



Health & Caregiving

Successes and Future Ambitions

Turning Planning into Collaborative Action

Redwood Region RISE Initiative Overview

Sector Investment Coordinator – Health & Caregiving

Technical Assistance for innovative projects & funding opportunities

Data analysis, asset mapping & partnership cultivation



Sector Advisory Council

Educators, Employers, Economic & Workforce Development

Meets quarterly as a large group and monthly workgroups



AIM Statement

Expansion of high-quality, affordable health services by strengthening workforce pathways, health equity, infrastructure, and collaboration.



Activation Plan

Implementation Ready Projects

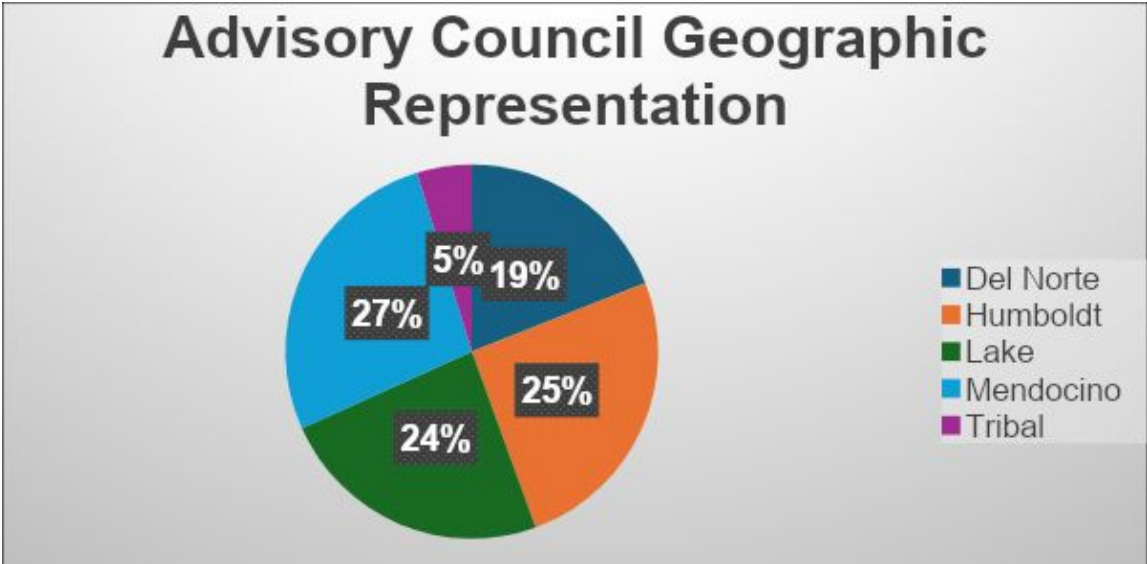


Secure Funding & Resources for Project Implementation

More High Roads Jobs

Better Access to Affordable Services

Health & Caregiving: Advisory Council



Organization
Adventist Nor Cal
Alliance for Rural Community Health
CA State Council on Developmental Disabilities
Cal Poly Humboldt Health Career Hub
CCRP
Changing Tides Family Services
College of the Redwoods
Del Norte Childcare Council
Humboldt Workforce Coalition
Kno'Qoti Native Wellness, Inc.
Mendocino Community Health Centers
Mendocino College
NCHIIN
North Coast Clinics Network
North Coast Opportunities
Open Door Community Health Clinics
Partnership Health Plan
Redwood Caregiver Resource Center
Redwood Coast K-16 Education Collaborative
Redwood Coast Regional Center
Regional Government Services
Sutter Coast Hospital
Tri-County Independent Living
Ukiah Adult School
United Indian Health Services

Rural Policy Advocacy

- Rural health & caregiving policy platform & corresponding advocacy activities⁸
- Workgroups based on focus areas⁺
- Guidance and support for navigating changes and reporting requirements⁺
- Track progress, celebrate wins, cross-county recognition⁺

Data & Systems Analysis

- Job demand analysis (employer + demographic projections)*
- Services/facilities assessment by payer type, waitlists, demand
- Dissemination of findings/recommendations⁺

Facility Upgrades & Development

- North Edge - Childcare Loan Program Regional Expansion⁺
- HEART Hub Business Plan Development*
- HEART Hub Architectural Planning*

Invest in Existing SDOH Collaboratives

- Develop Collaboration Toolkit (needs data, MOUs)

Health & Caregiving Activation Plan



Explore the Activation Plan

<https://www.humboldt.edu/ccrp/projects/redwood-region-rise/key-sectors/health-caregiving>

Project Status Indicators

+ = In Process

* = Complete

Workforce Activities

- Education to Employment Pathway Alignment*
- Explore Clinical Training and Placement Consortium*
- Health Education Hub Development⁺
- Recruitment, Retention and Workforce⁺
- Sustainability
- Degree & Credential Expansion*
- Marketing, Outreach & Communications⁺
- Culturally Relevant & Trauma-Informed Training⁺
- Collaboration & Funding Network

Telehealth Activities

- Pilot telehealth & asynchronous models (Ascend, virtual PCP)*
- Expand BH workforce via telehealth* & lay counselors⁺

Hub Models

- Promote CIE for seamless CBO communication*
- Improved regional coordination for efficiency - need to reduce redundancies and silos
- Feasibility study: Hub services, utilization, viability, and how to leverage existing services⁺

Investment from Large Scale Development

- Explore & advance big business models (co-location or employer-sponsored health & childcare services)*
- Feasibility study: funding strategies (tax districts, community benefit)

Plans in Action & Project Panelists



Clinical Placement Consortium

Dr. Justus Ortega, Ph.D. Interim Dean, College of Professional Studies, Cal Poly Humboldt



HEART Hub

Nicole Flora, Executive Director, Lake County Economic Development Corporation



Caregiving - Home Health Aide Brief

Cristina Puente, Program Manager, Capitol Impact

REDWOOD REGION RURAL CLINICAL PLACEMENT NETWORK



Redwood Region
RISE



**CAPITOL
IMPACT**



WHAT IS THE NETWORK?

Redwood Region Rural Clinical Placement Network (RRRCPN)

A regional, multi-county, and Tribal collaborative designed to strengthen rural healthcare workforce pipelines by expanding, coordinating, and modernizing clinical training placements.

VISION

Create a **coordinated regional clinical education ecosystem** that enables rural healthcare organizations, Tribal health programs, educational institutions, and community partners to collaboratively **expand clinical training opportunities** and build a **sustainable local healthcare workforce pipeline**.



WHAT WE'RE WORKING WITH

Assets

- **Data** documentation
- **Health Employer CEO group** facilitated by CCRP
- Emerging **simulation centers**
- Recent improvement in **communication and collaboration**

Challenges

- Lack of historical **collaboration**
- No centralized or efficient **communication platform**
- **Financial burdens** on placement sites
- Inadequate **staff capacity** – placement sites and educational institutions

CORE COMPONENTS

Ideas to Bridge the Clinical Placement Gap

- Regional **Clinical Placement Software** System
- Regional Clinical Placement **Coordination Team**
- Workforce **Training & Preceptor Support**
- **Simulation Infrastructure & Training** Innovation
- **Student Support & Rural Workforce** Pipeline Development
- **Regional Collaboration & Governance**



REGIONAL CLINICAL PLACEMENT SOFTWARE SYSTEM



- Implement or develop a shared clinical placement software for placement matching and tracking
- Onboarding support and subsidize participation for smaller providers
- Improve efficiency, reduce administrative burden, and expand placement capacity

Could the region use the CENTRALIZED CLINICAL PLACEMENT SYSTEM



- **What would it take to fully utilize CCPS, especially at small and tribal organizations?**
- **What are the benefits/drawbacks of using CCPS?**

REGIONAL PLACEMENT COORDINATION TEAM



- Coordinate placement requests across institutions
- Support onboarding and compliance
- Assist providers with workflow integration
- Recruit and support preceptors
- Facilitate communication between schools and providers
- Track metrics
- Support accreditation and reporting
- Manage shared scheduling and training systems

WORKFORCE TRAINING AND PRECEPTOR SUPPORT

- Provide preceptor stipends and provide more faculty support
- Fund training coordinator staffing to support onboarding and supervision
- Strengthen recruitment and retention of rural clinical educators



SIMULATION INFRASTRUCTURE & TRAINING INNOVATIONS

- Develop regional simulation training centers
- Establish training health centers (e.g., urgent care, group visit models)
- Support interdisciplinary training
- Develop care integration curriculum aligned with rural care needs
- Expand mental-behavioral health placement pathways
- Provide faculty development and accreditation support, including shared faculty/preceptor staffing models

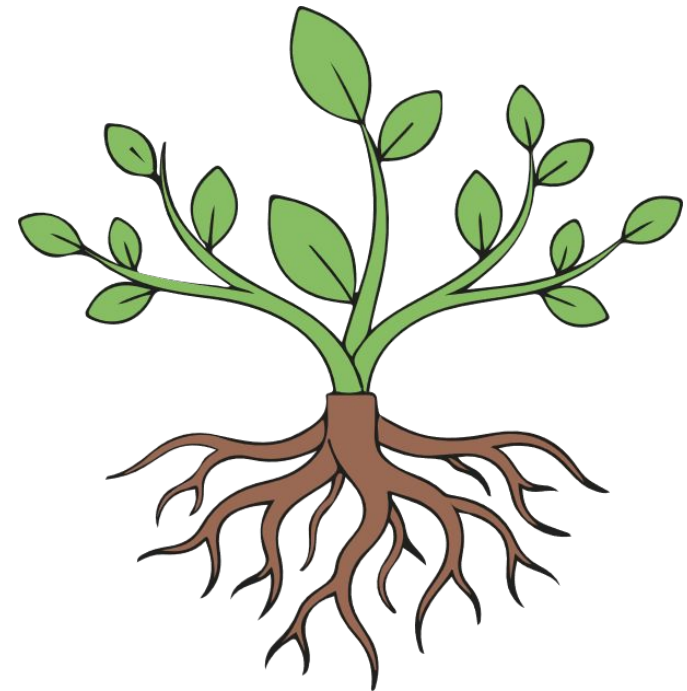


STUDENT SUPPORT & RURAL WORKFORCE PIPELINE DEVELOPMENT

Improve recruitment and retention of healthcare workers in rural communities through strategies that strengthen the learner experience and encourage long-term local workforce participation.

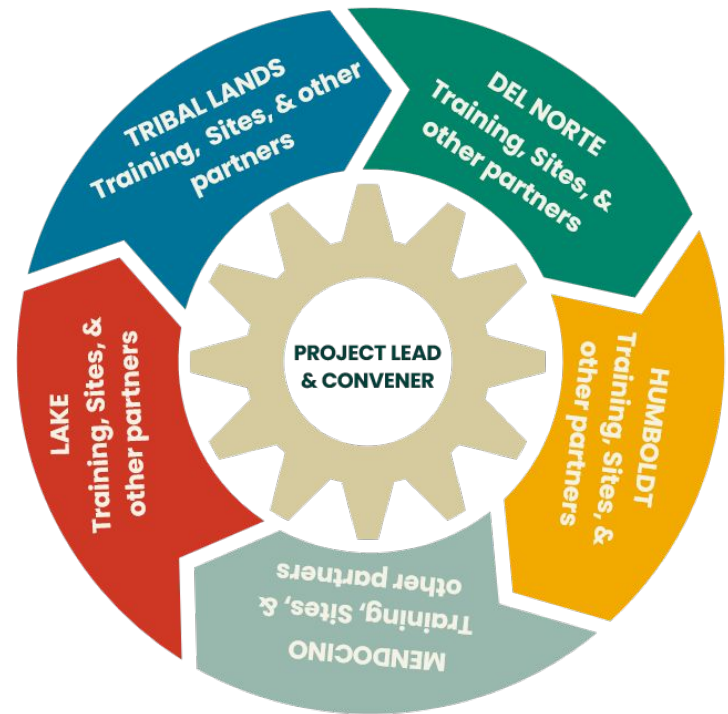
ACTIVITIES MAY INCLUDE:

- NAVIGATION AND MENTORSHIP PROGRAMS
- Housing and transportation assistance
- Regional career pathway coordination
- Rural workforce exposure and recruitment
- Tribal and community-based workforce pathway initiatives
- Incumbent worker upskilling opportunities
- Coordination with scholarship and loan repayment programs



REGIONAL COLLABORATION & GOVERNANCE

- Facilitate **shared learning**
- Support regional **workforce planning** and alignment
- Coordinate **policy and regulatory advocacy**
- Develop **sustainability** plan and long-term **financing** strategy
- **Align** with existing regional healthcare workforce initiatives and partnerships



REDWOOD REGION RURAL CLINICAL PLACEMENT NETWORK NEXT STEPS & ACTION ITEMS

- **FUNDING: CalRHT Grant**
 - *FOCUS: Rural Clinical Placement Support and Training Pathways* grant
 - Identify **project leads/grant writer** from community partners and education partners
- **Centralized Clinical Placement System (CCPS) Beta Testing**
 - Cal Poly Humboldt, CR, and some community partners will be testing the system
- **Regional coordination team**
 - **NEW!** CHP Clinical Placement coordinator
 - Establish permanent team membership
- **Simulation Infrastructure** – CPH/CR Health Hub under construction.



Thank You!



HEART HUB

Healthcare Education and Regional Training

The Health Education and Regional Training (HEART) Hub is a simulation lab and community learning center in Lake and Mendocino Counties and Tribal Lands meeting critical and long-term economic and healthcare needs.

Goal:

GROW OUR OWN HEALTHCARE WORKFORCE





What makes this project worthy of investment

- Regional context & geographic barriers
- Educational and workforce challenges
- Poor health outcomes



Project is aligned with RRRISE Roadmap Health & Caregiving Sector Strategies:

- Expand the workforce pipeline
- Develop community health hubs
- Address health inequities

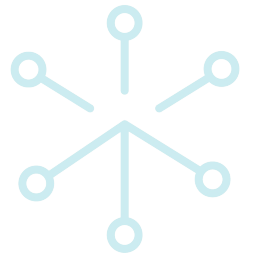




Results: Successfully Leveraged Catalyst

Leveraged Funding:

- **\$650,000 Catalyst**
- \$200,000 Redwood K16 Collaborative
- \$1m Sutter Lakeside Hospital 10-year facility lease
- \$700,000 Sutter Community Health Needs Assessment grants
- \$150,000 Lake County Tribal Health Consortium pledge
- \$150,000 CMS Plan Grant
- Proposals pending: EDA, USDA Rural Development
- Launched quiet phase of comprehensive funding campaign
- Working with elected representatives





Results Program Plan & Design

LEARN

Elementary and Middle School Students

- Build demand for health pathways in HS
- Pre and post experience library for teachers
- Industry workforce volunteer for docent roles



High School and Adult Students

- Pathways to priority certifications mapped
- HS graduates ready for entry level employment and advanced training
- Asynchronous lessons allow all HS students access to health career pathways
- Continuing education available for current workforce



CONNECT

Highest Risk, Hardest to Serve

- Community health education programming
- Healthcare and first responder agencies have access to facility to provide additional support to community





Annual Impact: Students

SPARK

Elementary &
Middle Schoolers:
career exploration
and immersive learning
Year 1: 2,000

Fully Implemented:
6,200



LEARN

HS & Adult Learners:
hands-on workforce
training & prepared for
entry level certification
Year 1: 150 certification
1,500 career exploration

Fully Implemented:
370/4,700
(60% of all HS students)



Healthcare
Practitioners:
continuing
education
Year 1: 50

Fully Implemented:
150



CONNECT

Community Members:
health and safety
education and
support
Year 1: 200

Fully Implemented:
500





Annual Impact: Jobs & Projected Demand

Regional Workforce Opportunity *

Current Healthcare Employment	2,240 Jobs
Projected Net New Jobs by 2030	249
Average Annual Job Openings	240
Projected 5-Year Hiring Opportunities	1,200

***in the HH Priority Occupations in Lake and Mendocino Counties**

Regional Workforce Challenges Addressed

- Critical entry-level healthcare positions remain difficult to fill
- Employers report extended hiring timelines due to a limited pool of qualified local candidates
- Workforce turnover and retirements create ongoing hiring demand across priority occupations
- Many entry-level positions serve as important first steps along stackable healthcare career pathways





Results: Facility Plans & Implementation

- Architectural renderings and plans complete
- Retained simulation technical advisors for equipment & technology integration



- Interviewing local healthcare professionals for interactive learning segments
- Remediation and demolition being procured



Lessons & Insights

Leadership:

- Incredible Community Will
- Maintaining momentum for collaborative leadership
- Governance is critical
- Regional footprint complexities
- Industry Steering Committee essential
- Progress on sustainability plan

Facility & Funding:

- Permitting and limited local contracting options
- Lining up timing and timeline – need for public allocations prior to securing philanthropic and other donations
- Challenges obtaining funding for capital improvements

Program:

- Centralized hub design: transportation/ infrastructure realities
- Pipeline design: need for wraparound supports
- Aligning industry and education
- Organizational launch and capacity building



Opportunities for Resource Alignment

Capital Investments

- Facility build out – federal, state appropriations needed to secure philanthropic investments



Program and Operations

- Support capacity for planning/implementation
- Support multi-sector program design
- Documenting lessons learned for replication and scaling

Data and Technology, Infrastructure Needs

- Shared dashboards, credential tracking, outcomes reporting
- Integrating tech advances supporting training in SIM environment



Impact

- Comprehensive Rural Regional Impact

- Inter-Regional Impact

Jobs First Operationalization

- Long-Term Rural Regional Resilience

- Demand-Driven Training

- Equitable Growth



HEART HUB

Healthcare Education and Regional Training

Thank you !

**To learn more and track our progress, visit our
website at HeartHub.careers**



The Home Health Aide Workforce at a Glance

*Understanding its role in
the Redwood Region*



Who Are Home Health & Personal Care Aides?

Home Health Aides (HHAs) and Personal Care Aides (PCAs) provide hands-on support to older adults, people with disabilities, and people with chronic illnesses so they can remain independent in their homes and communities.

What do they do?

Core care:

- Personal care
- Mobility
- Medication reminders
- Meal preparation
- Companionship

Evolving Skills:

- Behavioral intervention/support
- Understanding of psychology & developmental disabilities
- Dementia care
- Active listening

4.35 M
Workers
nationally



17%
projected job
growth by 2034

Caregiving is becoming more complex — and more essential!



Demand Is Accelerating

The need for home- and community-based care is growing



Three forces are driving demand:

- **AGING POPULATION:**

- More older adults need long-term support, and many want to remain in their homes and communities.

- **MORE COMPLEX CARE NEEDS:**

- Chronic illness, disability, dementia, and behavioral health needs are increasing the level of support required.

- **SHIFT TO HOME-BASED CARE:**

- Healthcare systems are increasingly relying on home- and community-based services as alternatives to institutional care.



*765,000+
projected job openings annually nationwide*

*600K–3.2M
potential shortage of direct care
workers in California by 2030*



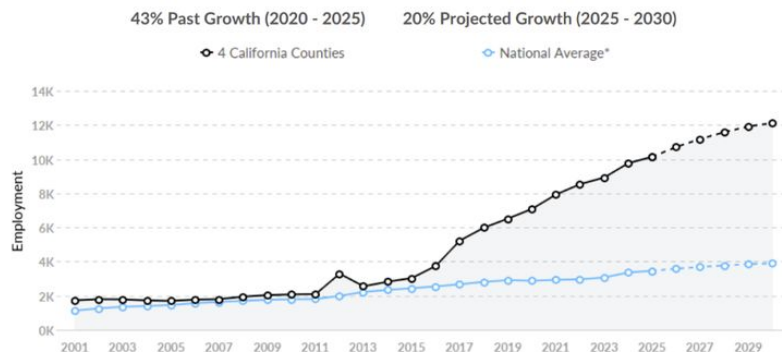
A High-Demand Workforce in the Redwood Region

The region already relies heavily on home health and personal care aides and demand continues to grow

Supply (Jobs)

Supply Is Higher Than the National Average

The regional vs. national average employment helps you understand if the supply of Home Health and Personal Care Aides is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 3,457* employees, while there are 10,135 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is expected to increase over the next 5 years.



*National average values are derived by taking the national value for Home Health and Personal Care Aides and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.



- 10,135 Home Health & Personal Care Aides currently employed in the Redwood Region
 - Nearly 3× the adjusted national average



- Employment in these occupations grew approximately 43% between 2020-2025, and another 20% of growth is projected through 2030.



- The Redwood Region already relies heavily on this workforce, and demand continues to accelerate, requiring comprehensive solutions that address not only recruitment, but training, retention, job quality, and career advancement.

The Challenge Is Bigger Than Recruitment



Workforce shortages reflect interconnected challenges that make it difficult to both attract and retain caregivers



- 40–60%+ turnover reported across the U.S. direct care workforce

- **JOB QUALITY:**

- Wages
- Scheduling
- Transportation

- **TRAINING ACCESS:**

- Geography
- Capacity
- Certification

- **PERCEPTION:**

- Complex work often viewed as “low-skill”

Recruitment alone will not solve the shortage, workforce sustainability matters just as much as workforce entry.





Building a Stronger Caregiving Workforce

Caregiving can be an entry point into a longer-term healthcare career

- **EARN + LEARN:**

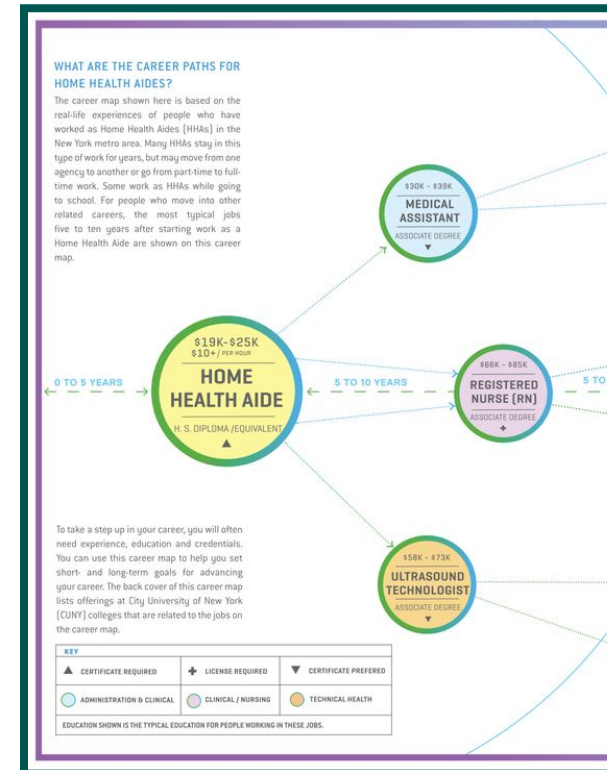
- Combine paid employment with training and work-based learning to reduce financial barriers to entering the field. The memo notes these approaches may be particularly valuable in rural and lower-income communities where unpaid training can be a barrier.

- **STACK CREDENTIALS:**

- Create clearer connections between caregiving roles and additional certifications, education, and healthcare occupations.

- **CREATE CAREER MOBILITY:**

- Make advancement visible so workers can see opportunities for greater responsibility, professional development, and wage growth, supporting longer-term retention.



An example in action: New York HHA Career Map

Shows how an entry-level HHA role can connect to higher-wage healthcare careers through stackable education, credentials, and experience.

The Region Has a Foundation to Build From

Existing regional assets can support a stronger caregiving workforce pipeline



TRAINING & EDUCATION:

- **College of the Redwoods** — Personal Care Aide training
- **Eureka Adult School** — entry-level healthcare/workforce preparation
- **Hospice of Humboldt** — approved 40-hour CNA-to-HHA training pathway
- **American Red Cross** — CPR, first aid + safety certifications

EMPLOYERS & CARE PROVIDERS:

- **Providence Humboldt County Home Health**
- **In-Home Supportive Services (IHSS)**
- **Humboldt Senior Resource Center / Redwood Coast PACE**
- **Visiting Angels**
- **Redwood Coast Regional Center**

WORKFORCE + COMMUNITY PARTNERS:

- **Workforce boards**
- **Public health agencies**
- **Aging-service organizations**
- **Community-based organizations**

*Many overlap with the providers already listed in the second bucket.

The opportunity is connection of these partners in the ecosystem!

Priorities for Strengthening the Workforce



Existing regional assets can support a stronger caregiving workforce pipeline

- **EXPAND TRAINING ACCESS:**

- Increase access to HHA, PCA, and dementia-care training through regional partnerships, hybrid options, mobile training, and employer-supported pathways.

- **GROW EARN-AND-LEARN MODELS:**

- Combine paid employment with training to reduce financial barriers and strengthen recruitment and retention.

- **STRENGTHEN CAREER PATHWAYS:**

- Build clearer pathways from HHA/PCA into CNA, LVN, RN, behavioral health, and allied health careers through stackable credentials and bridge programs.

- **PRIORITIZE RETENTION + JOB QUALITY:**

- Address transportation, scheduling stability, worker wellness, mentorship, compensation, and professional recognition.

- **IMPROVE REGIONAL COORDINATION:**

- Better align healthcare employers, education, workforce boards, public health, aging services, and community organizations around shared workforce needs.



Big Picture Goal:

Build a workforce people can enter, stay in, and advance through, while strengthening care across the region.

Thank You!



The opportunity is clear: We have a foundation to build from and I'm looking forward to the ways the Redwood Region will grow its HHA opportunities in the future because of all of your interconnected partnerships.



Thank you to all of you in our region doing this work, we're so grateful!

Looking Ahead



HCAI California Rural Health Transformation Grants

California's Rural Health Transformation Grants

California has been awarded \$233.6 million for FFY 2026 through the federal Rural Health Transformation Program, administered by HCAI to strengthen rural access, workforce, and technology.

Regional Action - Recruitment and Retention

Collaborative effort underway in RRRISE footprint to support retention stipends for local health professionals.

- North Edge Financing will serve as the lead applicant and fiscal sponsor.
- The Humboldt County Economic Development department serve as project managers.

Other Grant Opportunities Open: Electronic Health Modernization

Collaborative Advocacy:

- Funding that is broad and responsive to rural needs
- Funding that is attainable by rural partners

Leveraging Good Work for Future Use



Health and Caregiving Sector Webpage:

- Activation Plan
- Overview of Work



Health and Caregiving Workforce Resources:

- Career Pathway Maps
- Health Profession Data
- Education and Degree Program Guide



Rural Health Transformation Grant/Activation Plan Alignment:

- Analysis of how RRRISE work aligns with CalRHT opportunities



Redwood Region RISE | Health and Caregiving Sector

Thank You!