

Forskningsprogrammet Individanpassad omsorg och generell välfärd: dilemman i marknadsieringens tid. Finansierat av Forte 2013-2019.

Slutrapport 31 mars 2020

Utgångspunkten för forskningsprogrammet är de pågående förändringarna av den svenska äldreomsorgen med starka inslag av konkurrens, valfrihet och individanpassning. Denna trend ställs i relation till den universalistiska jämlikhetsambition som betonar att alla äldre, oavsett ekonomiska resurser, ska ha tillgång till lika god äldreomsorg – en ambition som trots ökade inkomstskillnader och etnisk mångfald kommer till uttryck i lagstiftning och aktuella policydokument. Teoretisk inspiration har hämtats från feministiskt inriktad omsorgsforskning, socialpolitiskt inriktad välfärdsforskning, arbetslivsinriktad forskning om omsorgstjänsternas organisering och arbetsmiljö samt från disability studies som mer än omsorgsforskningen har fokuserat på antidiskriminering och mänskliga rättigheter.

Ett drygt 20-tal svenska, nordiska och anglosaxiska forskare har samarbetat i en rad projekt med fokus på personal, brukare och anhöriga inom olika delar av äldreomsorgen. I projekten har en rad olika metoder använts; deltagande observationer, intervjuer, enkäter samt analyser av policydokument och hemsidors text och bild. Flera projekt som startat med finansiering inom programmet har under perioder erhållit externa bidrag och har därmed kunnat utvidga och fördjupa frågeställningar.

Några studier har haft ett komparativt perspektiv och bland annat jämfört arbetsvillkor inom äldreomsorg och funktionshinderverksamheter, liksom olika länders äldreomsorgspolitik samt personalens vardagliga villkor. Flera projekt har studerat personalens förändrade situation och har exempelvis med hjälp av enkätmaterial visat på påtagliga försämringar av äldreomsorgspersonalens villkor under 2000-talet. Ett projekt har fokuserat på personal med utländsk bakgrund i äldreboenden, ett annat på äldre med missbruksproblem i kommuner med och utan kundvalssystem. Andra projekt har närstuderat en ny trend: äldreboenden med profilerad inriktning, och undersökt såväl motiv bakom som förverkligandet av konceptbaserade verksamheter i äldreomsorgens vardag. Ett par projekt har inriktats på konkurrens och kundval inom Stockholms hemtjänst och äldreboenden. Här har anhörigas respektive beställares och företagets nya roller i detta landskap har studerats. Bland annat har förekomsten av ökat misstroende mellan olika parter uppmärksammats.

Genom att koppla samman flera olika projekt har situationen i olika delar av landet analyserats ur ett (o)jämlikhetsperspektiv. Detta har belysts i boken *Äldreomsorger i Sverige: lokala variationer och generella trender*, 2018, red Håkan Jönson & Marta

Szebehely. I boken, där flertalet av programmets svenska forskare medverkar, redovisas resultatet från ett tiotal studier. Påtagliga skillnader inom landet har noterats, liksom ett ökande gap mellan å ena sidan omsorgens vardag och å andra sidan politikernas och marknadsens utfästelser om en individuellt anpassad och värdig äldreomsorg. De politiska ambitionerna har höjts, samtidigt som personalens möjligheter att leva upp till de höga målen på flera punkter har försämrats, och gapet mellan retorik och realitet riskerar att bli påtagligt.

Inom ramen för programmet har ett stort antal artiklar, rapporter och bokkapitel publicerats liksom tre doktorsavhandlingar. Ytterligare två avhandlingsprojekt är i slutfasen, och även ett antal artiklar är under utarbetande.

Doktorsavhandlingar inom programmet

Sara Erlandsson (2014) *Hjälp för att bevara eller förändra? Åldersrelaterade diskurser om omsorg, stöd och service.*

Petra Ulmanen (2015) *Omsorgens pris: Anhörigomsorg, förvärvsarbete och försörjning ur ett könsperspektiv.*

Palle Storm (2018) *Betydelsen av kön och hudfärg i äldreboendets vardag under olika organisatoriska villkor.*

Elisabeth Carlstedt (planerad disputation 2020) *Working the image – Nursing homes' reputation management in an era of marketization.*

Rebecka Strandell (planerad disputation 2021) *Hemtjänst i förändring - personalens vardag och villkor*

Publikationer

2016-2019 (urval)

Brodin H & Peterson E (2019) Doing business or leading care work? Intersections of gender, ethnicity and profession in home care entrepreneurship in Sweden, *Gender, Work and Organization*, 26, 1640-57

Brodin H & Peterson E (2019) Equal opportunities? Gendering and racializing the politics of entrepreneurship in Swedish eldercare. *NORA - Nordic Journal of Feminist and Gender Research*, 1-14

- Carlstedt E (2019) A fun, active and sociable life on display – nursing home presentations on Instagram. *Ageing & Society*, 39, 2109-32
- Carlstedt E & Jönson H (2019) Online representations of nursing-home life in Sweden: perspectives from staff on content, purpose and audience. *Ageing & Society*, 1-17
- Lowndes R, Choiniere J & Erlandsson S (2019) Marketing Long-Term Care: Website Analysis of For-Profit Corporations in Sweden and Canada. In: Armstrong P & Armstrong H, Eds. *The Privatization of Care. The Case of Nursing Homes*. Routledge
- Meagher G & Szebehely M (2019) The politics of profit in Swedish welfare services: Four decades of Social Democratic ambivalence. *Critical Social Policy*, 39, 455–76
- Storm P (2019) I en annan situation? Erfarenheter av att vara man född utanför Europa och arbeta i äldreboende, *Socialvetenskaplig tidskrift*, 25, 231–49
- Strandell R (2019) Care workers under pressure – A comparison of the work situation in Swedish home care 2005 and 2015. *Health and Social Care in the Community*, 28, 137-47
- Ågotnes G, Jacobsen FF & Szebehely M (2019) The growth of the for-profit nursing home sector in Norway and Sweden: Driving forces and resistance. In: Armstrong P & Armstrong H, Eds. *The Privatization of Care. The Case of Nursing Homes*. Routledge
- Brodin H (2018) At the intersection of marketisation, diversity and migration: reshaping the provision of paid family eldercare in Sweden? *Eur J of Social Work*, 21, 222-34
- Elmersjö (2018) The principle of help to self-help in Sweden, *Nordic Social Work Research*, 1-13
- Giertz A & Jönson H (2018) Har invandrare som arbetar inom äldreomsorgen en besvärligare situation än sina svenskfödda kollegor? *Socialvetenskaplig tidskrift* (1) 1-22
- Harnett T (2018) Doing the unknown: Spa activities in nursing homes. *Qualitative Sociology Review*, 14, 86-104
- Jönson H, Harnett T & Nilsson M (2018). Ethnically profiled nursing home care in Sweden - from culture to lifestyle. *Eur J of Social Work*, 21, 235-46
- Karlsson L & Gunnarsson E (2018). Squalor, chaos and feelings of disgust: Care workers talk about older people with alcohol problems. *Ageing & Society*, 38, 1624-44

- Nilsson M, Jönson H, Carlstedt E & Harnett T (2018) Nursing homes with lifestyle profiles – part of the marketisation of Swedish eldercare. *Int J of Care and Caring*, 2 (1) 49-63
- Stranz A & Szebehely M (2018) Organizational trends impacting on everyday realities: the case of Swedish eldercare. In: Christensen K & Pilling D, Eds. *The Routledge Handbook of Social Care Work around the World*. Routledge.
- Szebehely M & Meagher G (2018) Nordic eldercare – weak universalism becoming weaker? *J of Eur Social Policy*, 28, 294–308
- Theobald H, Szebehely M, Saito Y & Ishiguro N (2018) Marketisation policies in different contexts: Consequences for home-care workers in Germany, Japan and Sweden. *Int J of Social Welfare*, 27, 215–25
- Harrington C, Jacobsen FF, Panos J, Pollock A, Sutaria S & Szebehely M (2017) Marketization in Long-Term Care: A Cross-Country Comparison of Large For-Profit Nursing Home Chains. *Health Services Insights*, 10, 1–23
- Storm P, Braedley S & Chivers S (2017) Gender Regimes in Ontario Nursing Homes: Organization, Daily Work, and Bodies. *Canadian J on Aging*, 36, 190-209
- Ulmanen P (2017) Childcare and eldercare policies in Sweden. In: Burke R & Calvano L, Eds. *The Sandwich Generation. Caring for Oneself and Others at Home and at Work*. Edward Elgar
- Stranz A & Sörensdotter R (2016) Interpretations of person-centered dementia care: Same rhetoric, different practices? A comparative study of nursing homes in England and Sweden, *J of Aging Studies* 38, 70–80

Research programme: Individualised care and universal welfare: Dilemmas in an era of marketisation, financed by Forte 2013-2019.

Final report, March 31 2020

The aim of this programme was to investigate the challenges and possibilities of individualised eldercare services in relation to the universal ambitions of the Swedish welfare model, in the context of marketisation and increasing ethnic diversity and income inequality. Theoretically the programme is inspired by feminist care research, social policy-oriented welfare research, work-life-oriented research on the care services organization and work environment, and from disability studies that have more than care research focused on anti-discrimination and human rights.

More than 20 Swedish, Nordic and Anglo-Saxon researchers have collaborated in a number of projects focusing on staff, older care users and their families in different forms of eldercare services. Different research methods have been combined in the projects; participant observations, interviews, questionnaires and analysis of policy documents and websites' text and images. Several projects that started with financing within the program have received external grants during the period and have thus been able to broaden and deepen the research topics.

Some studies have had a comparative perspective and compared, for instance, the working conditions in eldercare and disability services, as well care policies and care workers' everyday life in different countries. Several studies have investigated the changing employment and working situation of care workers and have shown considerable deterioration in the 2000s. One project has focused on care workers with foreign background in nursing homes, and another on home care with older persons with substance abuse problems in municipalities with and without customer choice models. Other projects have analysed a new trend: nursing homes with lifestyle profiles and examined both motivation behind and the realisation of concept-based activities in the home's daily life. A couple of projects have focused on competition and choice models in Stockholm's home care services and nursing homes. These studies have investigated the new roles of families as well as of purchasers and providers, and have noticed an increase of distrust between different parties.

By linking several projects, the situation in different parts of the country has been analysed from an (in)equality perspective. The findings are summarised in a book in Swedish (*Eldercare in Sweden: Local variations and general trends, 2018*, edited by Håkan Jönson & Marta Szebehely). The majority of the researchers in the programme have contributed to the book. Significant differences within the country are noted, as well as an increasing gap between, on one hand, the daily life of care and, on the other, the politicians' and the market's promises of individually adapted and dignified eldercare. Political ambitions have been raised, while the staff's ability to live up to the high goals has deteriorated, and the gap between rhetoric and reality tends to increase.

Within the programme, a large number of articles, reports and book chapters have been published as well as three doctoral dissertations. Two more dissertation projects are in the final phase, and several articles are under preparation.

Doctoral dissertations within the programme:

Sara Erlandsson (2014) *Help to maintain or to change? Age related discourses on care, support and service.*

Petra Ulmanen (2015) *The cost of caring: Feminist perspectives on family care for older people.*

Palle Storm (2018) *The meaning of gender and skin-colour in the everyday life of nursing homes. The impact of organizational conditions.*

Elisabeth Carlstedt (planned defence 2020) *Working the image - Nursing homes' reputation management in an era of marketization.*

Rebecka Strandell (planned defense 2021) *Home care services in transition - Care workers' everyday life and working conditions*

Publikations

2016-2019 (selection)

Brodin H & Peterson E (2019) Doing business or leading care work? Intersections of gender, ethnicity and profession in home care entrepreneurship in Sweden, *Gender, Work and Organization*, 26, 1640-57

Brodin H & Peterson E (2019) Equal opportunities? Gendering and racializing the politics of entrepreneurship in Swedish eldercare. *NORA - Nordic Journal of Feminist and Gender Research*, 1-14

Carlstedt E (2019) A fun, active and sociable life on display – nursing home presentations on Instagram. *Ageing & Society*, 39, 2109-32

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Lowndes R, Choiniere J & Erlandsson S (2019) Marketing Long-Term Care: Website Analysis of For-Profit Corporations in Sweden and Canada. In: Armstrong P & Armstrong H, Eds. *The Privatization of Care. The Case of Nursing Homes.* Routledge

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Storm P (2019) I en annan situation? Erfarenheter av att vara man född utanför Europa och arbeta i äldreboende, *Socialvetenskaplig tidskrift*, 25, 231–49

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