Doing Good is Good For You

Nora Super,
Chief, Programs & Services
n4a

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Volunteering Is Good For Your Health

• Growing body of evidence shows that older adults who volunteer for as little as two hours a week or 100 hours per year may experience improved mental, emotional and physical health.

• Volunteering can help reduce depression, lessen chronic pain, and give your brain a boost.

• You may even live longer!
Volunteering May Improve Brain Health

• 8.6 million Americans are expected to suffer from Alzheimer’s Disease – a fourfold increase – in the next 50 years

• Research shows a positive link between volunteering and improved brain health

• Study subject said volunteering “removed the cobwebs from my brain.”
Older Volunteers Take Better Care of Themselves

- Volunteers spend 38 percent fewer nights in the hospital

- Are more likely to get flu shots, mammograms, Pap tests, cholesterol screenings, and prostate exams than non-volunteers
Living Longer, Living Healthier

1900 - 49
2013 - 78

Average life expectancy

Americans are living longer.

But nearly 61% of Americans age 65+ have multiple chronic conditions

Practice healthy aging:
- Be physically active
- Make smart food choices
- Get regular health screenings
- Participate in activities you enjoy

United Nations, 2011

Visit www.nia.nih.gov for more information from the National Institute on Aging at NIH, the leader in aging research.
New Research about Well-being in Aging

Gallup/Healthways
MIT AgeLab

United Health Group

World Health Organization

CNCS

PowerUP

National Association of Area Agencies on Aging
POLL

How many volunteers do you anticipate needing to meet the projected increase for aging services in the next 3 – 5 years?

- 0 – 10
- 11 – 20
- 21 – 30
- 30+

National Association of Area Agencies on Aging
Poll

What are the two critical resources needed to add 50 new volunteers to your volunteer force?

Select two!

- More Executive Leaders and Supervisory Staff
- Additional Volunteer Directors/Coordinators
- Increased funds for volunteer support
- Simplified monitoring and reporting systems
- Additional training and technical assistance for volunteers and staff?
Challenges

1. Organizations and staff are overwhelmed by change and funding issues!

2. Traditional volunteer management is staff intensive

3. One out of three Boomer-type volunteers leave their assignment within the first year!

4. There is a mismatch between the work volunteers want to do and how nonprofits engage them.

Volunteers get discouraged, nonprofits don’t receive full advantage from their work, and urgent problems go unsolved.

Nonprofits remain in dire need of human capital to address their mission objectives.
ULTIMATE CHALLENGE

Reduce volunteer administrative and management burden on staff

Achieve quantifiable, measurable impact more efficiently at lower cost.
What about Purpose?

**Vision**
What difference will be made and why?

**Strategy**
What’s our approach?

**Tactics**
What will it take?
Some Facts About Today’s Volunteers:

- Boomer retention is highest (74.8%) for those who perform more challenging assignments.
- Today’s volunteers want the opportunity to lead and be given greater responsibility.
- The more hours Boomers volunteer, the more likely they are to stay.
- 79% continue volunteering when they serve 12 or more weeks a year.
- 33% leave service within first 12 months due to disinterest or dissatisfaction.

Source: Corporation for National and Community Service study, Keeping Baby Boomers Volunteering: A Research Brief on Volunteer Retention and Turnover, 2007
Aligns core agency and community interests needs with those of an emerging volunteer force in a way that maximizes health benefits.

- Team development is paramount
- Recruitment is issue-based and outcome focused
- Relationship with volunteer team(s) is interdependent through shared-leadership
- Volunteers are empowered over time to assume ownership
- Staff function as coaches, facilitators and advocates
POWERUP! HAS:

- EXPANDED SERVICES
- REDUCED STAFFS’ TO DO LIST
- ALLOWED STAFF TO FOCUS ON PRIMARY JOB
- ADDED “STAFF EQUIVALENTS” THROUGH SKILLED VOLUNTEERS
- INCREASED VOLUNTEER MANAGEMENT INFRASTRUCTURE
- ADDRESSED ISSUES AND NEEDS NOT BEING ADDRESSED
- BUILT A RICH TALENT POOL
- ENHANCED & ADDED NEW VOLUNTEER ROLES
- INCREASED VOLUNTEER SATISFACTION AND RETENTION
### POWERUP! A NEW FRAMEWORK

**Principles**
- Teams
- Shared Leadership
- Self-direction
- Interdependence
- Issue-based
- Measurable
- Accountability
- Sustainability

**Tools**
- Readiness Assessment
- On-line Tutorial
- PowerUP! White Board
- Team White Board
- In-person Volunteer Training
- Technical Assistance
- Issue Briefs
- Charters
A New Older Adult Volunteer Engagement Framework

- Health
- Motivations
- Engagement
Opportunity Awaits

“Four in ten experienced Americans indicate they are very or somewhat likely to increase the amount of time they spend volunteering in the next five years.”

And why? Because it’s healthy!

Volunteer Stories

• Bev Bartlett

• Larry Suiters

• Sue Ballou
Got an Hour, Give an Hour

Her family lives in a different state. She could use someone to visit with her and speak up for her needs. In just one hour you could be her advocate.

It only takes an hour to give back to seniors.

www.giveitbacktoseniors.org
Questions?

Contact me!
Nora Super
Chief, Programs & Services
n4a
nsuper@n4a.org
@nsuper1