

# The organisation of social services and care in rural areas and SPAs in the Nordics



# Focus of the study

- What are the needs and challenges regarding recruitment of staff in the field of social services and care provision in rural areas?
- What recruitment and retention strategies are in place and what is their focus?
- Exploring innovative ways of organising and delivering social care services in rural areas and SPAs in the Nordic countries





## *Definition of social care services*

*...services relating to **care of the elderly**, and/or people with **disabilities** and/or care after **hospitalisation**, as well as the provision of health care that is limited to **general practice**.*

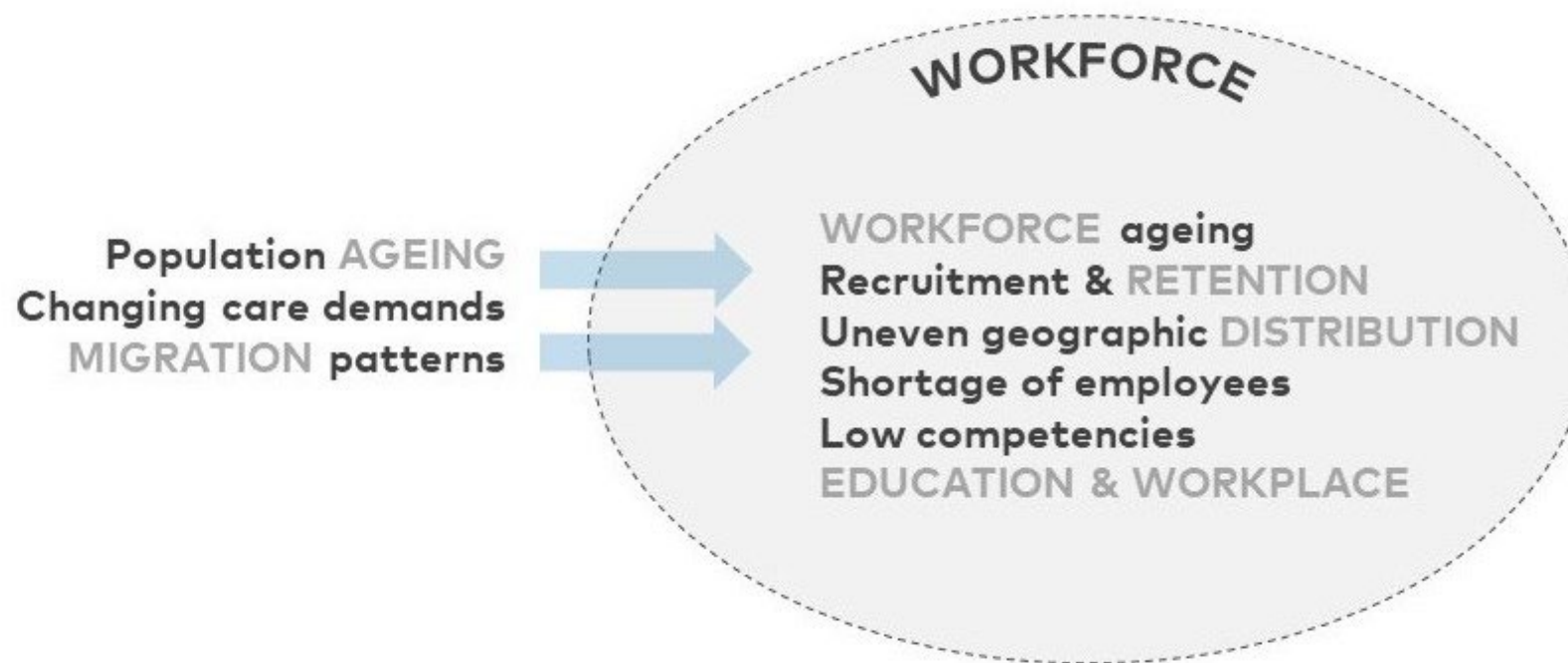


## Degree of urbanisation





# Factors shaping the resilience of the social care workforce



Source: Adapted from the European Commission 2015



# What is the focus of recruitment and retention strategies?

## — Educational level

Increased number of available educational places and quality of education, attracting more students, reducing drop-outs by improving internships, subsidising initial education, distance learning, continuous training.

## — Workplace level

Improving working conditions and environment (psychological and physical), flexible work schedules, career development, full-time employment, foreign labour force.



# Examples of initiatives aimed at different stages of the skills supply cycle

Monitoring the needs of the workforce	Recruitment and retention within education	The transition from education to work	Worker mobility (to rural areas)	Continuous education and re- training	Workplace measures
Regional STAR offices (DK) – assessment of the recruitment situation	Distance learning programme in nursing at the University of Akureyri (IS)	Internship supervisors in the Region of Southern Denmark	Sharing housing for healthcare professionals (NO)	A refresher course for nurses (FI)	Heltidsresa (SE)
Skills matching Indicators (SE)	Menn i helse (NO)	Simulation centres (IS)	Flexible work arrangement enabled by telemedical and digital tools (IS)	Äldreomsorgslyft (SE)	Quality agenda in Esbjerg Municipality (DK)



# Innovative ways of delivering social services in Nordic remote areas





### Virtual health care rooms (SE)

- Facilities equipped with Internet and basic medical equipment to offer primary health care services in remote areas
- Västerbotten and Norrbotten region (2014 - )
- Service and organisational innovation



A map of Iceland is shown in a light teal color against a white background. A yellow dot is placed on the northern coast of the island, with a yellow line extending from it towards the text below. Several other black dots are scattered across the map, representing other locations in Iceland.

### Öldrunarheimili Akureyrar (IS)

- The elderly care home combining nursing home and daycare centre
- Akureyri (2019-)
- Organisational and service innovation





### **Pipaluk (GL)**

- A telemedical solution which connects towns and settlements to the regional hospitals
- 60 stations across GL
- Service and process innovation





**Thanks for your  
attention!**

**Recruitment and retention  
in the welfare sector:**  
Nordic good practice

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