1,400,000 by 2022
2,500,000 by 2030

http://www.leadingage.org/workforcrisis

Creating the “Super” Volunteer
EXPANDING THE ROLE OF VOLUNTEERS IN LONG-TERM CARE COMMUNITIES

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OVERVIEW

• CURRENT ATTITUDES
• “SUPER” VOLUNTEERS DEFINED
• SUPPORT RESEARCH
• FOUR REAL-WORLD EXAMPLES
• OBSTACLES
• STRATEGIES FOR SUCCESS

DESCRIBE YOUR CURRENT VOLUNTEER PROGRAM...

WHERE DO “SUPER” VOLUNTEERS FIT...

• VACUUM'S
• ENTERTAINERS
• GROUP ACTIVITIES
• HOLIDAY VOLUNTEERS
• BOARD MEMBERS, ADVISERS, FUNDRAISERS

“SUPER” VOLUNTEERS
• RIGOROUS SCREENING
• INTENSE TRAINING
• FOCUS IS PERSON-CENTERED
• PROVIDES STAFF SUPPORT

WHAT IS A “SUPER” VOLUNTEER?

• PASSIONATE
• PERSON-CENTERED
• HIGHLY COMMITTED
• SELF-STARTERS
• DESIRE TRAINING
• INCLUSIVE
WHAT IS A “SUPER” VOLUNTEER?

- More likely to be female
- In mid-career or nearing retirement
- Want to give back to the community
- Experienced with older adults

There is plenty of evidence!

SUPPORTING RESEARCH...

- “Volunteers’ experiences visiting the cognitively impaired in nursing homes: a friendly visiting program.” Damarakis, et al., 2007

  PURPOSE:
  - To explore the impact of a friendly visitor program

SUPPORTING RESEARCH...

- “Volunteers’ experiences visiting the cognitively impaired in nursing homes: a friendly visiting program.” Damarakis, et al., 2007

  TRAINING:
  - Volunteers completed three levels of training
  - General, Special Cares, & Observing

SUPPORTING RESEARCH...

- “Volunteers’ experiences visiting the cognitively impaired in nursing homes: a friendly visiting program.” Damarakis, et al., 2007

  IMPLEMENTATION:
  - Volunteers committed to 12 weeks of visits

SUPPORTING RESEARCH...

- “Volunteers’ experiences visiting the cognitively impaired in nursing homes: a friendly visiting program.” Damarakis, et al., 2007

  METHODOLOGY:
  - Observed volunteer/resident interactions
SUPPORTING RESEARCH...

"Volunteers' Experiences Visiting the Cognitively Impaired in Nursing Homes: A Friendly Visiting Program." (Damman et al., 2007)

• Results:
  • Volunteers employ learned skills

More results:

• Volunteers want quality training

SUPPORTING RESEARCH

Training Volunteers as Conversation Partners Using "Supported Conversation for Adults with Aphasia" (SCA): A Controlled Trial (Kagan, 2001)

• Purpose
  • Evaluate SCA
  • Evaluate volunteer training in SCA

Results:

• SCA was effective in improving communication
• Volunteers trained in SCA scored significantly higher

SUPPORTING RESEARCH

Efficacy of Elderly and Adolescent Volunteer Counselors in a Nursing Home Setting (Nagel, Comcolo & Nixan, 1988)

• Purpose
  • Measure the effects of volunteer training on resident depression levels

SUPPORTING RESEARCH

Training Volunteers as Conversation Partners Using "Supported Conversation for Adults with Aphasia" (SCA): A Controlled Trial (Kagan, 2001)

• Training
  • Forty volunteers participated (20 trained – 20 control group)
EFFICACY OF ELDERLY AND ADOLESCENT VOLUNTEER COUNSELORS IN A NURSING HOME SETTING

TRAINING
- 40 PARTICIPANTS DIVIDED INTO TWO GROUPS

RESULTS
- THERAPEUTIC TECHNIQUE NOT A FACTOR (HUMAN CONTACT)
- AGE NOT A FACTOR
- SIGNIFICANT DIFFERENCE BETWEEN THOSE VISITED VS. NOT VISITED

THE POTENTIAL OF VOLUNTEERS TO IMPLEMENT NON-PHARMACOLOGICAL INTERVENTIONS TO REDUCE AGITATION ASSOCIATED WITH DEMENTIA IN NURSING HOME RESIDENTS

PURPOSE
- EXPLORE THE POTENTIAL OF VOLUNTEERS TO PROVIDE NON-PHARMACOLOGICAL INTERVENTIONS

METHODOLOGY / TRAINING
- PARTICIPANTS SELECTED FROM 17 CARE COMMUNITIES
- MOST WERE FEMALE, MEAN AGE 67
- VOLUNTEERS TRAINED TO DEVELOP “PERSONALIZED” ACTIVITIES

RESULTS
- VOLUNTEERS PROVIDED “PERSONALIZED” ACTIVITIES
- STAFF VIEWED VOLUNTEERS AS AN INVALUABLE RESOURCE
- VOLUNTEERS EXPRESSED DESIRE FOR QUALITY TRAINING

SILVER SPOONS: VOLUNTEERS AND PATIENT-CENTERED MEALS
MUSSON, 1990; MUSSON, FRYE & NASH, 1997; HARVEY ET. AL., 2013

PURPOSE
- TO DETERMINE THE NEED FOR FEEDING ASSISTANTS
- TO CREATE A TRAINING PROGRAM
SUPPORTING RESEARCH

Silver Spoons: Volunteers and Patient-Centered Meals
Mussin, 1990; Mussin, Frye & Nash, 1997; Harvey et al., 2013

TRAINING

- Volunteers given extensive training
  - Training included: positioning, rate, amount of food, recognizing signs of aspiration and non-verbal signs of discomfort
  - New volunteers paired with experienced volunteers
  - In time, volunteers move on to residents who need total assistance

RESULTS

- Revealed volunteers could be trained to feed residents
- Meal-time moves from a “routine” to “non-routine” event

PROJECTED DIRECT-CARE WORKFORCE GROWTH

TRENDS AND PROJECTIONS

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<th>Year</th>
<th>Employment</th>
<th>Difference</th>
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<td>2020</td>
<td>4,832,638</td>
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</table>

Workforce Supply and Demand, 2012 to 2022

| Year | Women Entering the Workforce |
|------|                            |
| 2012 | 227,000                     |
| 2013 | 227,000                     |
| 2014 | 227,000                     |
| 2015 | 227,000                     |
| 2016 | 227,000                     |
| 2017 | 227,000                     |
| 2018 | 227,000                     |
| 2019 | 227,000                     |
| 2020 | 227,000                     |

U.S. Department of Labor Statistics
OVERCOMING OBSTACLES

• VOLUNTEER SIGMA
  • Volunteers and volunteer programs are:
    • Unreliable – lack commitment
    • “One more thing to manage”
    • Replacing paid staff with free labor

• LIABILITY
  • Volunteers are accident-prone
  • Lack of control
  • Risk “avoidance” rather than “prevention”

• LABOR UNIONS
  • Volunteers filling positions also filled by paid employees
  • Volunteers completing tasks normally done by employees
  • Employees “volunteering” at their place of employment

OVERCOMING OBSTACLES

• VOLUNTEER SIGMA
  • Shifting the Culture:
    • Hire a professional volunteer coordinator
    • Institute stringent vetting, protocol, and training
    • Educate the staff on the value of the volunteer
    • Assure the staff they are not being replaced

• LIABILITY
  • Addressing Risk
    • Intensive training
    • Present clear expectations
    • Set boundaries (do’s and don’ts)
    • Staff trains for specific skills needed
    • Document training and performance
    • Treat volunteers like paid employees
    • Insurance

Overcoming Obstacles

• WORKING WITH LABOR UNIONS
  • Dialoging with labor unions
  • Set clear boundaries
  • Employees “volunteering” defined
  • Keeping the care of the adult insight
Overcoming Obstacles

- **Budgets**
  - Measuring Impact
  - Recognizing the value of the intangibles
  - Calculating the return on the investment (ROI)

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**Calculating the Return on the Investment (ROI)**

\[
\text{Net Value} = \frac{\text{Value of "Time" donors}}{\text{Cost of "Time" donors}}
\]

- Value of "Time" donors: $235,600
- Cost of "Time" donors: $85,000
- Net Value: $150,600

There is more....

- Impact on: Quality Measures (falls, psychotropics, UTI's etc...)
- Turnover/retention rates/recruiting
- Community image/ageism
- Resident/Family Satisfaction

- Real Value: much greater than $150,600

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**Four Exemplar Programs**

- **H.E.L.P.** (Hospital Elder Life Program)
  - Program created to prevent delirium (Inouye, 2006)
  - Mix of interdisciplinary staff & "trained" volunteers
  - H.E.L.P. team implements interventions for risk factors

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FOUR EXEMPLAR PROGRAMS...

- **H.E.L.P.** (HOSPITAL ELDER LIFE PROGRAM)
  - Volunteer force provides 24/7 coverage
  - Care staff experience fewer interruptions and demands
  - Improved quality of care

- **Baycrest - Toronto**
  - Research hospital with roots in long-term care
  - 472 nursing home beds
  - Trained volunteers assist and complement staff
  - Core volunteers actually running the program

- **Elizabeth Knox Home & Hospital**
  - The first thing we did was hire a great volunteer coordinator.

- **Community 360°**
  - Community-based, stand-alone nonprofit organization
  - Based in Omaha, Nebraska
  - Provides full service for recruiting, screening and training volunteers for nursing homes

- **Syrelle Berstein**
  - Director of Volunteer Services
  - There are people out there that are just amazing.

- **Jill Woodward, CEO**
  - Staff reaction hesitate at first but now say they: “...couldn’t manage without them.”

- **Background Checks**
- **Reference Letters**
- **Face-to-face Interviews**
- **Intense Training (16 hours)**

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FOUR EXEMPLAR PROGRAMS...

- COMMUNITY 360°
  - 60 SUPER VOLUNTEERS
  - SERVING 15 LTC COMMUNITIES

LET'S TALK...

WRAP UP

- WE NEED TO EXPLOIT EVERY RESOURCE AVAILABLE
- "SUPER" VOLUNTEERS ARE IN YOUR COMMUNITIES
- VOLUNTEERS CAN BE TRAINED, THEY WANT TO BE TRAINED AND THEY WANT ON-GOING TRAINING.
- OBSTACLES CAN BE OVERCOME
- START BY HIRING A TRAINED VOLUNTEER COORDINATOR!

WE WOULD LOVE TO HEAR FROM YOU!

E-mail: paul@community-360.org / madeline@community-360.org

Thank You!

REFERENCES


