



CHF Impact Update 2019

Innovative Public-Private Partnership Bolsters Healthcare Workforce

In 2019, the John Muir Community Health Fund (CHF) supported its first public-private partnership: the Healthcare Careers Pathway (HCP) initiative. Its successful implementation demonstrates the power such partnerships hold for addressing the health needs of underserved populations in East and Central Contra Costa County and beyond.

The initiative draws on two powerful ideas. The first recognizes that multiple perspectives and carefully crafted partnerships hold a key to deep, lasting and positive change. The second is that addressing the social determinants of health – from education through nutrition and economic security – should be part of any effort to improve population health and address health inequities.

The HCP began when the CHF and our community partners – Ombudsman Services of Contra Costa & Solano, Opportunity Junction, Mt. Diablo Adult Education and NorCal Care Homes – recognized that we shared mutual, overlapping concerns: a) skilled nursing facilities (SNFs) in the county, which serve many of the region’s low-income older adults, do not have enough skilled health care workers to meet the needs of an aging population, and b) many county residents need good jobs that pay a living wage in an area where it is increasingly expensive to live.

Drawing on expertise that lives within the organizations – and with the help of La Piana Consulting – the partners crafted a program that recruited, trained and provided ongoing support for individuals interested in work in the health care field. The effort began with a training program for certified nursing assistants (CNAs) that doubles the minimum required educational hours, incorporates job- and life-skill training that translates to any setting and provides wraparound services that extend beyond the time of the training program.

Of the 16 graduates from the original class, 15 now have good-paying jobs and a newfound confidence in their ability to succeed. That confidence positions them well to pursue more advanced health care training, should it interest them. In the next few years, the team expects to add new partners and create a pipeline for CNA grads to pursue professional growth opportunities that could include everything from home health aide through medical assistant, nurse and beyond.

Equally important, the graduates’ presence and the growth of the program gives seniors living in SNFs – and their employers – access to a pool of highly trained workers who do more than fill a critical need; they enhance the culture of care in the county’s SNFs and enrich the lives of the region’s most vulnerable older adults.



“Creative, carefully crafted partnerships are a critical piece of how we improve the health of all our communities.”

– Ken Carlson, Chair, CHF Board of Directors

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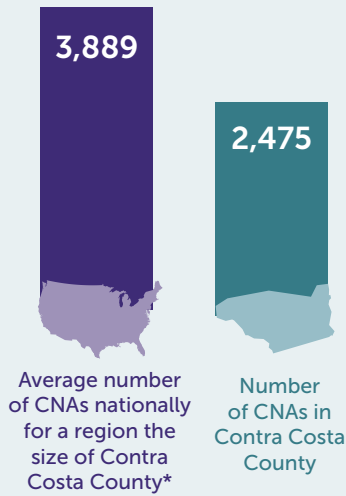
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Lillian Roselin, Executive Director
Mary Serrano, Grants & Financial
Operations Manager

Matching Health System Needs with the Need for Living-Wage

THE NEEDS

Contra Costa County has a shortage of certified nursing assistants (CNAs).



*Emsi Occupation Snapshot Report, Q3 2019, Certified Nursing Assistants in Contra Costa County, CA

At the 30 skilled nursing facilities in the county, most have CNA shortages ranging from

a low of



through a high of



California's Office of Statewide Health Planning and Development estimates that by 2022, the state will need

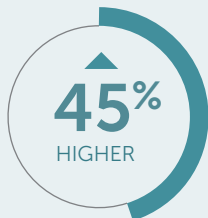
23K
more CNAs



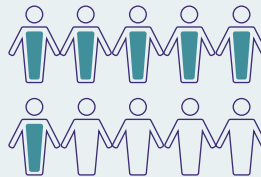
For those without a college education, finding a job in Contra Costa County (CCC) that pays a living wage can be a challenge.



The regional cost of living in CCC is



than the national average



6 in 10

single mothers in CCC live below the California self-sufficiency standard

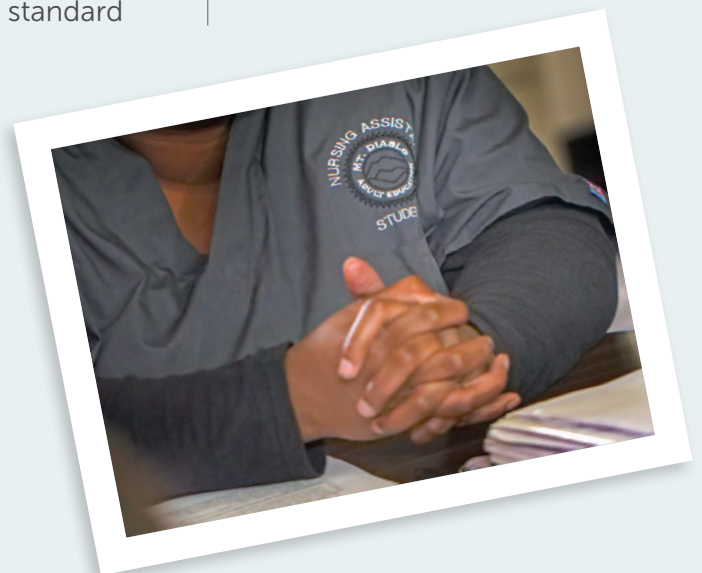


1 in 4

families of three in CCC live below the California self-sufficiency standard

If skilled nursing facilities can't meet the demand for beds – and the law says we can't if we don't have adequate staffing – it clogs up the entire system. The CNA shortage and frequent turnover can also force facilities to rely on temporary personnel from staffing agencies, which can lower person-centered care, because the temps may be unfamiliar with patients and their individual needs.

— Phylene Sunga, SNF Administrator



1 An Initiative Emerges

The partners craft an initiative that begins with a 12-week, certified CNA training program.



Manages student applications. Leads instructional design and teaching.



Provides wraparound psychosocial support services and professional development instruction.



Community Health Fund
Catalyzes the partnership.
Funds the initial effort.



Leads broader elements, such as continuing education and linkages with potential community partners.

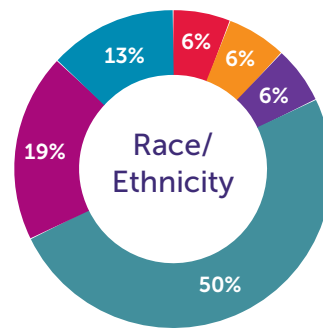
NorCal Care Centers

Advises the initiative.
Supports scholarships.
Provides facilities and preceptors for externships.

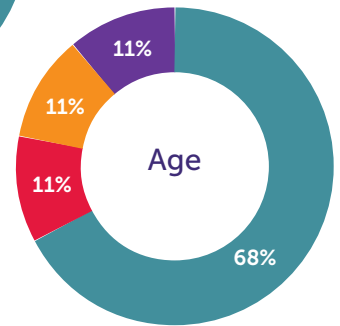
2 Enter the Cohort

Many of the 19 diverse students recruited to the first class – 16 graduated and passed their certification exams – had struggled in their earlier educational experiences. Some came from challenging home environments.

13 had an average annual family income of between **\$0-\$25K** and **5** were single parents



- Asian
- African American and White
- Native Hawaiian/Pacific Islander
- Hispanic
- African American
- White



- 18-28
- 30-40
- 41-50
- 60-68

Pictured left to right:
Mary Serrano (CHF),
Nicole Howell (OSCC),
Alissa Friedman (OJ)
Lillian Roselin (CHF),
Phylene Sunga (NorCal
Care Centers, Inc.),
Dodi Zotigh (MDAE)



Leveraging our partner's expertise allows us to expand our impact, serve more job seekers, and give underserved populations access to health care careers coupled with the wraparound supports that give them the best chance for success.

— Brianna Robinson, Opportunity Junction

3 Comprehensive Support Complements Rigorous Training

303 hours of lectures, labs, testing, certification guidance, and job placement assistance include:



CNA job skills, from medical knowledge through digital fluency



21st century life skills, such as conflict resolution, collaboration, and resilience



120 hours of clinical externships at skilled nursing facilities, whose preceptors had undergone training from HCP staff



Wraparound support, including financial aid counseling, scholarships, transportation vouchers, hot and nutritious meals supplied by Loaves and Fishes of Contra Costa, and weekly supplemental groceries provided from the Food Bank of Contra Costa & Solano



18 months post-graduation support to aid retention, including career counseling and linkage to services



4 A Job – And An Exciting Future

All 16 graduates passed their certification exams. Within months, 15 of the students were employed, many with HCP's job placement assistance.

In the next few years, HCP expects to add new partners, expand the CNA program, and create a pipeline for CNA grads to pursue professional growth opportunities that could include everything from home health aide through medical assistant, nurse, and beyond.



This partnership has deepened our commitment to our community, ensuring high-quality services, ongoing program improvement, strategic use of community resources, and the sharing of best practices – all of which leads to the best possible outcomes for those we serve

— G. Vittoria Abbate, Director, College & Career and Adult Education, Mt. Diablo Unified School District

One Student's Journey

Sheri Ignacio is a single mother of two, who grew up in East Contra Costa County. Her mother was a CNA and father worked in maintenance at a home care facility. "I was always impressed with the compassion they showed with elderly people," says Ignacio. She had long hoped for her own health care career, but numerous personal issues had gotten in the way of training, including the birth of her two children. Yet when she was laid off from another job, she saw an opportunity in HCP's CNA program.

Ignacio has a high school diploma, but math had always been a struggle. When she needed to pass a math entrance requirement for the program, she did it with the help of supplemental academic support that Mt. Diablo Adult Education provided. In addition, Carmela Buenrostro, Opportunity Junction professional development instructor, worked to secure Ignacio a job, which kept her income flowing during the training period. The combination of the support she received and what she was learning so engaged Ignacio that during one of her clinical externships, she and her colleagues helped initiate important changes at the facility, based in part on what she'd been learning.

"I had to work very hard, but I think anyone in my position could do this," she says. "Being in the program – getting things like food bags, gas cards, and having someone to talk to and meeting great people, like Carmela and other people with similar experiences to mine – was very helpful and I'm really glad I joined."

Immediately after graduation, while awaiting her CNA certification, Ignacio was hired as a dietary aide at Generations Health Care in Concord. Once the state confirmed her certification, she became a CNA and saw her pay raise more than 30 percent to \$17 per hour, with full benefits, including health care for her family. Better yet, her renewed confidence in her own abilities is palpable.

"I'm glad I'm a CNA, I love caring for people," she says. "I'm not sure what the next step is, but I know there is a lot I can do. I could be an LVN or an activity director, but what I really want to do is get a business license to run my own facility."



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Our Community Health Partners

HEALTH CARE ACCESS



East Contra Costa Veteran Health Navigation Partnership



Contra Costa Data Sharing Initiative



BEHAVIORAL HEALTH CARE ACCESS



Spanish Speaking Grief Support Program



Mindful Life Project Contra Costa Expansion



IMMIGRATION



New American Family Strengthening Initiative



LEGAL SERVICES



Resident Empowerment Program



EDUCATION



LGBTQ+ Partnership: Increasing Capacity, Visibility & Impact



ECONOMIC SECURITY



Contra Costa Healthcare Careers Pathway Initiative



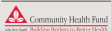
FOOD/HUNGER



Food Pantries at Colleges in Eastern & Central Contra Costa Initiative



Power of PARTNERSHIP



Because of the support of John Muir Health — \$1 million per year — the Community Health Fund can carry out a unique community benefit function: distributing grants to nonprofit organizations working to improve the health and well-being of medically uninsured, underinsured, underserved, and vulnerable populations most at-risk for poor health in Central and East Contra Costa County.



Community Health Fund
John Muir Health Building Bridges to Better Health

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