

2024 Forum on Rural Population Health & Health Equity



Shared Power | An Intentional Approach to New Partnerships for Workforce and Talent Development

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2024 Forum on Rural Population Health & Health Equity

- Audio has been muted for all participants upon entry
- Moderators will assist with Q+A at the end of the presentation
- Presentation slides will be posted at ohsu.edu/orhforum
- Sessions will be recorded and available to attendees
- Please take the session surveys!

2024 Forum on Rural Population Health & Health Equity

Today's Discussion

- AGE+
- Policy: Shared Future Oregon | The Multi-Sector Plan on Aging
- Future Ready Oregon | Healthcare Workforce & Talent Development
- The Demographic Shift | Longevity Bonus
- Policy: Workforce | Changing the Nature of the Work
- Opportunity

AGE+ | A PARTNERSHIP SUCCESS STORY

Who we are:

AGE+ is an Oregon-based 501(c)(3) public charity that works to empower communities of all ages to value and care for older adults through innovative solutions.

Our proven model:

We use the asset-based community development (ABCD) model in recognizing that older adults can be the solution to many challenges.

What do we do?

Policy Shared Future Oregon, a Multi-Sector Plan for Aging (MPA).

Innovative Programs Modular Housing, Vaccine Clinics, Digital Literacy and Leadership Exchange on Ageism.

Direct Service Local Circles of Care volunteer programs in four communities.

Our goal:

We want to increase community collaboration to ensure all older Oregonians have equitable opportunities to age and thrive in their communities.



POLICY: THE MULTI-SECTOR PLAN ON AGING (MPA)

What is an MPA?

The MPA is a public-private partnership. Our MPA is called Shared Future Oregon - a grassroots campaign to advance a comprehensive, multi-sector plan for aging. The MPA is a framework constructed with input from cross-sector voices like yours to create a roadmap to address our changing demographic.

Why do we need an MPA?

We are living longer. Healthier. We need an intentional response. The MPA will generate awareness around the permanent change, convene stakeholders, and develop innovative state and local responses to address the needs to Oregonians of all ages. With the MPA, we can bring to pass programs and processes to both help communities be places where people of all ages can grow older among people they know and trust.

When will the MPA become a reality?

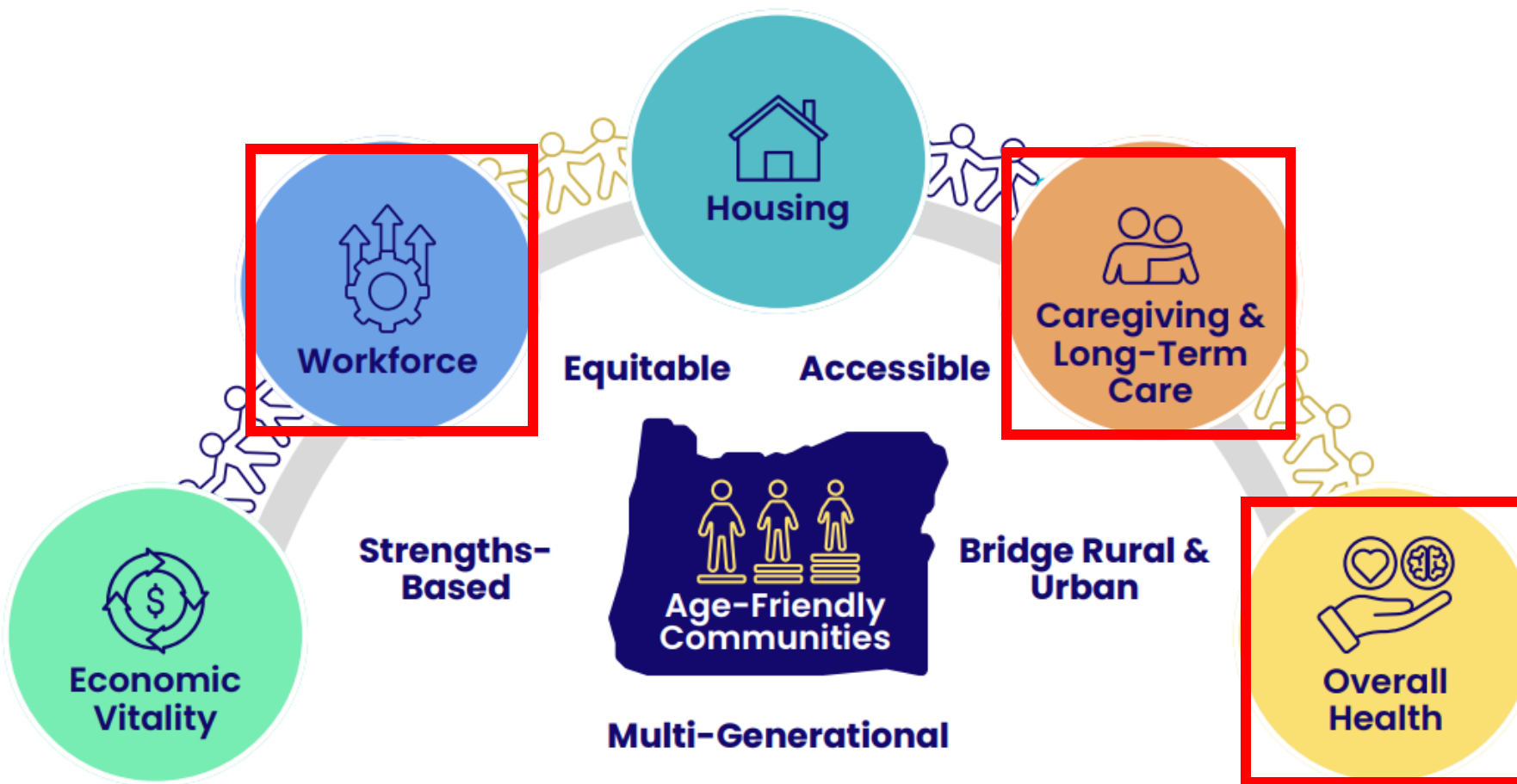
When we have a directive from state leadership (legislative and/or executive branch) and public/private resources to build the plan that Oregon will become an Age-Friendly State and have a Multi-Sector Plan on Aging.

How will the MPA be implemented?

The MPA framework is based on 5 founding principles and 5 bold goals. Our hope is that each goal will have sub-goals, defined by voices like yours.

MPA BOLD GOALS: WORKFORCE | CAREGIVING | OVERALL HEALTH

WORKFORCE THREAD: RECRUIT, REWARD, RE-TRAIN & RETAIN OLDER ADULTS



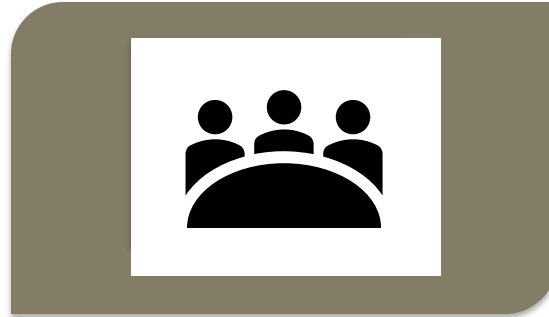
Workforce System Partnerships: HECC and FUTURE READY OREGON

Future Ready Oregon *(Senate Bill 1545, 2022)*

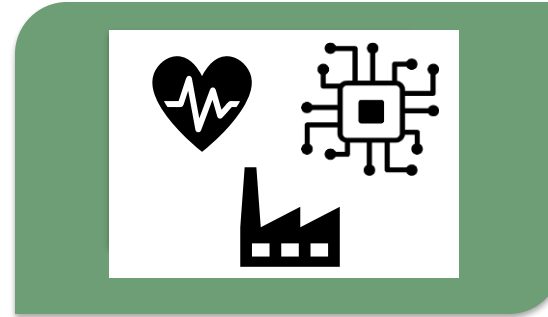
Integrating economic development and workforce strategies through grantmaking and strategic initiatives



Centers engaging and supporting historically **underserved and underrepresented Priority Populations***



Advances a shared leadership model – **employers, education providers, and community-based organizations (CBOs)**



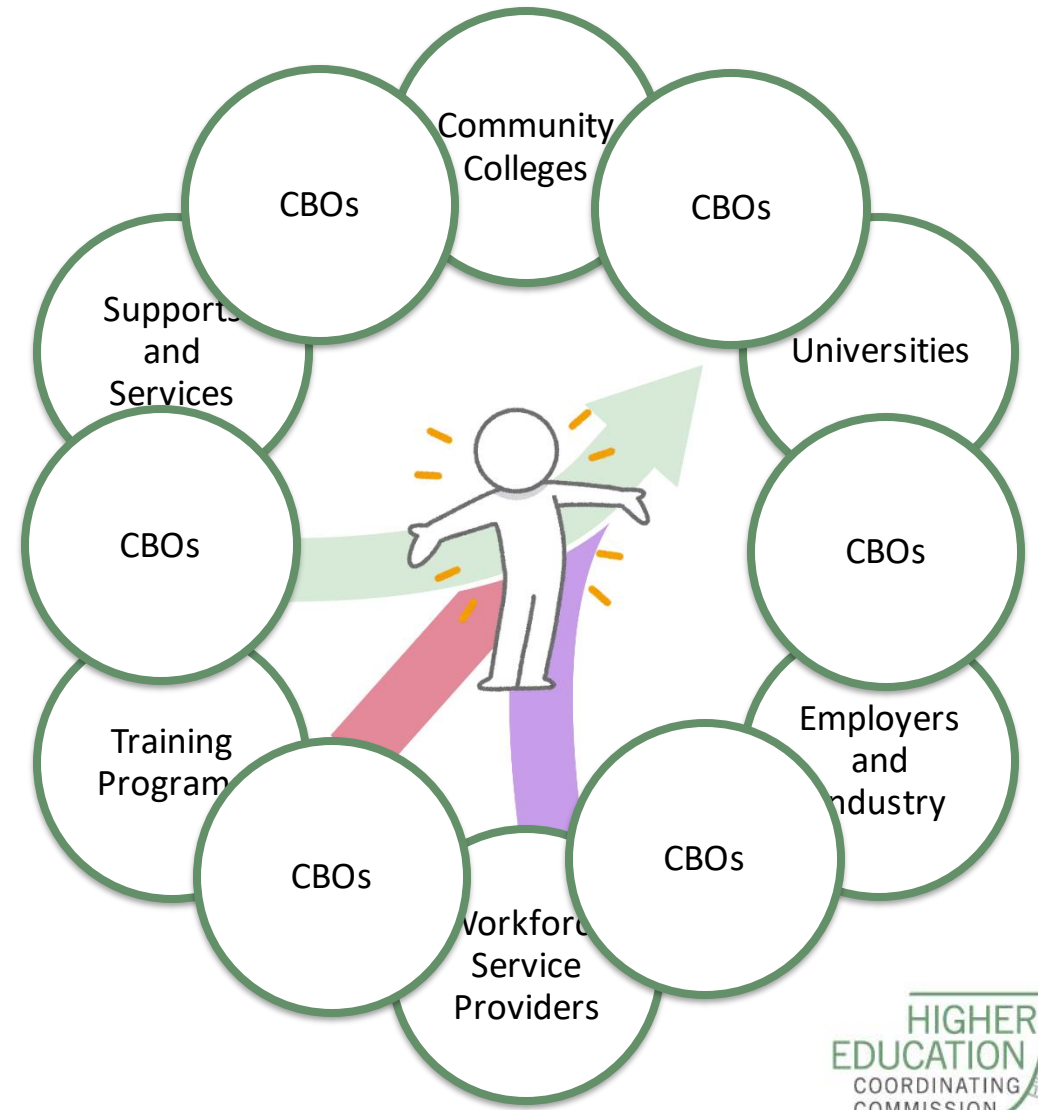
Prioritizes key sectors of Oregon's economy – **healthcare, manufacturing, technology**



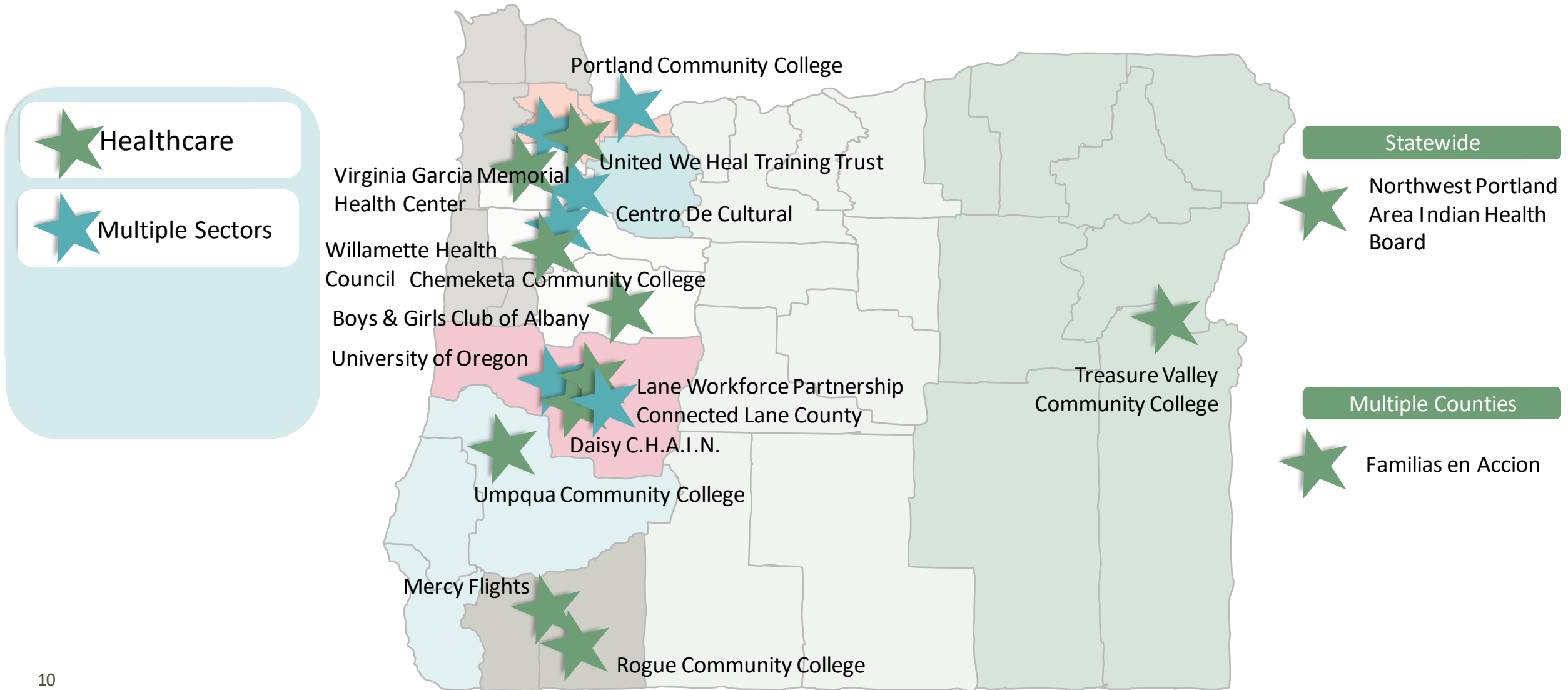
Couples education and training with **wraparound supports** and services

Priority Populations include communities of color, women, low-income communities, **rural and frontier communities, veterans, persons with disabilities, incarcerated and formerly incarcerated individuals, members of Oregon's tribes, **older adults**, and individuals who identify as members of the LGBTQ+ community*

Future Ready Oregon – *Aligning the Workforce Ecosystem to Center the Needs, Experiences, and Objectives of Diverse Learners*



Investing in Innovation: Workforce Ready Grants – Round 2, Innovation in Healthcare Workforce Programs



Workforce Ready Grants

Round Two Projects: Healthcare Highlights

Mercy Flights

- Program designed during Workforce Ready Grants, round one
- Inspiring future generations to pursue EMT and Paramedic degrees
- Support participants pursuing EMT and Paramedic degrees in an earn and learn program model

Northwest Portland Area Indian Health Board

- Initial design, development, and program launch
- Design and implement culturally-specific programming for American Indians and Alaska Natives to pursue certification in behavioral health, community health, and dental health

Rogue Community College

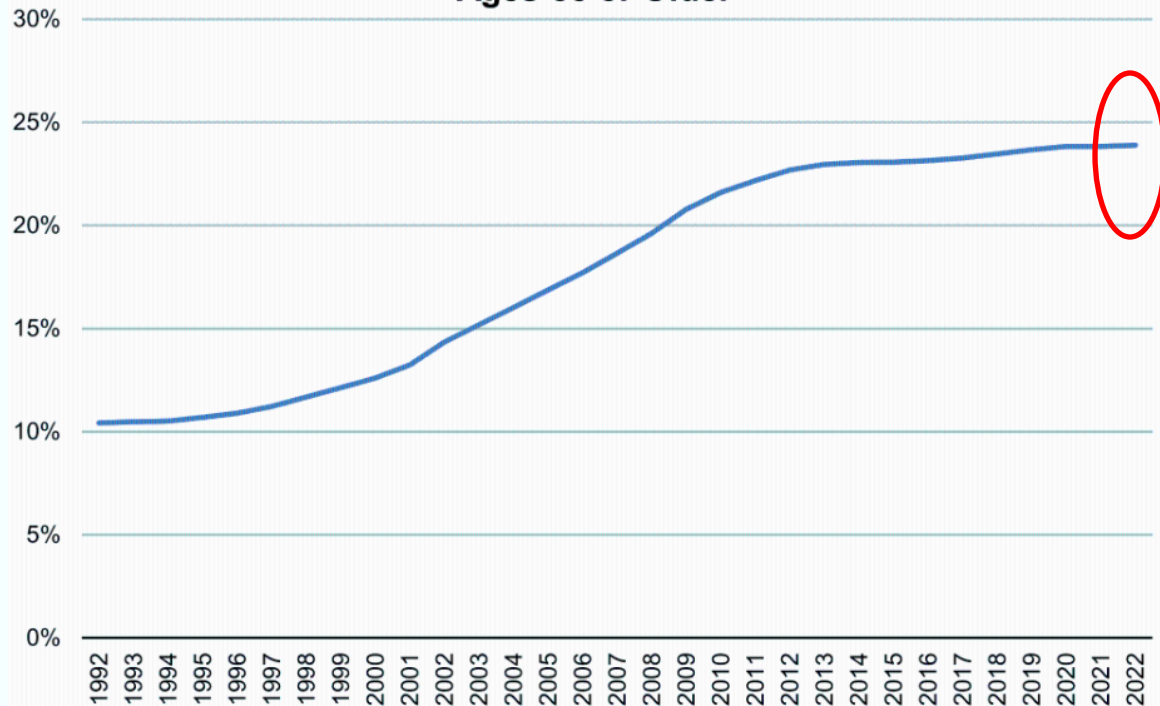
- Program designed prior to round two grant
- Expand Associate of Applied Science (AAS) Nursing program through expanding simulation education, obtaining program accreditation to expand clinic sites, adopt an innovative joint appointment partnership with local hospitals for nursing staff

CHANGE THE NARRATIVE!



WORKFORCE: AGE AS AN ASSET

Nearly One out of Four Oregon Jobs Held by Workers Ages 55 or Older



Source: Oregon Employment Department and U.S. Census Bureau, Quarterly Workforce Indicators

Larger Shares of Jobs Held by Workers Ages 55+ in Rural Areas, 2022
Oregon = 24%

Area	Ages 55+	% Ages 55+	Area	Ages 55+	% Ages 55+
Wheeler	110	34%	Marion	42,702	26%
Gilliam	241	31%	Yamhill	9,390	26%
Wallowa	906	31%	Klamath	5,798	26%
Grant	653	31%	Malheur	3,574	26%
Lake	701	31%	Columbia	2,860	25%
Curry	1,859	31%	Jackson	22,454	25%
Lincoln	4,893	30%	Crook	1,696	25%
Coos	6,385	29%	Linn	11,803	25%
Harney	693	29%	Lane	37,631	25%
Jefferson	1,698	29%	Umatilla	7,865	25%
Tillamook	2,532	28%	Benton	9,018	25%
Clatsop	4,600	27%	Morrow	1,411	25%
Hood River	3,613	27%	Clackamas	42,225	24%
Douglas	9,674	27%	Polk	5,142	24%
Wasco	2,720	27%	Union	2,319	23%
Josephine	7,762	27%	Deschutes	19,358	23%
Baker	1,464	26%	Washington	69,217	22%
Sherman	208	26%	Multnomah	110,615	22%

Source: Oregon Employment Department and Quarterly Workforce Indicators, U.S. Census Bureau

WORKFORCE: LEVERAGE THE LONGEVITY BONUS

Oregon State University's report [on Oregon's Healthcare Workforce Needs](#) concludes:

- Shortages are high
- Barriers to advancement are systemic

Elevate employer actions:

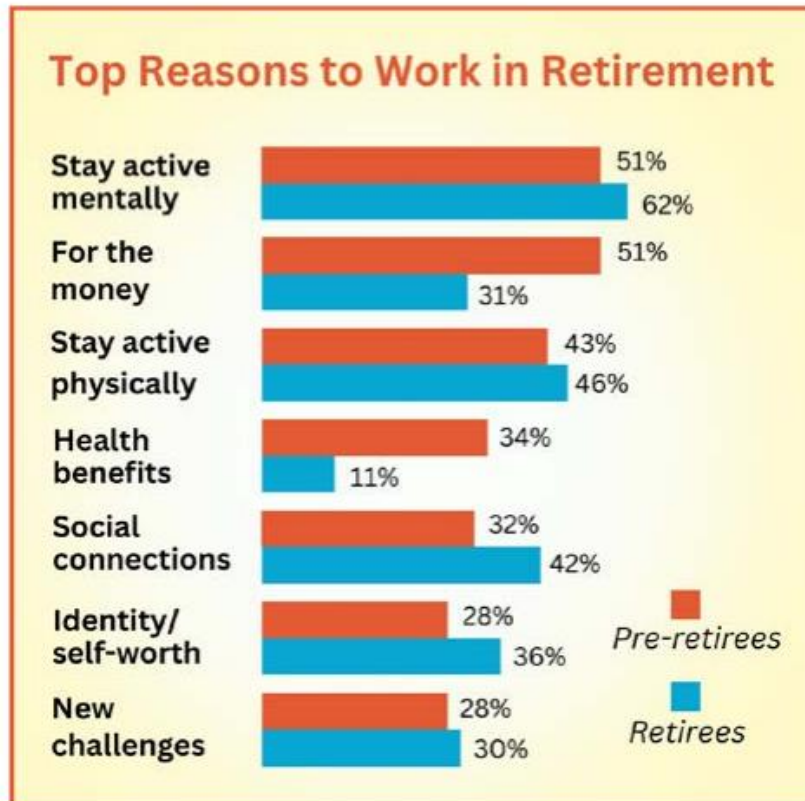
The employer's ability to consider the nature of the work; job descriptions, performance metrics, and training to match the population in which they serve

Consider older adults as a population to employ:

- Many older adults want and *need to* continue working.
- Two-thirds of those who retired early because of the pandemic would return to work for the right job.
- Adding a 10% share of older workers reduces turnover 4% and boosts productivity.
- 87% of employers say their older employees perform as well or better than younger employees; 90% of the older workers want to stay with the company long term.
- Engaging older workers could raise GDP per capita by 19% over the next three decades.

CHANGE THE NATURE OF THE JOB

With longer lives, many people keep working to stay engaged, active and contributing.



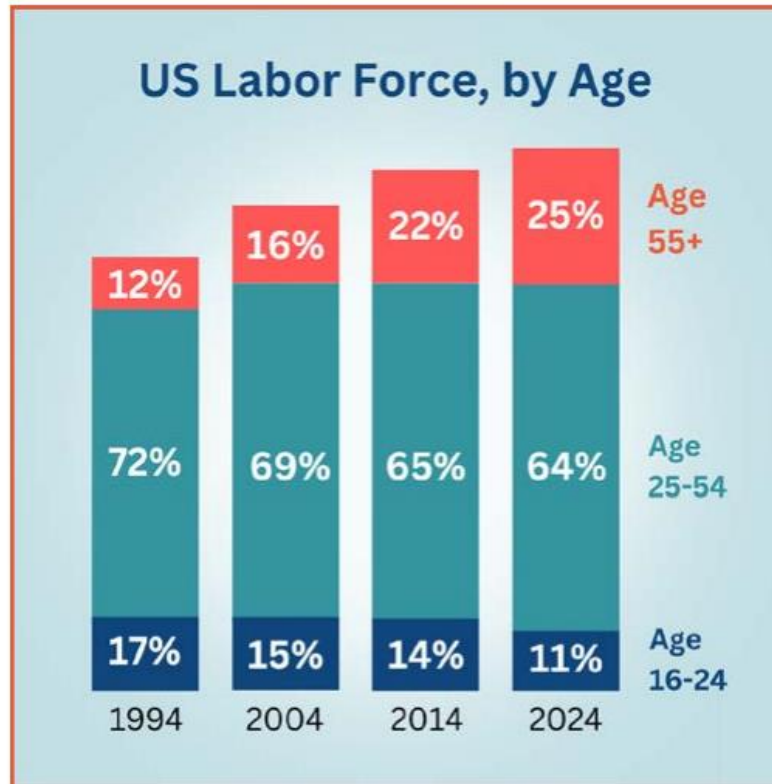
SOURCE: [Age Wave & Merrill Lynch](#)

JOB RE-DESIGN OPPORTUNITIES:

- Remove obstacles and respond to the needs and preferences of older workers by tweaking expectations about how they do their jobs.
- Redesign jobs and the work environment, where appropriate, to reduce the physical toll on employees. Small investments can prolong careers.
- Update roles to include more coaching opportunities for older workers to build the confidence and expertise of less experienced employees, transfer knowledge and connections in an orderly way, and create cross-generational rapport that builds engagement and morale.

CHANGE THE NATURE OF THE WORK

The fastest growing population - and labor force - segment is people over 55.



SOURCE: US Bureau of Labor Statistics

OPTIONS TO CONTEMPLATE:

- Train recruiters and hiring managers to avoid age-biased assumptions about ability, salary requirements, and tenure
- Identify talent sources that include older workers, remove hidden barriers to attracting older candidates
- Consider offering age-neutral apprenticeships, sometimes called midternships or returnships.
- Offer flexible work options, including flexible hours, part-time work and phased retirement. Adjust benefits to fit flexible options. This retains the knowledge of older workers while creating organized transitions and removing the cliff effect of retirement decisions.

Workforce Ready Grant Round Three Request for Applications

Healthcare Specific RFA

- **\$18M available for healthcare specific projects**
 - \$9M for projects that advance nursing career pathways
 - \$9M for projects that address community-identified healthcare workforce needs
- **Who is Eligible**
 - The HECC welcomes applications from workforce service providers and community-based organizations that administer workforce programs in healthcare and prioritize equitable participation from individuals from priority populations
- **How to Apply**
 - Workforce Ready Grant Requests for Applications (RFAs) and related resources: <https://www.oregon.gov/highered/about/pages/grants-contracts.aspx>
 - Please direct any questions to FutureReadyOregon@hecc.oregon.gov.
 - Final info session: Monday June 17th @2:00pm PT (link to register on website)

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Thank you to our partners!

