

PROJECT 'IN DE ZORG-UIT DE ZORGEN' WELCOME



IN DE ZORG



UIT DE ZORGEN



Dirk Van Laethem

Projectmanager

From idea to validated projectplan



IN DE ZORG



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The idea

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Euregion Maas Rhein

• January 2017

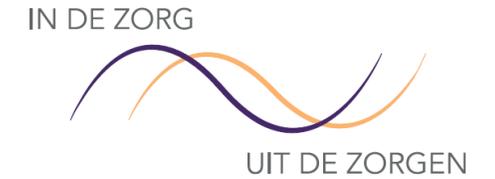
The projectpartners



werkt voor zorg en welzijn



The financial partners



provincie limburg



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



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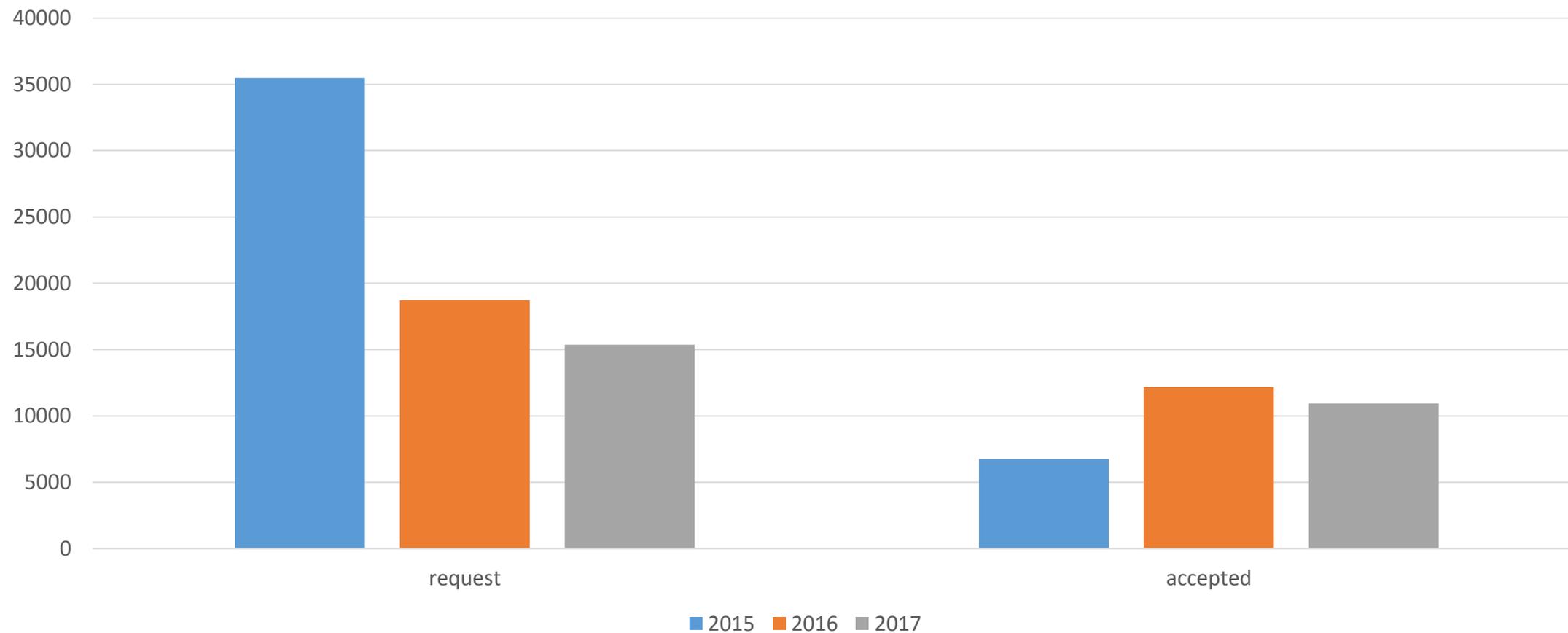


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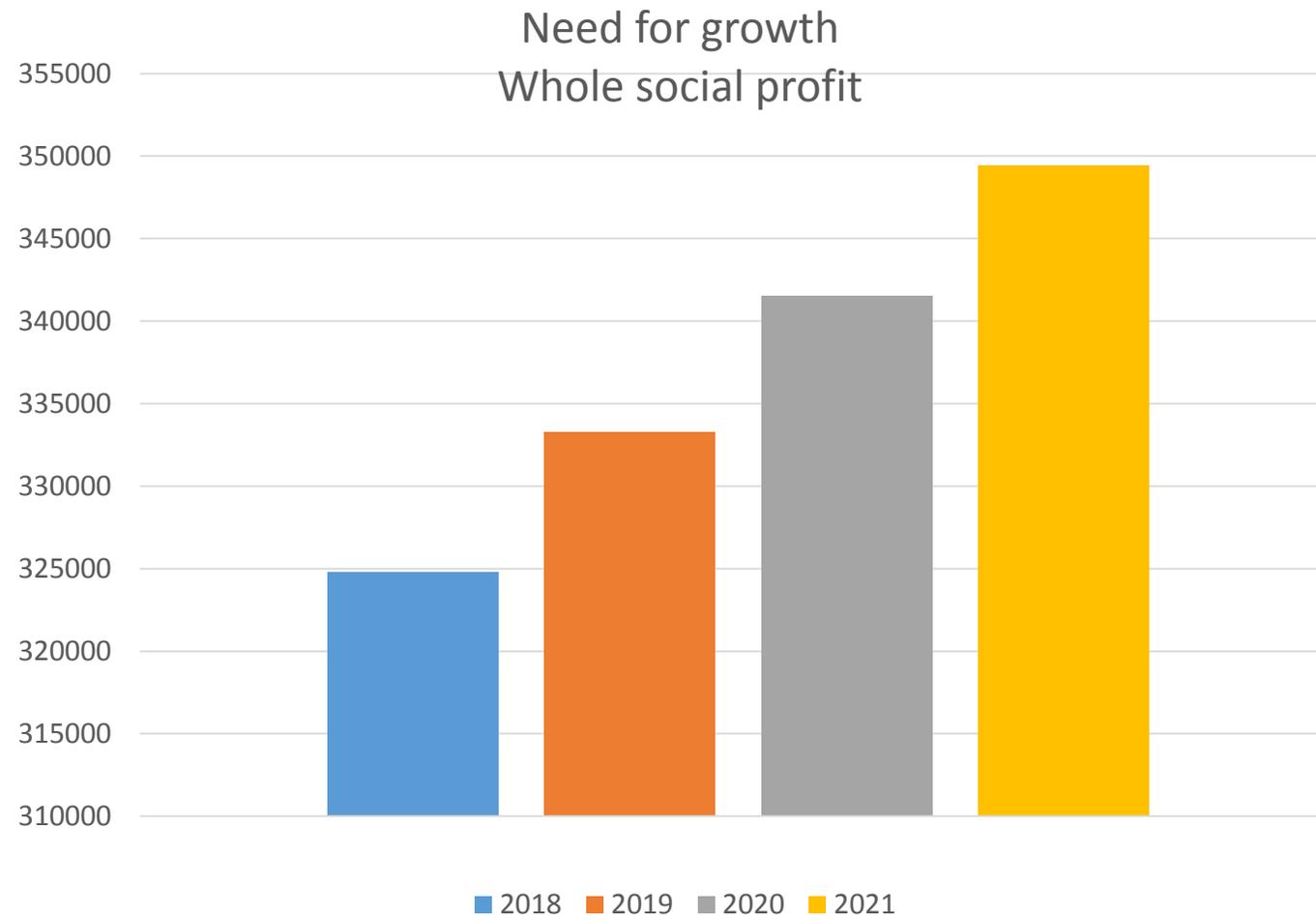
WHY

Figures and facts: fugitives Belgium

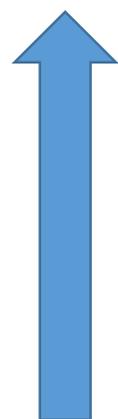


Figures and facts: employees Belgium

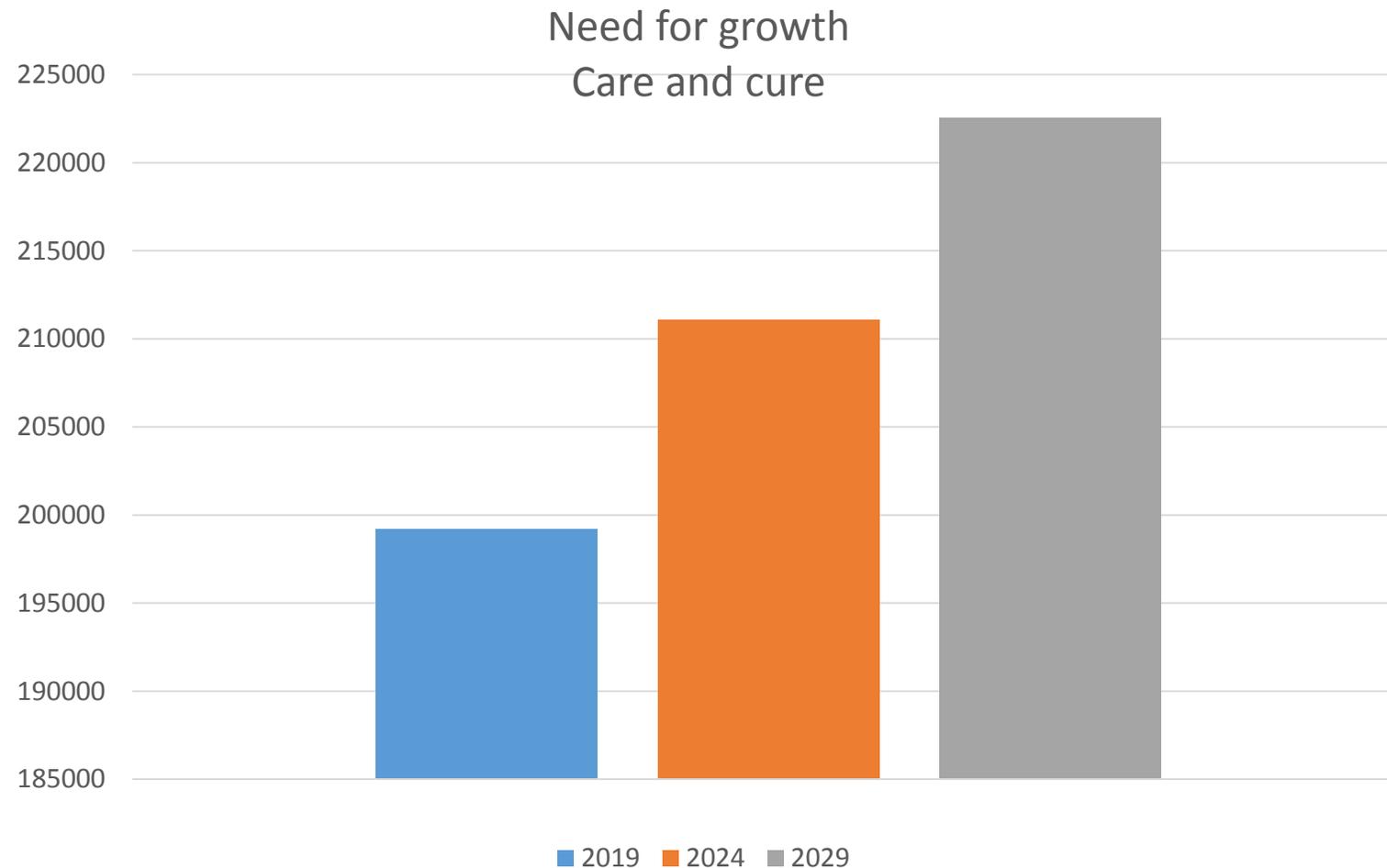
↑
7,6 %



Figures and facts: employees Belgium



11,7 %

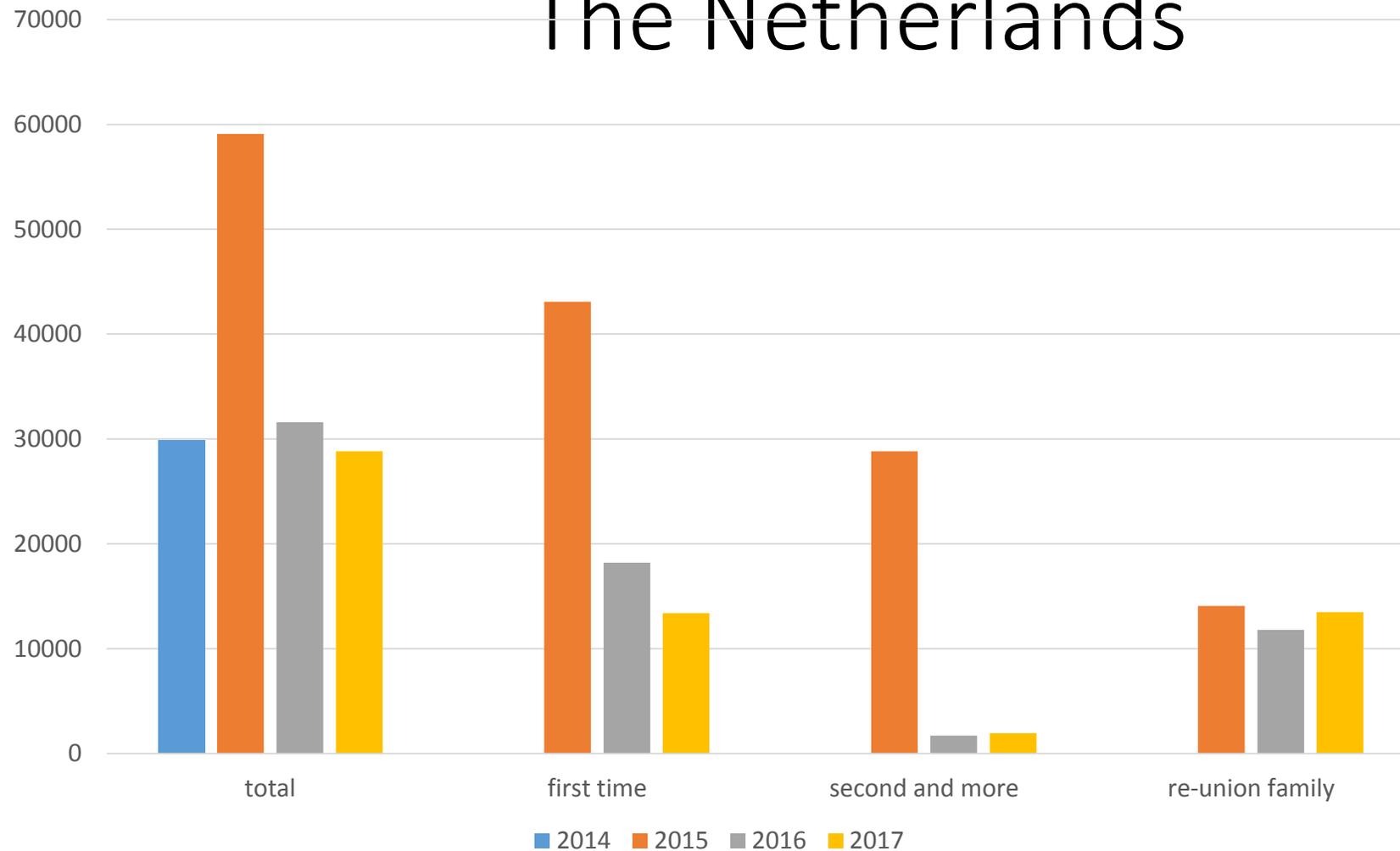


Figures and facts: care & cure Belgium

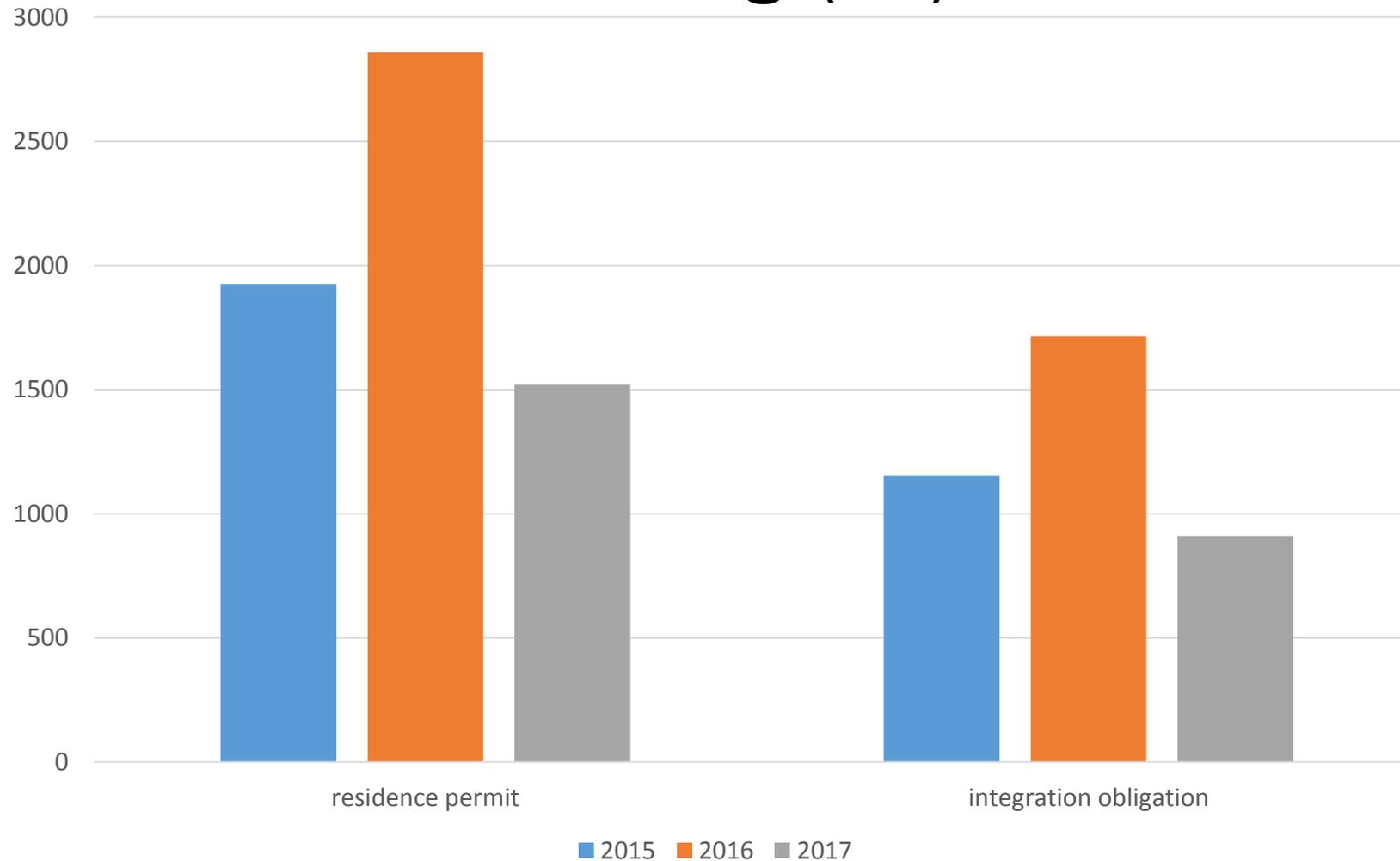
+ 65 y	2010	2020	2030
n	1.129.825	1.348.485	1.648.602
%		+19%	+22%

+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 (NI)



Figures and facts: employees The Netherlands

Necessary growth nationwide: 120.000

Necessary growth Limburg: 8400 (7%)

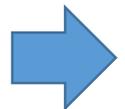
reason 1:

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

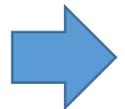
Figures and facts: employees The Netherlands

Reason 2:

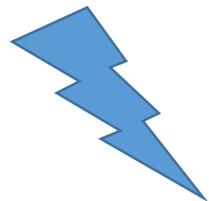
- Longer stay at home



Heaviness care



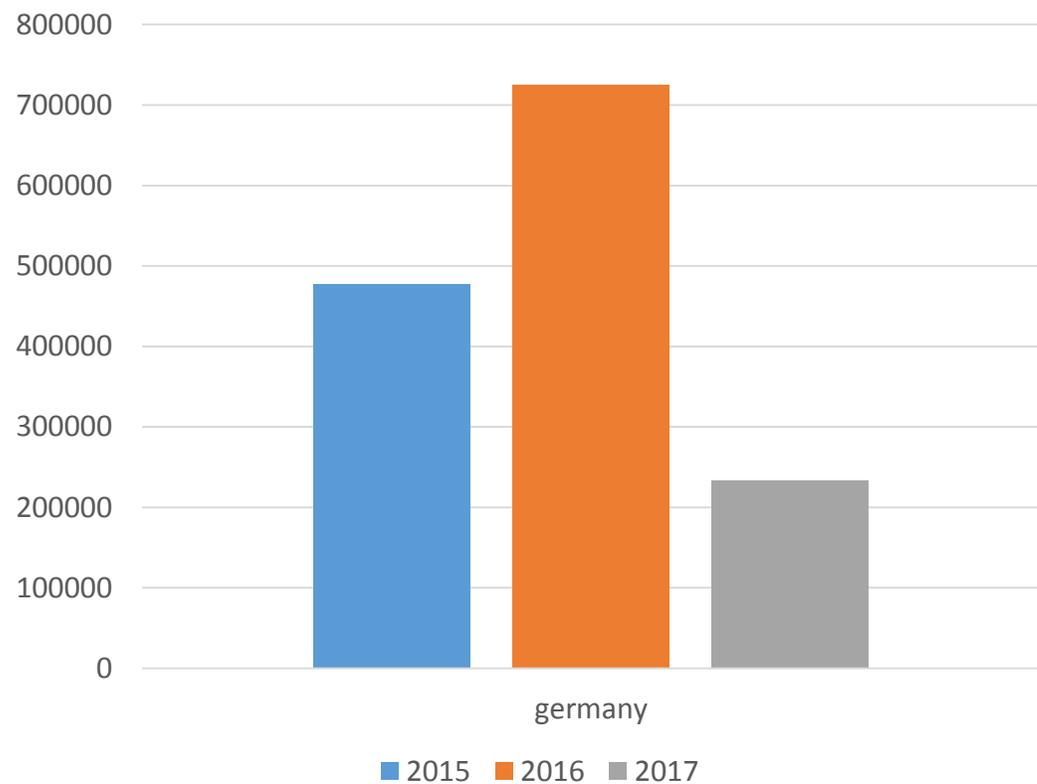
Professional skills



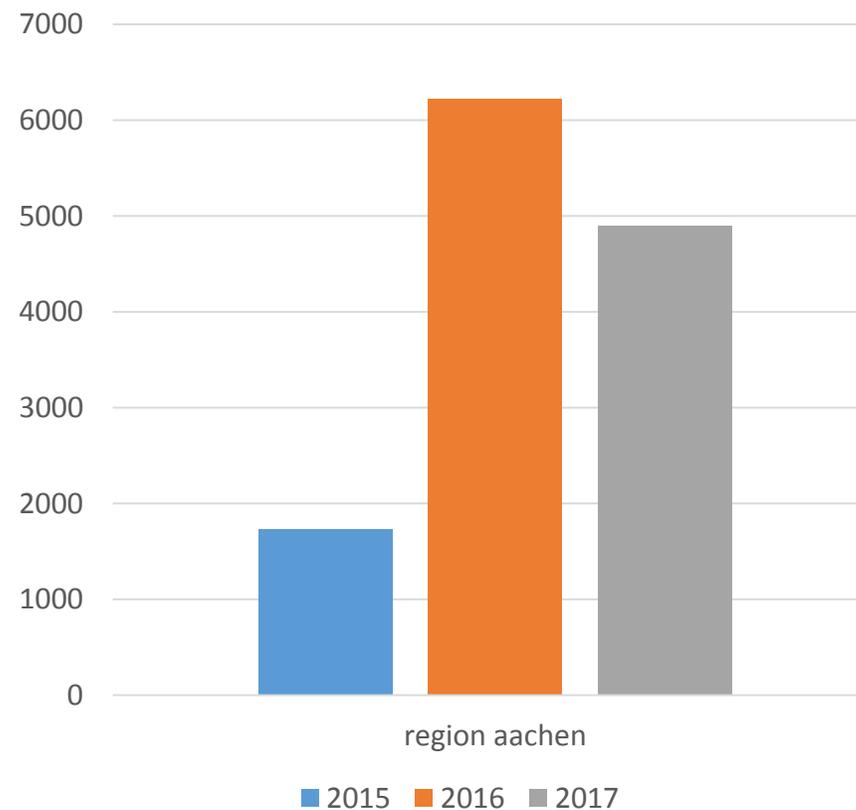
Changing processes of caring in order to create possibilities for low skilled employees

Figures and facts : refugees Germany

Refugees Germany



Refugees region Aachen



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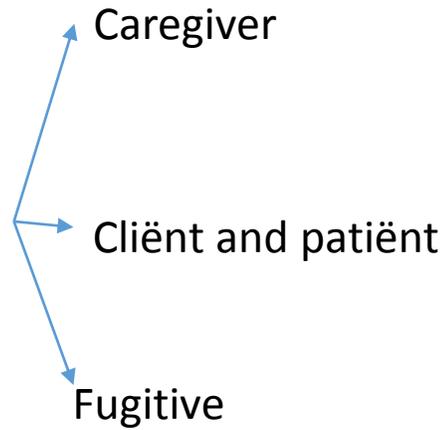
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projectmodel

Project model

Influencing perception



Internship and job



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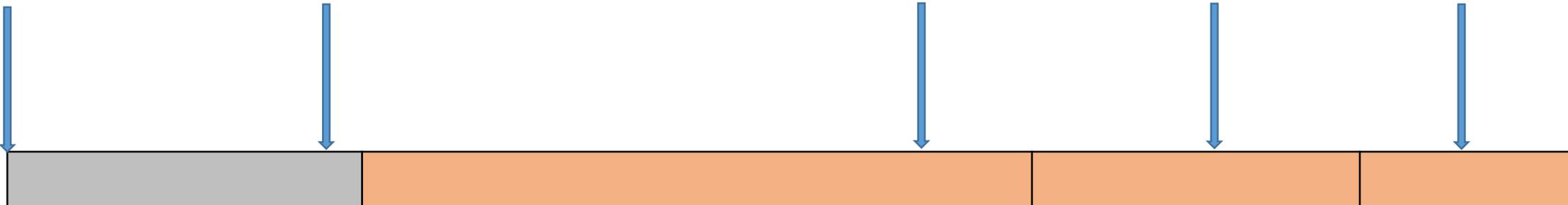
Nov 2017

Aug 2018

Jan 2020

Aug 2020

Jan 2021



Exploring and studying
Create methods:
- influencing the perception
- Internship and jobs

Internships and jobs for refugees
Familiehulp / Zuyderland / Rote
Kreuz

Internships and
jobs for refugees
Other organisations

evaluation
E-book
congress

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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

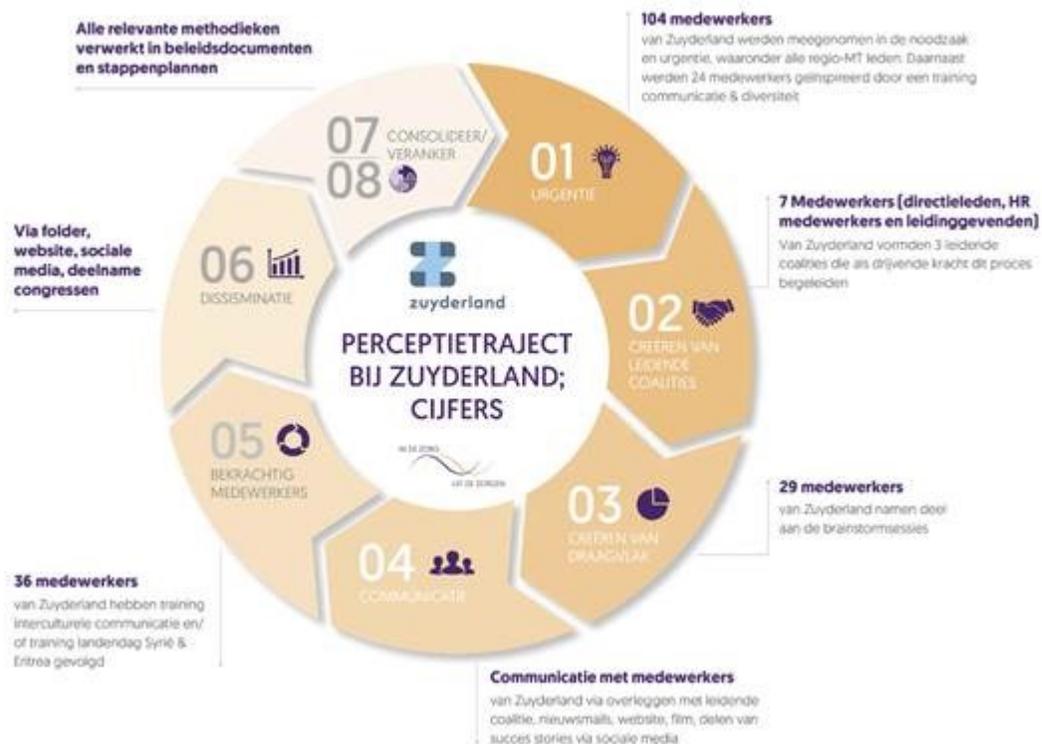


- Cast a wider net for recruitment
- Adapt your recruitment processes
- Adopt a talent approach
- Use clear language

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