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## Outreaching for New Providers

Mari Arredondo  
*California State University, Monterey Bay*

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Outreaching for new providers

Mari Arredondo

In Home Support Services Santa Cruz County

Lisa Stanford and Juan Magana

Collaborative Health & Human Services

Department of Health Human Services and Public Policy

California State University Monterey Bay

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Author Note

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### **Abstract**

***Keywords: Providers, Outreach, client care, In home support services, lack of providers.***

Intern was able to be part of In home Support Services with the County of Santa Cruz. The program provides services to people that have a current disability and are not able to care for themselves. The program allows people to continue to live in their own homes and get the services they need to be able to keep living independently. The program currently needs providers to care for the people in their homes. There are currently about 165 providers and out of those they only have 65 that are available to be able to help the current clients that are in need of a provider.

This has caused a problem with current clients needing help and being left out of support. The current issue is that there is a need for more providers to be on the registry list this list allows to be out and be available for the clients. The intern's current project is to go out and outreach to be able to bring in more providers to be part of the program and help those in need.

The current project has allowed the intern to go out and give the information about the program and what they have to offer. The intern went out to churches, community pantries, laundromats, and local areas where flyers could be set out. The intern was able to also call local radio stations, colleges, and medical trade schools to give out the information. This allowed the word to be spread that the program is hiring and is in need of providers.

### **Agency & Communities Served**

The author interns at In Home Support Services with the county of Santa Cruz. This agency helps local people in Santa Cruz County to be able to continue to live in their home with their current disabilities. The current people they serve are from 0-100 years of age. They help anyone that is currently receiving Medi-Cal and has a disability. “The In-Home Supportive Services (IHSS) program allows you to live safely in your own home. Services are provided in your home, hotel, or the home of a relative. IHSS is an alternative to out-of-home care, such as nursing homes or board and care facilities. If you receive Supplemental Security Income (SSI) or meet all Medi-Cal income requirements, you may be able to receive IHSS.” (Social Services Agency). The County of Santa Cruz currently has about 70% of the population is at least 65 years and older and lives with a disability according to datashare Santa Cruz County. There are about 80,000 people in the county of Sanra Cruz receiving medi-cal insurance .

In Home Support Services gives people the opportunity to get a provider and continue to live independently. For some individuals it gives their loved one a source of income and allows them to help with their daily needs and not feel like a burden on them. In Home Support Services in Santa Cruz County has thousands of clients. The social workers that work with the clients meet with them on a yearly basis. They meet with the clients and evaluate their needs. They make the final decision to either add hours or take hours away from the client. This is determined by a list of factors that the state has put into place.

Meeting with clients only once a year makes it difficult to evaluate them properly. If the clients feel that their hours were taken away unfairly they can ask the state to have a court hearing. The courts will reevaluate the situation and could potentially get their hours back. This

is something that all the social workers have to deal with on a regular basis. Some of the clients need more hours, but there are not enough providers to help the clients. When social workers do their yearly check in this is one of the biggest issues that they have to face with. There are hundreds of clients that are enrolled in the program and not having enough providers makes it hard for everyone.

### **Problem Description**

The agency does not have enough providers for clients. The providers are the people that come in and help the clients with the work that is needed in the home. Right now due to COVID-19 many of the providers stopped working and now that they are able to go back they don't want to because they are scared of the virus. Even before this the list of providers was very small about 200 hundred providers that are available to work with the clients. COVID-19 has made that list much smaller about 160 providers. Many times the clients bring in their own provider, but if that is not an option there is a list of providers for the clients. The list that is currently available only has about 65 people in it. This list gets passed out and iff the providers is not available to work the hours they don't take on the job for the client. Many times when the clients don't have providers their situation can become worse. This makes it hard to get their needs met.

### **Contributing Factors**

Due to not having enough providers there is also the issue of the population of seniors is growing: "According to a 2018 U.S. Census Bureau report, in 2035 "there will be 78.0 million people 65 years and older compared to 76.4 million under the age of 18." In other words, the elderly population will outnumber children for the first time in the country's history — a

demographic shift that poses a unique set of public health challenges.” (Meinert 2018) More providers are needed to care for the clients. The lack of providers and growing population of the elder community brings a big issue that causes the elder population to suffer and not get the proper care they need.

The other contributing factor is that there is no recruiting of providers. The way the agency brings new providers into the program is mainly when their loved one passes and they want to continue to work with the program. “The Registry recruits, interviews, screens, and keeps a listing of home care providers in a database. When an IHSS consumer requests help, the Registry searches the database to produce a list of home care providers who match the service needs and preferences of the caller. The lists are sent to consumers who interview and hire the providers.” (Contra Costa County).

### **Consequences**

The current consequences are that because there aren't enough providers the elderly and disabled people have become isolated and their basic needs are not being met properly. They cannot do simple things like cooking, cleaning and even getting their medications. The other consequences are they have a low quality of life. They can't clean for themselves and this can affect their neighbors to complain about this because of the smells and the problems.

The last consequence is that because of not enough providers the clients become a burden to the family and can cause more issues with the family this can create social isolation of the clients. The isolation can cause serious health issues for the seniors “Older adults are at increased risk for loneliness and social isolation because they are more likely to face factors such as living

alone, the loss of family or friends, chronic illness, and hearing loss.” (CDC par2). Due to all these consequences the clients have a hard time with their life and they can deteriorate faster.

**Problem Model**

<b>Contributing Factors</b>	<b>Problem</b>	<b>Consequences</b>
Aging/disabled population is growing	Not enough support for disabled clients	Clients' basic needs not being met (cooking, cleaning, appointments, etc.)
Limited recruiting of care providers		Low quality of life (maybe also for neighbors)
		Family supporters are overburdened

**Capstone Project Description and Justification**

**Capstone Project**

The capstone project is to start outreaching for people to start to be providers for the current clients that need the support. The intern would be starting and giving out more information about the program and what they have that the new provider can benefit from. The main idea is to get more providers on the list and promote that there are jobs available within the county. This is a state job and can give benefits. The intern will go to local colleges and also the local medical assistant programs to be able to give the information.

The goal is to get the providers on a referral list. This allows the current clients to look at who is available and willing to work with them. The goal is to have at least a growth in what providers are available now. There are currently only 65 providers that are willing to work and have new clients. The intern will go out and give out information about the program and what is needed to be able to get employment. According to the public authority it mainly deals with this

part of hiring for the program they need more active providers to be part of the referral list. This list is a separate list that makes it easier and helpful for the clients to get the providers.

### **Project Purpose**

By going out and outreaching in the community the intern will be able to get more providers for the clients. Getting these providers can help people get the support and help they need to be able to live their life in their own home. By having the more providers in the list the clients have more options and can have choices with providers. When going out in the community and getting more providers the agency will continue to have a stable list that can help more people.

The intern will go out and give the information to the local agencies that can benefit from getting this information. The ideal person would be someone who is looking for a part time job and is working in the medical field. This can be a perfect option for a nursing student, medical assistant, or a parent that needs a couple of hours of work during the day. A lot of people can benefit from this and in the end it can help the client also. The current rate for a provider is \$14.70. This is going to be going up in the next year. The new rate starting January 2022 will be \$15.75. This can help people with the increased rents that are here in Santa Cruz County. The current rent rates in Santa Cruz County according to UC Santa Cruz Rental Cost Statistics are. For a one bedroom apartment it is \$2080- \$3500, for a two bedroom it is \$2809-\$3500.

The current rent rates are going to be increasing. In Home Support Services sees this and continues to help people to grow and have benefits. They are wanting to get more providers to continue to get the help they need for their clients. By the intern going out and outreaching this



can bring the information to a type of population that is not aware of other employment that are available for them.

### **Project Justification**

Going out in the community and letting them know the great opportunities that they can get when they become providers. “Long-term care expenses average from about \$39,000 to \$170,000 annually, depending on the level of care needed, compared to average IHSS expenses of about \$17,000 per year. As a result, the IHSS program saves the State between \$22,000 and \$153,000 annually for every recipient who would otherwise have transitioned to long-term care provided through Medi-Cal.” (IHSSP). By having this program and having the providers this can help everyone that is involved.

### **Project Implementation**

The intern will go and make flyers and give out the proper information. The intern will look at social media outlets to get the word out about the program and the jobs that are available. The intern will look at local colleges and put up flyers in the common areas to get the word out about. This will be placed in laundromats, cafes, and local shops that allow flyers to be displaced.

There are local medical assisting programs that the intern can go and give a presentation to the services that the In home support program can give them. This allows the intern to give out the information to people that are needing to get started in a career. The local colleges that have nursing programs will be an ideal place to give out the information.

The intern was able to call the local agencies that have people that are starting to look for jobs in the medical field. One of the biggest problems was that a lot of places are not in person at

the moment and are still online. The intern was able to send the flyers and give the information to the teachers that will be passing them out. The intern was able to go and take them to local food banks and places in the north part of Santa Cruz County mainly in the mountain areas of Felton, Boulder Creek, and Ben Lomond.

This progress was hard due to having to call the places. The intern found it hard to find the number and get in contact with the people. Going out to put out the flyers was also a challenge. Most places don't allow flyers due to COVID-19. The local colleges don't allow flyers or pamphlets due to them not helping with finding employment. The intern needed to look for a place that allowed flyers and also going to local agencies and giving out the flyers was hard. The intern needed to do public speaking and the intern found this hard.

### **Assessment Plan**

The intern will ask any new providers that come into the program. Where did they hear about the program information? The intern will look at creating a survey and seeing how they heard of the program. The intern will keep the information and track it to see if the outreach is working. The intern will go out and give out flyers of employment opportunities. The intern will work on ways to go out and give out this information.

The intern was able to go out and give the flyers to local food pantries and local areas that people were looking for work. The problem with collecting the information is that there is not one place where the intern could go and ask these questions. Due to time constraints the intern was not able to accurate numbers to see if the efforts of outreaching did bring in some new providers. The intern did talk to a staff member and was able to ask some questions to see if the number had increased or if they did new calls from the results of the outreach that had happened.

The results from this was from the information that was given to the intern in the last two month there was an increase in the number from last year. This was about a 20 % increase. The problem with this is that according to the mentor. He could not tell the intern if this was because of the flyers and information going out or if this was just a general increase in people seeking employment. Due to the system not being able to track this information.

### **Expected Outcomes**

The intern thinks and hopes more providers can come out and be there for people to help the clients. She thinks that the agency can continue to put up postings on social media and they can continue to have a stable list where they can just give out to all the new clients. By having this it can be easier for the social worker to help the clients in the program. The intern will go out and give the information to the local colleges and universities. This will allow people that need employment to get a part time job and get some type of work experience in the helping field.

The intern has been able to call the local radio station, and local news outlets to have some of the information put in the media. It has been hard to get more information on how the numbers are going up. This is something that the intern needs to work on and look at ways to gather the information and see if the number of providers has gone up. There are local areas that don't take the flyers and do not do presentations at the moment due to COVID-19.

Most news outlets and radio stations wanted some type of money for the advertaging. The colleges that the intern went to were not able to displace the information due to them not being employment recruiters. This made it hard for the intern to give the information to the ideal candidates. The intern was able to give out the information to other areas that were

unconventional like laundromats, grocery stores, and local areas where information and flyers would be seen.

### **Project Results**

The intern has been working on gathering information and getting the indeed numbers of providers. The intern has gotten some information of what is needed and what the agency is looking for. They are wanting to have more providers on their registered list. The list is an opportunity to be able to get on and have providers that can start helping and not need to go through the process and start immediately.

The intern was able to get some information and see that there was an increase, but this increase can be from people coming into the program and having their own providers or new people getting enrolled and waiting a couple of months to get registered. The project of going out could have been effective, but it also could have not been effective. There is no way of knowing if the increase is caused because of this. The current system that the agency has doesn't allow for this information to be inputted. There was a slight increase, but this was not enough to have a provider for everyone in need.

The outreach could be effective if they are continued and are targeted in other areas. Looking at more of an area of people seeking to work on in the medical field could work. The project was set up to be a work in progress and by keeping the outreach going it can help the agency to grow the provider list. The fact that due to COVID-19 and the mandates that are in place its hard for the agency to keep the outreaching efforts out. There is also a staff shortage that prevents people from having time and going out or calling different agencies in the area to get information out.

### **Conclusion & Recommendations**

This project was hard to start. I was not able to find out what I could do to help the agency. After working and talking to the staff and the client I was able to see that they needed support in finding more providers. This was one of the biggest things that I could see that they could benefit from. This I saw as an opportunity to help them out and help them in the area that they did not have many people working on. The department public authority did not have a lot of people working to be able to go out and do the outreach that was needed to get the word out that people are needed to be providers. There had been some outreach in the past and some meet and greet. These efforts were made pre COVID-19, but after it had made it hard to get out more and do this more often.

My recommendation for the agency and after this project is; continuing the outreach efforts. Growing the provider list is a big priority this can help many more clients in the agency. By continuing the outreach more people can be reached and more clients can get the help. The other recommendation would be to have a system and see what ways people are actually coming into the agency.

By having a way to see where the providers are coming from it can help the agency know what is working and what is not. This will allow agency to know what they need to work on and what they can be doing to continue to bring in more providers for the clients. This will make it easier for the agency and also for the clients to get more providers and work on what they need and what services they can be helped with.

### Personal Reflection

1. Personal/professional growth: Discuss what you learned about the problem, issue or need addressed by the project, the planning and implementation of it, and contributions the project made to the agency in its efforts to address the identified problem, issue or need.

This project was hard for me to implete due to it having to find a place to give out the information that was given to me. I needed to make sure and find a place to have the flyers be given out. I needed to make multiple copies. I was able to get an existing flyer from one of my mentors and this made some of the process much easier. This was something that needed to happen to be able to have more people in the registry list. By creating this and going out and putting the information to people that normally would not see it, it allowed the information to get out and get the needed marketing that was needed to get more providers.

2. Strengths/successes: Discuss the strengths or successes of your project design, activities or methods that contributed to the outcome(s).

The strength was that I was able to get a flyer and have a clear vision on what needed to happen. I was able to get the information of what the agency was looking for and what they needed. This made it easier for me to set up a game plan and have more options of where I could leave the information for people.

3. Limitations/challenges: Discuss the limitations/challenges to your project design, activities or methods and how you addressed them.

The challenges in the project were not being able to do presentations and or going in person to drop off some of the flyers. Some of the colleges and universities are not open due to COVID-19. I would need to leave messages and await a call back. Most of the time people would not call back. I would need to look at places that were open. I was hopeful that I would be able to find places that were open and would take the flyers.

4. Broader social significance:

- a) Please identify the broader health or social problem/issue/need that your project relates to and reflect on how your project addresses (even in a small way) this broader health or social problem/issue/need.

It helps to get the word out and get more providers to help the clients that are needed for support with their disabilities. By having the information there can be more providers that can help more clients.

- b) Please discuss what more could/should be done (beyond what your project was able to accomplish) to address this broader health or social problem, issue or need.

By having more providers and more services workers to help get more people in the door to be able to help the clients. Having also more social workers so the case loads are not so big and the clients can get more support.

- c) Please provide advice that you think would be beneficial for future capstone students working in your agency and/or on this type of project.

Learning what is needed and having an open mind to see that there is a lot of work to be done and offering your services by helping the social workers and learning what is needed to get more clients and more providers.

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## Appendix A

### Scope of Work

Activities	Deliverables	Timeline/Deadlines	Supporting Staff
Take flyers to cabrillo College	Intern going out	October	Mentor
Calling radio station	Intern calling	October	Mentor
Do presentation in Cabrillo	Intern	November	Mentor
Do presentation at the ROP program	Intern	November	Mentor
Do presentation at local CNA programs	Intern	November	Mentor
Take flyers to Hartnell	Intern	November	Mentor
Take flyers to felton	Intern	November	Mentor
Take flyers to Boulder Creek	Intern	November	Mentor
Take Flyers to local coffee shops	Intern	November	Mentor
Take flyers to Libraries	Intern	November	Mentor