

Basic Monthly Family Budget: La Crosse

1 Parent/2 Children

Housing	\$541
Food	\$405
Child care	\$765
Transportation	\$275
Health care	\$266
Misc. necessities	\$255
Taxes	\$57
Monthly Total	\$2,564
Annual Total	\$30,768

Required hourly wage to meet budget \$14.79/hr

Average hourly wage for home health aides working in the La Crosse community
(Source: Economic Policy Institute, 2007) **\$ 9.05/hr**

Average hourly wage for certified nursing assistants working in the La Crosse community
(Source: Economic Policy Institute, 2007) **\$12/hr**



2009 Executive Committee

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Join the Coulee Region Long-Term Care Workforce Coalition and Make a Difference

2009 Membership:

Alzheimer's Association
Bethany Hearten House II
Bethany Lutheran Homes
Bethany St. Joseph's
Chrishaven
Close to Home
Comfort Keepers
Creative Community Living Svcs
Gemini Cares
Handishop Industries
Hillview Healthcare Center
Independent Living Resources
La Crosse County Aging Unit
La Crosse County Home Care
Lakeview Health Center
Lori Knapp Inc.
Monroe County Senior Services
Morrow Home
Riverfront
Rolling Hills Rehabilitation
St. Joseph's Community Care
Villa St. Joseph's
UW-La Crosse Gerontology Programs
Western WI CARES
Workforce Connections Inc.
Individual Memberships

Become a member today!

Contact: Michelle Olson (ILR) 608.7857.1111

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The Coulee Region Long-Term Care Workforce Coalition
is a member of the
Wisconsin Long-Term Care Workforce Alliance:
[***www.wiworkforcealliance.com***](http://www.wiworkforcealliance.com)

In partnership with UW-L Continuing Education and Extension

Coulee Region Long-Term Care Workforce Coalition

recruitment • retention • recognition

Relationships





Who will care?

Low wages and benefits, physically and emotionally demanding work, and little public recognition for direct care workers create significant workforce

issues for workers and organizations serving people with disabilities and aging adults. With the growth of the aging population and the demand for new services, a severe workforce shortage is looming. The Coulee Region Long-Term Care Workforce Coalition brings people together to make a difference.

Who we are

Established in December 2005, the Coulee Region Long-Term Care Workforce Coalition seeks solutions to the growing crisis in long-term care and offers information and networking to providers. Over 30 public and private organizations from La Crosse, Monroe, Vernon, and Crawford counties participate in the Coalition activities.



Our mission

To establish regional strategies to improve the recruitment, retention and recognition of the long-term care workforce.

Initiatives

The Coalition's projects include:

- Candidates' forums on long term care
- Roundtable discussions with legislators
- Public outreach and awareness campaigns
- Recruitment and retention workshops
- Promotion of Wisconsin Caregivers Abuse and Neglect training
- Sponsorship of Leadership Development series for midlevel supervisors
- Partnership with UW-L Continuing Education & Extension and Workforce Connections Inc.

Membership

is open to providers of services for elders and people with disabilities, as well as advocates, consumers and their families. Individual, organizational and agency memberships are available. Interested parties are encouraged and welcome to join the Coalition.

Meetings

are held at area agency locations. For a current meeting schedule, contact UW-L Continuing Education and Extension at 608.785.6509 or hansen.andr@uwlax.edu. Meetings feature speakers, news from state initiatives, networking opportunities, planning for legislative, recognition and education projects.

Benefits of membership

- Partner with others to solve common workforce problems across the long term care spectrum
- Access current information about local and state efforts to solve funding, workforce and program issues
- Learn best and new practices of recruitment, retention, training and recognition of workers.
- Maximize your advocacy efforts with elected officials and policy makers
- Network with area providers, workforce development agencies, county and state agencies, and educational institutions
- Receive discounts on training and professional development programs



Direct care workers provide valuable, essential and compassionate care to individuals and families who need services. The work is challenging, satisfying, needed and significant.

Our long-term care workforce is . . .

Substantial

Over 68,000 direct care workers in Wisconsin form a substantial part of our state's health care economy.

Fast-growing

Nursing aides are the third fastest growing and home health aides are the sixth fastest growing occupations in Wisconsin.

Underpaid

On the average, direct care workers are paid little more than \$9/hour. Nursing aides earn 22% below the median hourly wages for all occupations. Direct care workers are twice as likely to receive government assistance because of low pay.

Insufficient in size

Over the next 25 years, elders over the age 85 who need care will grow by 50%. Demand for services is increasing as the workforce shrinks.

Unstable

Annual staff turnover rates range between 22% to 100%, costing over \$3,500 per employee and reducing the quality of care for consumers.

(Sources: WI Health Care Workforce 2007 Annual Report; WI Long-Term Care Workforce Alliance)