

# Health Human Resources: The PSW Recruitment Challenge

Home Care Ontario's 12<sup>th</sup> Annual Symposium  
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# Overview

- Workforce capacity challenges:
  - Attracting new PSWs to the home care sector
  - Retaining experienced PSWs
- Profiling new government investments & partnerships:
  - PSW Training Fund – Innovation Stream
  - The WorkforLife campaign (with Home Care Ontario and the Ontario Community Support Association)



# Delivering Results on Government Commitments



The government's 2019 Budget invests hundreds of millions to end hallway health care and provide those living at home with additional supports and services.

This investment is targeted at increasing front-line care delivery, such as **personal support services**, nursing, therapy and other professional services at home and in the community.



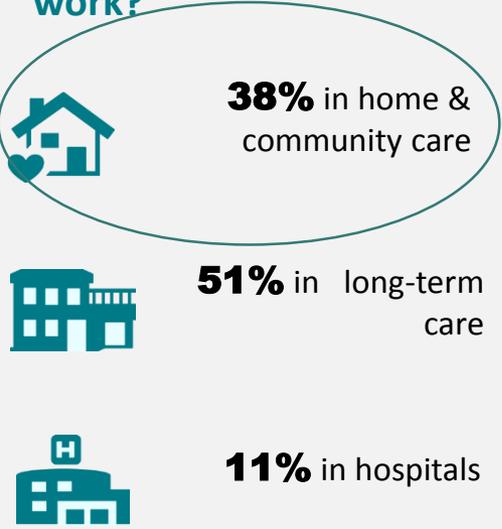
To improve patient flow-through in hospitals, the long-term care and home and community care sectors must have the **capacity** to receive patients. Without an adequate number of PSWs, these sectors will not be able to absorb patients. Initiatives must be directed at improving health human resource capacity within these sectors.

# PSWS IN ONTARIO

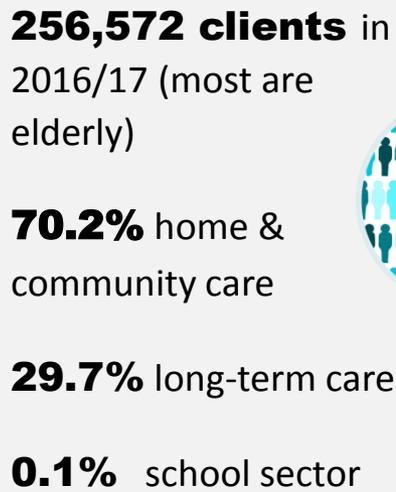
There were over **100,000** PSWs working in Ontario in 2016.



## In what sectors do they work?



## Who are their clients?



## Who trains PSWS?



**8,000** graduates each year:

- 55%** from private career colleges
- 26%** from public colleges
- 19%** from school boards

## Where do they provide services?



Private residences, long-term care homes, schools, hospitals, public health units, community health centres, supportive living units, residential treatment centres, correctional service facilities and health care clinics

## What types of services do PSWs provide?

- **Activities of Daily Living:** bathing, feeding, dressing, toileting, transferring, walking
- **Support Services:** light housekeeping, shopping, meal preparation, providing transportation or accompanying clients, educational and recreational assistance.
- **Clinical Care Services:** measuring a client's blood pressure, temperature or pulse, or taking specimens.
- **Delegated Acts from a Regulated Provider:** administration of suppositories, colonic irrigations, enemas, administering medications, maintaining supplies, assisting with exercise routines.

# **Building PSW Capacity: Initiatives**

# The PSW Training Fund: Training & Retaining PSWs



**Respond to Provincial Priorities:** Increasing need to align ministry investments to provincial priorities such as ending hallway health care and making the program more operationally efficient to maximize investments in Ontario's workforce capacity and impact on stabilizing the supply of personal support workers (PSWs) to meet the needs of patients and the health system.



**Address Local Needs:** Opportunity to address additional training needs of PSWs in the home and community care sector across Ontario that will enhance the knowledge and skills of PSWs to respond to complex and evolving health care needs of the people of Ontario.



**Generate Better Health Outcomes:** Better health outcomes for Ontario people with chronic diseases and better retention of skilled PSWs in the profession will reduce pressures on emergency departments and hospital beds to help Ontario end hallway health care.

# New: Innovation Stream

**Focus: Ensure adequate and competent PSW workforce is trained to meet the needs of patients and the health system:**

- **Certificate Education Stream** for those currently working in personal support roles to attain a PSW certificate.
- **Continuing Professional Development Stream** to ensure that PSWs continue to be competent in the profession and have knowledge and skills to deliver safe and effective care to increasingly diverse populations with complex care needs.
- **Innovation Stream** to support new and innovative initiatives to strengthen PSW recruitment, professional development, and retention.

**NEW!**



# Building Capacity: PSW Training Fund 2019

- Recently launched: October 17, 2019.
- Goal of the Innovation Stream: To strengthen **PSW recruitment, professional development, and retention.**
  - Areas of focus: New and innovative ways to ensure:
    - **Effective transition to practice through on-boarding/mentoring**
    - **Engagement in patient health outcome and quality improvement**
    - **Enhanced inter-professional teamwork and communication**
- Eligible PSW employers may propose to develop and implement innovation activities/initiatives independently or collaboratively with other organizations in the home and community care sector.

# PSW Marketing Strategy: Workforlife

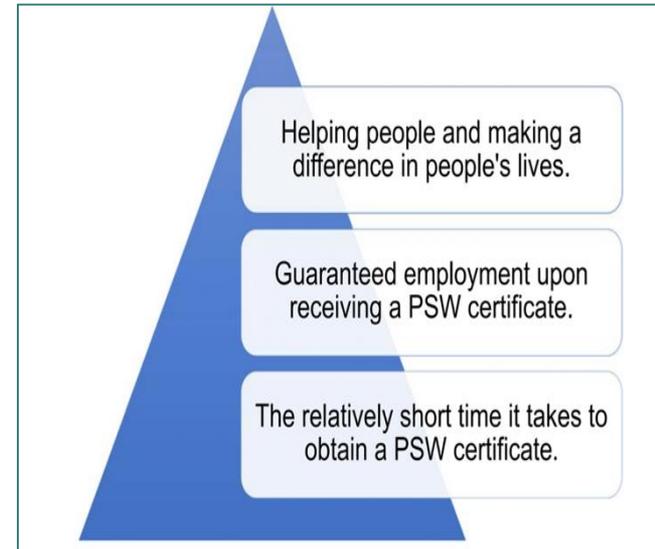
- In 2018, Home Care Ontario was provided with funding to develop and implement a marketing campaign on the Personal Support Worker (PSW) profession.
- Titled Work for Life, the campaign profiled the value of the profession and provides information to those seeking career options on training programs and professional opportunities.
- The Ministry of Health is now providing Home Care Ontario with additional funds for the website's continued management; and to support additional outreach efforts:
  - a multi-lingual digital ad campaign, geographically and demographically targeted;
  - audio news releases (radio);
  - hosting and promotion of career events / coordinating initiatives with LHINs; and,
  - outreach to employment organizations (such as Employment Ontario) and educational facilities.

**workforlife**

Ontario 

# Campaign Development: Messaging & Target Audience

- Research-based campaign development (focus groups, interviews & surveys) by Policy Concepts.
- Campaign's messaging focused on main reasons for entering the PSW field:
  1. The higher order benefit of helping others
  2. Guaranteed employment
  3. Able to obtain certification quickly



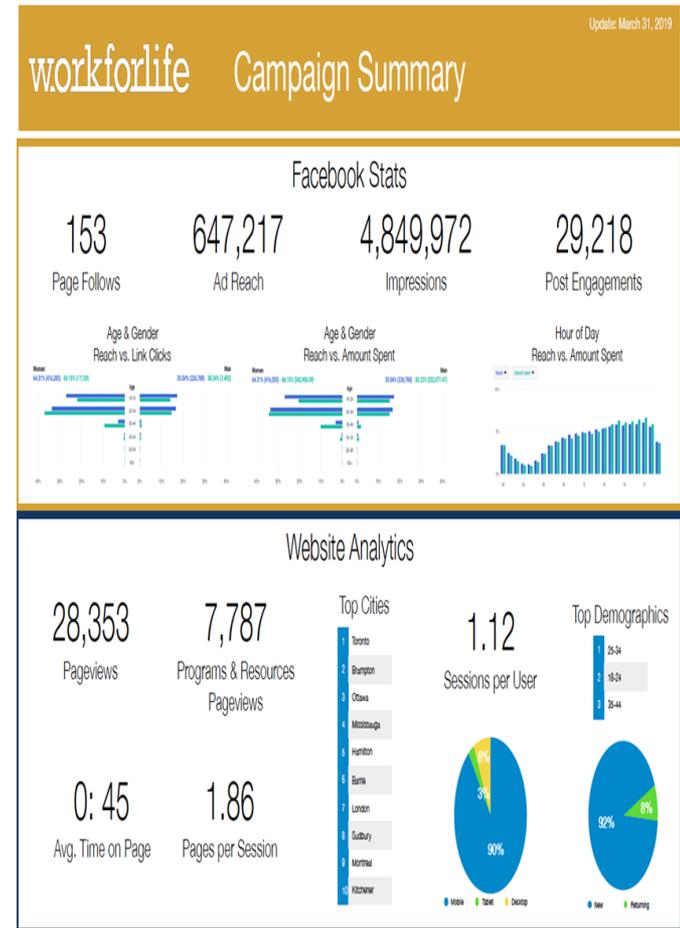
## **Audiences targeted:**

- ✓ **High school students**
- ✓ **Those considering a second career (35-54)**
- ✓ **New Canadians**



# Campaign: An Overwhelming Success!

- Phase I of the campaign has exceeded its targets in every area.
- Digital advertising: Reached over 550,000 people, with more than 20,000 people visiting the website; and 5,000 viewing the Program and Resources page.
- Print ads: A potential audience of over 1 million Ontarians.
- Radio spots: Heard by over 800,000 people in communities right across Ontario, particularly in rural communities.
- The campaign reached **hundreds of potential PSWs** at **nine job fairs** held in Brampton, London, Barrie, Thunder Bay, Sudbury, Hamilton, Richmond Hill, North York, and Mississauga.
- The results also show that the ongoing refinement and targeting of the digital advertising has ensured the campaign has reached its key demographics of high school students, those considering a second career, and new Canadians.





**PSW Career Fair  
McMaster Innovation Park  
March 21<sup>st</sup>, 2019**

# Plan for Phase II: Building on the Campaign's Success



1. **Ongoing Management and Update of Website and Digital Properties** (website accessible in English, French, Spanish, Punjabi and Tagalog).
2. **Digital Ad Campaign:** To drive the audience to the website to learn more about the benefits and rewarding career of being a PSW.
3. **Audio news releases:** A 60-second clip, mainly for communities experiencing professional home care giver shortages.
4. **Career Events:** Career fairs/health care events to promote becoming a PSW to the target audience.
5. **Collaboration and Support of Local Initiatives:** A central information portal for LHINs, with local landing pages. For example, [workforlife.ca/north](http://workforlife.ca/north) has been activated in French and English for the North East LHIN.

**Thank you!**

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