Younger Workers and the Direct Care Workforce

The direct care sector will need millions of new workers to meet the growing demand for long-term care, which makes recruiting new populations essential. Younger people are one answer to this recruitment challenge—specifically, those people aged 18 to 24, who comprise nearly 13 percent of the total U.S. labor force. This fact sheet provides a snapshot of younger workers in direct care and the broader labor force. Drawing from broader employment research, we also offer a few tips on how to attract younger people to direct care jobs.

Understanding Younger Direct Care Workers

Young people aged 18 to 24 make up 16 percent of the direct care workforce and total 567,000 workers. Here are some other statistics to consider.

<table>
<thead>
<tr>
<th>What % of Direct Care Workers Are...</th>
<th>18- to 24-Year-Olds</th>
<th>25- to 64-Year-Olds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>83%</td>
<td>87%</td>
</tr>
<tr>
<td>People of Color</td>
<td>43%</td>
<td>59%</td>
</tr>
<tr>
<td>Immigrants</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>Enrolled in Education</td>
<td>46%</td>
<td>9%</td>
</tr>
<tr>
<td>Part Time/Part Year</td>
<td>71%</td>
<td>57%</td>
</tr>
<tr>
<td>Living Below the Poverty Line</td>
<td>23%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Expanding the View on Younger Workers

Recruiting Younger Workers to Direct Care

1. Recruit new workers through the right channels
Partner with schools, colleges, and community groups to promote direct care as an entry point for a health career. Also, try online job sites, social media, and company websites.

2. Rely more on mobile technology
Communicate through text messaging, promote opportunities to connect constructively online, and explore other ways to leverage technology to attract younger workers.

3. Integrate training and employment opportunities
Link training programs to guaranteed employment to help young people quickly embark on their career paths, including those in school and those with limited education.

4. Provide tailored on-the-job support
Offer employment supports that address younger workers’ concerns and help them succeed—such as financial advice on “making ends meet” and paying off debt.

Need assistance with recruitment and retention?
PHI helps long-term care employers find and keep the best candidates for direct care jobs. Contact us at 718.402.7766 or info@PHInational.org to learn more.

PHI works to transform eldercare and disability services. We foster dignity, respect, and independence—for all who receive care, and all who provide it. As the nation’s leading authority on the direct care workforce, PHI promotes quality direct care jobs as the foundation for quality care.


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