

For Immediate Release
Thursday, May 29, 2008

Contacts: John Schnabl, 262.821.4444
Erin Celello, 608.257.0125

Alliance Kicks-Off Campaign to Recognize State's Long-Term Caregivers *Governor Proclaims June as Long-Term Caregiver Month*

MADISON – The Wisconsin Long Term Care Workforce Alliance today announced that it will roll out an awareness campaign, beginning in June, to recognize the critical and indispensable role of long term care workers in maintaining the health, safety, and well-being of Wisconsin's elderly and persons with disabilities.

Alliance Chairperson, John Schnabl, noted that caregivers in all long term care settings need to be acknowledged and valued for their personal compassion and professional commitment in the care of Wisconsin's most vulnerable citizens: "Too often caregivers are not given the same respect and dignity they provide daily to those for whom they care. Their work is physically, mentally, and emotionally challenging and it's important that the public appreciates everything they do, every day."

The Alliance's campaign includes a 60-second radio spot that will be aired statewide for a two-week period beginning June 9th. To complement the radio campaign, more than 2,000 posters will be distributed that pay tribute to long-term caregivers for "Taking care... touching lives...making a difference."

The Alliance also applauded Wisconsin Governor Jim Doyle for formally proclaiming June 2008 as "Long-term Caregiver Month" in Wisconsin. In the proclamation, the Governor stated that "all Wisconsin residents share a common responsibility to assure that the current and future caregivers for its most vulnerable citizens are not deprived of the recognition, support and respect they so richly deserve."

More than 70,000 direct care workers support people with disabilities and aging adults in all long term care service settings throughout Wisconsin – the spectrum of settings extends from skilled nursing facilities, to assisted living, to group homes; to senior housing, to care in the home. Wisconsin's direct care workers include certified nursing assistants, home health aids, hospice aids, personal care workers; resident assistants, supportive home care workers, and many others.

The Wisconsin Long Term Care Alliance is a coalition of more than 50 public and private organizations and individuals committed to improving the recognition, retention, and recruitment of the long term care workforce. To learn more, visit www.wiworkforcealliance.com.

Hear the radio ad:

Read Governor Doyle's proclamation:

###