



Core Message of the Campaign

The direct-care workforce in America—home health aides, nursing assistants, and personal care assistants—is the backbone of our nation’s paid long-term care system. It is also a workforce in crisis.

These workers are a lifeline for elders and those living with disabilities. Yet low pay, insufficient training and support, and lack of health coverage mean that many of these caregivers leave work they love for less meaningful jobs offering better pay and benefits. In addition, insufficient numbers of new workers are entering the profession to provide the consistent, compassionate, and skilled care that Americans need now—and will increasingly need in the coming decades.

As Americans, we believe that everyone—young, old, able-bodied, or those living with disabilities—deserves to live with dignity, with as much independence as possible. As we age or experience disabilities in our lives, we want to remain at home or in communities where we can maintain our routines and our relationships. We want to have a choice, and for many aging Americans, being able to choose requires the assistance of a direct-care worker.

To ensure health care choices for ourselves and for our loved ones in the future, we need to begin caring about our caregivers today. One of the first steps is ensuring that these workers have affordable health insurance coverage.

Coverage is critical to care.

Health Care for Health Care Workers

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