

# WeCare in Northwest Wisconsin: Development and Implementation of a Multifaceted Community Organization in Addressing the Caregiver Crisis

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## Introduction / Background

- By 2034, older adults will outnumber children for the first time. Specifically, our region of northwest WI faces a critical shortage of caregivers, both paid and unpaid, amidst an ever-aging population.
- WeCare seeks to connect people along each community; unique resources and strengths to address the caregiver crisis
- Caregivers include traditional (CNA, PCA, MA) and nontraditional (transportation, meal assistance, mental support) roles

## Methods

- Asset Based Community Development (ABCD) to create multidisciplinary groups in counties in Wisconsin to address the caregiver crisis on a local scale



“Building on the skills of local residents, the power of local associations, and the supportive functions of local institutions, asset-based community development draws upon existing community strengths to build stronger, more sustainable communities for the future”

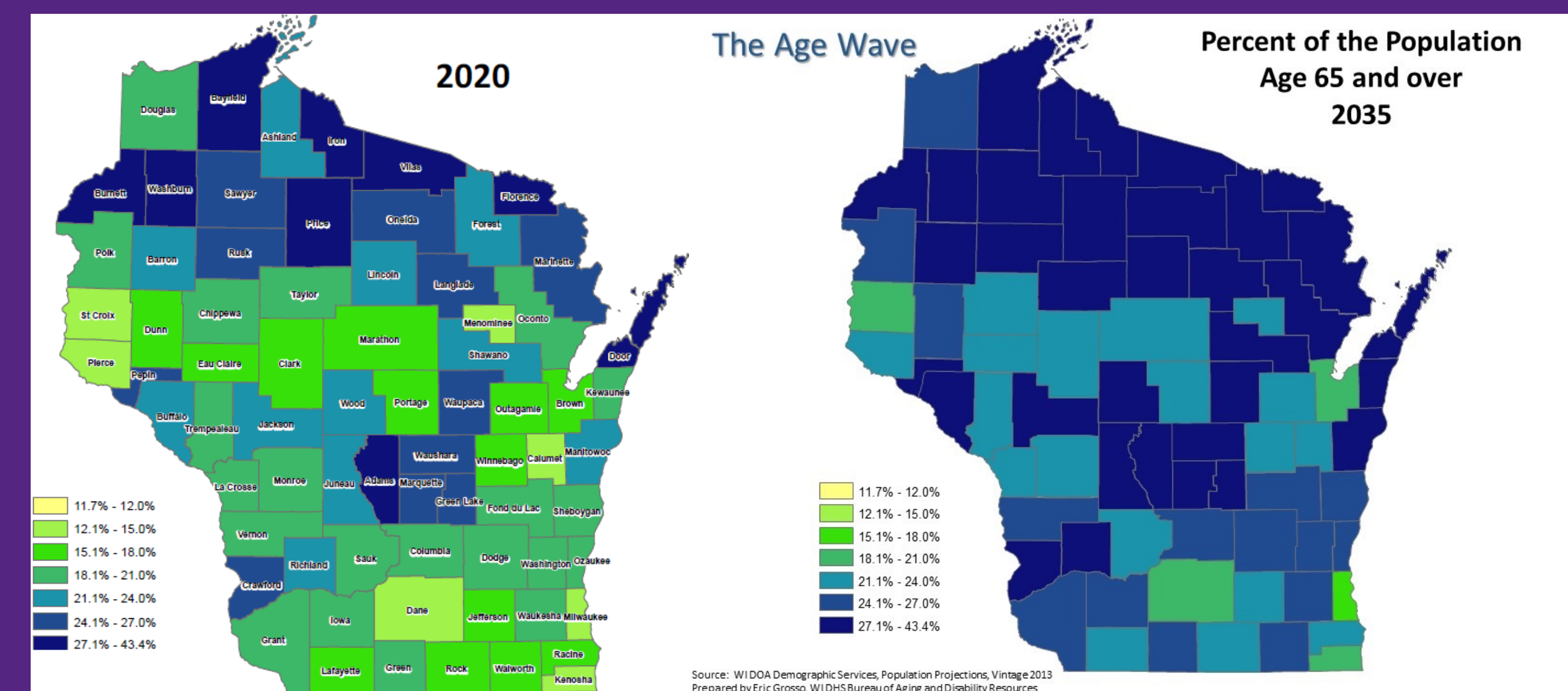
- Our groups include healthcare organizations, nonprofits, schools, Native American tribes, local business partners, and patient advocates
- We developed WeCare groups in Barron, Douglas, Price, Rusk, Sawyer, and Ashland/Bayfield/Iron (combined) counties



## WeCare's Mission / Goals

Mission: to bring awareness and educate community members about the caregiver crisis

Goal: to recruit and retain caregivers

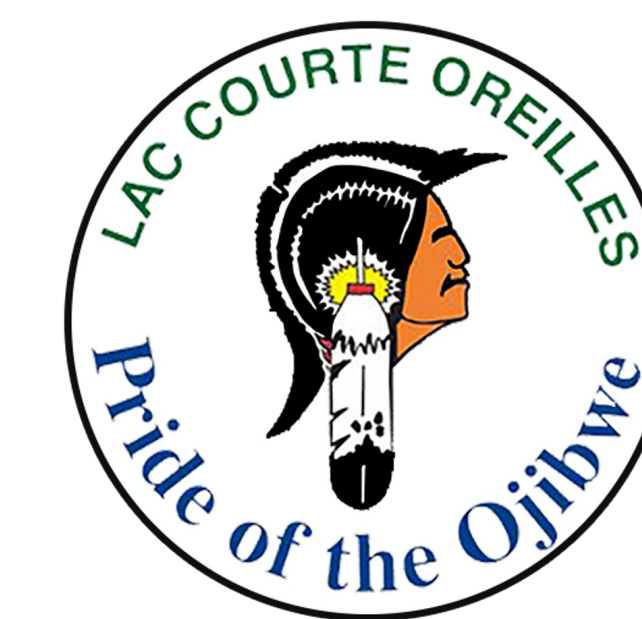


Wisconsin's aging population in NW WI will only worsen the caretaker crisis by 2035

## Early Success in a new population

- We have had early success reaching a younger population through programs at Superior High School (PCA program) and Northwestern High School (CNA class)

## Example of a WeCare group: Sawyer County WeCare Members



## Future Direction and Networking

- Further development of WeCare groups across WI counties, using WeCare toolkit (live December 2022)
- WeCare Walk 'n Roll events (Summer 2022)
  - Community awareness and job recruitment events incorporating community members
- Expanding WeCare to more counties (ongoing)

Interested in starting a WeCare group in your county? Reach out to Deb Magowan!  
([Deb.Magowan@inclusa.org](mailto:Deb.Magowan@inclusa.org))

## Acknowledgements

- We would like to thank all of our community groups and vested community members. Additionally, we'd like to thank Niccy Oman, NW AHEC, and the support of the CHIP internship program.