



# HRCareKit

For Human Resource Professionals and Employers interested in Strategies to Attract and Retain Working Caregivers



**CHANGING THE WORLD OF WORK IN WISCONSIN**  
Caregiving Employees

**WHAT DO YOU KNOW?**  
Data is essential. Free survey to find out what's up in your organization

**What about...**  
Employees who are NOT caregivers...YET?

Photo by [Jennifer Sales Solutions](#)

# Helping Working Caregivers Keep Their Jobs

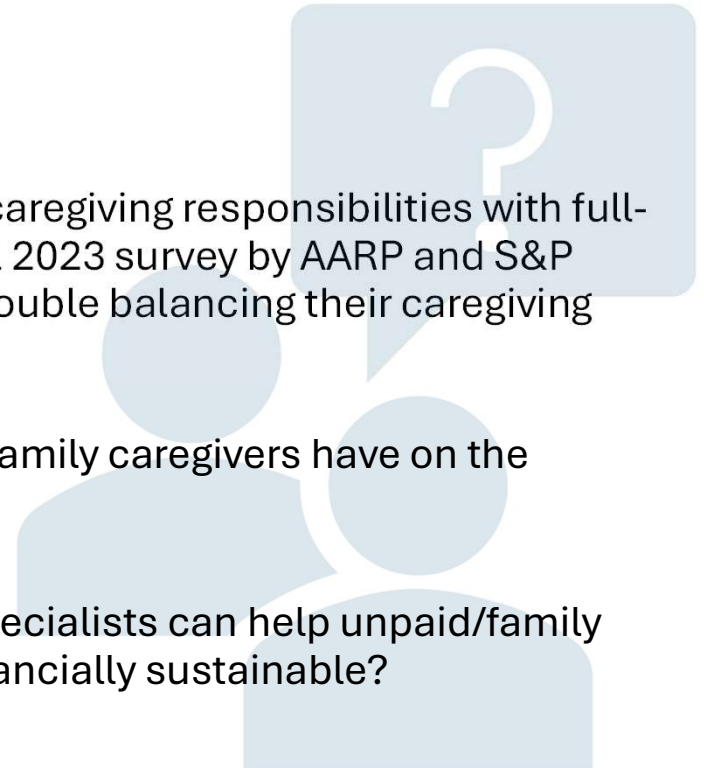
PRESENTED TODAY BY:

Developed by the WI Family and Caregiver Support Alliance (WFACSA)  
Engaging Employers in Support of Working Caregivers Workgroup

# What's this all about?



- Working caregivers are trying to balance their caregiving responsibilities with full-time or part-time work. According to a national 2023 survey by AARP and S&P Global, nearly 70% of family caregivers have trouble balancing their caregiving responsibilities and work.
- Employers are feeling the impact that unpaid/family caregivers have on the workforce.
- Caregiver Coordinators and Dementia Care Specialists can help unpaid/family caregivers remain employed and/or remain financially sustainable?



## HRCareKit includes:

- National and WI data to support outreach efforts
- Real stories from workers impacted by family caregiving
- Tips to support working caregivers



[https://wisconsincaregiver.org/\\_data/media/76/hr-carekitr.pdf](https://wisconsincaregiver.org/_data/media/76/hr-carekitr.pdf)

## Use as a tool to:

- Help advocate for individuals who are currently working caregivers or anticipate becoming working caregivers
- Provide solid information to help businesses retain their workforce
- Prepare businesses for the reality of changing demographics
- Encourage businesses to be family caregiver and dementia friendly







## Why?

- **‘Caregiver’ is the fastest growing employee group\***
- **73% of all employees have some type of current caregiving responsibility**
- **Employees aren’t just caring for their own young children – ‘Sandwich Generation’**
- **Employment dropped almost 8 percent for workers who became caregivers**

\* <https://www.shrm.org/resourcesandtools/hr-topics/people-managers/pages/how-to-support-caregivers.aspx>



**1 in 4**

## **working-age adults in Wisconsin provide care, balancing home and work\***

- \*Study conducted June-October 2021, UW-Madison Division of Extension *Employed Caregiver Survey*.
- \*Employed caregiver was defined as “working-age adult providing care or financial assistance to an older family member, an adult child or other loved one with a disability, or a spouse with a long-term illness. This may be in addition to traditional child rearing.”
- \*Survey was then completed by 564 individuals, of which 447 (79%) had a family caregiving role.

# 2022 National Strategy to Support Family Caregivers



Developed by:

The Recognize, Assist, Include, Support, and Engage (RAISE) Act  
Family Caregiving Advisory Council

&

The Advisory Council to Support Grandparents Raising Grandchildren



## Why now?

1. **Goals of National Strategy to Support Family Caregivers provides approach/vision**
  - Increase awareness and outreach
  - Build partnerships/engagement
  - Strengthen services/supports
  - Ensure financial and workplace security**
  - Expand data, research, evidence-based practices
2. **No generation has experienced so great a need**
3. **Business faces a ‘caregiving economy’**

# Sandwich Generation

squeezed between aging parents and growing children



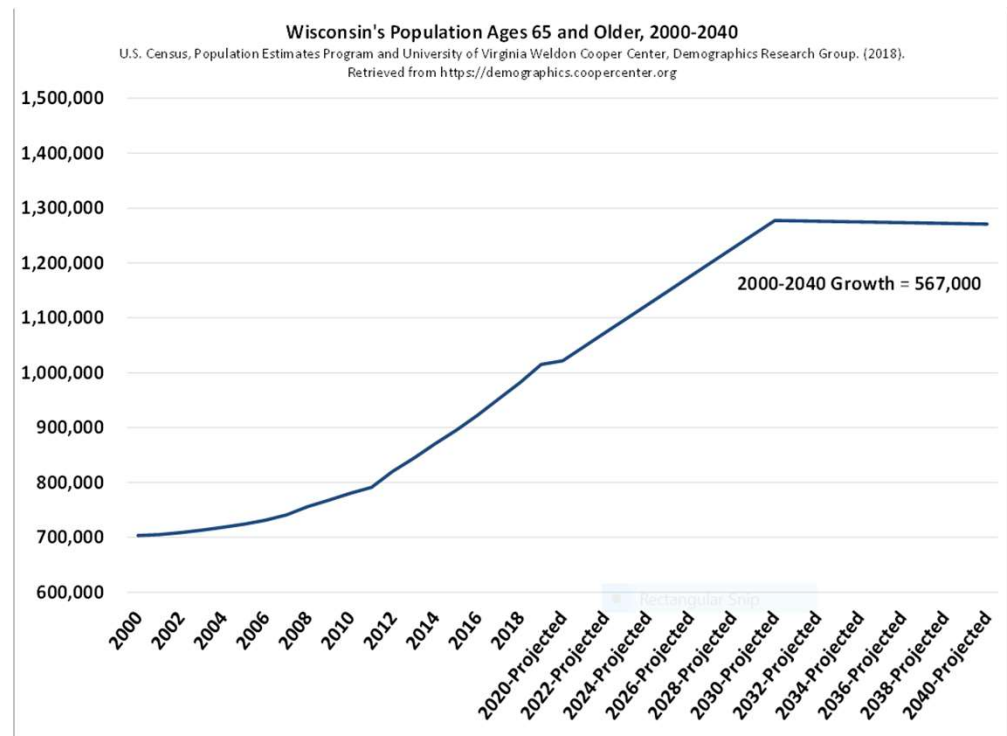
## Club Sandwich Generation

squeezed between aging parents, growing children, and sibling with disabilities



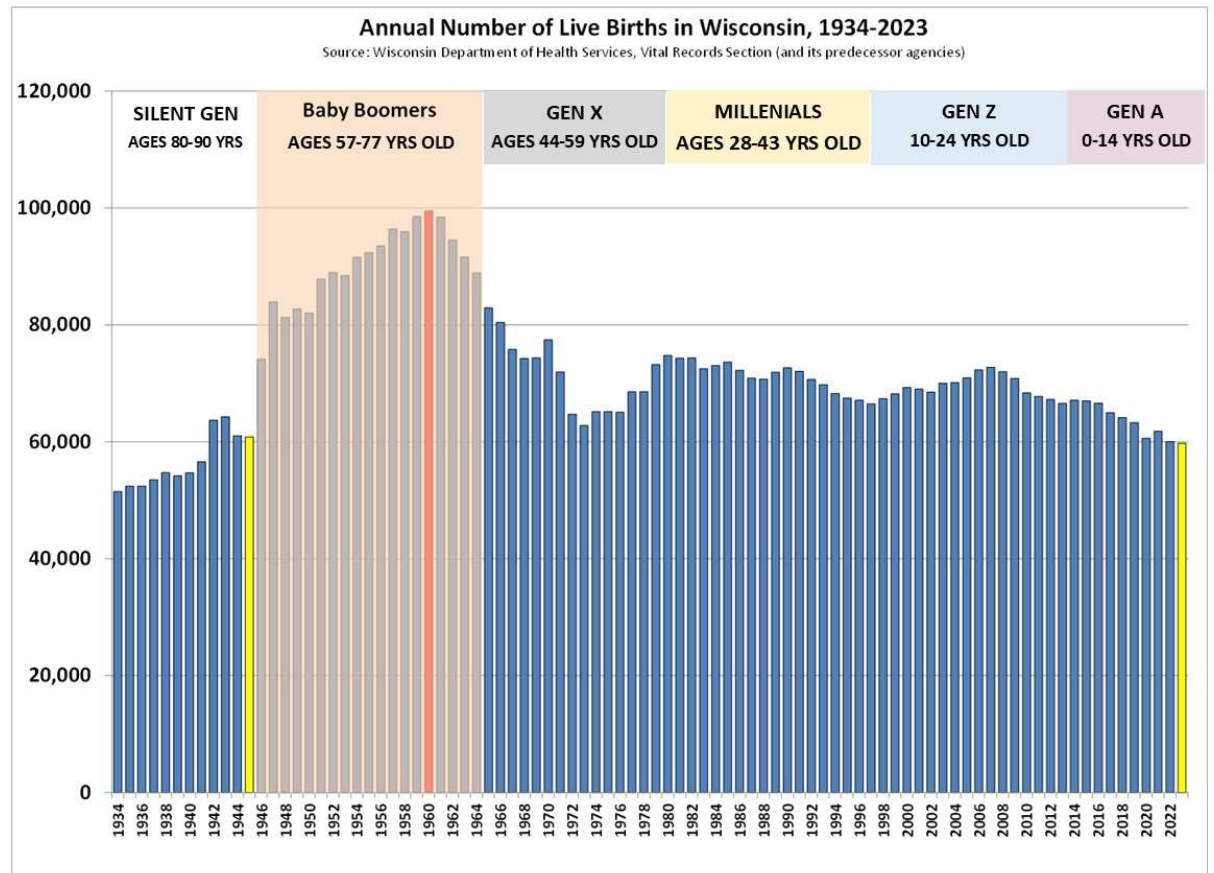
**Result: A growing number of workers caring for more than one person for a longer period of time.**



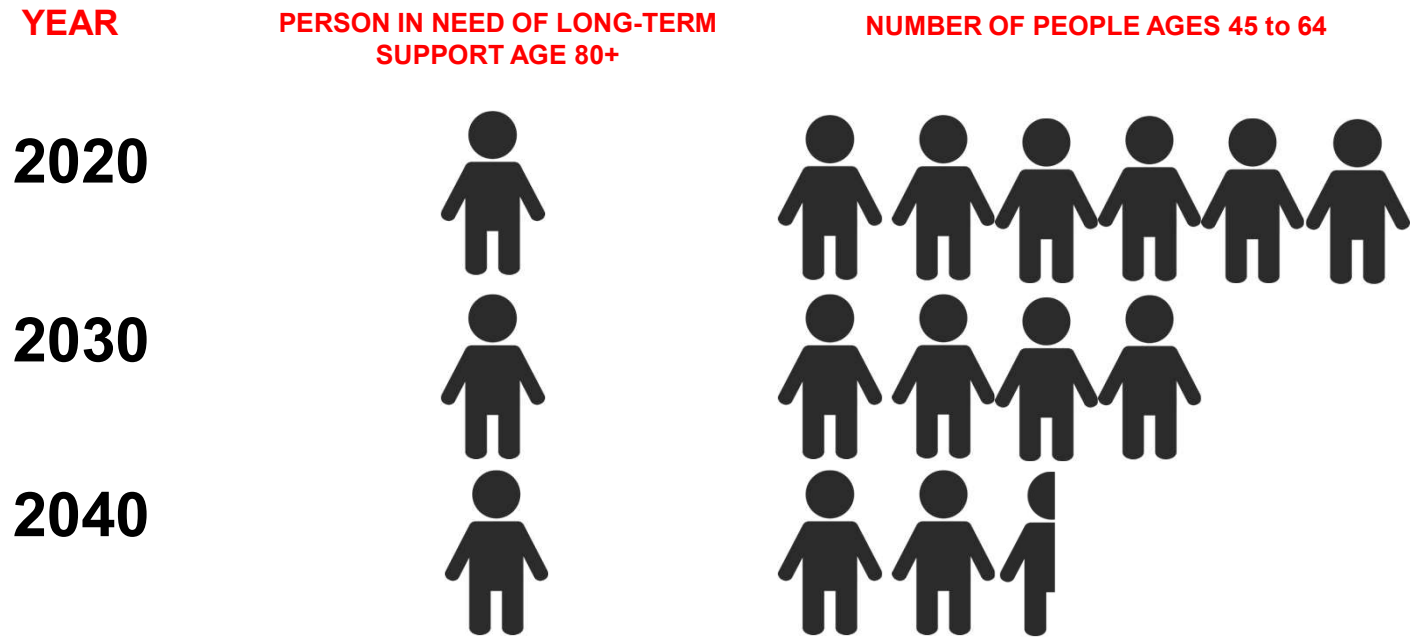


# Wisconsin's Workforce vs. Aging Population

How did that happen?



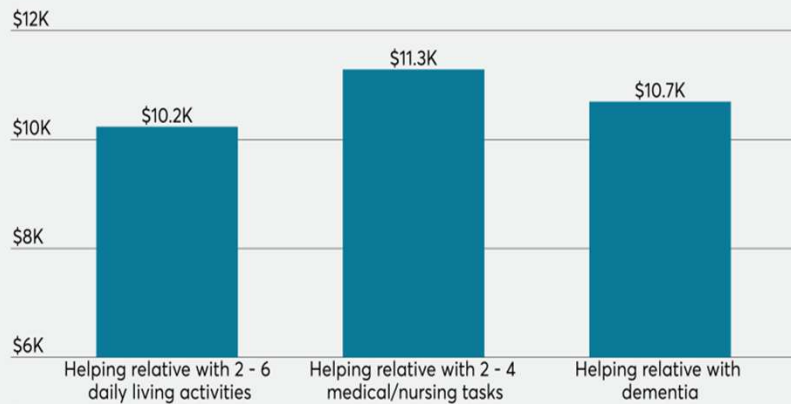
# Average Caregiver Support Ratio In Wisconsin



Source: Eric Grosso, State Office on Aging, Analysis of WI DOA Population Projections

# Employees risk their own financial security

Caregivers annual out-of-pocket expenses



Source: AARP

**Hidden Costs,  
Real Expenses**

**What it Costs to Care**

A COMMITTEE OF THE  
**Wisconsin  
BPDD**  
WISCONSIN BOARD FOR PEOPLE  
WITH DEVELOPMENTAL DISABILITIES

<https://youtu.be/Ulz3pLQMw0Y>



## WI Studies show...

- Addressing needs of working caregivers can **reduce costs for employers and increase productivity, employee retention**, and improve recruitment efforts.  
\*Harvard Business School
- Assessing needs of caregivers in the workplace and exploring policies and resources to support working caregivers have **positive impact on business**.  
\*Massachusetts Business Roundtable; New York Office on Aging
- Caregivers seldom use FMLA.  
\*WFACSA study – Feb 2021
- With just a **little more help**, caregivers reported that they felt they could continue meeting their work and home responsibilities for longer.  
\*WFACSA study – Feb 2021



#FACT

Wisconsin's 580,000 family caregivers provide a combined **540 million hours of unpaid care**, a value of nearly \$9.2 billion. **Nearly 60% also work a paying job. Even more workers are providing care for a child with disabilities or other special healthcare needs.**

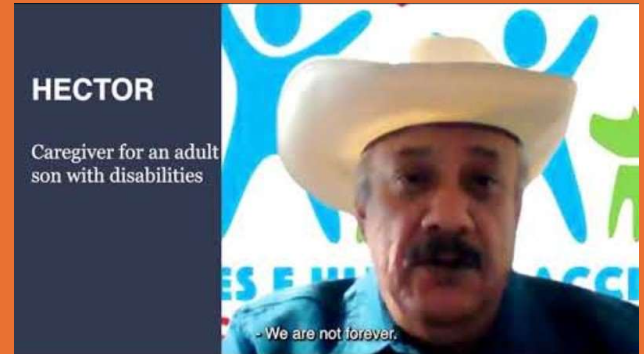
#FACT

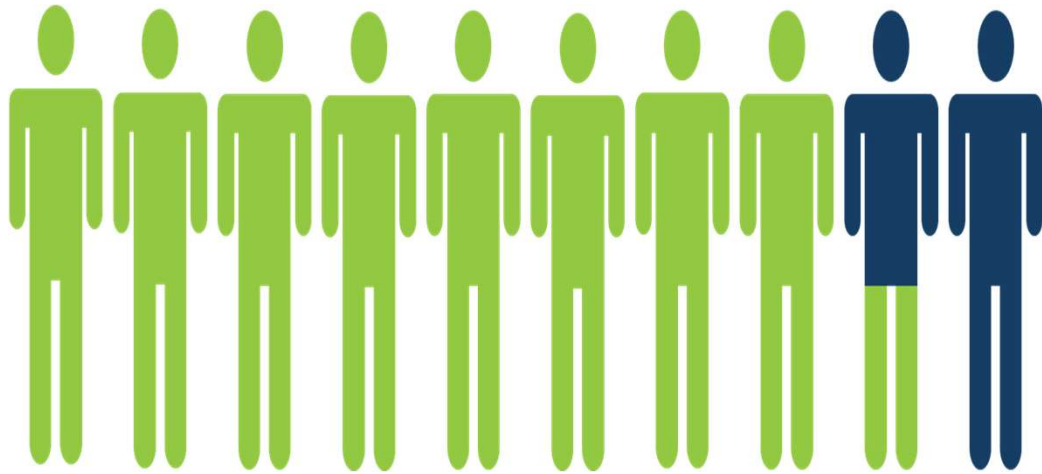
By 2030, the ratio of informal caregivers to those in most need of care will be at 4 to 1, down from a peak of 7 to 1 in 2010. By 2050 in Wisconsin, there will be **fewer than three family caregivers to care for each family member older than 80.**

#FACT

Between now and 2040, the Wisconsin Department of Health Services estimated that the number of people living with dementia in their homes will increase by 86.8%

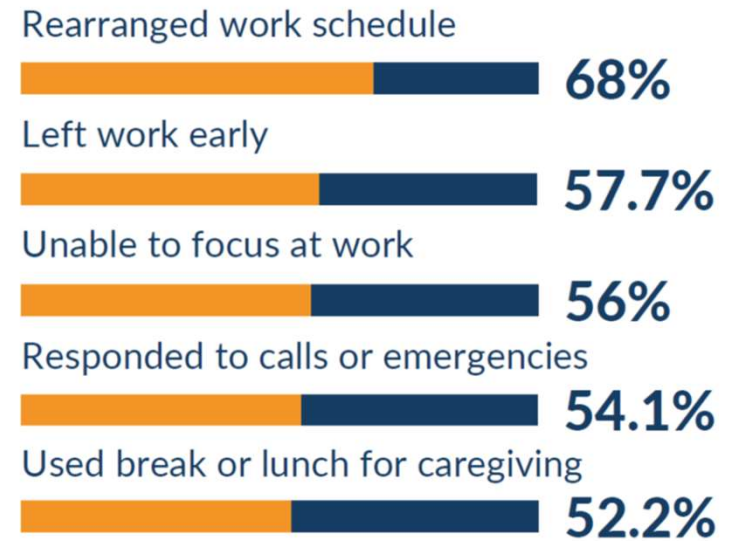
<https://www.youtube.com/watch?v=3-pILaEqaU>





More than **8 in 10** caregivers reported having their work life interrupted

### Most common interruptions included



You know you are a caregiver if you...



<https://youtu.be/l5g2RiOBgxs>



of caregivers indicated that their current situation is unsustainable





# **Supporting Working Caregivers is Good for Business**



Extension

University of Wisconsin-Madison



## What do you know about your employees?

Use this FREE Employed Caregiver Survey from UW-Extension to learn about the growing needs of employees who have family caregiving responsibilities.







## Exemplary Employer of employed caregivers

Diana Clark  
*Benefits Manager Human Resources*  
Promega Corporation



Start small. Be bold. Expect  
Results.



Exemplary Employer Recognition

## Interview with Diana Clark, Benefit Manager, Promega (Madison, WI)



<https://youtu.be/FqWbc-vvCjU>

**Start small. Be bold. Expect Results.**

Exemplary Employer Recognition



## Employers Assess Their Current Status

### Where does your company stand?

	Core	Comprehensive	Advanced	My Company	To Do
<b>Caregiver resource list</b> A list of public resources an employee caregiver can access, including financial planning and elder law assistance, directories of home care agencies, community-based services such as adult day care, and downloadable apps.	*	*	*		
<b>Paid sick days that can also be used for employee or to care for a relative</b>	*	*	*		
<b>Support groups for caregivers — led by experts or fellow caregivers</b> Employers can offer space and time for caregiving employees to meet, share resources and get support from one another. Some companies have such groups led by experts.	*	*	*		
<b>In-house stress-reduction programs: Yoga, meditation, massage discounts</b> Yoga, meditation, massage and other types of stress reduction activities can help caregivers who are dealing with burnout or anxiety — and for employees in general. Some companies have the resources to provide such activities in house, while others can negotiate employee discounts.	*	*	*		
<b>Discounts for yoga, meditation and massages arranged with outside vendors</b>					
<b>On-line or in-person coaching to assist in developing a care plan</b> Employees often need information and help specific to their caregiving situation as well as general assistance in navigating the world of caregiving.		*	*		
<b>Employee Assistance Program (EAP) with caregiver resources</b> EAPs can offer caregiving-specific information, guidance and support to employees.		*	*		
<b>FMLA (including help with filling out forms, etc.)</b>		*	*		
<b>Paid family leave</b>		*	*		

## Employers Identify Strategies for Their

What stands out in the report? How many employees in our organization are caregivers, and how is it impacting their work-life?	
What resources are currently available to support caregiving employees?	
Are caregiving employees using these resources? If not, why not? What can we change to make our programs and resources more accessible?	
What other needs are we seeing among caregiving employees? What programs or initiatives could we implement to meet those needs?	
What will we do first? Create a SMART goal (Specific, Measurable, Achievable, Relevant, Time-bounded)	
How will we measure whether these changes are having a positive impact on our employees and organization?	

## 6 Ideas from Wisconsin Employers

- 1. Offer education**
- 2. Provide a tool** (HR Care Kit or other, free survey, website, etc)
- 3. Establish a volunteer 'job board'**
- 4. Contact the Aging and Disability Resource Center**
- 5. Organize a Resource Fair**
- 6. Start an ERG**  
(Employee Resource Group)

# Take-Aways **work on these**



Caregiving is an issue that will be with us for decades to come.

Employees are more productive and stay longer when they feel valued and safe.

Work-life balance matters. Model it. Support it. Have a strategy.

Start small. Be bold. Expect results.

Integrate caregiver supports into the work culture, benefits, and systems.



# Finding Solutions

Just like games, caregiving can seem like a never-ending puzzle.



## The Wisconsin Family and Caregiver Support Alliance Helps Find Solutions

The Wisconsin Family and Caregiver Support Alliance (WFACSA) helps find solutions to the puzzles Wisconsin family caregivers must solve.



## HIDDEN CAREGIVERS WORD FIND

Find words related to caregiving, including: advance care planning, aging parent, assistive living, caregiver guilt, dementia, disability, doctor visits, emergencies, falls, government benefits, grocery shopping, guardian, housing, isolation, legal, managing money, meal preparation, medications, nutrition, personal care, rehabilitation, respite, self-care, social security, transportation.



P X T L S T I F E N E B T N E M N R E V O G T  
W F R E R A C F L E S O G N I S U O H P J R I  
M E A L P R E P A R A T I O N I O E I Y H O S  
L S N L Y E N O M G N I G A N A M B O P L C O  
S T S A L N W E M E R G E N C I E S N A J E L  
T N P V A S S I S T I V E L I V I N G R M R A  
I E O Z L Y Z N O I T A T I L I B A H E R Y T  
S R R O P I S N O I T A C I D E M L Q H D S I  
I A T G U A R D I A N R E S P I T E T T E H O  
V P A I M M E N T A L H E A L T H F N P M O N  
R G T U D I S A B I L I T Y C I T L U S E P N  
O N I N S Y T I R U C E S L A I C O S R N P L  
T I O G I T C N U T R I T I O N N O Z Y T I A  
C G N D P E R S O N A L C A R E D Q Y S I N G  
O A D V A N C E C A R E P L A N N I N G A G E  
D F K K C A R E G I V E R G U I L T I D T D L



Plus many, many more.

See [wisconsincaregiver.org](http://wisconsincaregiver.org) for more.

Additional slides

# Growing Number Caring for More than One Person

The number of Americans providing unpaid care has increased over the last five years.\*

**43.5 million**  
2015  **53 million**  
2020



**18%**  
2015  **21%**  
2020

NEARLY ONE IN FIVE (19%) ARE PROVIDING UNPAID CARE TO AN ADULT WITH HEALTH OR FUNCTIONAL NEEDS.\*\*

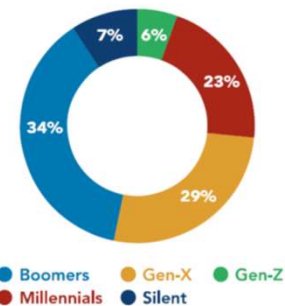
More Americans are caring for more than one person.



**18%**  
2015  **24%**  
2020

More family caregivers have difficulty coordinating care.

**19%**  
2015  **26%**  
2020



National Alliance for Caregiving

Caregiving in the U.S. 2020,  
National Alliance for Caregiving and AARP  
For media inquiries, contact [Media@aarp.org](mailto:Media@aarp.org)

# Caregiver Duration Increasing

**On average, caregivers of adults age 18-49, spend 26.9 hours per week providing care to their loved one. Top five caregiving tasks are:**

- Transportation
- Housework
- Grocery shopping
- Preparing meals
- Finances

## **More family caregivers are in need of:**

- Future planning
- Emergency planning
- Respite
- Home care

AARP NAC report 2015-Caring for Someone Age 18-49



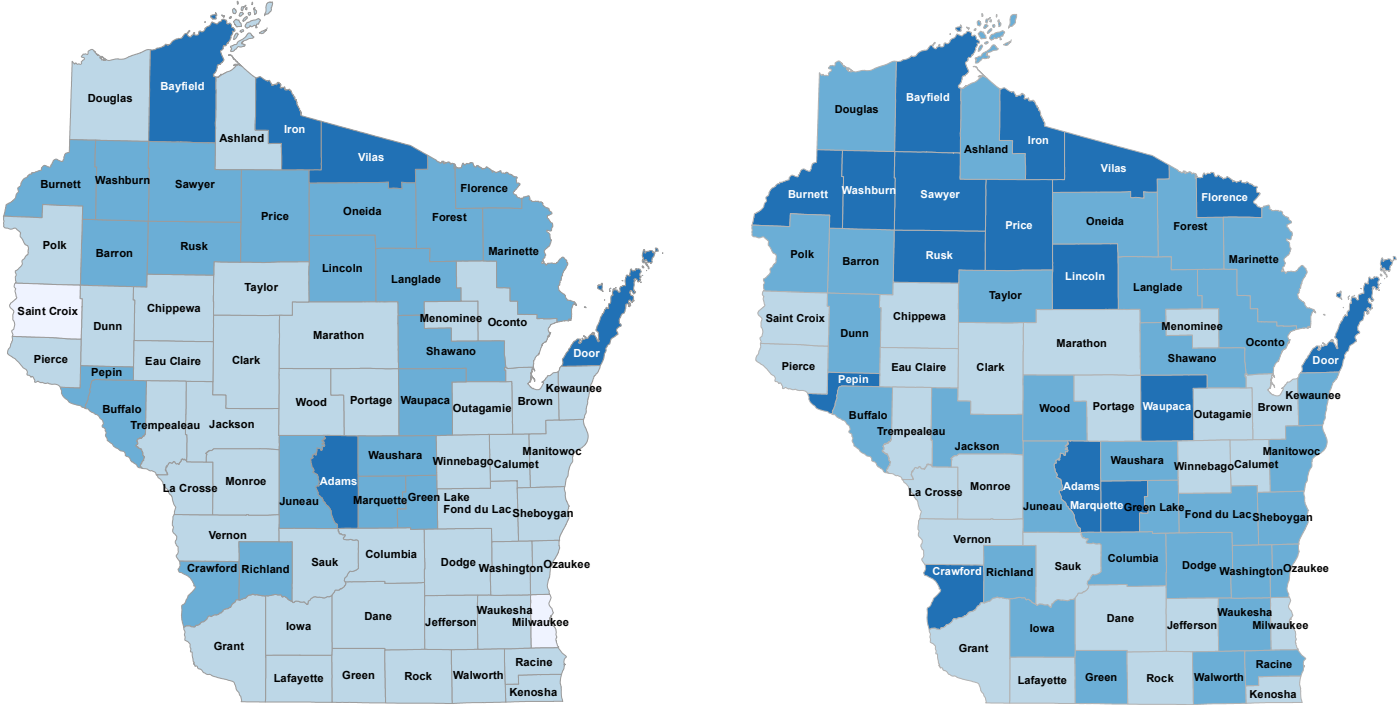


Managing my parents has proved to be far more difficult than managing my disabled brother. Where do I turn for help?

-Quote from Sibling



# Percent of the Projected Population Ages 60 and Older, 2020–2040



**2020**

- 17-20%
- 21-30%
- 31-40%
- 41-51%

**2040**