

# TAKE ACTION!

## RAISE AWARENESS ABOUT CAREERS IN THE FIELD OF AGING

Get social during  
**CAREERS IN AGING WEEK**  
MARCH 3-9, 2019  
#careersinaging19

CAREERSINAGING.COM

People are living longer, and populations are aging worldwide. The demand for professionals with expertise in long term care is growing rapidly. The U.S. will need between 5.7 million and 6.5 million nurses, nurse aides, home health, and personal care workers to care for the 27 million Americans who will require long term care by 2050. Careers in Aging Week (CIAW), created by the Gerontological Society of America (GSA), is dedicated to bringing greater awareness and visibility to the wide-ranging career opportunities in long term care. During the first full week of March, CIAW is observed annually by businesses, clinics, coalitions, organizations, universities, colleges, and other parties across the world.

### HOW CAN YOU GET INVOLVED?

- **Participate on social media.** Share how you're celebrating and showcasing careers in aging on social media using the hashtag #CareersInAging19.
  - » Share your selfie! Snap a photo of your office, your facility, your clinic, your business, or your classroom. Describe your career in aging using #CareersInAging19.
  - » During CIAW, AHCA/NCAL will share resources, graphics, and more on social media. Spread the word by retweeting us on [Twitter](#) or sharing our posts on [Facebook](#).
- **Watch "The Information and Tools You Need to Promote Careers in Aging" video.** This video, created in partnership with AHCA/NCAL, Argentum, LeadingAge, and GSA, shares a variety of ideas on how to participate. [Watch it here.](#)
- **Share the Real Faces of Careers in Aging.** Watch for vignettes of individual interviews with a range of professionals in the field of aging. These brief recordings will be released via social media throughout the week.
- **Celebrate your staff.** Host a party to celebrate/thank your staff members, and invite families of staff, residents and their family members. Recognize your staff for accomplishments, like tenure or outstanding customer service.
- **Open your doors to the community.** Host a facility tour for local students, parents and teachers to showcase the day to day operations as a long term care professional.
- **Visit your local schools and talk about careers in aging.** Informing the next generation about the opportunities in this profession is critical to meet future workforce needs.
- **Participate in job or educational fairs.** The overall goal of these events should be to spark the interest of students and give them a sense of what a career in long term care is all about.
- **Plan a community celebration.** Community events can be organized by local businesses, Chambers of Commerce, economic development groups and more. Talk to your community partners about how to best organize a celebration.

### RESOURCES:

- [Download](#) web banners to place on your website or blog
- [Discover resources for LTC Organizations](#)
- [Promote resources for LTC Professionals](#)
- Share our Perspectives videos on:
  - » [Administrators](#), [Nurses](#), [CNAs](#)

Visit [www.careersinaging.com](http://www.careersinaging.com) for more resources and information on how to get involved.