More and better jobs in home care services

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Soziale und gesundheitsbezogene Dienstleistungsarbeit im Wohlfahrtsstaat
Overview

• The care workforce and job potential

• Measures to promote job creation and retention

• Concluding comments
Challenges for job creation

EC Employment Package “Towards and Job-rich recovery (2012)”

• Ageing health workforce with insufficient new recruits
• Emergence of new healthcare patterns to tackle multiple chronic conditions;
• Growing use of technologies requiring new skill mixes
• Demanding working conditions and low and slowly growing wages
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<tbody>
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<td>Computer programming, consultancy, etc.</td>
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<td>4</td>
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<td>5 Personal care workers</td>
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<td>2</td>
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<td>6 Personal care workers</td>
<td>Residential care activities</td>
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<td>3</td>
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<tr>
<td>8 Health associate professionals</td>
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<td>Services to buildings and landscape activities</td>
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<td>1</td>
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<td>Creative, arts and entertainment activities</td>
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<td>5</td>
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More and better jobs in home care services

- Measures aimed at recruiting and retaining staff in care and support services for people with disabilities or chronic health problems.
- **Home care workers**: home helps, social care workers, activity workers, community workers, other professions (e.g. therapists).
- Labour market discrepancies.
- Structural factors of influence on the community care labour market.
- **Countries included**: Austria, Bulgaria, Denmark, France, Germany, Netherlands, Poland, Portugal, Spain and the United Kingdom.
Targeting labour reserves

Professional orientation, prequalification, work experience, mediation.

• **Job rotation, Denmark**
  - The jobs of current employees undergoing training are held open for them and temporarily filled by unemployed people.
  - Out of a group of 291 job rotation temporary workers who completed a rotation project, 78% were employed within two weeks of the end of the project.
  - Job interviews with the unemployed beforehand, guidance by a supervisor in the workplace and the prospect of being supported in further education.
Campaigns and educational orientation, apprenticeships in health and social care, mentorships.

- **Boy’s Day, Austria**
- Men get acquainted with professions in care and education presented by male role model.
- Job-orientation workshops are held for schoolboys aged 12 and over.
- During 2011, more than 4,000 boys throughout Austria took part.
- Tailoring the nationwide initiative to the local context and the continuation of activities throughout the year.
Improving working conditions, professionalising the sector, training and providing more career opportunities.

- **Professionalism certificates, Spain**
- Certification of professional competences acquired through work experience or non-formal methods of training.
- Professionalism certificate made up of a number of ‘competence units’ linked to short training modules.
- Efficient IT-based system, coordination between education and labour authorities, importance of the regional level.
Promoting use of new technologies, new ways of organising care, coordination of services.

• **Assistive Technology Norfolk, UK.**

• Social workers specialised in assistive technology, carrying out assessments of service users, awareness raising events and training.

• Support for the initiative within the organisation, regular awareness-raising and training, and the person-centred approach of the AT support workers providing equipment tailored to individual needs.
Lessons learnt

• Training should be accessible and tailored to the needs of practitioners and employers. Using officially regulated, acknowledged curricula contributes to acceptance by employers.

• Getting a good match is essential for the success of initiatives.

• A way to improve the efficiency and attractiveness of work in community-based care is to give professionals in the field greater responsibility and autonomy.

• Care work needs to be valued in order to secure support and sustainable funding.
Thank you for your attention

Overview and 10 national reports:


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