

Men 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. 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

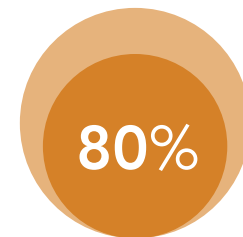
Men currently make up 14 percent of the direct care workforce, numbering approximately 489,000 workers, and their median age is 37. Here are some other statistics to consider.

What % of Direct Care Workers are...	Men	Women
People of Color	57%	55%
Immigrants	26%	23%
High School Graduates or Less	41%	50%
Enrolled in Education	18%	14%
Part Time/Part Year	52%	61%
Living Below the Poverty Line	13%	19%

Expanding the View on Male Workers

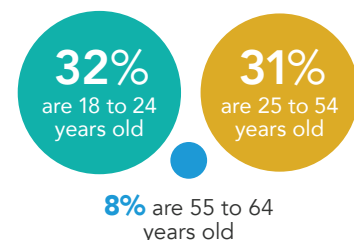
WORKFORCE SIZE

99.4 Million

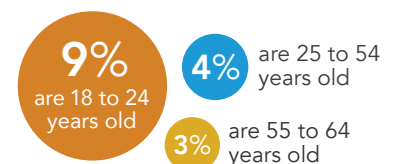


- Working-age men in the U.S.
- Participating in the labor force

20% OF ALL WORKING-AGE MEN ARE NOT IN THE LABOR FORCE, OF WHICH:

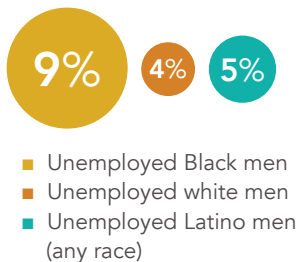


5% OF ALL WORKING-AGE MEN ARE UNEMPLOYED, OF WHICH:

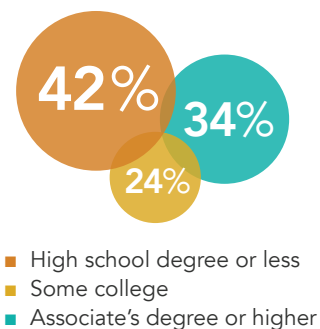


Expanding the View on Male Workers

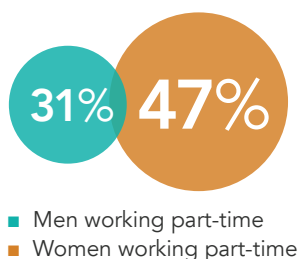
RACIAL DISPARITIES IN UNEMPLOYMENT



EDUCATIONAL ATTAINMENT



PART-TIME EMPLOYMENT



Data source: U.S. Census Bureau. 2016. *American Community Survey (ACS), 2015 1-year Public Use Microdata Sample (PUMS)*. <https://www.census.gov/programs-surveys/acs/data/pums.html>; analysis by PHI (February 15, 2018). Labor force analysis limited to working-age men, 18 to 64 years old.

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Recruiting Male Workers to Direct Care

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.

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.