

HOW PERCEPTION OF SOCIETAL ATTITUDES SHAPES TURNOVER INTENTIONS: THE CASE OF UK CARE HOME WORKERS

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Introduction

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Methodology

How to Participate

Q & As



Introduction

- Care homes are vital in providing care for vulnerable senior citizens in our society. The staff at these facilities play an essential role, being at the forefront of delivering health and social care to these communities.
- Despite their invaluable contribution to our social systems this is often a sector that does not always get the recognition and appreciation that it truly deserves.
- Consequently, they Recent research indicates that societal attitudes toward social care are increasingly negative.
- These adverse perceptions can significantly affect care workers, leading to feelings of undervaluation, marginalisation, and stigmatisation within society.
- However, there is a lack of comprehensive studies that fully understand workers' perspectives on these societal attitudes and examine how such perceptions influence their retention within the sector.

Research Question

What are care home workers' perceptions of societal attitudes towards their occupation and how do these perceptions shape their turnover intentions?



Research objectives

1. To understand how care home workers perceive the public perceptions of their role as care home workers.
2. To examine how these perceptions could shape their turnover intentions.
3. To explore whether care home workers believe that public perceptions of their work could be improved, and if so, how.
4. To contribute to the current literature and provide novel knowledge and insight from the findings to the organisational policy and decision-makers.



Why is this research needed?

- Care homes overlooked in research
- Novel topic
- No comprehensive study in the area where care home workers' own perspectives regarding public perceptions of their roles has been explored.
- This study aims to fill this Knowledge gap
- May influence policy and future strategies around care home recruitment and retention.

Current Context and the Sector Specific Challenges

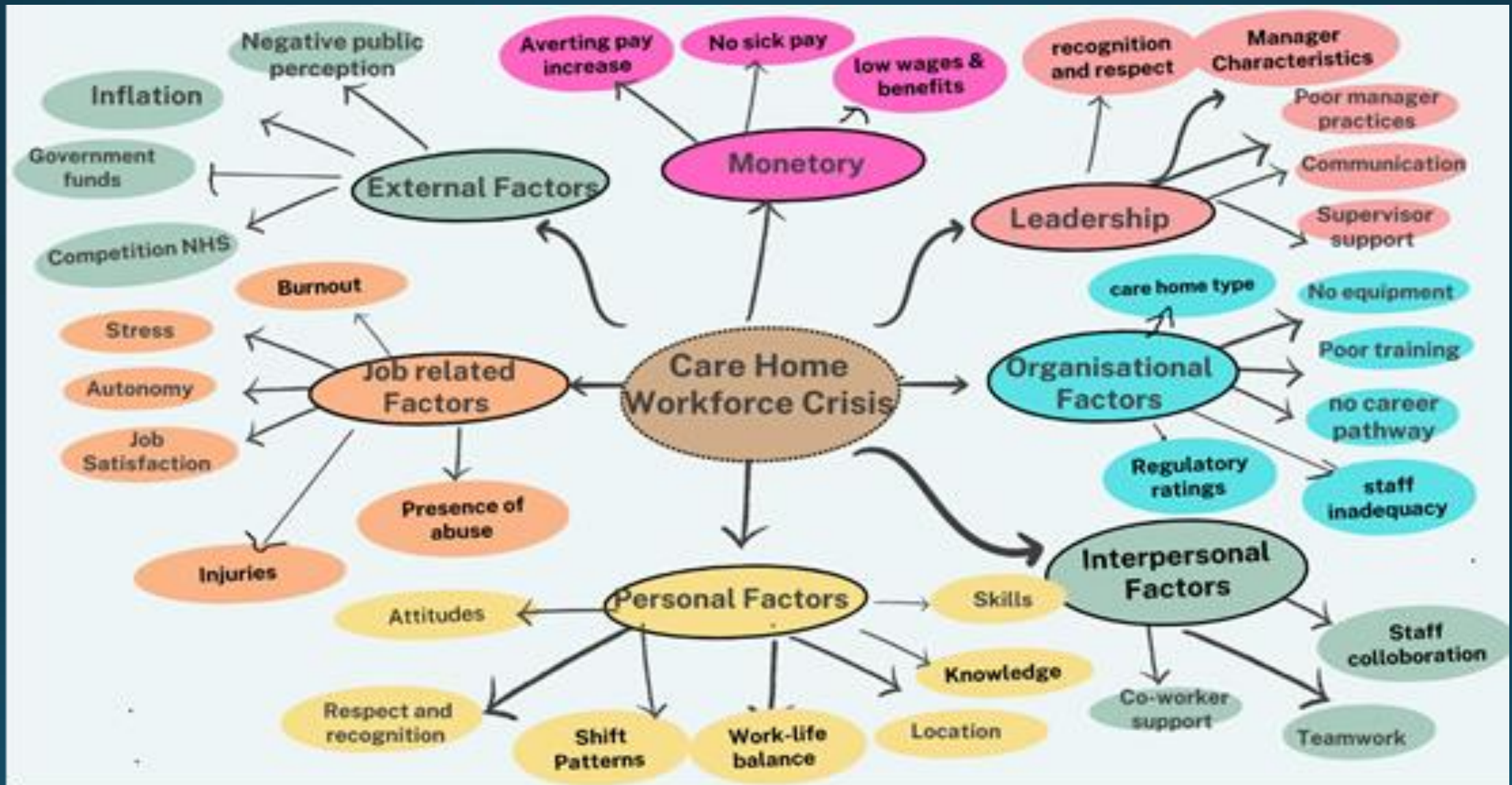
- * Growing elderly population – chronic illnesses and cognitive difficulties
- * Health Care Staff Shortage – a global issue – and a national threat. In the UK additional 488,000 staff required by 2031
- * High staff turnover (30.4%) – (affects continuity of care, and quality, high recruitment costs, low team productivity) – CQC refers to this as a Tsunami of unmet needs.
- * Poor societal interest to work in HSC particularly from younger generation
- * Recent research indicates that general attitudes to social care in the UK is increasingly negative (Jefferies et al., 2024).



Sector specific (internal) key factors contributing to Staffing Issues

- Underinvestment
- Poor working conditions
- Low pay
- Extended hours
- Insufficient training
- Burnout nature of work
- Lack of career advancement opportunities
- Poor recognition – leading to demotivation and poor job satisfaction

Causes for Care Home Workforce Challenges



Drivers for High Turnover

Monetary

i.e. poor
pay

Organisational

i.e. no
career
prospects

Leadership

i.e. value
and
recognition

Personal factors

i.e. no work
life balance

Job related factors

i.e. burnout

External factors

i.e. Societal
attitudes

External factors
i.e. Societal
attitudes

Drivers for High Turnover in Care Homes

External Factors Influence Societal Attitudes

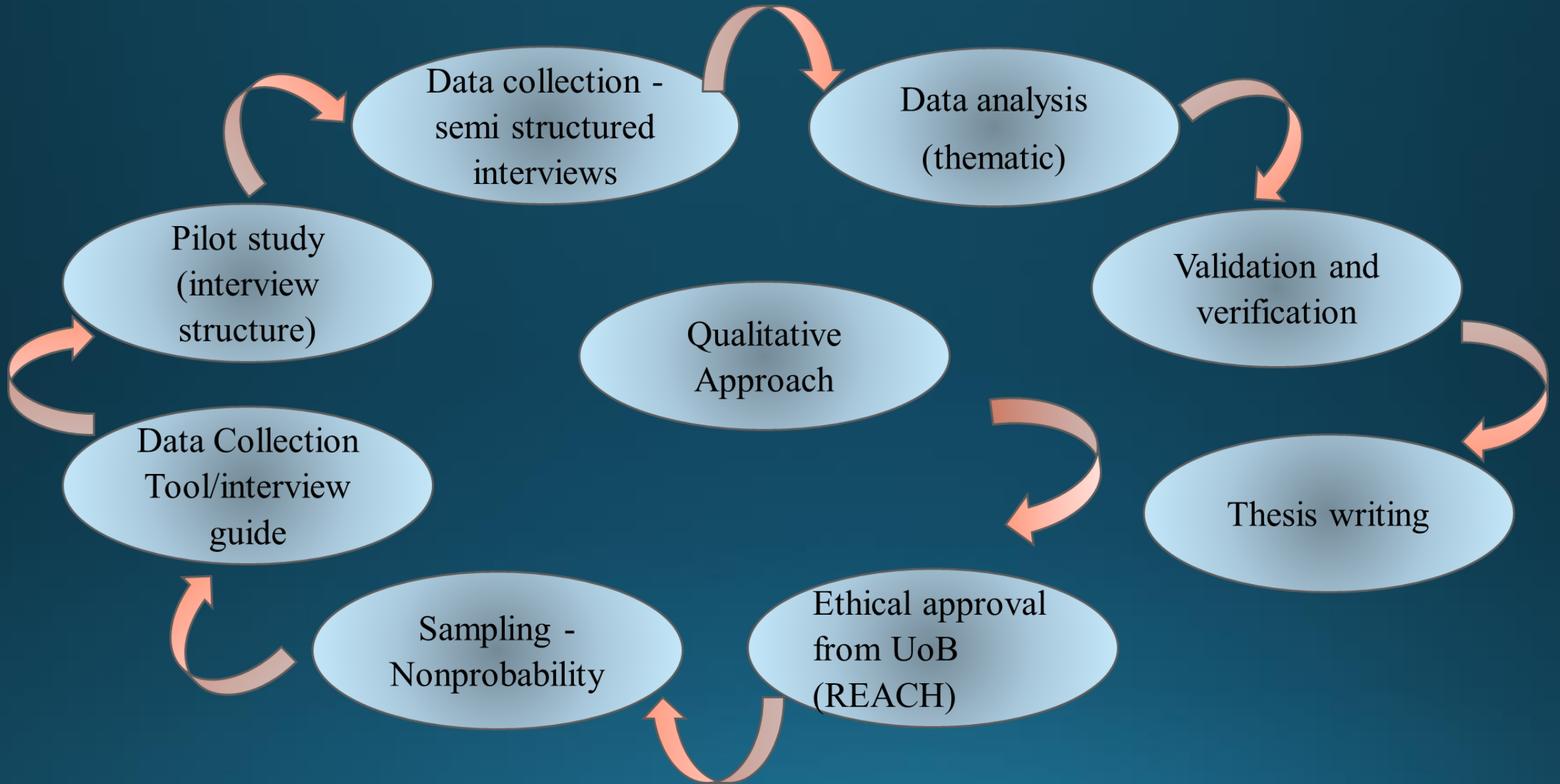
Following key themes within current national and international literature have been identified.

- Caring as dirty work and there is taint attached to it
- Stigma attached to care homes and elderly population
- Care work as feminine and migrant's work
- Negative media portrayal of care homes
- Stereotypes - care home staff do not need skills or qualifications.
- Impact of Covid 19

1. Miller et al., 2012 – state that Care workers get **2nd class recognition**. They describe The **Second-rate status** is often associated with caring for older people and this is why the facilities have trouble recruiting sufficient level of staff. (**US study** on media portrayal of care homes).
2. Owen et al (2012) found similar results - **Poor public attitudes towards care homes may have an impact upon the care home's ability to recruit leaders and high-quality staff**. Certainly, anecdotally, **we have heard of staff feeling embarrassed about telling their friends that they work in an 'old people's home'** in contrast to others who speak with pride about working in a hospice or as a veterinary assistant. - UK study my home life – quality of life of care home residents – lessons learnt from my home life program)
3. Orellana et al., (2016) stated that the **most demoralizing part of being a Registered Manager is the constant battle against the negative perception of living in a care home and media depiction of care homes** referred to as being terrible places to live and work, especially in comparison to NHS services.
4. (Lloyd et.al, 2013). Investigated media Scandals about care homes in 5 countries in the Western world – They say a number of **inquiries regarding quality, safety, abuse and neglect of residents have influenced public perceptions** of care homes therefore have escalated public distrust. **However, most of these scandals are isolated cases therefore generalisation is problematic.**
5. Morath et el. 2022 - High turnover, **belief that carers are unskilled or caring for alder people do not require specialist skills**, burnout nature of the job and lack of funding, precarious work conditions, no sick pay, heavy workload all contribute to **carers feeling demotivated**. Under such circumstances, **a lack of appreciation and low social status might be particularly demoralising** (case study in **Stockholm** – media coverage of Covid outbreak in nursing homes - managers view after pandemic. **The hospital staff were portrayed positively during Covid** (Morath, et al. (2022) and were referred to as Heroes. – HCAs in HSC were excluded from clapping campaign
6. Negative perception in **living in care homes** is also highlighted (Orellana, 2014) **Stigma, stereotypes, discrimination and social exclusion**. Media – powerful transmitter of stereotypes – Societal stereotypes – **Older people are a burden to the society** and use the money of the working class.

Methodology of the investigation

Qualitative Design



Sampling

The researcher will use his judgment and employ a purposive sampling (selective sampling) technique.

Purposive sampling involve selecting people with specific experience or specialised knowledge.

Participants: 20 participants in total from the following groups.

- Registered Nurses
- Health care assistants

Inclusion Criteria:

Care homes registered to provide nursing or residential care to people over 65.

Must be located in one of the London's five regions

Only nurses and /or HCAs or support workers

Experience of 1 year minimum in care home

Data collection

Semi structured interviews – can be conducted face to face or online.

Lasts for Approximately 60 minutes

£25 voucher for each participant as a vote of thanks

Data Analysis:

Braun and Clarke's (2022) Reflexive Thematic analysis (RTA)

Application – NVivo 16

(RTA places the researcher at the centre, fluid and flexible, organic and iterative approach)

How to participate

If you are interested in your staff to participate, please simply drop an email @ anurakalubowila@inmind.co.uk or ring me on 07818835861.

All I will ask you to do is to nominate someone I can talk to within your care home to help me share participant's flyer.

Anyone interested can contact me directly. Each participant will receive £25 voucher as a token of thanks.

Dear Care Home Provider/Manager,

My name is Anura Kalubowila (he/him) from the University of Bath. I am also a registered nurse and a nursing home manager from London. If your care home is in one of London's five regions, I would like to invite your nurses and/or health care assistants to participate in my study titled:

"How perception of societal attitudes shapes turnover intentions: the case of UK care home workers".



Purpose of the study

I am conducting this research as part of my doctorate. The study examines care home workers' perspectives on social attitudes toward their occupations, how these influence their turnover intentions and whether public perceptions can be improved and by what means.

This research does not assess any aspect of your care home, standards or management. It will only focus on staff perspectives about public views of care worker roles.

If you are happy for your care home employees to participate, please kindly inform me and nominate a liaison (gatekeeper) whom I will communicate with to distribute the Participant's flyer and Participant Information Sheet among your staff. Upon receiving consent directly from interested participants, they will be invited for an interview.

Confidentiality

All study data will be anonymized and kept confidential. Care home and participant identities will not be revealed, and information will only be used by the research team. Furthermore, the staff interested in participating should contact me directly. The employer/ manager will not know who participates or have access to any data, ensuring ethical conduct and compliance with recruitment and data protection guidelines.

Voluntary Participation

Participation is voluntary; participants may withdraw and have their data removed at any time but within 14 days after the interview. See the Participant Information Sheet for more details.

Interviews will last about an hour and can be held in person or remotely, based on participant's preference. Each participant will receive a £25 voucher as thanks.

Contact Information

Please get in touch with me if you are interested in your staff members participating in this important research study and/or have any questions.

Thank you for considering this invitation!

Anura Kalubowila (RN, BA(Hons), MSc), business mobile & email: 07818835861
anurakalubowila@inmind.co.uk

How Perception of Societal Attitudes Shapes Turnover Intentions: The Case of UK Care Home Workers

Dear Nurses and Health Care Assistants,

Will you be interested in participating in a research study that aims at understanding how public perceptions of your role shape turnover intentions?

My name is Anura Kalubowila (he/him), and I am a nurse and registered manager at a nursing home. I am conducting this study as part of my doctoral research at the University of Bath.

This study investigates care home workers' views on social attitudes toward their occupations and whether these attitudes affect their decisions to stay or leave the sector. It will also explore whether care home workers believe public perceptions can be improved and how this might be achieved.

Participation is voluntary, and you need a minimum of one year of experience in a care home. Your confidentiality will be protected, and your employer or manager will not know about your participation or access your interview data. Please see the enclosed information sheet for more details.

I aim for up to two employees from each care home. If more are interested, I will choose those who best meet the selection criteria. If you participate, you'll be invited for a 60-minute interview, either online or at a convenient location of your choice.

As a token of thanks, you will receive £25 voucher

Please contact me directly if you are interested in participating or have questions. Thank you!

Anura Kalubowila (RN, RMA, BA(Hons), MSc), business mobile & email:
07818835861 anurakalubowila@inmind.co.uk

THANK YOU FOR LISTENING!



Q & A