

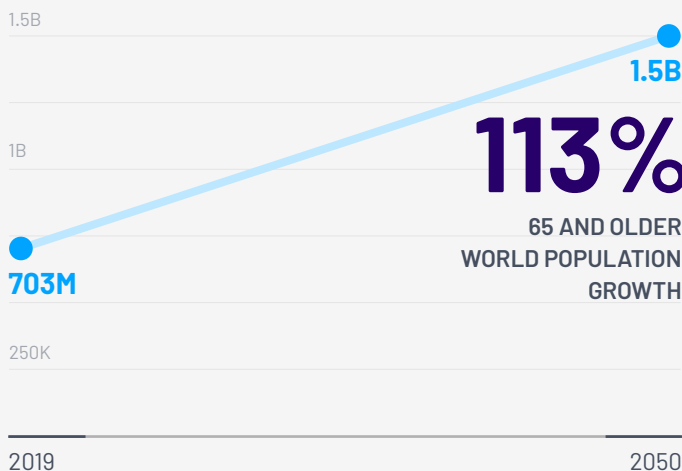
# Building The Caregiving Workforce Our Aging World Needs

The world is aging. Human labor is at a premium. And technology, despite its manifest benefits, will never entirely replace the human connection offered by professional caregivers in ensuring the mental, emotional and physical health of the world's aging population.

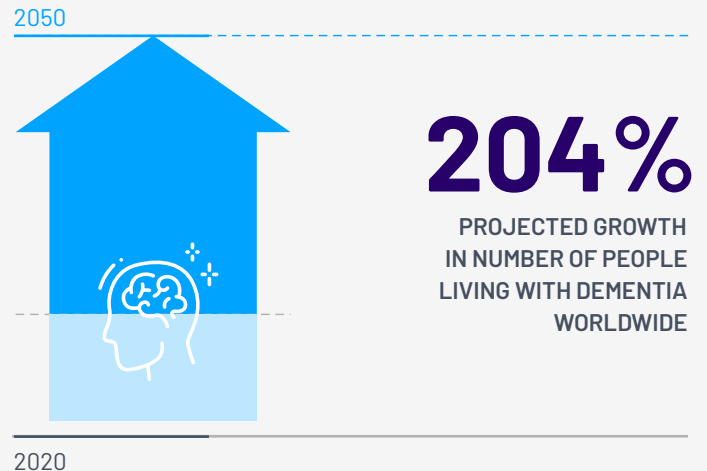
Now is the time to start elevating caregiving as an integral, recognized and respected segment of the workforce, improving lives and driving economic growth for the future.

## Demand for trained, professional caregivers is rapidly on the rise.

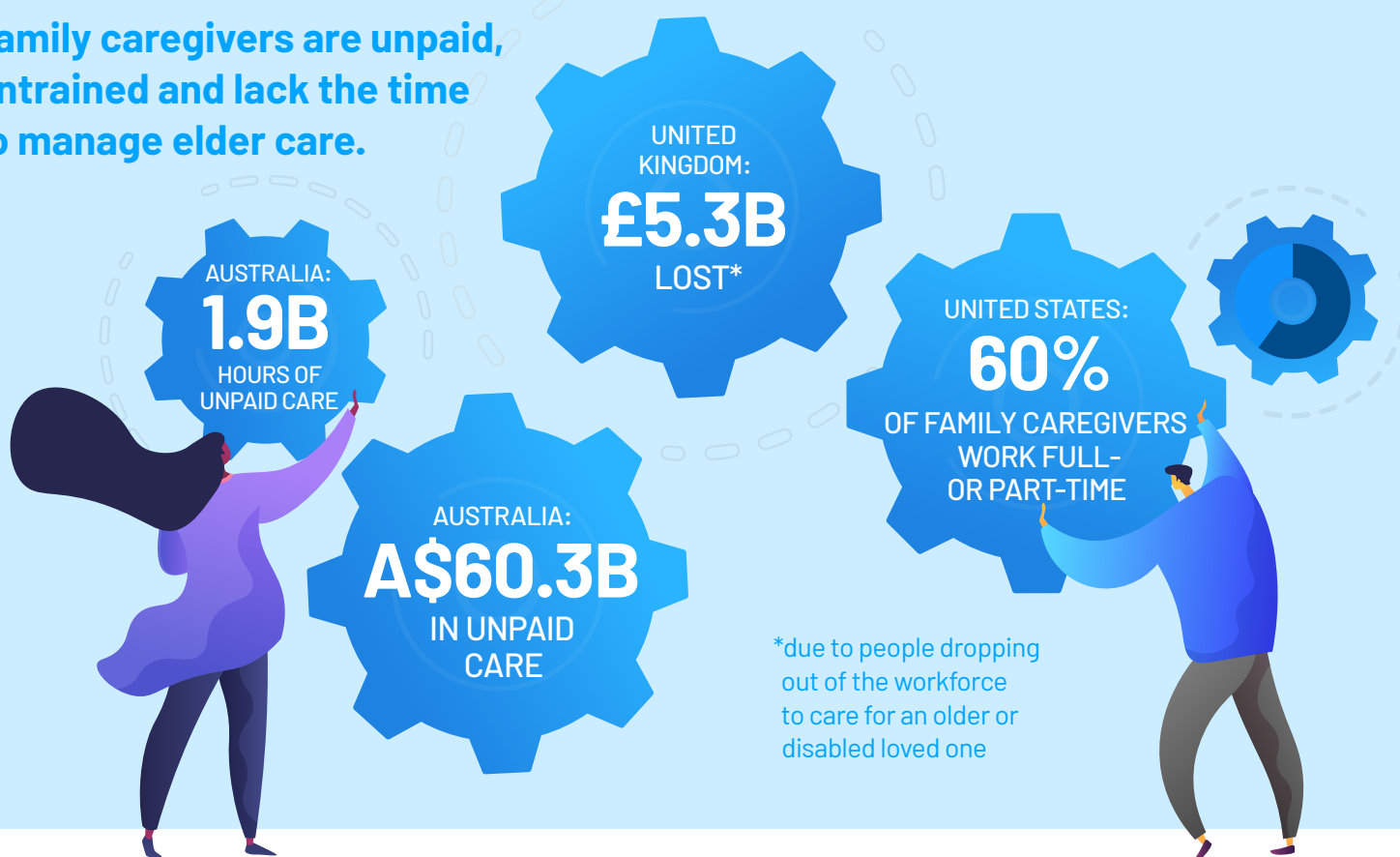
Already there are more old than young for the first time in history, and the 65+ population is projected to double in the next three decades.



Dementia and other chronic conditions requiring specialized and individualized care are growing in prevalence.



**Family caregivers are unpaid, untrained and lack the time to manage elder care.**



## Home is the preferred, safest and least expensive place to age.

In Australia, 75% of older people want to stay in their current home as long as possible, even if they need help to stay at home.<sup>1</sup>

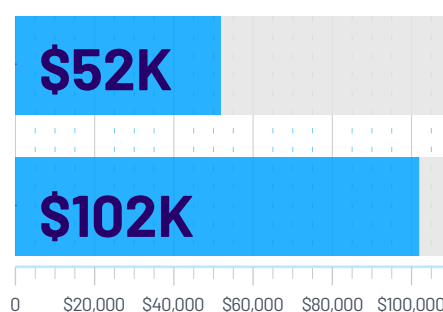
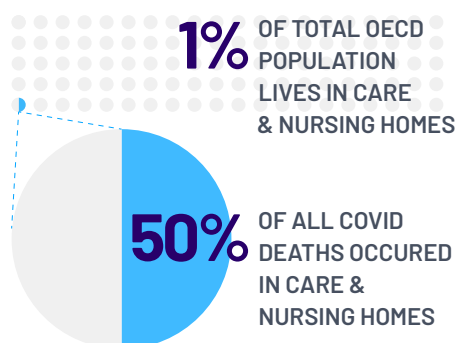
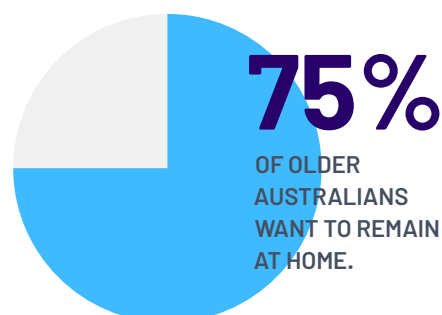
Across OECD countries, nearly half of all COVID-19 deaths happened in care and nursing homes, although less than 1% of people live in those facilities.<sup>2</sup>

In 2019, the average cost of home care is the United States was less than half the cost of a private room in a nursing home (\$52,000 for 44 hours per week of home care versus \$102,204).<sup>3</sup>

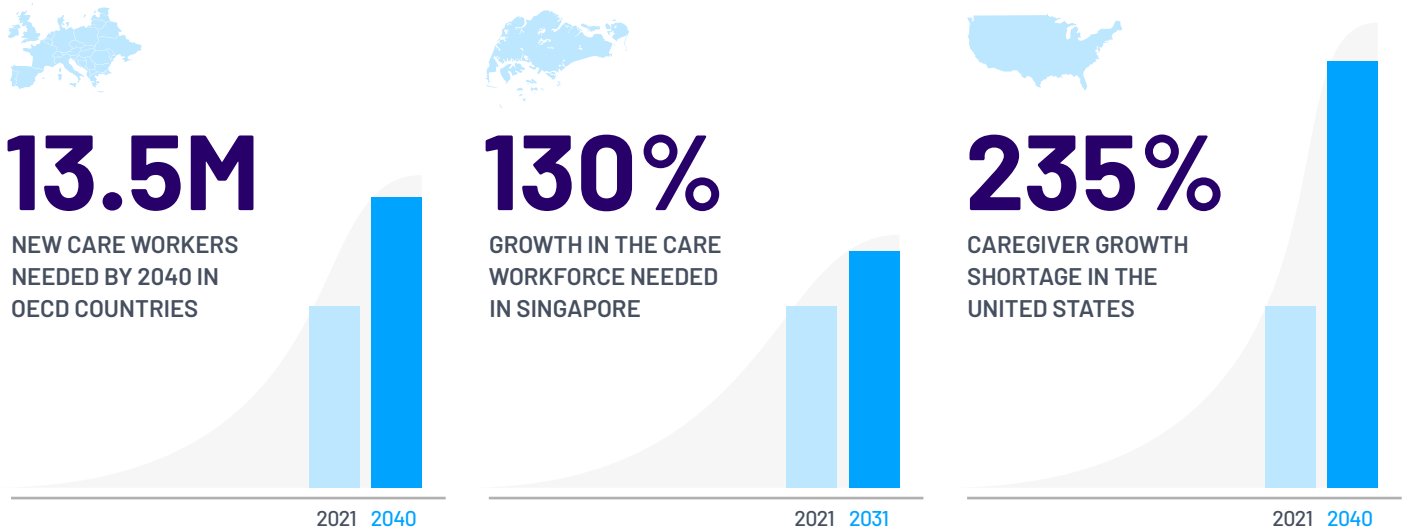
Most older people want to age at home in their community.

The COVID-19 pandemic has emphasized the safety of the home.

The cost of home care is half that of institutional care.



Today's caregiving workforce is undervalued and insufficiently rewarded, leading to a massive caregiver shortage, globally.



Perceptions about the caregiving workforce must change if supply is to meet demand for current and future care needs.

Showcasing the value of the caregiving workforce requires:



Combatting ageism



Bridging the gender gap



Linking wages and value



Retaining workers



Defining a career path



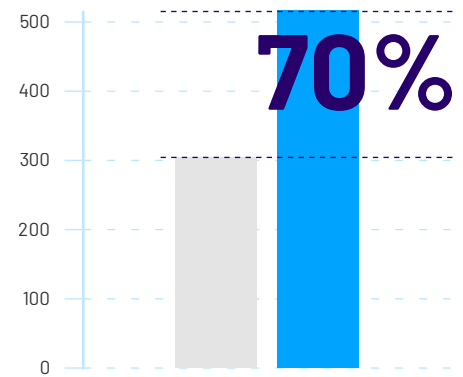
When researchers in the United States asked caregivers what drew them to the profession, **more than 88% cited their desire to serve others.**<sup>4</sup>

## As the labor market shifts due to the impact of COVID-19, and the increase in technology, artificial intelligence and automation, caregiving represents a new engine of job creation and a career of the future.

Workforce disruption is occurring around the globe as a result of AI and automation.



The global market for home care is projected to increase from \$304B in 2020 to \$516B by 2027<sup>5</sup>—a nearly 70% increase.



## The caregiving profession provides the opportunity for a meaningful career in a time when purpose and flexibility are paramount.



Relief for over-burdened family caregivers



Flexible encore career



Purpose-driven work



*We breathe easier knowing our grandmother's care is in the capable hands of a caregiver. I can honestly say my grandmother might not be here today, talking about celebrating her 100th birthday...without this support.*

—Family caregiver



*I love my job. At times, it doesn't even feel like I'm working. When you're with someone three or four days a week, you...get absorbed into their family. I feel truly valued and not like I'm just one of many.*

—Max, professional caregiver

# Building a Professional Caregiving Workforce: A Roadmap

## Key Challenges in the Caregiving Sector:



There are no uniform caregiving training and education standards



Caregiving is undervalued by society as a profession



Caregivers are underpaid and lack defined career paths



Caregiving must be more fully embedded within the broader health and social care system

## Key Actions to Building the Caregiving Workforce Our Aging World Needs:

### 1.

Change the global perception of caregiving and position it as a valued profession

- Implement national awareness campaigns
- Identify public advocates and create a multi-stakeholder movement
- Develop and implement national caregiving strategies

### 2.

Bolster training and education standards to ensure consistent quality and accountability

- Develop and implement standards for training and care
- Implement monitoring and accountability mechanisms to ensure care standards are met
- Formulate and operationalize national carer training, recruitment and retention policies and programs

### 3.

Support and reward caregivers commensurate with the demands of the job and the value they provide

- Implement funding schemes that incentivize competitive wages, working conditions and employee benefits
- Implement career development programs and ongoing learning

### 4.

Elevate the home care workforce within the health and social care ecosystem

- Identify and protect caregiver needs
- Implement referral mechanisms for early disease detection and prevention
- Ensure timely and effective transitions across the care continuum
- Enact legislation to protect the rights of older people and combat ageism

The caregiving sector, governments, NGOs, patient advocacy organizations, family support groups and other stakeholders must come together urgently to shape multi-stakeholder solutions that will elevate the caregiving workforce into a career of the future—one that our aging world desperately needs.

## Sources

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### For more information contact

Melissa Gong Mitchell  
[mmitchell@globalcoalitiononaging.com](mailto:mmitchell@globalcoalitiononaging.com)

Jisella Dolan  
[catalystforchange@homeinsteadinc.com](mailto:catalystforchange@homeinsteadinc.com)