



MEDIA ADVISORY

New Survey Results Show Dire Need to Invest in Direct Care Workforce Frontline Caregivers Will Share Stories; Examples of COVID-19 Heroism

When: Wednesday, November 18, 2020– 11:00 AM

Where: Zoom--Media Registration Required

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As COVID-19 rates skyrocket, Wisconsin organizations are releasing new survey results showing that members of the direct care workforce are at a breaking point. On Wednesday, November 18 workers and members of the Wisconsin Personal Services Association, Wisconsin Long Term Care Workforce Alliance, Survival Coalition of Wisconsin Disability Organizations and InControl Wisconsin will release data and share personal stories demonstrating that many of the direct care workers who have been providing frontline caregiving services during the pandemic may leave the profession unless steps are taken to support the workforce.

Direct care workers help older adults and people with disabilities to get dressed, eat their meals, bathe, get their medications and participate in daily life. They provide personal care, supportive home care, respite, job coaching and day services that make it possible for people with disabilities and older adults to live independently in their own homes. However, the nearly 300 survey respondents overwhelmingly stated that, while their work is rewarding, they have considered leaving the profession for a higher paying job or to gain access to health insurance or other benefits. Many indicate that wages are so low they have sometimes had to forego paying utilities or rent to make ends meet.

Attend this event to get full survey results and hear from Wisconsin direct care workers providing frontline caregiving services during the COVID-19 health crisis.