

training, or incentive payments or tax credits to employers willing to provide on-the-job training to older persons.

Improved counseling services to the older worker, on the part of industry, labor, the public schools, and such state agencies as the Department of Employment and Department of Education was considered essential to help older workers and employers faced with changing job requirements or demands. As was the case with retraining, there was general consensus that present counseling methods and services should be upgraded with emphasis on both individual and group counseling and closer liaison between counselors and potential employers.

3. Improved Public Understanding and Broader Public Information About the Employment of Older Persons

The need for improved public understanding of the abilities and potentials of older workers was underscored as basic to any solution to the many complexities of the employment problems of the older worker. It was consistently pointed out that many of the barriers and obstacles to hiring the older worker are based upon the generally held beliefs that older workers lack flexibility, are difficult to train, are slower, cannot meet physical requirements of a job, or are difficult to supervise. It was felt that the basis for such beliefs was often due to misconceptions and broad generalizations that were not grounded in fact.

To meet this problem, there was consistent support for development of broad programs of general and specific education and information by government, labor, and industry to continually disseminate factual information based on valid research and study that could be used to break down many of the myths and stereotypes that adversely act against the older worker. Although there was some division of opinion regarding whether the primary leadership for improved understanding should rest primarily with government or by joint management-labor cooperation, it was generally held that both labor and management must play a major role to generate the needed support and understanding at the community level.

The basic elements of a broader educational and informational program were viewed as including more current and precise data and reporting on job trends, new jobs, job obsolescence, and skill requirements as major tools needed for more effective counseling and placement; studies and research on a carefully designed basis regarding the actual job performance of older workers; and development of a series of proficiency, intelligence, achievement, and personality tests that have been standardized on the basis of successful job performance rather than on solely academic standards for use by employers in testing the abilities of older applicants and employees. To give immediate impetus to a broad scale program of public education, a proposal was made for legislation to establish