce crisis impacts your organization will be **vital** to our public policy initiatives.

Phase 1 of the plan involves getting the message of the workforce crisis in long-term and residential care out to a wide range of organizations and people. Phase 2 will focus on “the ask” – improved Medicaid and Family Care reimbursement and money to increase the supply or pipeline of caregivers.

Right now we need your help with Phase 1. Your support with Phase 2 will come later this summer. **Nothing will happen – no increase in funding or money for training – without your involvement. While there are no guarantees about the eventual success of our efforts, you can be assured we won’t get anything if you don’t take an active part in both phases of this effort.**

We’ve developed a five-step roadmap to guide your efforts in sharing the story of the workforce crisis. [Click here to open the roadmap](#). The roadmap includes an action plan you can use to develop your strategy for bringing the workforce crisis to your stakeholders. In addition, we’ve created a Power Point presentation you can use when sharing the workforce story.

Personal connections with State Senators and Representatives will be vital to the success of our efforts to increase Medicaid and Family Care rates as well as secure funding for training and other workforce development efforts. It may be that you or members of your staff, your board

or perhaps your residents or their family members have some connection with a member of the Legislature. Those connections may help us to open the door to tell our story in a meaningful way. [Tell LeadingAge Wisconsin about those connections by clicking on this link.](#) It will take you to a survey where you can record this important information.

So, roll up your sleeves and start making calls. Talk about the growing workforce crisis with those who have influence, care about your organization's mission, and care about the people you serve. The clock is ticking!

Need assistance or guidance? Please contact Tom Ramsey, Vice President of Public Policy and Advocacy (tramsey@leadingagewi.org), Jim Williams, Director of Member Enrichment (jwilliams@leadingagewi.org) or John Sauer, President/CEO (jsauer@leadingagewi.org), 800.466.7011.