MAINE STATE LEGISLATURE

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130th MAINE LEGISLATURE

FIRST REGULAR SESSION-2021

Legislative Document

No. 886

H.P. 642

House of Representatives, March 8, 2021

Resolve, To Encourage Employment in the Direct Care Workforce

(EMERGENCY)

Reference to the Committee on Labor and Housing suggested and ordered printed.

ROBERT B. HUNT Clerk

R(+ B. Hunt

Presented by Representative FAY of Raymond.

Cosponsored by Representatives: ARFORD of Brunswick, BAILEY of Gorham, CUDDY of

Winterport, GRIFFIN of Levant, HASENFUS of Readfield, STOVER of Boothbay,

Senator: CURRY of Waldo.

Emergency preamble. Whereas, acts and resolves of the Legislature do not become effective until 90 days after adjournment unless enacted as emergencies; and

Whereas, the direct care field is undergoing a shortage of workers, and new workers need to be attracted as soon as possible; and

Whereas, this legislation directs the Department of Labor to develop and implement a multimedia public service campaign that promotes direct care worker jobs as a career choice; and

Whereas, in the judgment of the Legislature, these facts create an emergency within the meaning of the Constitution of Maine and require the following legislation as immediately necessary for the preservation of the public peace, health and safety; now, therefore, be it

Sec. 1. Public service campaign promoting direct care worker jobs. Resolved: That the Department of Labor, in coordination with the Department of Economic and Community Development and the Department of Health and Human Services, shall develop and implement a multimedia public service campaign that promotes direct care worker jobs as a career choice. In developing the campaign materials, the Department of Labor shall ensure that new residents in the State, racial and ethnic minorities, men, younger persons including high school students, older persons and persons with disabilities are represented. The Department of Labor shall also seek grants and other funds from public and private sources in developing the campaign.

Emergency clause. In view of the emergency cited in the preamble, this legislation takes effect when approved.

23 SUMMARY

 This emergency resolve directs the Department of Labor, in coordination with the Department of Economic and Community Development and the Department of Health and Human Services, to develop and implement a multimedia public service campaign that promotes direct care worker jobs as a career choice.