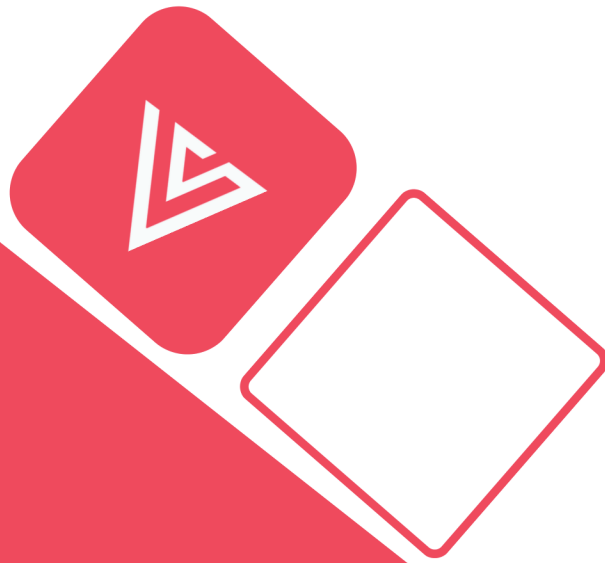


# ASSISTED LIVING WORKFORCE CAMPAIGN



## CAMPAIGN PACKAGE

**MEMBER LAUNCH:** AUGUST 5

**PUBLIC LAUNCH:** SEPTEMBER 9

Rhode Island Assisted Living Institute (RIALA)  
2253 Pawtucket Avenue, Suite C  
East Providence RI 02914

RIALA Senior Living Institute  
2253 Pawtucket Avenue, Suite C  
East Providence RI 02914

# ABOUT US



## **RHODE ISLAND ASSISTED LIVING ASSOCIATION (RIALA)**

RIALA is a state-wide non-profit membership association of and for assisted living communities and vendors. We are the trusted Rhode Island assisted living voice that empowers our members to promote choice, dignity, independence, and quality of life for seniors. We represent the interests of assisted living communities through advocacy, workforce development, and professional training.

## **RIALA SENIOR LIVING INSTITUTE (SLI)**

The Senior Living Institute is a leading nonprofit educational institution dedicated to providing comprehensive education, research, and training. Our mission is to prepare communities, companies, families, and workers to understand aging and effectively work with older people.

## **CONTACT**

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# JOIN US IN ADDRESSING **ASSISTED LIVING WORKFORCE SHORTAGE IN RHODE ISLAND**

In Rhode Island and nationwide, assisted living communities play a vital role in providing a healthy, home-setting, unique senior care lifestyle while improving seniors' health outlooks. Besides, the assisted living communities offer supportive services and some limited health services tailored to each resident's needs. Their staff provides personalized experiences, daily living support, and engagement with residents' family members to create a sense of comfort and, most importantly, a healthy community for each senior in their facility. Our assisted living communities strive to promote choice, dignity, independence, and quality of life for seniors.

But, the senior living industry nationwide is still grappling with workforce shortages, with just over half of providers nationwide reporting that their workforce shortage continues to persist or has worsened. Assisted living communities, in particular, continue to face workforce challenges to meet the demand, especially post-COVID-19 pandemic. The National Center for Assisted Living reports that the assisted living sector has seen a loss of over 300,000 workers nationwide since 2020. Despite some improvement, 70% of assisted living facilities surveyed in the 2023 LeadingAge poll have indicated that they continue to face significant workforce shortages. This shortage stems from a multifaceted set of causes in Rhode Island and nationwide, such as a lack of qualified candidates, salary and benefits offered, and the physical and emotional demands of the job, to name a few.

In the long term, workforce shortage might contribute to staff burnout and hinder the development of staff-resident relationships, to name a few.

Also, as the workforce shortage continues, we see a high demand for assisted living communities. A recent study reported that 23% (240,000) of Rhode Island residents were 60 years or older, a figure projected to surge to 265,000 (75%) in the next 30 years (Healthy Aging Data Report, 2020). This stark shift underscores the pressing need for assisted living communities and solutions for workforce shortage as our population continues to age. Recently, Argentum projected that the U.S. will need more than 20 million new workers to care for our nation's seniors by 2040.

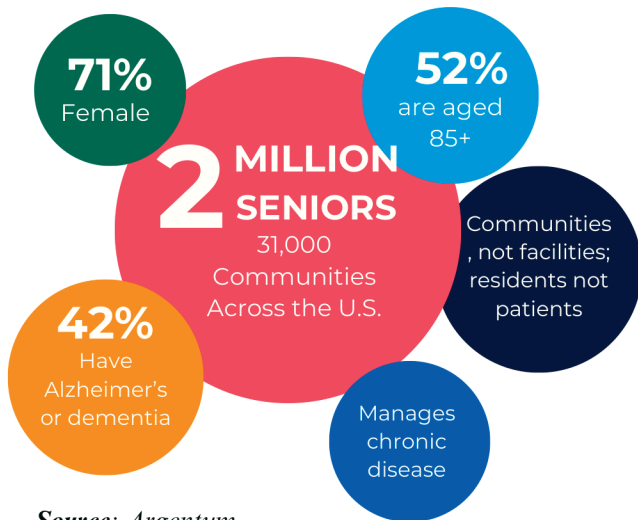
In response to the workforce shortage in Rhode Island, the RIALA Senior Living Institute aims to launch its Workforce Campaign, Hands-on Health Careers, to the public on Monday, September 9, 2024. Each assisted living community will receive an invitation on August 5 to post their jobs on our new job board in preparation for the campaign launch.

We invite you to participate as a Sponsor or a Partner of our statewide workforce campaign and contribute to a cause that is crucial for all Rhode Island residents. Together, we can make a real difference in addressing the workforce shortage in the assisted living industry. Let's work together to ensure that our seniors receive the quality care and support they deserve.

# THE VALUE OF ASSISTED LIVING

## WHAT IS ASSISTED LIVING?

Assisted living is a cost-effective long-term care (LTC) model, providing 24-hour care. Residents live in individual apartment homes and share caregivers.



Source: Argentum

## AFFORDABLE CHOICE OF SENIOR CARE



Source: Argentum

## ASSISTED LIVING NATIONWIDE

Seniors Served	2,000,000
Residential Communities	31,000
Caregivers & Other Employees	1,000,000
Workers Needed by 2024	3,035,100
Economic Impact	\$250 Billion

Source: Argentum

## WHY ASSISTED LIVING MATTERS

### 1 HIGH SENIOR SATISFACTION

- Over 90% of residents report high satisfaction
- Over 85% of families report high value
- 70% report improved health outlook
- Nearly 75% report improved quality of life
- 99% of seniors feel safe

Source: Argentum 2021 survey of 400,000 residents & families

# BECOME A CAMPAIGN PARTNER

You are invited to join the RIALA Senior Living Institute's statewide assisted living workforce campaign as a Partner! As a partner, you will receive prominent recognition on our campaign webpage, which will feature your organization's name. This is an excellent opportunity to contribute to a cause that is crucial for all organizations in Rhode Island, regardless of industry or sector, and it's completely FREE for government agencies and 501(c)(3) non-profit organizations.

By supporting the assisted living workforce campaign, you can ensure that every assisted living in Rhode Island has the opportunity to attract and recruit talented individuals in assisted living communities and promote choice, dignity, independence, and quality of life for seniors throughout our beautiful state.

Let's work together to make a positive impact on the lives of seniors in our community by supporting the assisted living workforce campaign!

## BECOME A PARTNER

### WHY BECOME A SENIOR LIVING PARTNER?

By becoming a Senior Living Partner, you are demonstrating your commitment to promoting choice, dignity, independence, and quality of life for seniors in Rhode Island.

### WHAT ARE THE BENEFITS OF BECOMING A SENIOR LIVING PARTNER?

- Recognition as a partner on the Campaign homepage and Campaign Job Board website with a link.
- Recognition as a partner in the Campaign press release.
- Log on the newsletter with a link.

### CAN MY ORGANIZATION BECOME A SENIOR LIVING PARTNER?

To join as a Senior Living Partner, your organization must be a government agency or a 501(c)3 non-profit organization. **To join as a Senior Living Partner, please contact RIALA at [hbedri@riala.org](mailto:hbedri@riala.org).**

MAKE A  
DIFFERENCE TODAY!

# BECOME A CAMPAIGN SPONSOR

You are invited to join the RIALA Senior Living Institute's statewide assisted living workforce campaign as a Sponsor! As a sponsor, you will not only gain prominent campaign recognition, but also receive many other benefits. By becoming a sponsor, you will contribute to a cause that is crucial for all organizations in Rhode Island. This is a fantastic opportunity to make a real difference.

Your sponsorship will help raise campaign awareness, increase its visibility, and attract talented caregivers to over 50 assisted living communities in Rhode Island. These communities serve your family members, friends, and neighbors. Let's work together to make a positive impact on the lives of seniors in our community by supporting the assisted living workforce campaign!

## SPONSORSHIP LEVELS & BENEFITS

MAKE A DIFFERENCE TODAY!

SPONSORSHIP BENEFITS	ASSISTED LIVING LEADER \$1,000	ASSISTED LIVING CHAMPION \$600	ASSISTED LIVING FRIEND \$300
<b>CAMPAIGN WEBPAGE:</b> Recognition as a Sponsor.	✓	✓	✓
<b>CAMPAIGN JOB BOARD WEBSITE:</b> Recognition as a Sponsor, including logo and link.	✓	✓	
<b>CAMPAIGN JOB BOARD WEBSITE:</b> Sponsor's company profile page.	✓		
<b>CAMPAIGN PRESS RELEASE:</b> Recognition as a Sponsor.	✓		
<b>CAMPAIGN SOCIAL MEDIA:</b> Recognition as a Sponsor and post about your organization/business.	✓		
<b>ASSISTED LIVING NEWSLETTER:</b> Recognition as a Sponsor, including logo and link.	✓	✓	

# CONTACT US



## CONTACT

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# **ASSISTED LIVING**

## WORKFORCE CAMPAIGN

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