

Bulletin Board: In-home care relieves stress for busy boomers

by Amy_Winter

Richard Franz's mother is in a nursing home and longs for more companionship, but he has a job that involves travel. Enter Shirley, a Right at Home caregiver.

"Having Shirley gives me a peace of mind," says Franz. "A nursing home wasn't enough. My mother needs nurturing and the personal touch."

People who are part of the "sandwich generation" face the difficulty of juggling a career, raising a family and providing care for their elderly parents. Right at Home, a national in-home senior care and assistance provider, can assist family members in striking a balance.

Allen Hager, the president and founder of Right at Home, says his 12-year-old program offers supportive services, including personal care, companionship, medication management and meal preparation.

"Oftentimes family members are forced to make the difficult choice between work and family: 'Do I go to my 3 p.m. meeting or take my mother to the doctor?'" says Hager. "Managing both responsibilities can often increase stress while decreasing productivity in one or both of these tasks."

Family members juggling both tasks suffer from stress, guilt and anger, often straining their marriages. Hager says boomers can relate to stress; one in four adults is involved in caring for another adult. He used his experience of trying to care for his father in order to provide service and empathy toward others.

Hager describes some of the problems experienced by family caregivers:

- Stagnant career: Caregiver is unable to relocate, transfer or accept promotions.
- Decrease in savings: Home care can be expensive and leave less money for trips or investments.
- Hard on health: Caregiving may lead to more absences at work or early retirement, causing a decrease in employee productivity at the workplace.

- Loss for employers: Companies lose money when employees miss work to care for family members.
- Wait to have children: Many delay having children due to the time and hardship of caring for parents.

Right at Home offers flexible care policies and is available 24/7. Families can start with a few hours of service a week and, if needed, turn to long-term care policies.

"I see a huge amount of stress relief almost immediately," says Hager.

For more information, visit www.rightathome.net.

SEARCH FOR A JOB BECOMES EASIER

Facebook members can now keep in touch with friends, write messages and look for a job or internship. Careerbuilder.com is providing job and internship matching applications on the Facebook Web site, allowing users to search job listings without ever leaving the site.

Once adding the Careerbuilder.com applications, users will obtain updated job and internship listings that match with the information on their Facebook profile. Careerbuilder.com examines the person's profile for items like school major and hometown in order to find relevant positions in the database. For college students seeking an internship or part-time job, Cbcampus.com, CareerBuilder's college job site, is also available on Facebook.

Twelve percent of hiring managers have used social networking sites to find job candidates, according to a CareerBuilder survey that polled 1,150 hiring managers. But about 63 percent of those managers didn't hire the person.

"Facebook has more than 36 million active users and is the sixth-most trafficked site in the United States," says Richard Castellini, vice president of consumer marketing at Careerbuilder.com. "Building a job-matching application on the Facebook platform enables Careerbuilder.com to interface with a large, highly interactive community dominated by users who are choosing and building career paths."

Castellini offers Facebook members advice to make profiles more employer-friendly:

- Showcase your positive attributes: Include accomplishments, community service or extracurricular activities in order to promote yourself.

- Avoid posting inappropriate photos, comments or language. Don't post anything you wouldn't want an employer to view.

"We are making the job search process easier and more convenient for Facebook users while providing employers with a unique way to market their job openings," adds Castellini.

For more information, visit www.careerbuilder.com.

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