

PROJECT 'IN DE ZORG-UIT DE ZORGEN' WELCOME



IN DE ZORG



UIT DE ZORGEN



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Projectmanager

From idea to validated projectplan



IN DE ZORG



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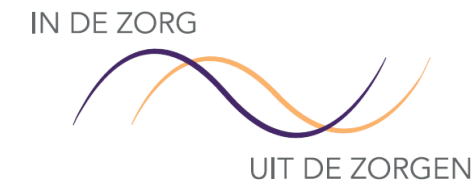
The idea



- January 2017

Euregion Maas Rhein

The projectpartners



werkt voor zorg en welzijn



The financial partners



provincie limburg



Ministerium für Wirtschaft, Innovation,
Digitalisierung und Energie
des Landes Nordrhein-Westfalen



IN DE ZORG

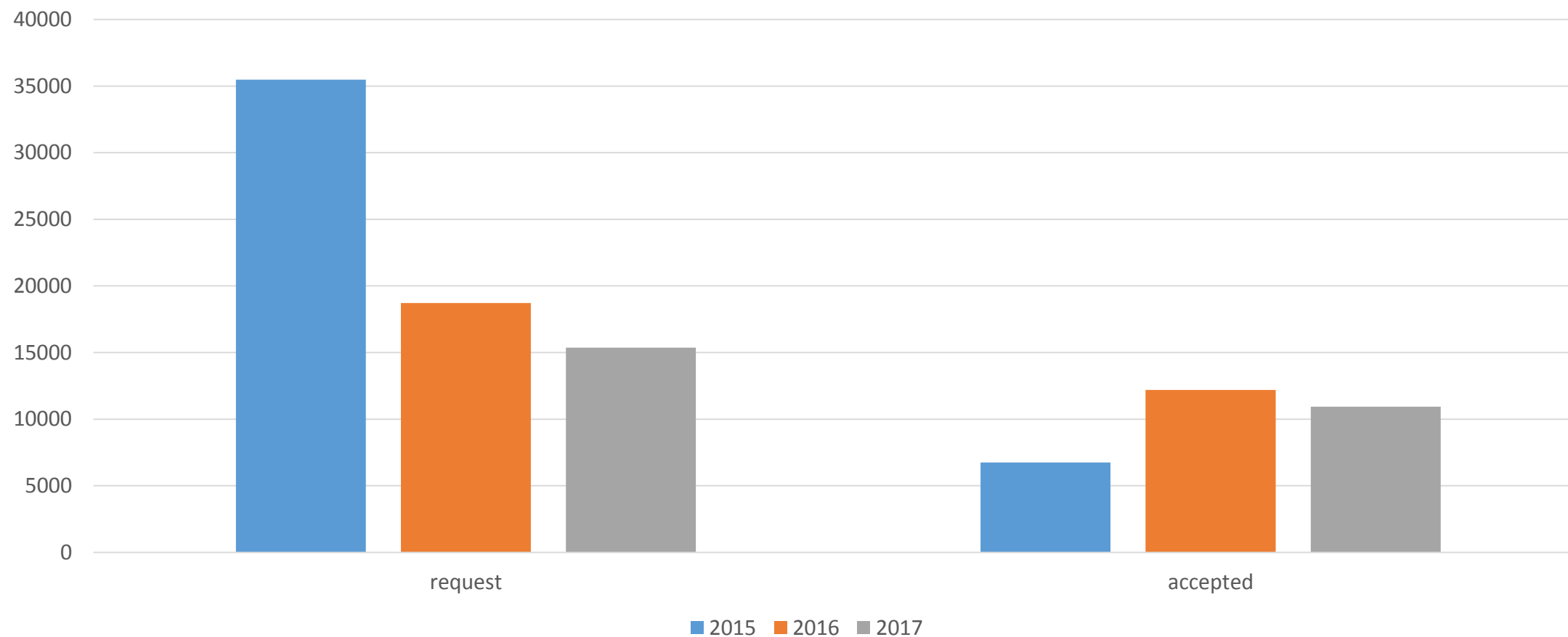


UIT DE ZORGEN

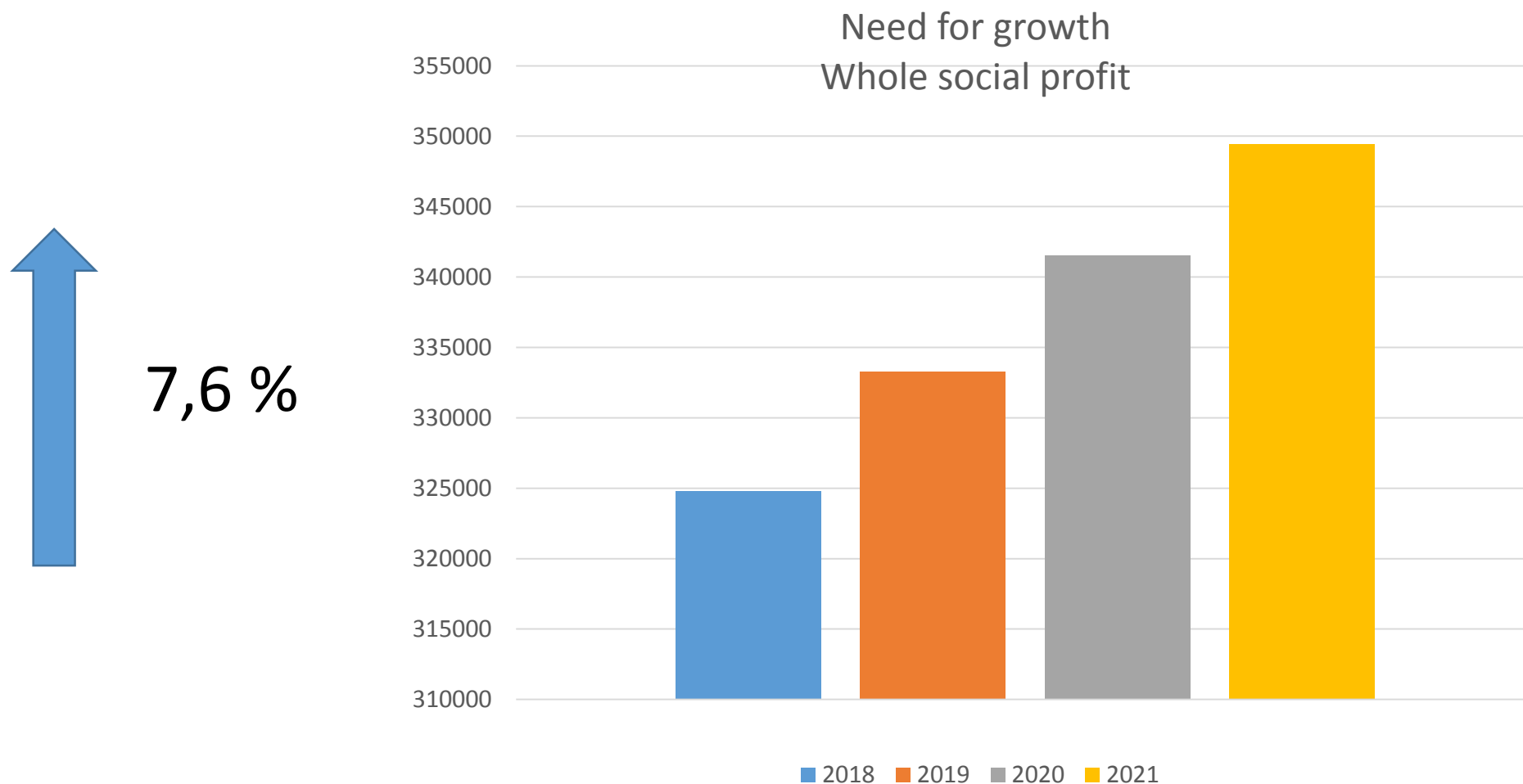


WHY

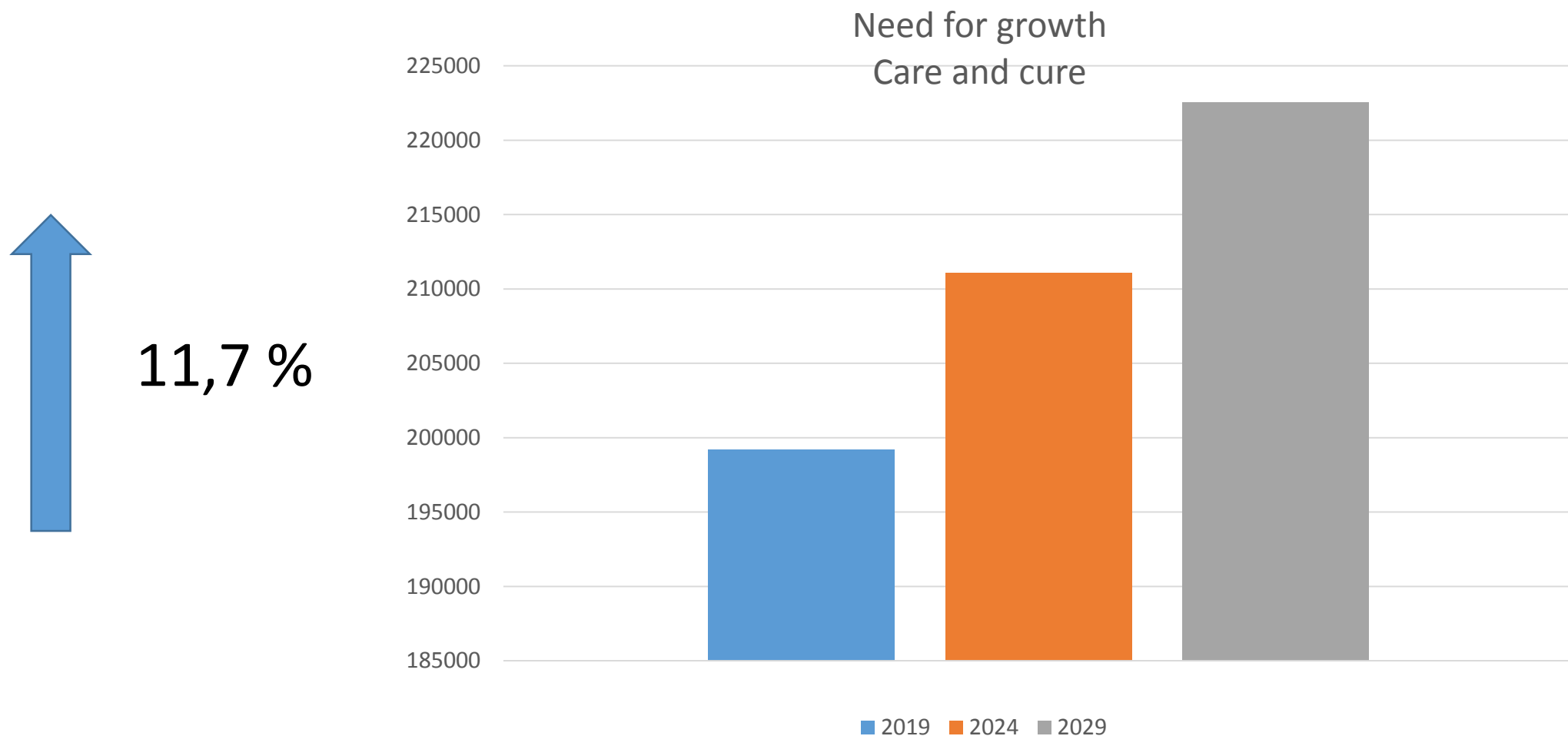
Figures and facts: fugitives Belgium



Figures and facts: employees Belgium



Figures and facts: employees Belgium

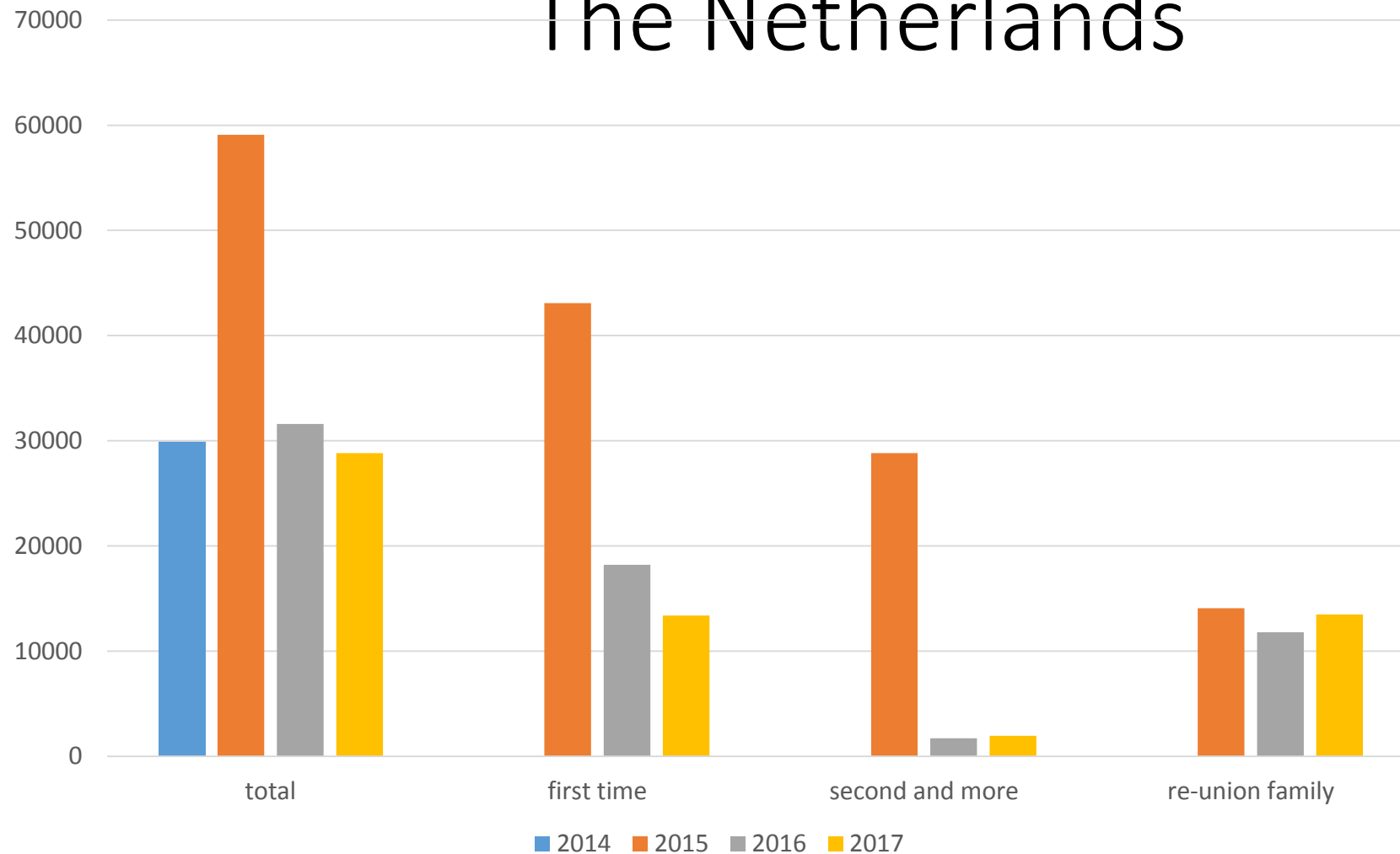


Figures and facts: care & cure Belgium

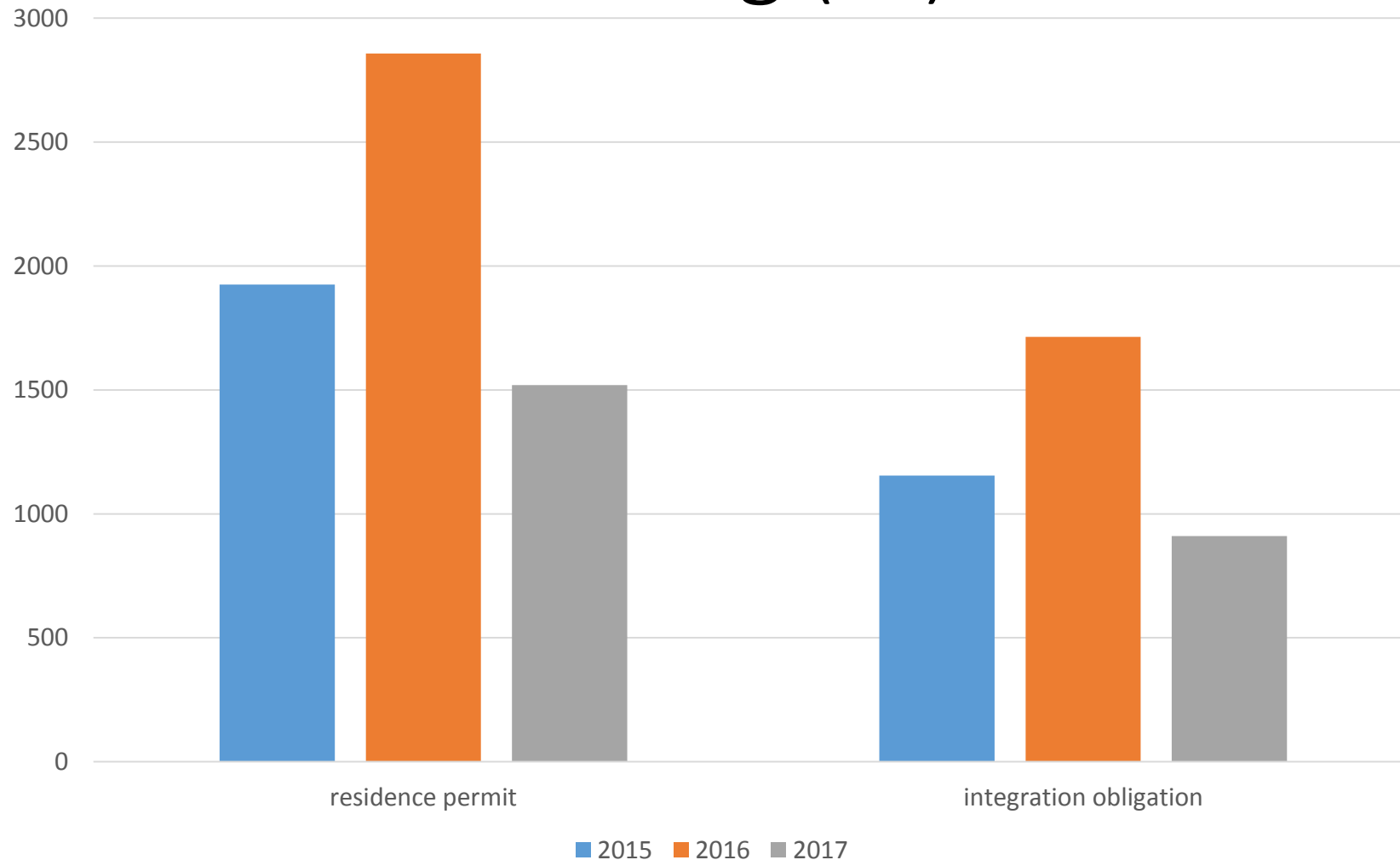
+ 65 y	2010	2020	2030
n	1.129.825	1.348.485	1.648.602
%		+19%	+22%

+85 y	2016	2021	2026	2031	2036
n	242.113	264.724	287.548	316.605	352.507
%		+9,3%	+17%	+30%	+45%

Figures and facts: fugitives The Netherlands



Figures and facts: fugitives Limburg (NL)



Figures and facts: employees The Netherlands

Necessary growth nationwide: 120.000

Necessary growth Limburg: 8400 (7%)

reason 1:

- Outflow
- Increasing demand for elderly care and the person with a disability
- Accelerated hazing
- Faster aging

Figures and facts: employees The Netherlands

Reason 2:

- Longer stay at home



Heaviness care



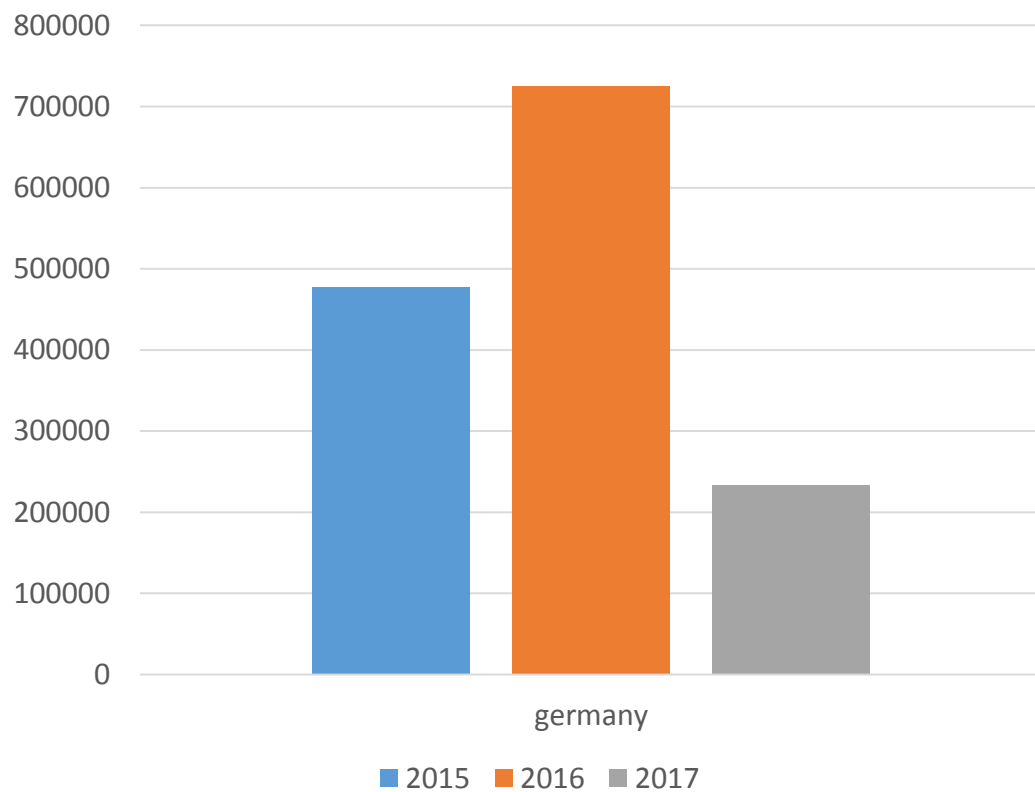
Professional skills



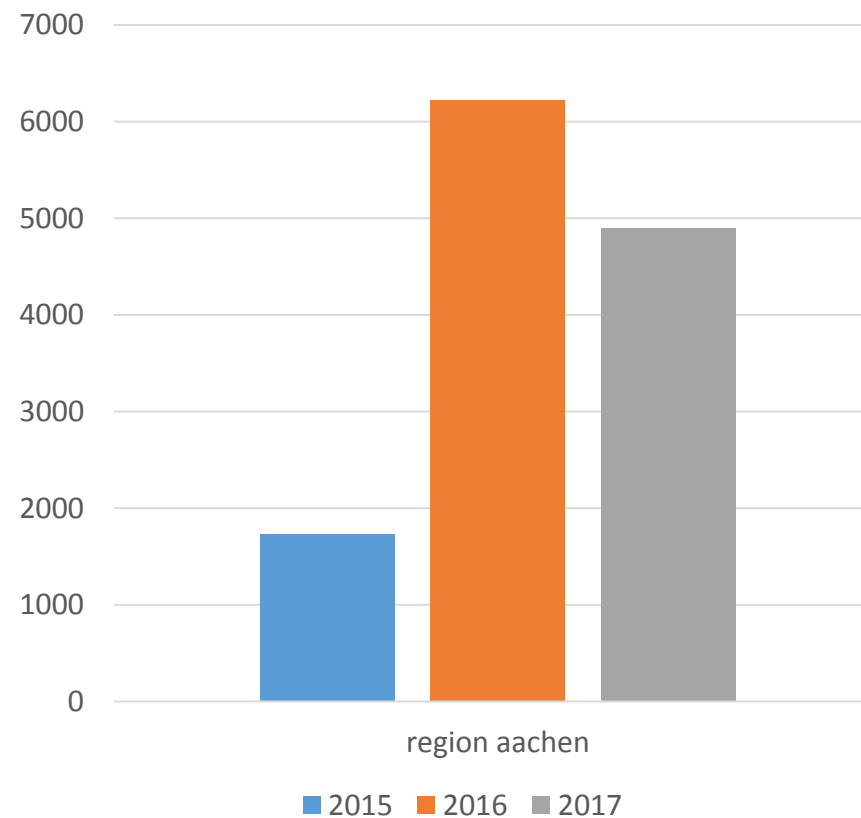
Changing processes of caring in order to create possibilities for low skilled employees

Figures and facts : refugees Germany

Refugees Germany



Refugees region Aachen

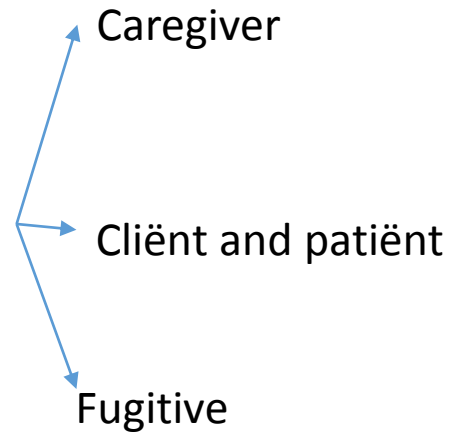




projectmodel

Project model

Influencing perception



Intership and inh



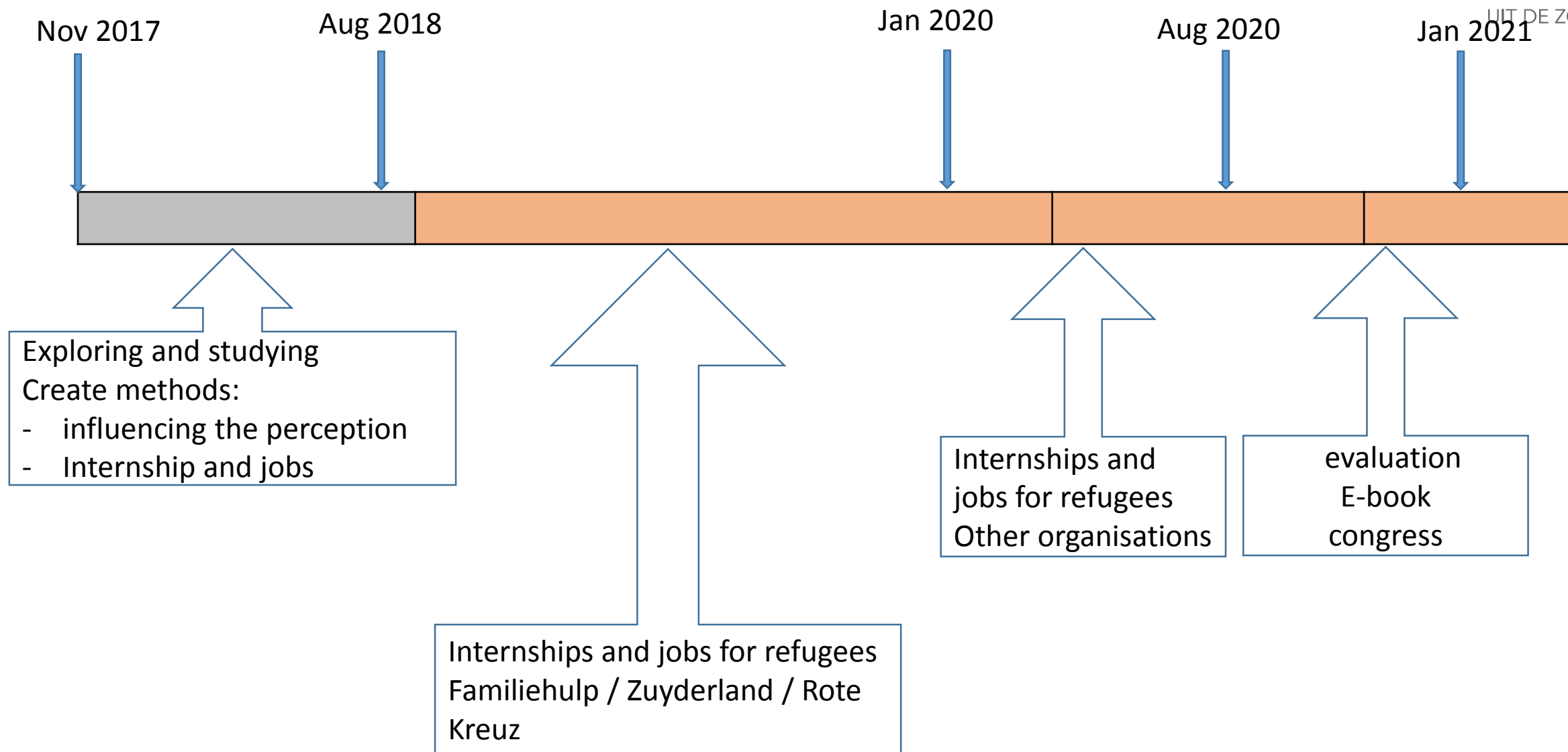
500

CARE

IN DE ZORG



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Perceptietraject Familiehulp

Masterclass: Ensure diversity is not an afterthought in your care organisation: key takeaways

How to persuade management

Find the hard facts
in a separate
powerpoint

- Give hard facts i.e. about unfilled vacancies
- About the reality in our society

Hard Facts



- good qualitative care= culturally sensitive care
- balance efficiency with humane warm care

Qualitative arguments



- Listen to resistance
- Understand and acknowledge resistance
- Start creating a support base

Unravel resistance



How to create buy-in for diversity from all levels of the organisation

Get inspired by the
Casestudy
Familiehulp

- Perform a baseline measurement
- Where do we stand/ what is our objective
- Identify believers

Map out the situation



- Embed diversity in your strategy and policy framework
- Appoint a dedicated person
- Create a support base/project group

Embed diversity in your strategy



- You cannot communicate too much
- Use Story telling
- Create and share short term successes

Inform and communicate



Masterclass: Ensure diversity is not an afterthought in your care organisation: key takeaways



How to reach a more diverse recruitment pool

Follow the 7Bs of accessibility [de 7 B's van toegankelijkheid](#)

- Use existing networks (IC, LPV, projects)
- Reach out
- Use informal channels/ key figures

Networking



- Ensure your organisation has a small critical mass
- Make them ambassadors
- Make diversity visible

Image of your organisation

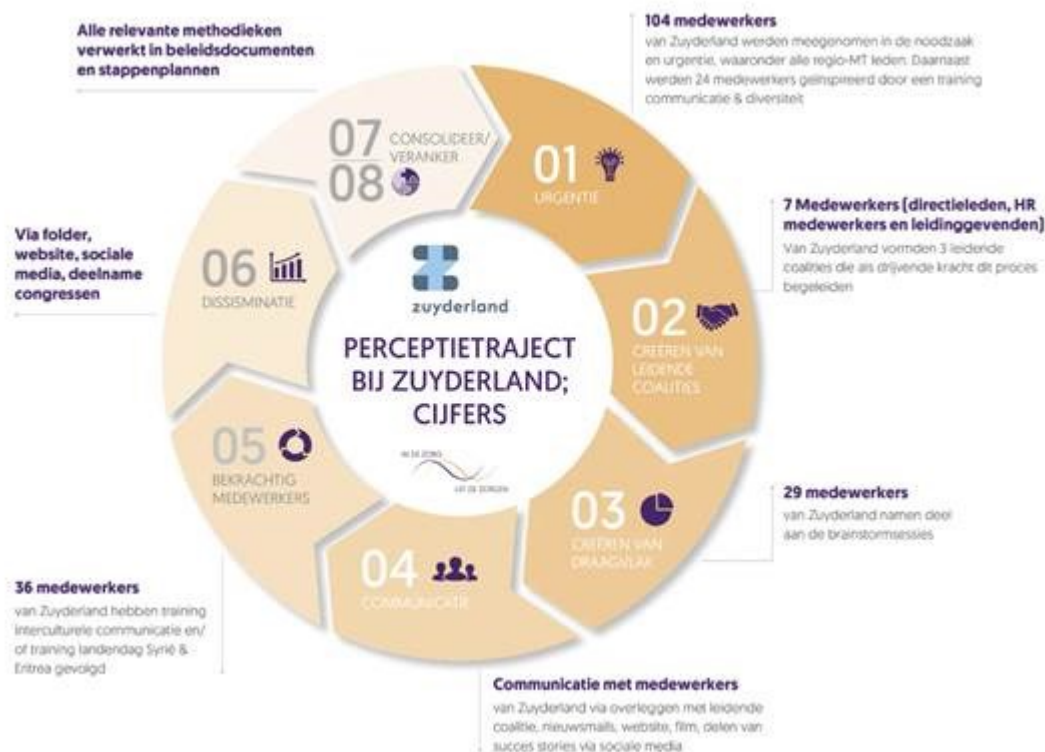


- Cast a wider net for recruitment
- Adapt your recruitment processes
- Adopt a talent approach
- Use clear language

Recruit differently



Schema Zuyderland





Results



	Limburg (B)	Limburg (NL)	NRW (D)
refugees	142	46 (bbl)	63
employees	246	106	61 (organisations)

Lessons learned



- Perception
 - You need your boss
 - You need some believers
 - Take your time
- Internship and job
 - Work together with local authorities
 - Create win-win
 - Bundle of responsibilities