

Workforce retention and recruitment strategies in Europe

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- The care workforce and job potential
- Measures to promote job creation and retention
- Concluding comments

EC Employment Package “Towards and Job-rich recovery (2012)”

- Ageing health workforce with insufficient new recruits
- Emergence of new healthcare patterns to tackle multiple chronic conditions;
- Growing use of technologies requiring new skill mixes
- Demanding working conditions and low and slowly growing wages

	Top ten jobs by relative employment growth		Wage quintile	Education quintile	Employment (2014q2)	% change p.a. 2011q2–2014q2
	Occupation (ISCO)	Sector (NACE)				
1	Information and communications technology professionals	Computer programming, consultancy, etc.	5	5	1,426 000	10.0
2	Business and administration professionals	Management consultancy activities/head office activities	5	5	613 000	9.2
3	Legal, social, cultural and related associate professionals	Education	3	4	936 000	7.2
4	Legal, social, cultural and related associate professionals	Residential care activities	3	4	504 000	5.5
5	Personal care workers	Activities of households as employers of domestic personnel	1	2	516 000	5.4
6	Personal care workers	Residential care activities	2	3	1,935 000	5.4
7	Stationary plant and machine operators	Manufacture of food products	2	1	717 000	4.9
8	Health associate professionals	Residential care activities	2	4	591 000	4.7
9	Cleaners and helpers	Services to buildings and landscape activities	1	1	2,183 000	4.2
10	Legal, social and cultural professionals	Creative, arts and entertainment activities	4	5	623 000	3.8

- Measures aimed at recruiting and retaining staff in care and support services for people with disabilities or chronic health problems.
- **Home care workers:** home helps, social care workers, activity workers, community workers, other professions (e.g. therapists).
- Labour market discrepancies.
- Structural factors of influence on the community care labour market.
- **Countries included:** Austria, Bulgaria, Denmark, France, Germany, Netherlands, Poland, Portugal, Spain and the United Kingdom.

Professional orientation, prequalification, work experience, mediation.

Assistants for Disabled People, Bulgaria

- Programme financing care in a family environment for disabled people (or seriously ill people living alone) by hiring unemployed people to work as personal and social assistants
- Scope – national information campaigns, consultations, mediation services, provided training for the provision of social assistant service
- Jobs created – around 82 500 (2005-2011)
- Service users – from over 12 000 per month in the first years to around 4 000 per month since 2010 onwards

Campaigns and educational orientation, apprenticeships in health and social care, mentorships.

- **Boy's Day, Austria**
- Men get acquainted with professions in care and education presented by male role model.
- Job-orientation workshops are held for schoolboys aged 12 and over.
- During 2011, more than 4,000 boys throughout Austria took part.
- Tailoring the nationwide initiative to the local context and the continuation of activities throughout the year.



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

Professional accreditation for experience of working in community-based care, France

- Allows employees, job seekers, self-employed, temporary workers etc. to see their professional experience (salaried, non-salaried or volunteer) recognised in order to obtain a qualification in relation to their experience.
- The main objective is recognizing the qualifications in the care sector through other ways than initial education
- In 2012, 51,000 people applied to be granted a qualification .
- The 2 most delivered qualifications delivered in the care sector are:
 - 5,700 DEAVS (National certification for Support Workers)
 - 5,700 DEAS (National certification for Nursing Auxiliaries)

- **‘Suara Cooperativa’ (Suara Cooperative), Spain:**
- The ‘cooperative’ model is an example of a particular management model where workers are more committed to the project and economic benefits are shared.
- Largest cooperative in Catalonia in the care services sector. Suara manages residential equipment, day care and night care centres, schools and training centres, guidance services, home help and care services, etc.
- In 2011 the turnover of Suara was 15% higher than in 2010. Moreover, also in comparison to the previous year, the staff of the company grew with approximately 140 persons (i.e. 1,600 in 2010, 1,740 in 2011). Likewise, the number of persons attended went up to 25,000 (2011 data).

- Getting a good match is essential for the success of initiatives.
- Prioritising traditionally disconnected segments of the labour market contributes to achieving broad integration objectives.
- Specific groups require a targeted approach
- Using officially regulated, acknowledged curricula contributes to acceptance by employers.
- Care work needs to be valued in order to secure support and sustainable funding.

Overview and 10 national reports:

<http://www.eurofound.europa.eu/publications/report/2013/labour-market-social-policies/more-and-better-jobs-in-home-care-services>

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