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## State Launches CaringCareers.org, Awareness Campaign To Help Expand Workforce of In-Home Caregivers

### *Employment Opportunities in Caring for Older Adults, People with Disabilities Who Want to Stay at Home*

(HARTFORD, CT) – Social Services Commissioner Roderick L. Bremby today announced the launch of a special website, [www.CaringCareers.org](http://www.CaringCareers.org), and multi-media public awareness campaign to help Connecticut attract more people to the growing field of in-home caregiving.

Highlighting the theme, *'In-Home is In Demand,'* the website and campaign will promote opportunities in a job market that's expanding rapidly as older adults and people with disabilities enjoy more options to live independently.

"More than ever in Connecticut, our older adults and citizens with disabilities are able to make the choice to live at home, instead of having to go to a nursing home or other institutional care," Commissioner Bremby said. "However, advancing this important trend depends on our success in building the workforce of caring individuals to provide high-quality in-home care. The CaringCareers.org website and the broader campaign will connect the public to convenient, one-stop information and resources about the many opportunities in a growing field."

The Department of Social Services is partnering with the Department of Labor to link CaringCareers.org to the state's main jobs site at [www.CTHires.com](http://www.CTHires.com). Together, these user-friendly resources offer handy, practical information for exploring and gaining employment in the expanding home care field.

"Helping people find jobs or assisting employers with their hiring needs has always been a priority for the Labor Department and this new partnership provides even more opportunities to connect employers and job-seekers," said Labor Commissioner Scott D. Jackson. "Placing our CTHires online job bank within the CaringCareers.org website will help employers find qualified individuals that are a good fit for healthcare positions, and it offers job-seekers a safe, user-friendly system to obtain in-home health care jobs."

To help job-seekers stand out and get hired, CaringCareers.org provides an introduction to the many features of CTHires.com, including tips on how to use the 'Virtual Recruiter,' how to write a resume that gets noticed, and how to get in-person help.

Commissioner Bremby added, "We are pooling resources to offer the best possible information and referral to Connecticut residents interested in learning about caregiving careers, as well as specific job opportunities. This provides an authorized platform for posting resumes, searching for jobs, referral to resume-writing and interviewing skills, and other helpful connections. In addition, the Department of Labor vets all employer listings on the CTHires website, which is an important way to avoid scammers and identity thieves who may pose as employers on some sites."

The increased need for in-home professionals is an employment growth trend. For example, by 2024 the Department of Labor's 'What's Hot! What's Not!' listing for occupations with the largest employment projects that the state's home care workforce will grow to about 33,500 personal care aides/assistants, 10,775 home health aides, and include many of 35,600 additional registered nurses. The employment potential is even greater when viewed across all in-home care occupations, including social workers, recovery assistants, occupational therapists, physical therapists and recovery assistants.

"Expanding the professional care workforce is absolutely vital to our effort to help more people live independently and in good health at home," Commissioner Bremby said. "People who choose caring careers are making a significant difference in people's lives and in the quality of life in our state. And for job-seekers, this is an exciting field to be in right now. Jobs run the full spectrum from entry-level to highly-skilled specialties. Together, this workforce will make our state a place where more of our loved ones, friends and neighbors can live independently. This also means savings for taxpayers when Medicaid funds community services that are more cost-effective than institutional care."

The overall workforce development campaign theme, *'In-Home is In Demand,'* reflects the growing job market and greater ability of aging adults and individuals with disabilities to live at home with the support they need.

The campaign will reach out via TV, Pandora radio and billboards in Hartford, New Haven, Bridgeport, New Britain, Danbury and Torrington, as well as digital and print media. Funded by the federal Centers for Medicare and Medicaid Services, it will run through spring 2017 as part of Connecticut's initiative to 're-balance' long-term care to serve more older adults and people with disabilities in community settings.

The campaign and [www.CaringCareers.org](http://www.CaringCareers.org) are coordinated with the state's authorized website for all long-term services and supports, [www.MyPlaceCT.org](http://www.MyPlaceCT.org). This is a comprehensive resource that offers consumer information to help individuals and family members plan and manage care in the community.

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