



# CAREERS IN CARING



Careers in Caring, developed by the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), offers tools to help successfully recruit professionals into long term care jobs.



## What's the Goal?

- Provide resources to assist long term care providers in recruiting more caregivers and building their workforce.
- Improve the public perception of careers in long term care.



## What's Unique About Careers in Caring?

- AHCA/NCAL conducted extensive research to ensure we are using the most effective messages to attract more workers. We conducted focus groups, opinion surveys and one-on-one interviews with current long term care workers, other health care workers not in LTC, students, prospective employees and guidance counselors to determine the best ways to reach prospective job seekers. All of the Careers in Caring resources are research-based.



## How Do I Get Involved?

### State Association:

- Launch your own Careers in Caring recruitment campaign and use the resources with media requests, on your website, in presentations, with elected officials, in advertisements, on social media, and more.
- Spread the word amongst your members that these resources are available.

### Long Term Care Provider:

- Utilize the Careers in Caring recruitment resources to amplify your existing hiring efforts.
- Launch your own hiring campaign and spread the word amongst your local community.



## What Kinds of Resources Are Available?

### Resources include:

- A content guide to help you talk about the long term care sector and the benefits of choosing a career in the industry.
- Pre-drafted content that you can post on your own social media channels, such as Facebook, Twitter, Instagram and LinkedIn. You can copy and paste this content directly or edit to fit your needs.
- Informational handouts for job fairs or open house events.
- Common questions and answers about working in long term care.
- Photos that depict different types of long term care careers.
- And more!



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