



RESEARCH PROJECT: Promoting careers in long-term care (V3-2243)

The purpose of

- present the findings of a qualitative study on the factors hindering and promoting employment in LTC,
- to present measures and initiatives to promote employment in the LTC sector by key actors in the LTC sector.

Methods

Qualitative approach with in-depth semi-structured interviews and focus groups:

- **13 in-depth interviews with DO users**
(care recipients and their informal carers)
- **6 focus groups (49 participants)**
 - **2** focus groups of staff from the institutions involved in the LTC pilot studies
 - **1** focus group of other social care institutions and concession holders
 - **2** focus groups with LTC workers
 - **1** focus group with former LTC employees, pupils, students and unemployed
- **8 semi-structured in-depth interviews with experts, scientists and other stakeholders**

Topics of discussion

- 01 Factors hindering employment in the field of LTC in Slovenia
- 02 Factors promoting employment in the field of LTC in Slovenia
- 03 Urgent measures to attract and retain employees in the field of LTC
- Initiatives on the promotion/popularisation of LTC jobs in Slovenia



CONCLUSIONS

Barriers to employment in the LTC




Macro level

- ◆ poor social awareness of the importance of (integrated) LTC, societal neglect of LTC and its workers,
- ◆ underfunding of the LTC sector,
- ◆ outdated LTC system,
- ◆ outdated HR standards and norms, rigid recruitment and promotion system,
- ◆ bureaucracy,
- ◆ inadequate education.

Mezo level

- poor leadership,
- lack of problem-solving
- attitudes, lack of motivation,
- poor working relationships,
- limited career progression opportunities, lack of
- training and scholarships.

Micro level

- ◆ poor relationships within the care team,
 - ◆ inadequately organised and paid internships for students.
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Employment drivers in the LTC



Macro level



- ◆ examples of other comparable difficulties demonstrating the potential for developing integrated LTC, job security, a fixed salary with benefits.



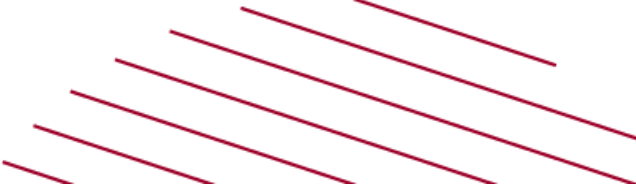
At the level of the institutions



- good leadership of individual institutions,
- timely problem solving,
- motivational attitude,
- career development for staff through for example paid tuition fees.

Micro level



- ◆ good relations between employees,
 - ◆ positive user attitudes towards staff,
 - ◆ personal satisfaction,
 - ◆ proximity to the workplace.
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Employment measures

Macro level

- ♦ to improve the image of the LTC workforce and increase funding for LTC, change of HR standards and regulations,
- ♦ ensuring competitive wages, additional recruitment of skilled people,
- ♦ more autonomy and flexibility while working, benefits such as shorter working hours and extra leave, better technology,
- ♦ de-bureaucratising employment.

At system level

- ♦ measures related to training and professional development opportunities for staff, consideration of changing the limit on national vocational qualifications,
- ♦ ensuring higher enrolment in secondary and higher education programmes,
- ♦ improved organisation of internships for school and university students.

Mezo level

- ♦ improving the working atmosphere,
- ♦ creating a supportive and respectful working environment,
- ♦ motivating staff, promoting career development,
- ♦ training to improve safety at work,
- ♦ introducing psychological support,
- ♦ encouraging open communication,
- ♦ promoting work-life balance.

Micro level

- ♦ encouraging good relations between employees,
- ♦ respectful attitude towards pupils, students and trainees.

MEDIA ANALYSIS OF PUBLICATIONS ON LTC WORKFORCE

The media play a key role in communicating about professions in long-term care.

Understanding the media's reporting on the long-term care sector is important, as **the media contribute significantly to shaping people's opinions and behaviour** by covering certain topics and the way they are covered.

The purpose of

- to find out how the Slovenian media have represented long-term care professions.

Method

Critical discursive analysis

- **The analysis included 42 articles published from 1 January 2022 to 1 March 2023 on online news portals.**
- **The phrases "long-term care" and "occupation" in all forms.**

RESULTS:

Shortage of workers in the LTC

Reduction of accommodation capacity in social care institutions due to shortage of workers

THERE IS A SHORTAGE OF HEALTH CARE WORKERS
(in particular carers, nurse)

Workers are marked **positively** as:

"victims": overworked and burnt out

Problems in LTC

- Outdated HR standards and regulations,
- low wages,
- unfavourable working hours,
- workplace relations,
- inadequate working conditions,
- inadequate work equipment,
- mental and physical overload,
- bureaucratisation of work.

In two contributions, also negatively:

"violent" : violence against people in need of care

" non-serious": taking advantage of sickness absences



HR IN LONG-TERM CARE

WHERE DO WE GO FROM HERE?