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June 6, 2005

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Video and Discussion Guide Offer Tools to Address High Turnover Rates Among Direct-Care Workers

WASHINGTON, D.C. - A new video program and discussion guide featuring direct-care workers talking about their real-life experiences as nursing home and home health aides is now available for use in training and staff development in aging services organizations.

The video, *Stand Up and Tell Them: Views from the Frontline in Long-Term Care* can help supervisors of direct-care workers and staff talk honestly and directly about how to improve conditions for direct-care workers and potentially reduce the high turnover rate in the field.

"Most direct-care workers enjoy their jobs and form strong attachments to the people they serve but they face many challenges, including low pay, physical and emotional demands and even discrimination," explains Debra Lipson, deputy director of Better Jobs Better Care, a research and demonstration program of AAHSA funded by The Robert Wood Johnson Foundation and The Atlantic Philanthropies. "This video can not only spark discussions between workers and supervisors, but also help ensure that enough qualified and compassionate workers will be available as the population ages."

The 25-minute video is available in VHS and DVD. The DVD also includes a 10-minute version that can be to raise awareness among boards of directors, policymakers and the public about direct-care workforce issues.

The accompanying discussion guide provides ideas on how to use the video and provoke dialogue on the issues it raises. The guide helps users prepare and structure a discussion and presents questions for different audiences. Three resource guides on teamwork, cultural competence and preventing and responding to discrimination are included to help users discuss some of the difficult issues raised in the video, including racism, sexual harassment and language barriers and management conflicts.

"*Stand Up and Tell Them* provides a vivid portrayal of life at the frontlines of care – why people do this work and what they face along the way," said Barbara Frank of Quality Partners of Rhode Island, a Quality Improvement Organization (QIO). "All of our audiences – CEOs direct care staff and supervisors – have confirmed how real the content is, and how helpful it is to finally be able to talk about it."

More information about the Better Jobs, Better Care Program is available at www.bjbc.org. Copies of the VHS or DVD and the discussion guide can be ordered by calling 202-508-1216 or contacting Linda Barbarotta at lbarbarotta@aahsa.org

Better Jobs Better Care is a four-year \$15.5 million research and demonstration program, funded by The Robert Wood Johnson Foundation and The Atlantic Philanthropies. Its goal is to achieve changes in long-term care policy and practice that help reduce high vacancy and turnover rates among direct-care staff across the spectrum of long-term care settings and contribute to improved workforce quality.

Better Jobs Better Care is directed and managed by the Institute for the Future of Aging Services, American Association of Homes and Services for the Aging (AAHSA).

For more information about Better Jobs Better Care, contact Debra Lipson at 202-508-1215, dlipson@aahsa.org or visit www.bjbc.org.

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