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. One answer to this recruitment challenge is men—including, as two examples, the growing number who have unpaid caregiving experience, and those who have lost traditional employment opportunities due to the rapid decline of the manufacturing industry. This fact sheet provides a snapshot of male workers in direct care and in the overall labor force. Drawing from broader employment research, we also offer a few tips on how to attract male workers to direct care jobs.

Understanding Male Workers in Direct Care

Men currently make up 14 percent of the direct care workforce, numbering approximately 489,000 workers, and their median age is 37. Here are some other statistics to consider.

<table>
<thead>
<tr>
<th>What % of Direct Care Workers are…</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>People of Color</td>
<td>57%</td>
<td>55%</td>
</tr>
<tr>
<td>Immigrants</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>High School Graduates or Less</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Enrolled in Education</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Part Time/Part Year</td>
<td>52%</td>
<td>61%</td>
</tr>
<tr>
<td>Living Below the Poverty Line</td>
<td>13%</td>
<td>19%</td>
</tr>
</tbody>
</table>
Expanding the View on Male Workers

1. Change the narrative
Rather than promoting gender stereotypes, emphasize the qualities and competencies that all individuals require to succeed in direct care roles—including compassion, accountability, interpersonal skills, and flexibility.

2. Recruit family caregivers
A growing proportion of unpaid family caregivers are men. Reach out to this population to find new direct care workers who bring well-honed caregiving skills and knowledge.

3. Integrate training and employment
Offer integrated training and employment opportunities that allow workers from other sectors to bridge the skills gap into direct care without taking time off or losing wages.

4. Consider gender-specific employment supports
Men who join the direct care workforce might face unique obstacles to success due to their work histories, family responsibilities, and other experiences. Through onboarding, ensure that their needs are identified and addressed.

Recruiting Male Workers to Direct Care

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.


Author: Kezia Scales, PhD
Director of Policy Research

© 2018 PHI

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.