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## AHCA/NCAL Launches New National Workforce Campaign – Careers in Caring

Today, we are excited to announce the launch of “Careers in Caring,” a new national campaign to equip nursing homes, assisted living communities and facilities for individuals with intellectual and developmental disabilities with tools and resources to help recruit new caregivers to the field.

As you know, the long term care profession has been working to attract more caregivers for decades. Unfortunately, the COVID-19 pandemic made existing challenges worse, as we’ve heard from so many of you about how difficult it is to find qualified candidates to fill critical roles. We are launching Careers in Caring as a proactive step in ensuring that our nation’s seniors have a strong workforce in place to provide the high-quality care they need and deserve.

Careers in Caring is research-tested, with proven practices to reach potential candidates. [CareersInCare.org](https://CareersInCare.org) – the campaign’s dedicated website – is your one-stop shop of resources and tools that you can begin to use today to help you with your hiring efforts. You will find informational videos, messaging materials, social media resources, graphics and much more. If you want to launch your own Careers in Caring campaign in your local community, we have also provided template social media content and press materials to assist in your outreach efforts.

We know that a career in long term care is rewarding and fulfilling. You take care of our country’s most vulnerable, serving not only as caregivers but cherished friends and family. Now it’s time to show the public why long term care is a unique and essential part of our health care system. We hope that this campaign will serve as a valuable resource as we work together to build our workforce.

We’re here to help you make Careers in Caring a success. If you have any questions, please do not hesitate to [contact us](#).

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