

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.

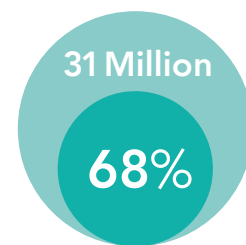
Understanding Younger Direct Care Workers

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.

What % of Direct Care Workers Are...	18- to 24-Year-Olds	25- to 64-Year-Olds
Women	83%	87%
People of Color	43%	59%
Immigrants	7%	27%
Enrolled in Education	46%	9%
Part Time/Part Year	71%	57%
Living Below the Poverty Line	23%	19%

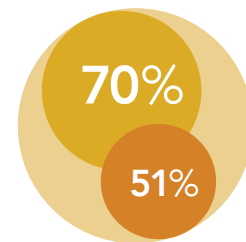
Expanding the View on Younger Workers

GROWING NUMBERS



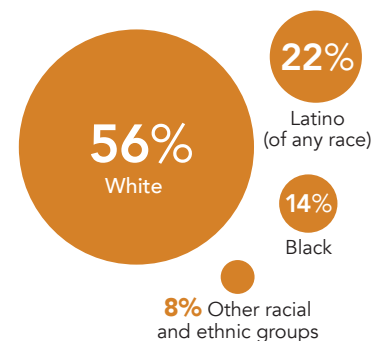
- 18- to 24-year-olds in the U.S.
- Participating in the labor force

EDUCATIONAL ENROLLMENT



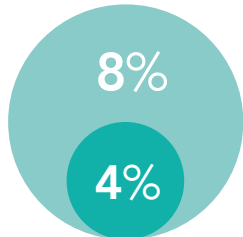
- Enrolled in school: not in labor force
- Enrolled in school: also in labor force

DIVERSE POPULATION IN THE LABOR FORCE



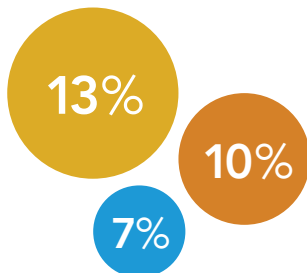
Expanding the View on Younger Workers

UNEMPLOYMENT CHALLENGES



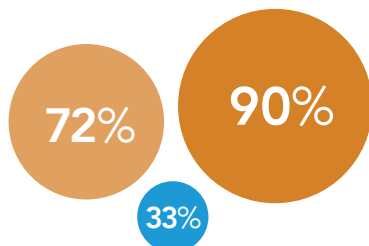
- Unemployed 18- to 24-year-olds
- Unemployed 25- to 64-year-olds

RACIAL DISPARITIES IN UNEMPLOYMENT



- Unemployed younger black workers
- Unemployed younger workers of color, overall
- Unemployed younger white workers

PART-TIME EMPLOYMENT



- Younger people working part-time
- Younger people in school working part-time
- 25- to 64-year-olds working part-time

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).

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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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