

**Talking Points For States**

* Caregivers in long term care facilities across [STATE] serve their communities by caring for their most vulnerable citizens in a safe and supportive environment.
* A career in long term care in [STATE] offers professional growth, is invaluably rewarding and provides a tremendous sense of purpose.
* Being a caregiver at a long term care facility in [STATE] goes far beyond your job description – you become a friend and a family member to each resident.
* Working in a long term care facility in [STATE] means working as a team to accomplish a common goal ­– ensuring residents are receiving the highest level of care possible.
* Long term care facilities in [STATE] are only as strong as their caregivers. They are the backbone of every facility.
* Facilities across [STATE] value and appreciate the selfless work their caregivers do every day for their residents and ensure staff members feel supported.
* Working in [STATE’S] long term care facilities means serving a special population – [STATE’S] most vulnerable. Every resident is someone’s parent, grandparent, aunt, uncle or close friend.
* Families and friends of residents in [STATE] trust our caregivers to keep their loved ones healthy and safe day in and day out. Their work is incredibly meaningful and important.
* Long term care is a vital part of the health care system. A career in a long term care facility in [STATE] is a great steppingstone for individuals who want to get their foot in the door in the health care sector.
* The average age of a long term care resident in [STATE] is [X]years old, and the vast majority have underlying health conditions.



* Residents in long term care facilities across [STATE] require specialized, customized care to meet their unique health care needs. When you work in long term care, you are learning life-sustaining skills.
* There are countless opportunities for upward mobility working in long term care in [STATE]. From the first day on the job, you are on an immediate path toward a long and fulfilling professional career.
* There are [NUMBER] staff vacancies in [STATE] nursing homes. There are [NUMBER] staff vacancies in [STATE] assisted living communities.
* Aging is inevitable, and we are expected to see an unprecedented growth in [STATE’S] senior population over the next three decades. We need dedicated caregivers now more than ever.

###

