



Careers That Love You Back

An aging services workforce awareness campaign.

LeadingAge
Tennessee

'Careers That Love You Back' is a campaign to promote elementary student awareness of careers in the aging services workforce sector. These posters are available to be shared in schools as part of students' career exploration and to promote awareness of the varied careers within aging services and post-acute care, which span from clinical roles, such as home care and nursing; administrative roles, such as business and marketing; and other integral fields, such as dining services, nutrition experts, and information technology. This campaign, which features cartoons and identifies 16 distinct career paths within aging, are geared towards students grades K-6.

How can I implement in my local school district?

Connecting with your Local Schools

Finding the right person in a school district to implement the poster program can make a huge difference. Central offices, superintendents, and Business Advisory Councils are decision-makers to meet with. Principals, teachers, and counselors should be aware and be able to provide context to students. **Making the Case**
Graduating students college or career ready is a priority for educators - this program familiarizes students with in-demand jobs at an early age. Despite the need, many young students are unfamiliar with the careers. This tool gives students a glimpse into the opportunities and realities of aging services, post-acute, and healthcare careers.

Why is it important?

1.6 MILLION
POP. OF OLDER ADULTS

Currently, 1.6 million Tennesseans are age 60 and older. As the fastest growing demographic in Tennessee, older adults will soon constitute one-fifth of the total population.

The U.S. Census Bureau reports in 2034 older adults are expected to outnumber children under 18 for the first time in the history of the United States. In 2034, Tennessee expects to have 2 million residents aged 60+.

(Tennessee Commission on Aging and Disability 2022 State Aging Profile Report)

JOBS JOBS JOBS

Many jobs in aging services rank on the list of fastest growing occupations in the country. These include, nurses, home health and personal care aids, and physical therapist assistances. Workforce needs within aging services have never been higher.

How should this be used?

Schools should work with interested parties to establish a plan. Poster should be displayed in highly visible areas. Teachers/administrators can conduct overt conversations with students in regards to career awareness and what the posters mean. Teachers/administrators can utilize the curriculum guide when implementing the program.

Elementary School Career Awareness

"Careers that Love You Back" is a poster campaign to promote elementary student awareness of careers in the aging services workforce sector.

Currently, 1.6 million Tennesseans are age 60 and older. As the fastest growing demographic in Tennessee, older adults will soon constitute one-fifth of the total population. As our population continues to age, and need supportive services, the number of caregivers is expected to decline dramatically.

The "Careers that Love You Back" posters will introduce students to careers in this important field as part of their exploration of careers and will promote awareness of the broad and rewarding careers available in working in the aging services field.

16 Posters

+Curriculum guide that provides educator with tools to introduce careers to children.

- Activities
- Administration
- Business & Office Management
- Culinary Services
- Maintenance
- Pastoral Care
- Transportation & Security
- Home Care
- Marketing
- Information Technology
- Environmental Services
- Human Resources
- Nursing Administration
- Nursing
- Rehabilitation Therapy
- Social Services



Questions answered, e.g.

Are you a person who likes to?

How much school is needed?

What are similar careers?

How can you prepare to become [this career]?

What are the career steps?

What is the employment outlook for this career?

Includes the **heat** of the economic outlook for a career — **Average, Above average, or Hot!**

Posters are:

- Readable at grade 6
- Explainable to K

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