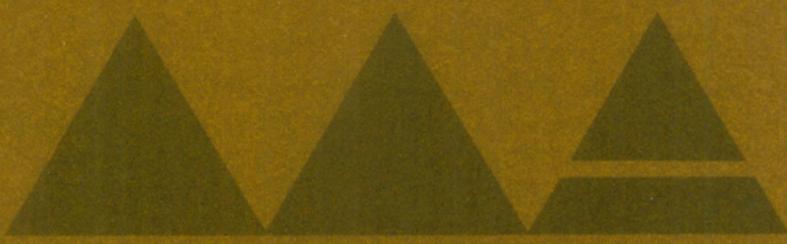


Older Workers  
(1969 folder)

# **OLDER WORKERS :**

***Manpower Programs  
for Senior Citizens***

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In America the accent is on youth, its style, enthusiasm, and fresh ideas--and its problems. Too often forgotten are:

- ◆ The displaced worker who can't find a new job because his skills are no longer needed.
- ◆ The older rural poor who were left behind in their depressed farm areas when younger people moved to the cities to seek jobs.
- ◆ The couple struggling to exist on a small pension after a forced early retirement.

And for a large portion of the work force who are old only by arbitrary definition, there has been the ugly barrier of age discrimination. Mature men and women often couldn't find a job because employers preferred younger workers.

Because of the widespread problems of the unemployed and underemployed across the Nation, the special problems of older workers have not been given the attention they need.

But now America is facing up to the grave injustice of job discrimination and the special employment problems of older workers. We have a law that prohibits discrimination because of age and a new emphasis in Manpower Administration programs to help older workers gain decent jobs and better lives.

## **NEW LEGISLATION**

The Age Discrimination in Employment Act, which became effective in mid-June 1968, establishes as national policy the elimination of arbitrary age discrimination in employment. It applies to workers between the ages of 40 and 64--about one-half of the entire labor force.

The measure makes it unlawful:

- ◆ For an employer to fire or refuse to hire a person strictly on the basis of age.
- ◆ For employment agencies to refuse to refer a client to a prospective employer for a job opening on the basis of age.
- ◆ For prospective employers to state age preferences in help-wanted advertisements.
- ◆ For unions to deny membership to an individual because of age.

The Secretary of Labor is charged with enforcing the new law. He is also directed to carry out a program of education and research in order to reduce the obstacles to employment of older workers.





**Community Senior Service Programs** in 10 cities hire older and retired people for community service jobs. These people work for pay while they help elderly poor people and others in many different ways.

Some are assisting in rehabilitation and work therapy, helping shut-ins, providing cultural programs and other services at senior citizens' centers, and searching out the elderly poor and telling them about the services and facilities available to them. Others are working as recreation and teacher aides, helping in libraries, and working with children.

The program operates under an agreement between the Department of Labor and the National Council of Senior Citizens, the National Council on Aging, and the Green Thumb program. Applicants, who must be at least 55 years old, are hired through their local State Employment Service offices.



## A NEW FUTURE FOR OLDER WORKERS

Through Operation Mainstream, older people who once faced a bleak future have found meaningful work and better lives.

- ◆ In Monterey, Tenn., 90 older men and heads of families are at work, some for the first time in years. They have tapped a mountain spring and laid a half mile of pipe to the center of one hamlet, where coal mining ceased years ago. Now the residents no longer have to haul their water from a town 3 miles away.
- ◆ Operation Mainstream has enabled older Menominee Indians in Wisconsin to open small industries that produce park benches, tables, and handicrafts.
- ◆ In a Brockton, Mass., Mainstream project, the directors trained 48 people for jobs in legal aid, employment, housing, mental health, and community development.
- ◆ A Green Thumber from Arkansas says, "I think it is the best program for the rural senior citizen. Green Thumb is just like a man getting married and having children to carry on his name. In the same token, we Green Thumbers create something for the coming generations to enjoy and remember us by. This program has changed our outlook on life. Once more we feel like somebody cares."

## OTHER MANPOWER PROGRAMS

Besides programs designed specifically to provide special help to older workers, the Manpower Administration has a variety of programs that help unemployed and poor people of all ages gain new skills. These programs recognize that people over 45 face special handicaps in finding decent jobs and often make a particular effort to aid disadvantaged older workers.

Among the programs that help older workers gain the skills they need to get a job and move ahead are:

**The Manpower Development and Training Act (MDTA)** provides institutional training at schools where people learn the skills they need to get and hold a job. It also makes available on-the-job training (OJT) in which workers gain new skills right on the job for pay.



## **SPECIAL EMPLOYMENT SERVICES FOR OLDER WORKERS**

A significant emphasis of the Federal-State Employment Service system is geared to the special needs of older workers. In local Employment Service offices, specialists in the employment problems of older workers counsel mature applicants. The program includes counseling, testing, job development, referral to training or related services, and job placement.

Older worker service units have been set up in local employment offices in 27 major cities to provide special, intensified services to older applicants. These units represent concerted and direct efforts to expand employment services to older workers through the use of trained specialists.

A major aim is to place these workers in good jobs, and this includes telling employers the facts about older workers--that they have high productivity and often excel younger workers in judgment, safety, reliability, and other desirable characteristics.

The new **Human Resources Development (HRD) Program** is a person-to-person approach that aids each individual by developing a plan to improve his employability and place him in a self-sustaining job. It may include enlisting community resources to help people with medical services, legal counsel, transportation arrangements, or other services they need to become employable. The HRD concept applies to all local Employment Service offices, and any disadvantaged person is eligible to participate.

Several **experimental and demonstration projects** have been conducted to test new ways of helping to solve the special employment problems of older workers. The experience gained through these projects will help the Employment Service system serve people more effectively and furnish useful guidelines for private groups concerned with the needs of older workers.

In one test project in two cities, neighborhood employment centers were manned by older people working as volunteers. These projects showed that a neighborhood center can find and develop jobs--including temporary and part-time openings--in the local area that can be filled by older workers living there. They also showed that a staff of trained volunteers can operate a center effectively.

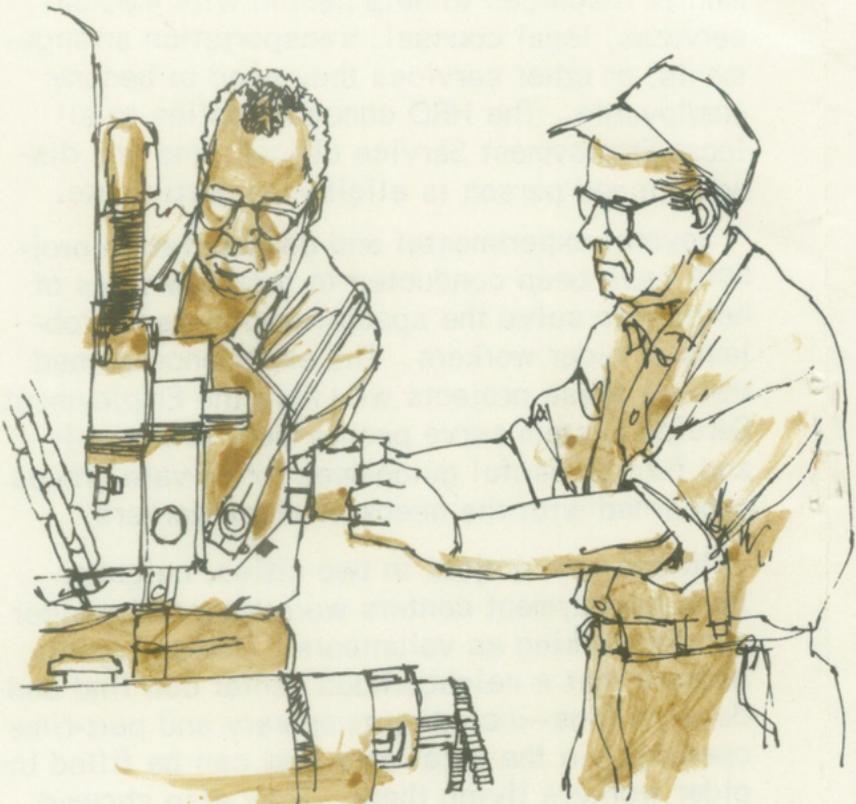


## OPERATION MAINSTREAM

**Operation Mainstream** pays needy people to do work that improves the communities where they live. Its goal is steady work at decent pay for chronically unemployed adults of all ages--but most participants are 45 or over.

**Green Thumb** projects provide work experience for older workers in rural areas. They plant trees, build parks, reconstruct historical sites, beautify highways, improve drainage, decrease air and water pollution, and rehabilitate housing. And in the process, older workers are trained and prepared for such jobs as gardeners, landscapers, nurserymen, and highway maintenance men.

Green Thumb projects are run by a nonprofit organization for rural workers affiliated with the National Farmers' Union, and Green Thumbers work in 14 States. During 1968 their average age was 68 and their average income before they joined the program was \$900 per year, often for a family.



**The Concentrated Employment Program (CEP)** provides, in one program, all manpower and related services to people most in need of help, including jobless and poor older workers. At one stop, they can receive counseling, education, training, and other special services.

Sometimes, CEP efforts are geared specifically to older workers. For example, in nine cities Community Senior Service aides are helping other older workers find jobs through CEP.

**New Careers** opens up new jobs by taking the parts of professional positions that do not require college training and creating "preprofessional" jobs. The projects place people in jobs for pay at hospitals, schools, and community centers and provide the education, training, transportation, and other services they need to prepare for positions as assistants to teachers, nurses, librarians, and other professional workers. And they see to it that these jobs offer steady employment and a chance to move up to more responsible positions at higher pay.

New Careers trains jobless and poor adults. Mature workers--often unemployed because their skills are no longer needed or stuck in dead-end, low-paying jobs--are discovering that they are not too old for a new career. Many are learning new skills and working at jobs with a future through New Careers projects.



## WHERE TO GET MORE INFORMATION

For more information on programs to help older workers, get in touch with the nearest local office of the State Employment Service, or write to the Regional Manpower Administrator at the address listed below.

### Location

### States Served

John F. Kennedy Fed. Bldg. Boston, Mass. 02203 Area Code 617, 223-6726	Connecticut Maine Massachusetts	New Hamp. Rhode Island Vermont
341 Ninth Avenue New York, N.Y. 10001 Area Code 212, 971-7564	New Jersey New York	Puerto Rico Virgin Islands
1111 20th Street, NW. Washington, D.C. 20210 Area Code 202, 386-6016	Delaware Dist. of Col. Maryland No. Carolina	Pennsylvania Virginia West Virginia
1371 Peachtree Street, NE. Atlanta, Ga. 30309 Area Code 404, 526-3267	Alabama Florida Georgia	Mississippi So. Carolina Tennessee
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911 Walnut Street Kansas City, Mo. 64106 Area Code 816, 374-3796	Colorado Iowa Kansas Missouri Montana	Nebraska No. Dakota So. Dakota Utah Wyoming
411 North Akard Street Dallas, Tex. 75201 Area Code 214, 749-3671	Arkansas Louisiana New Mexico	Oklahoma Texas
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