

How to make PHS an attractive sector for workers?

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The care workforce

- Dominance of family and informal care in most Member States e.g. EU – 20M carers provide 20+ hours per week. 80% of care hours are provided by informal care, predominantly women 45+.
- Large country differences in development of formal social care workforce.
- Concerns about shortages of carers, lack of support for informal carers, and risk of social exclusion for carers. Concerns amplified by economic crisis, any reductions in services, and problems in recruitment of formal carers.
- Must consider formal and informal carers together especially in the context of increased care in non-institutional settings.

Help wanted? Providing and paying for long-term care (OECD, 2011)

Pressure for not only more, but more diverse, formal employment in care sector, driven by:

- Wider societal changes in role of women
- Changing family ties
- Greater demand for personal services
- User expectations of high quality and responsive services
- More people with complex disabilities and needs
- Increase needs for technical and social skills

OECD: Demand for care workers expected to double or triple between now and 2050

Characteristics of formal care work

- Predominantly low prestige
- Mainly done by women
- Poor visibility of the sector
- Not regarded as high skill
- Low pay (although above average for low-skilled)
- Lack of career prospects
- High staff turnover; part-time and atypical contracts
- Tasks often involve intimate attention to personal needs

Eurofound (2006) Employment in Social Care in Europe

EPSU Collective Bargaining News, August 2013

17 articles including:

- UK – Social care workers continue fight to defend pay and conditions
- Netherlands – Care workers fight for their jobs
- Sweden – Union lodges claim with private care providers
- UK – Report shows how care workers miss out on minimum wage
- Israel – Care workers among those paid less than minimum wage

More and better jobs in home care

- Identifying measures to promote the retention and recruitment of workers that overcome the barriers identified in the Employment Package – shortage of recruits, budgetary constraints, demanding working conditions
- Focus on their main success and failure factors, as well as on their transferability, sustainability and assessment
- Complement the research activities of the Commission in relation to personal and household services

Scope of the project

Measures aimed at recruiting and retaining staff in care and support services for people with disabilities or health problems

- ***Home care workers***: Home helps, social care workers, community workers, district nurses.
- **Countries included**: Austria, Bulgaria, Denmark, France, Germany, The Netherlands, Poland, Portugal, Spain and the United Kingdom (country reports and 30 case studies).
- **Successful**: either in creating more jobs or in improving the quality of jobs.

Strategies to promote recruitment and retention in home care services

- Targeting labour market reserves
- Stimulating and facilitating education
- Improving the situation of current employees
- Improving operational management/work organisation

Stimulating and facilitating education of potential employees

Encouraging people to choose a career in this sector and improving the relationship between the labour market and educational institutions

Neighbourhood Training Company, Netherlands:

- Work experience (apprenticeships) that is directly connected to training in welfare work in their own residential district.
- Started in 2011 in Leiden, Utrecht, Haarlem.
Dordrecht and Hengelo with 15-22 trainees each. Nearly 100 trainees in the Hague.

Improving situation of current employees

Improving working conditions, professionalising the sector, training and providing more career opportunities

Validation des Acquis de l'Expérience (VAE), France:

- VAE allows all people (employees, job-seekers, self-employed, temporary workers etc.) to have their professional experience (salaried, non-salaried or volunteer) recognised in order to obtain a qualification in relation to their experience. Low cost.
- In 2012, 51,000 people applied to be granted a qualification by VAE, one third of whom were applying for certification of a qualification for carers and home-care auxiliaries.

Career development through further education (Denmark)

- Developing skills in management of chronic disease among professionals in community-based care. Builds team-based approach that is person-centred and tailored to individual needs. Courses are practice-oriented, small classes and adapted to participants' needs.
- Aimed to train 3000 people from 2010 to 2012, but nearly twice as many, 5834, participated.

Improving operational management/work organisation

Promoting use of new technologies, new ways of organising care, coordination of services

Independent Life, Spain:

- Direct-payment project aimed at promoting independent living for disabled people over 18 living on their own homes. Involves reorganisation of work to support specific needs of clients.
- Number of disabled persons involved has increased from 4 to 39, and each generates 2-3 personal assistant positions.

Impact of the initiatives

- Generally promising and quantitative targets achieved.
- Positive labour market effects – jobs created, workers recruited, staff retained.
- Successful promotion of skills, career opportunities and status/standards of care work.
- Evidence of transfer to other organisations and regions.
- Examples sustained over several years but contingent on funding.

Thank you

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