

## Building the Direct Care Workforce: Supporting our Families, Communities, and Economy

This strategy brief is brought to you by the NH Alliance for Healthy Aging (NH AHA). We are committed to creating communities that support older adults and their families and where New Hampshire's culture, policies, and services advance health, independence, and dignity for all of us as we get older.

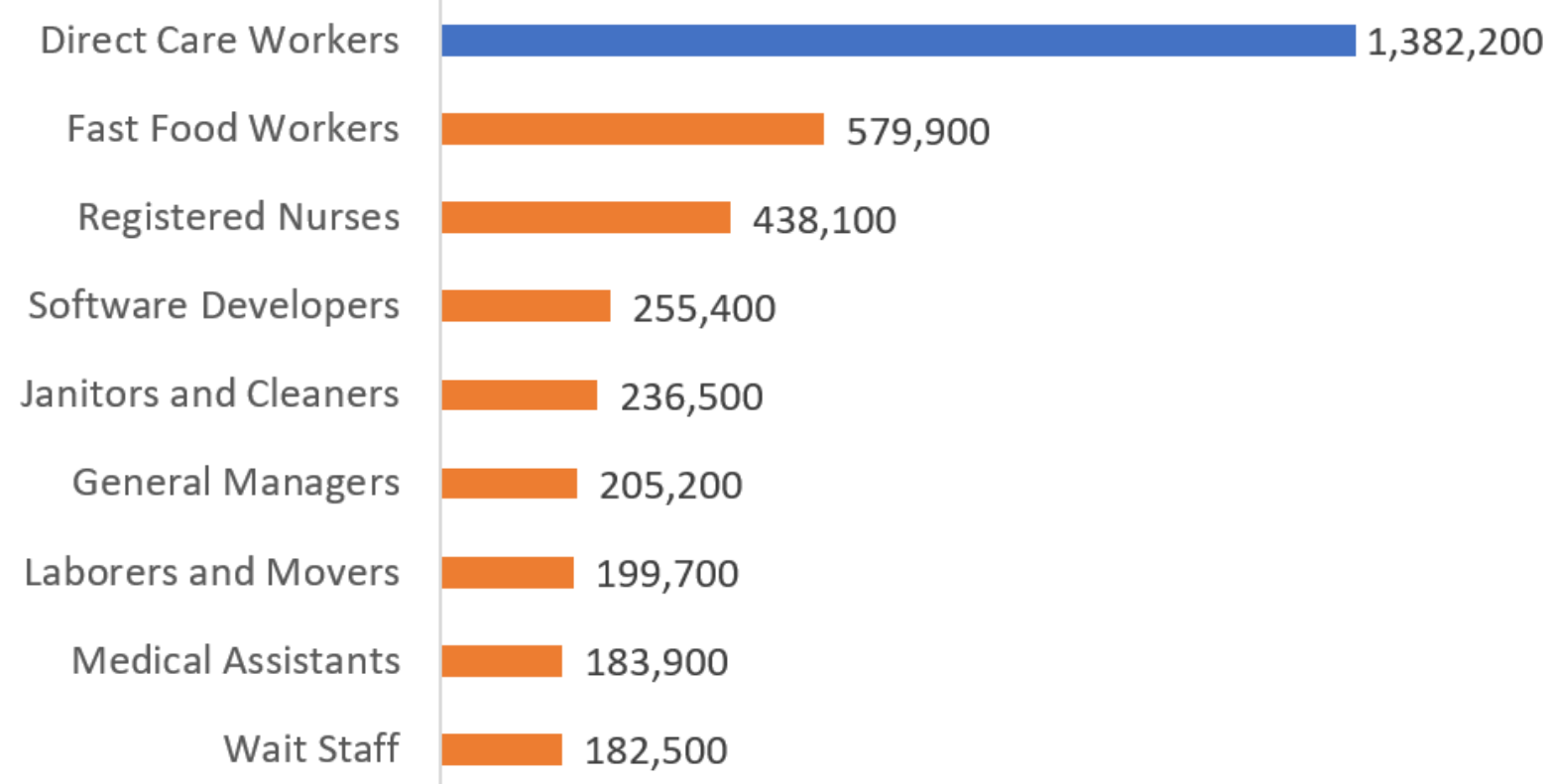


Direct care workers are integral to the health care system, communities, and families, and provide critical care to individuals.

Performing 70-80% of paid hands-on care including tasks like assistance with personal hygiene, light housekeeping, and medication management, they are known as the “eyes and ears” of the care system. Workers are employed across a variety of settings and provide respite and assurance to family caregivers that loved ones are well cared for.

As many people are living longer and want to age at home, there is a growing demand for direct care workers. Nationally, one of the fastest growing careers in the country, the direct care workforce will add 1.4 million new positions by 2026.

### U.S. Occupations with the Most Projected Job Openings due to Growth (2016 - 2026)



Source: PHI, National Workforce Data Center



Many families can't find the direct care workers they need. Low wages, poor benefits, and a lack of career advancement opportunities often encourage direct care workers to seek other employment. Half leave their jobs in less than a year.

### DID YOU KNOW?



**72% INCREASE**

in NH direct care positions from 2016-2026



**\$13.84 PER HOUR**

NH Average direct care worker hourly wage

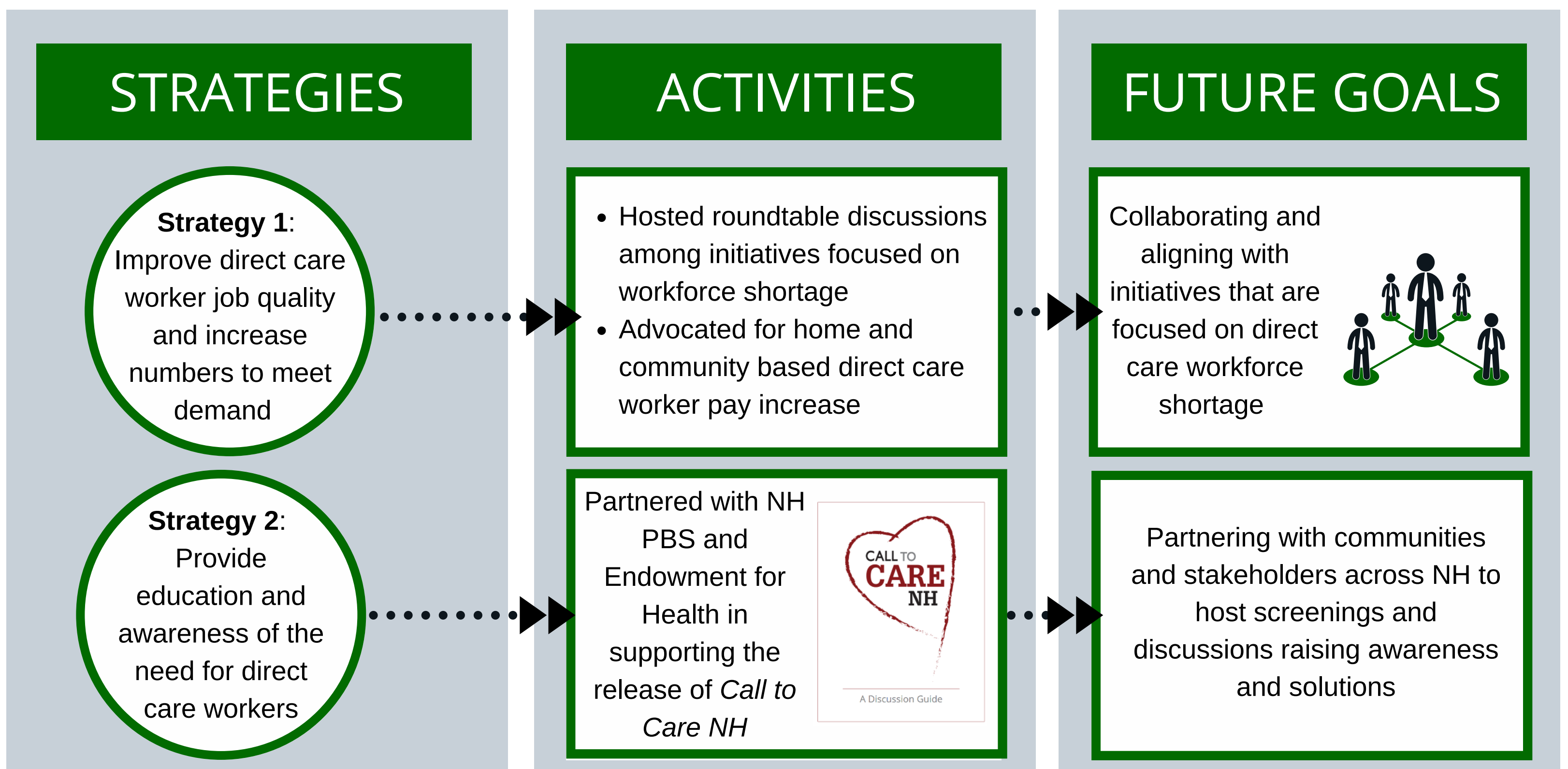


**47 YEARS**

Median age of home care workers



# AHA Workforce Activities



**Peggy Drouin,**  
Featured, Direct Care worker

*Call to Care NH* is 30-minute segment produced by NH PBS and the Endowment for Health. The program explores the challenges presented as more of us are living longer and the demand for people who provide care is growing faster than the supply. The program also discusses the rewards and innovative solutions to create a better future for older people in NH and those that care for them.



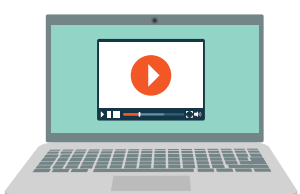
**Roger Maurier,**  
Featured, Direct Care worker

## HOST A CALL TO CARE NH SCREENING

*Call to Care NH* is an effective way of bringing the conversation about the importance of the direct care workforce to our communities.

*Hosting a screening is something anyone can do!*  
Please contact us with questions or for assistance

## ACCESSING CALL TO CARE NH



Online at:  
<https://www.pbs.org/show/call-care-nh/>



Request a DVD from  
Laura Davie at:  
[Laura.Davie@unh.edu](mailto:Laura.Davie@unh.edu)

## CALL TO CARE NH COMPANION GUIDE

*Call to Care NH* has a companion discussion guide which can be used for community conversations here: <https://tinyurl.com/y7zk3shj>

## Want to Learn More?



**Visit our website!**  
[www.nhaha.info](http://www.nhaha.info)



**Follow us on social media!**



NH Alliance for Healthy Aging



#NHAHA603



**Contact us!**

Jennifer Rabalais, NH Alliance for Healthy Aging  
Coordinator  
[Jennifer.Rabalais@unh.edu](mailto:Jennifer.Rabalais@unh.edu)  
(603) 228-2084, Ext. 14