

## **The Transformation of Care Work: under the Pressure of Services Users, Employers and Social Policy**

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Care work became more and more needed in the aging society. However, the working conditions, occupational welfare of social and care workers often remain in the periphery of social policy or organisational improvements. Workers in personal social services become under the pressure of the new developments in the sector. Social policy instruments, such as cash for care (vouchers, individual budgets etc.) means more power for services users to control their lives. However, it is important to highlight that these instruments also mean more power for services users to control the workers they hired to provide services. Neoliberal social policy supports the marketization of care sector. Maximization of effectiveness of care services means increasing of workload, incentives to provide more services for the some money. Personal social services organizations become hybrid organisations or seeks become business organizations (e.g. J. Harris, 2003), implementing principles of fast food restaurant (McDonaldization, G. Ritzer, 1993), supporting de professionalization. These establishes less power for professionals, less attractiveness of employment in the sector. The goal of the presentation is to discuss tendencies of transformation of nowadays work in personal social services in the context of occupational well-being, and by invoking social policy, critical theory and labor process theory approaches.