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January 16, 2024

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ADVERTISING AND OUTREACH CAMPAIGN LAUNCHES TO INCREASE THE NUMBER OF CERTIFIED NURSE ASSISTANTS IN CALIFORNIA

Campaign Aims to Address Continued Staffing Shortfalls for Long-Term Care Facilities

SACRAMENTO – With the goal of increasing the certified nurse assistant (CNA) workforce in California, and creating pathways to broader career opportunities in healthcare, the California Association of Health Facilities (CAHF) has launched a CNA awareness and recruitment campaign.

“With California’s aging population, and continued healthcare workforce shortages lingering from the COVID-19 pandemic, there is a tremendous need to raise awareness about the rewards of working in long-term care, as well as new workforce training opportunities,” said Claire Enright, BSN, RN-BC Gerontology, Executive Director of the Quality Care Health Foundation, the educational arm of CAHF managing the Certified Nurse Assistant Program (CNAP). “Our advertising and outreach campaign is an exciting next step to build and maintain a skilled workforce in this rapidly growing and rewarding field.”

The statewide effort is focused on reaching diverse Californians to raise awareness about the benefits of a career as a CNA, including job security, opportunities for growth, and making a positive difference in people’s lives.

“Becoming a Certified Nurse Assistant is more than a career, it truly is a calling where one can bring comfort and care, and develop meaningful relationships with long-term care residents,” continued Enright. “However, many early-career individuals are not aware of CNA training programs, or how it can be an accessible first-step into very rewarding work in healthcare. Nursing homes currently employ over 60,000 people across the state, more than half of which are nurse assistants/aides, and the need for CNAs in particular continues to grow.”

The campaign, developed in partnership with The Axis Agency, a multicultural marketing agency based in Los Angeles, will use digital advertising to primarily reach those aged 18-40. It also includes outreach through community-based partners and potential employers. The ads encourage individuals to “Create Your Own CNA Story” by visiting www.YourCNAstory.org to learn more about the role of a CNA, “earn and learn” training options, career pathways, and employment opportunities in specific locations.

Launching first in English, with Spanish language ads later this spring, the campaign continues through 2027, expanding to include additional languages and cross-generational messaging.

The recruitment effort is one part of a broader, five-year, multi-pronged project funded by a California Department of Health Care Access and Information (HCAI) grant, which also supports employers in creating new pathways for advanced education for CNAs and links these pathways to wage increases.

Founded in 1950, the California Association of Health Facilities is a non-profit professional organization representing nearly 900 skilled nursing facilities and 420 intermediate care facilities for individuals with intellectual disabilities. CAHF is the largest provider of continuing education for long-term care professionals in California, facilitating continuous quality improvement for providers and improved outcomes for residents.

Quality Care Health Foundation is a non-profit 501(c)(3) educational foundation. Our goal is to provide affordable, cost-effective, in-depth training opportunities on a multitude of subjects related to the needs of long-term care providers in California.

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