



THE ASA-EXTENDICARE FOUNDATION AWARDS—
 RECOGNIZING INNOVATIONS
 IN RECRUITMENT, RETENTION
 AND PROMOTION OF NURSING
 ASSISTANTS IN LONG-TERM CARE

Submissions Deadline: November 15, 2001

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San Francisco, CA

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Photos by Marianne Contarz-York

RECOGNIZING INNOVATIONS
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 AND PROMOTION OF NURSING
 ASSISTANTS IN LONG-TERM CARE

**2002 Call for Submissions for the
 ASA-Extendicare Foundation Awards**

Deadline: November 15, 2001

Sponsored by
 the American Society on Aging
 and the Extendicare Foundation

AN AWARDS PROGRAM

Recognizing Innovations in Recruitment, Retention and Promotion of Nursing Assistants in Long-Term Care

Sponsored by the American Society on Aging and the Extendicare Foundation

PURPOSE

The American Society on Aging (ASA), in partnership with the Extendicare Foundation, is pleased to present the 2002 Call for Submissions for this awards program recognizing innovative programs in the recruitment, retention and promotion of nursing assistants in skilled nursing and assisted living facilities.



Long-term care facilities continue to face a shortage of nursing assistants. Yet the 2000-01 Occupational Outlook Handbook lists the nursing assistant field in the top ten in terms of largest projected job growth. Turnover rates for nursing assistants in long-term care are as high as 300% in some areas. Staff shortages, inadequate training, high staff turnover and low pay for frontline staff have all been cited as major ongoing—and costly—challenges facing both skilled nursing and assisted living facilities.

We know, however, that progress is being made. Innovative facilities have developed and implemented successful programs to recruit and retain nursing assistants. We believe in recognizing projects that have been effective in keeping nursing assistant staffing levels high and in raising the prestige of the field. And, more important, these programs need to be replicated across the continuum so that facilities, nursing assistants and residents can all benefit.

The ASA-Extendicare Foundation awards program recognizes best practices in recruitment, retention and promotion of frontline nursing assistant staff. The objectives of the program are:

- to promote awareness of the important role of nursing assistants in maintaining the quality of life of residents in long-term care facilities;
- to identify innovative programs that address the recruitment, retention and promotion of nursing assistants; and
- to recognize these programs through an awards process and to disseminate information about the programs, including information to facilitate their replication by other organizations in the field.

See last year's winners on the ASA website at www.asaging.org.



The
EXTENDICARE
Foundation Inc.

The Extendicare Foundation is a national foundation established in 1985 by Extendicare Health Services for the purpose of funding educational and scientific endeavors relating to Alzheimer's Disease and aging. In recent years, the focus of the Foundation has evolved and expanded to include education, information and services for caregivers in long-term care; projects that enhance the quality of life and the quality of care for residents in long-term care facilities; and research in other areas beyond Alzheimer's. The Foundation is funded almost entirely by the fundraising efforts of the employees of Extendicare and has its offices at 111 West Michigan Street, Milwaukee, Wisconsin 53203.

ELIGIBILITY

Skilled Nursing Facilities. Since replication of these initiatives is one of the goals of this awards program, only skilled nursing facilities certified by the federal Centers for Medicare and Medicaid Services (formerly the Health Care Financing Administration) are eligible.

Assisted Living Facilities. For those states that have licensure requirements, only licensed facilities are eligible.

CRITERIA

Programs will be judged on the following:

1. The role of nursing assistants in the design and implementation of the program. • 20 points
2. Innovation (e.g., career ladders, overcoming language barriers, flexible scheduling, CNA councils, merit raises). • 25 points
3. Demonstration of effectiveness (e.g., qualitative and quantitative data, positive resident outcomes, satisfaction surveys, cost savings, reduction in turnover, success in recruitment). • 30 points
4. Potential for replication by other skilled nursing or assisted living facilities. • 25 points

RECOGNITION

Awards will be presented at the 2002 Joint Conference of The National Council on the Aging and the American Society on Aging in April 2002 in Denver, Colorado. Winners will have the opportunity to present at the 2002 Joint Conference. Winning programs will receive a cash award of \$500 and will be publicized via a press release to major media and trade publications; in articles in *Aging Today*, ASA's bimonthly newspaper; and on the ASA website, www.asaging.org.

MATERIALS TO BE SUBMITTED

Please submit seven (7) print copies of the following, along with one 3.5" floppy disk containing the executive summary and application narrative in either Microsoft Word or WordPerfect format (Windows or Mac).

Note: Please do not submit any additional materials.

1. Application cover sheet (see below)
2. Executive summary (maximum 1,000 words)
3. Narrative (up to six (6) double-spaced pages)
 - a. Description of applicant organization

- b. Description of program
- c. Evidence of effectiveness, such as:
 - i. Qualitative data showing proven results of program, with reference to resident outcomes wherever possible
 - ii. Quantitative data on improvement of nursing assistant recruitment, retention and promotion (e.g., reductions in turnover rate and positive resident outcomes)
 - iii. Data on cost savings due to program innovations
- d. Potential for replication

DEADLINE

Application form and supporting materials must be postmarked no later than **November 15, 2001**.

FOR ADDITIONAL INFORMATION

Contact Therese McNamee at ASA, at (415) 974-9632, or theresem@asaging.org.

SUBMISSION ADDRESS

ASA-Extendicare Foundation
CNA Award
American Society on Aging
833 Market, Suite 511
San Francisco, CA 94103-1824



APPLICATION COVER SHEET

NAME OF FACILITY

FACILITY TYPE (SKILLED NURSING, ASSISTED LIVING)

PROGRAM NAME (IF APPLICABLE)

LENGTH OF TIME PROGRAM HAS BEEN IN EFFECT

NAME OF PRINCIPAL CONTACT

TITLE OF PRINCIPAL CONTACT

SIGNATURE OF PRINCIPAL CONTACT

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

WEBSITE (IF APPLICABLE)

Send submission to:

ASA-Extencicare Foundation CNA Award
American Society on Aging
833 Market, Suite 511
San Francisco, CA 94103-1824