

# Study of French Speaking New Brunswick Students in regards to their Perceptions and Interest for a Career in Aging

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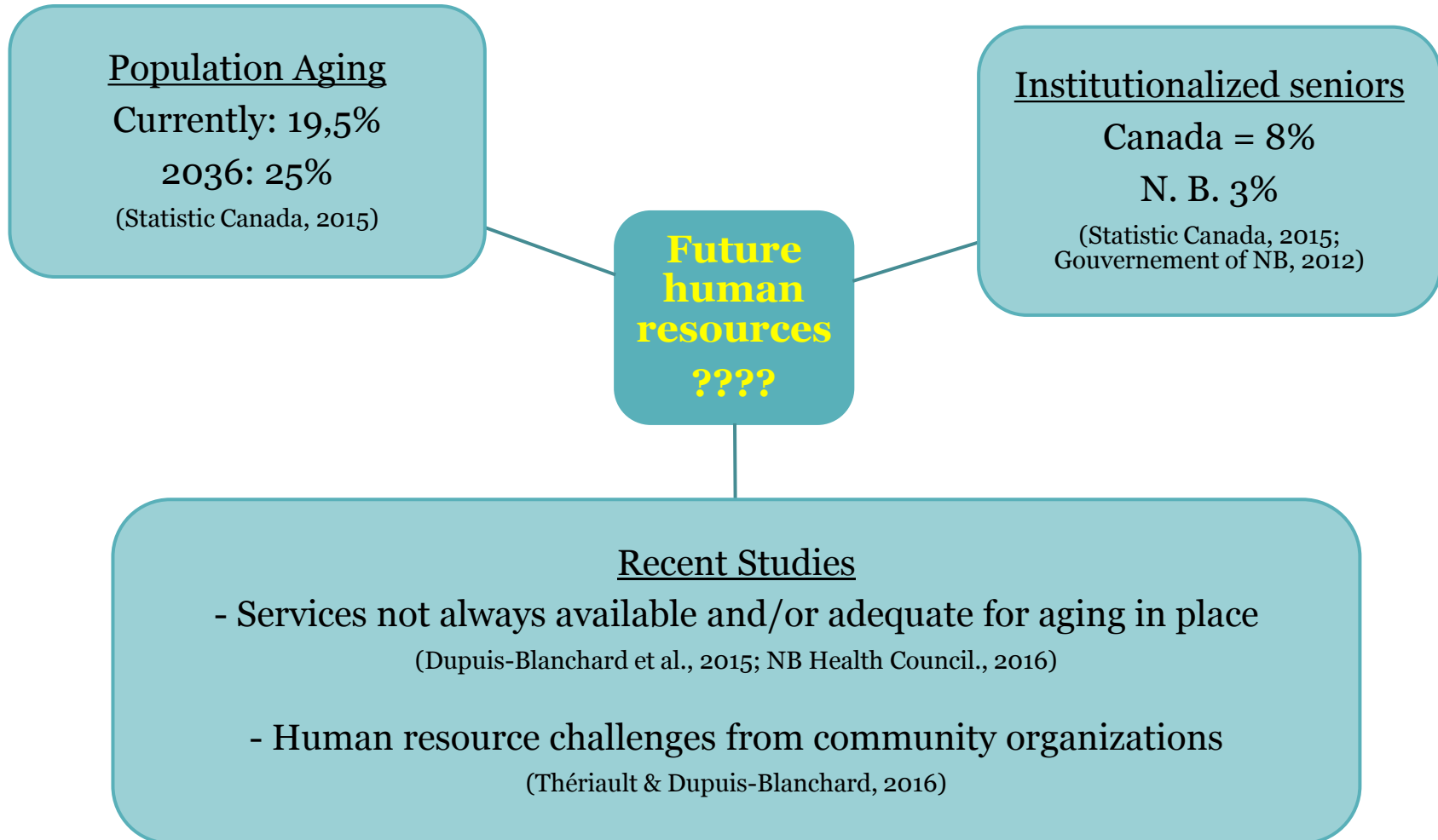
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# Study Context



# Study Objectives

We believe this study can support human resource development in the service and health sectors for older adults and promote job creation to retain young adults in the province of New Brunswick.

1. Recognize Francophone high school students' conceptions of older adults
2. Explore with Francophone high school students their interest for a career in the service and care industry with older adults

# Methodology

## Recruitment:

- French high schools in the province
- 644 participants; response rate of 77%

## Material

- Survey inspired by objectives and past research (Haught et al., 1999; Kogan, 1961)
- Survey validated with a group of students.

Knowledge on  
aging and older  
adults

Attitude  
towards older  
adults

Interest for a  
career with  
older adults

Sociodemographic  
data

# Participant Profiles

- Heterogeneous Sample
  - 52% girls; 46 boys
  - 56% 10<sup>th</sup> grade; 43% 11<sup>th</sup> grade
- Proximity with grandparents
  - 80% said that their grandparents live close to them
  - 46% visit their grandparents one or more a week
  - 74% provide help to their grandparents
- Limited experience with older adults
  - 66% had never volunteered with older adults
  - 80% had never worked with older adults
  - 64% had no interest in a student job with older adults

# Results: Knowledge

Over 30% of students falsely responded to 11 of the 21 items

- 68% false: drivers 65 or over have fewer accidents than drivers under 65.
- 63% true: the majority of older adults have a certain way of doing things and they cannot change their habits.
- 67% false: older employees have fewer accidents than younger employees.
- 45% true: it is better for an older adult to live in a nursing home or a residence for older adults.
- 49% true: care at the hospital, in a nursing home or in a residence for older adults are less expensive than home care.
- 66% true: about 50% of older adults live in a nursing home.

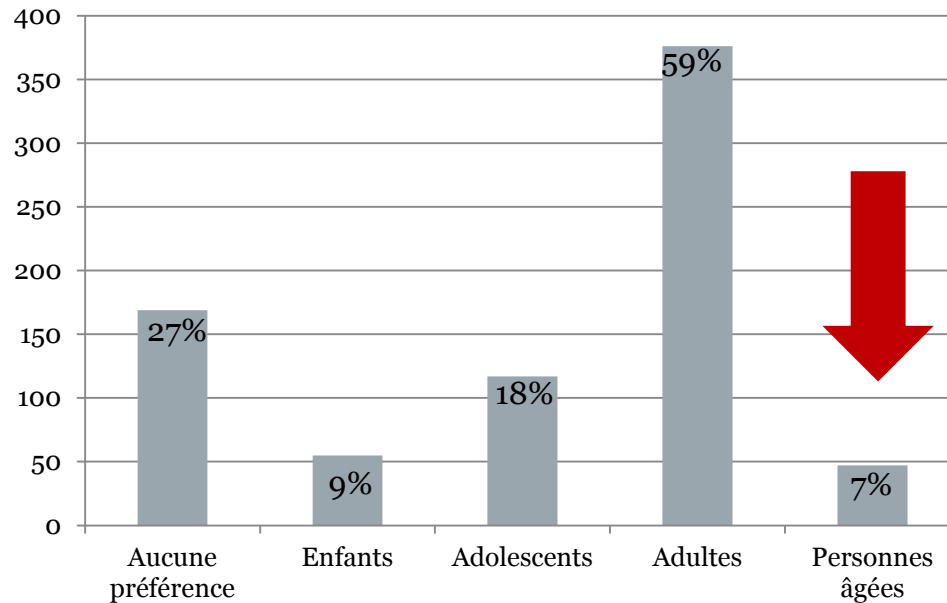
# Results: Attitudes

Over 30% of students demonstrated a negative attitude on 6 of 15 items

- 40% agree: it would probably be better if the majority of older adults live with other older adults their age.
- 54% agree: the majority of older adults have a routine and are incapable of changing.
- 57% disagree: the majority of older adults are concerned about their appearance.
- 65% disagree: we rarely hear older adults speak negatively of younger adults.

# Results: Interests

Frequency of desired age groups to work with



30% had *already thought* of a career in aging

- 51% hospital environment
- 37% in the community

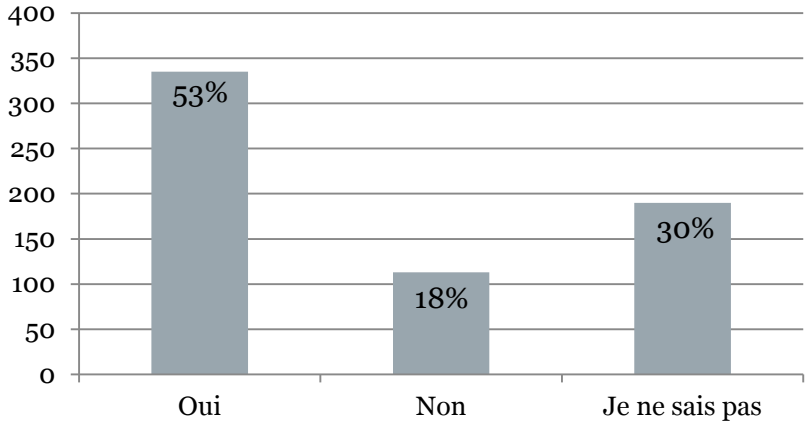
70% had *never thought* of a career in aging

- 44% no interest
- 50% never thought of it

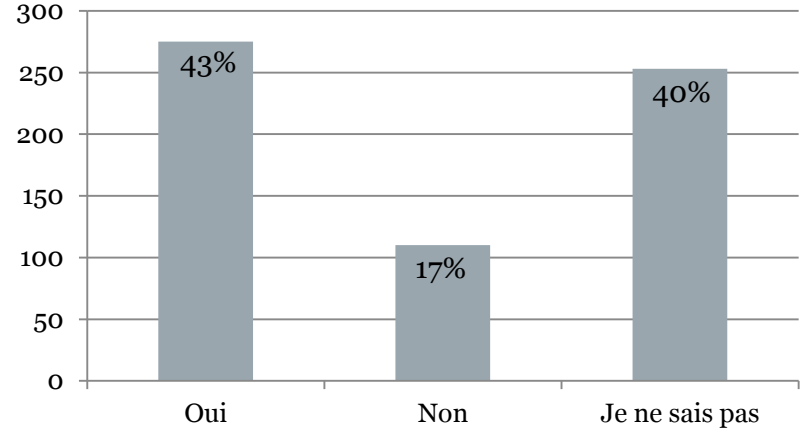


# Results: Interests

Interest to work in NB in the future



Interest to work in a village or small town in the future



54% of students declare not being aware of career possibilities in the field of aging.

# DISCUSSION

## Concerns

- Little knowledge and negative attitudes
  - Stereotyped image of seniors
  - Misconceptions about older adults in the community
- Little interest
- Not aware of job/career possibilities

## Recruitment possibilities

- No preference towards age groups
- Undecided about future career
- 54% of students not aware of current and future possibilities of careers in aging.

# CONCLUSION

Given study results, efforts must be made in the province to encourage retention of young adults, but also, to promote services and care needs of an aging population.

## Phase 2 - Interventions

- Development of awareness video
- Focus groups with students
- Inform career counsellors of career possibilities

# Comments/Questions

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