



**The National Long-Term Care
Ombudsman Resource Center**

LTCOP Volunteer Management: Model Materials and Sharing of Best Practices

May 31, 2017

Poll Questions

- Do you have a volunteer job description?
- Do you currently contact the references of prospective volunteers?
- Can prospective volunteers complete an online application?
- Do you have a volunteer policy/procedure manual?
- Do volunteers work in the office? (answering phones, entering data, etc.)

Objectives of today's webinar

- Provide materials to ensure prospective volunteers are fully vetted.
- Understand the importance of the application process.
- Share ideas and tips for recruiting.

What are the consequences...

What's the worst thing that can happen if you have the wrong person* serving as an Ombudsman Representative in your program?

- **Time and energy in training**
- **Residents no longer trust your program**
- **Potential damage to the reputation of the program**

* Wrong person: not adhering to the rules of confidentiality; not listening to the resident's wishes; what else? Type in question box

“It’s not that we don’t trust volunteers! It’s that the work they do is so important that we absolutely must oversee that work closely.” Linda Graff



“Volunteering” increasingly refers to the pay scale, not the nature or importance of the work.

Volunteers are taking on highly skilled tasks:

- Representing your program to the public
- Access to vulnerable people
- Have access to private, privileged, and confidential information

Risk Management

- **Vetting** is the process of performing a [background check](#) on someone before offering them employment, conferring an award, etc.
- **National Partnership with First Advantage**
n4a has partnered with First Advantage (formerly LexisNexis), a world-leading provider of comprehensive background screening services, to provide background screening services

<https://www.n4a.org/content.asp?admin=Y&contentid=716>

LTCO Prospective Volunteer Intake Toolkit

- **Table of Contents of Toolkit**
- Letter to Prospective Ombudsman Volunteer
 - Overview of the LTCOP
 - Basic requirements to become a LTCO representative
 - Copy of job description
- Suggested Volunteer Requirement list
- Volunteer Application Form
- Acknowledgment Form
 - Confidentiality
 - Conflict of Interest
 - Code of Ethics
- Suggested Interview Questions
- Additional Resources

Suggested Volunteer Requirements

- **Minimum Age:** (18, or whatever your program requires)
- **“Time Commitment:** Volunteers must commit to a minimum of _____ hours of service a week/month and/or one year of service.”
- **Transportation Required:** insert what your program requires.
- **Processing Required:**
 - complete a volunteer application with at least 2 personal references
 - background check form and a conflict of interest form
 - (INSERT your program’s requirements here.)

- **Health Screening:** Include if TB or flu shots, etc., are required.
- **Interview(s):** Applications are reviewed and considered based on skills listed, interests, level of demonstrated commitment and availability.
- **Annual Requirements:** Volunteers must attend _____ hours of continuing education annually to maintain an active status. (Insert other requirements, such as required number of visits or hours spent in the assigned facility; adhering to the code of ethics of the program; following policies and procedures, etc.)

- (Optional) **Evaluation**: All volunteers should demonstrate a good understanding of the work to be done. A competency assessment will be given on an annual basis of the start date.
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- **Orientation and Training**

- If delay before training begins, consider sending out materials to be reviewed. Examples might include:
- [Support, Advocacy for Long-term Care Residents and Family](#) Texas video
- [On Line Ombudsman Curriculum](#), Module 1

Suggested Interview Questions

- What attracted you to the LTCO program? What aspect of our work most motivates you to want to become a volunteer for our program?
- **What can I tell you about LTCO program?**
- What would you do if the administrator of a facility told you she does the best she can and there is nothing else that can be done about the problem you have brought to her?
- **Do you think older people can make their own decisions, even if those decisions are against a doctor's orders?**
- There are reporting requirements to be done following each visit. Are you comfortable writing summaries of the work you have done?

Acknowledgement Form

- Confidentiality
- Conflict of Interest
- Code of Ethics

Results of 2017 Volunteer Management Questionnaire

- Thirty-eight of the 48 states/district/territories (81%) who have a volunteer program responded.
- 24 State Ombudsman, 13 state staff, and 91 local representatives participated.
- 93.5% said they require facility visits as part of the volunteer certification process, which is up from the 88% reported in 2012.
- 90% use mentoring (job shadowing) during the volunteer training process.

- When asked to prioritize the needs of the volunteer managers, the **number one issue was recruitment**, followed closely by **how to retain volunteers** and examples of case studies and training outlines for continuing education.

Please share one or two ombudsman volunteer management practices that work well for you and your program.

- Our mentor ombudsman spends as long as necessary with each new volunteer until they're ready to be on their own.

- **I place flyers to recruit** volunteers. I place them at the local YMCA café & nearby Starbucks.
- **Good vetting process** for interested volunteers.
- We **offer continuing education**/professional development sessions for our volunteers once a month.
- **Facility visits with each volunteer** on a quarterly or biannual basis
- **Weed out** those folks who are not wanting to do this work for the right reasons.

- **We use teams** - long-serving ombudsmen run teams of 2-5 ombudsmen. The teams meet monthly with their leader and quarterly with me. The team leader does a lot of technical assistance and reviews their paperwork. It helps new ombudsmen develop mentoring relationships with skilled, experienced ombudsmen.
- Conducting a **meet and greet post initial screening interview** to ensure appropriate placement and investment of time to resident advocacy prior to certification training. At the meet and greet, the potential volunteers meet with and hear from the current team of certified representatives and time for Q & A.
- I call my volunteers frequently and take them out for lunch or **ice cream** and spend one on one time with them.

- We recently got a **lot more descriptive** about our work and expectations from volunteers right from initial recruitment (and still have people who want to do it!).
- Our mentor ombudsman **spends as long as necessary** with each new volunteer until they're ready to be on their own. We also have a yearly program evaluation for the volunteers to fill out.
- **Self evaluation tool** is first completed by the volunteer, ranking how they perceive their accomplishments and specific aspects of the ombudsman work on an A (Always) B (sometimes) C (Never) scale. It is then used for in-person supervisory discussion review and setting goals for continuing with the program.

Ombudsman Volunteer Recruitment

Lené Garrett

Recruitment Specialist

Office of the Long-Term Care Ombudsman



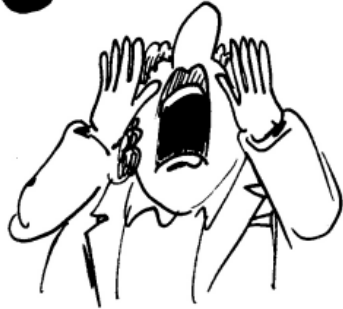
O R E G O N
LONG-TERM CARE
OMBUDSMAN

www.oregon.gov/LTCO

800-522-2602



Volunteers!

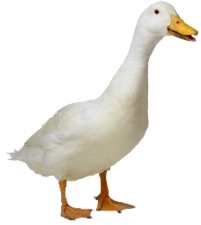


Recruitment

- ☐ Targeted & Broad
- ☐ Education, Outreach, Marketing
- ☐ Response & Communication



Recruitment: Targeted & Broad



- Is it anyone?



- From anywhere?



- What's the timeframe?



- Is there a budget?

Recruitment Messaging Clear & Correct

Recruitment messaging should provide the real job information and not just entice people to volunteer.

EXAMPLE: A local hospital put out the word it was looking for men to help in the neo-natal nursery holding and cuddling babies. I would have paid them to do that! But first there was a two-hour orientation meeting at which we learned we needed to promise a certain number of hours per week on a fixed schedule for at least six months. AND . . . only after volunteering for more than two years could we expect to get assigned to work with babies! It felt like "bait and switch."

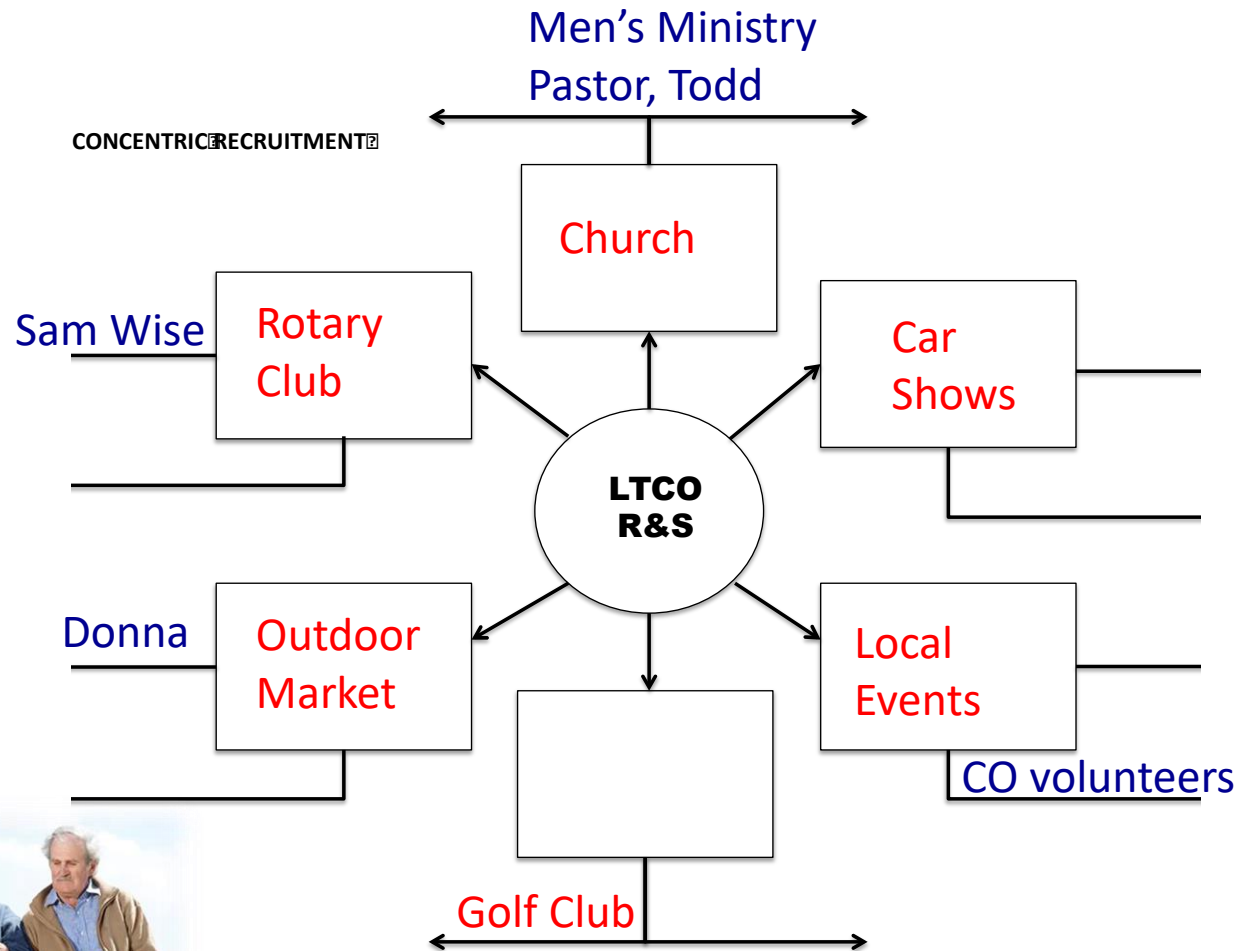
www.blueavocado.org



Concentric Diagram

Demographic
need identified:

- Men
- Hispanic
- Retired
- Area



Recruitment: Education, Outreach, Marketing

- ☐ Volunteer Fairs & Community Events
- ☐ On-line & Social Media
- ☐ Networking & Partnerships
- ☐ Presentations & Seminars
- ☐ Media Marketing & Publicity
- ☐ Print Material

Fairs & Events



On-line & Social Media

- ☐ Website [Oregon LTCO](#)
- ☐ On-line Webinar
- ☐ Facebook, Social Media
- ☐ Volunteer Recruitment Sites
 - ✓ Volunteer Match
 - ✓ All for Good
 - ✓ Create the Good



Website

Volunteer

Job Description, FAQ, Video

Training Info

What, When, Where, How

Join Us & Learn More

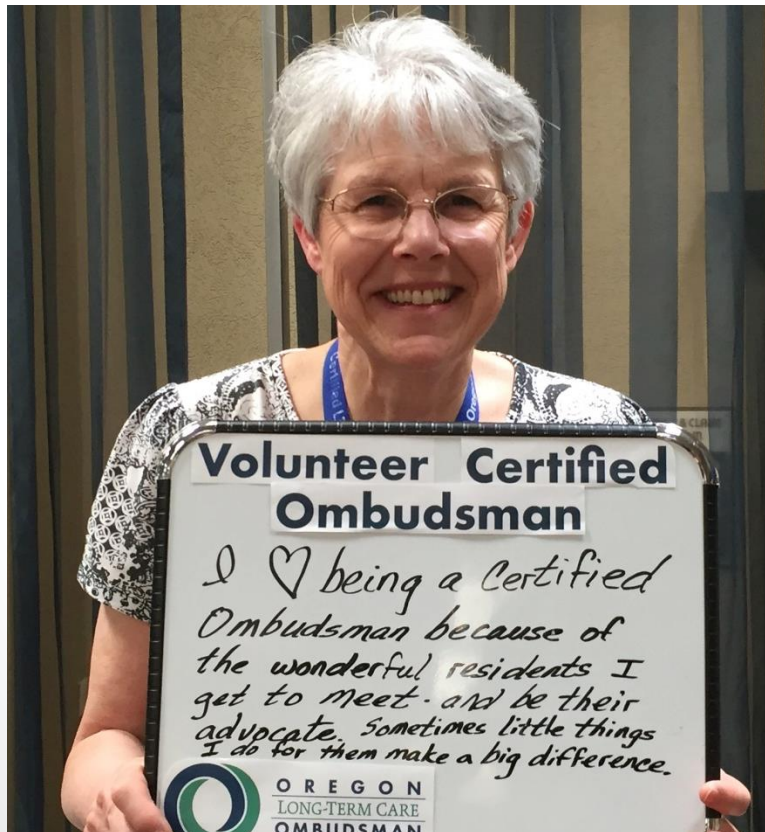
Application, Contact, Open House

Facebook



Keep it real ~ Informative ~ Interesting ~ Encourage Shares ~ Invitations

CO Volunteer – 5 years



Volunteer Recruitment



Networking & Partnerships

- NORC
- Local Area Agencies on Aging
- AARP
- State, City & County Government
- Other Volunteer Agencies
- Senior Centers
- Libraries
- Senior Network Groups

Presentations & Seminars

- Service Clubs
- LTC Presentations
- Utilize Community Colleges
- Tag on to other Senior Events
- Church Senior Groups
- Fraud Seminars

Media Marketing & Publicity

- Newspaper, Publications
Periodicals, Newsletters
- Radio
- Television
- Videos
- Public Awareness – Give away items



Print Material

Their Rights, Your Voice!



Who advocates for seniors who have concerns about their care or residence?

Certified Ombudsman Volunteers!

Please join us as we advocate for the rights and dignity of residents living in long term care. Volunteers enjoy the flexible hours (4-hours a week), local training, support, education and doing something for others. They work independently and advocate for the resident, provide education about resident rights, and resolve quality of care issues. You don't have to be an expert, you just have to care.

Volunteer positions are available in your community!
Visit our website or call today!



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LONG-TERM CARE
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**Oregon Long-Term Care
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1-800-522-2602
www.oregon.gov/ltec

- Posters
- Flyers
- Brochures
- Bookmarks
- Post Cards
- Letters
- Business Cards

Recruitment: Communication & Response

- Application
- FAQ
- Job Description
- Interview Process
- Communication Preference
- Tracking System
- Training Information



Tips to Consider

Just Ask - People liked being asked to volunteer

Team Up - Work with staff and volunteers to create a list of individuals they feel might be interested or have a network they might share the opportunity with.

Lifetime Volunteers - Create a relationship with new and old volunteers that will make them want to come back. Manage them with respect, provide feedback and empower them to have a rewarding experience.

No, Not Never - If you ask an individual to volunteer and they say no, don't take that as a rejection.

Leave Seats Empty - It is important to screen volunteers to make sure that they are the "right fit" for the job.

People Driven – Recruit people who are ready to get to work and join the team.

Position Title - Provide as much detail as possible so the volunteer knows what they are signing up for; value of position.

QUESTIONS?

RESOURCES

NORC

http://ltcombudsman.org/omb_support/volunteer

Getting Started With Your Volunteer Ombudsman Program

This section is for ombudsmen or volunteer coordinators who are starting or refreshing a volunteer program in their state or community.

- [Hiring](#)
- [Marketing](#)
- [Recruitment](#)
- [Job Descriptions](#)
- [Policies and Procedures](#)

Videos

<https://www.youtube.com/watch?v=BK8wbQSKlvY&feature=youtu.be>

Ombudsman Program at Center In The Park, Philadelphia, PA

[NYS Ombudsman Volunteer Recruitment PSA_Feb. 2017](#)

New York State LTCOP

Join our LTCO Volunteer Management Network Listserv!

- NORC has created a free, private listserv for Ombudsmen that manage volunteers.
- The purpose of this listserv is to promote discussion and share challenges and successes regarding Ombudsman volunteer management.
- The group is only open to staff Ombudsmen that manage volunteer Ombudsmen, it is not open to volunteer Ombudsmen, family members, residents or facility staff.
- We encourage you to join the listserv and connect with your peers across the country.
- To join, contact [Carol Scott](#), Ombudsman Specialist, National Long-Term Care Ombudsman Resource Center

n4a

National Association of Area Agencies on Aging

<https://www.n4a.org/volunteercenter>

The Aging Network Volunteer Resource Center builds the capacity of Area Agencies on Aging to engage older adult volunteers and to enrich the experience of these volunteers.

Recruitment Campaigns:

<https://www.n4a.org/content.asp?contentid=676>

For more information, contact Peter Lane plane@n4a.org

October is Resident Rights Month

- Encourage residents to **Participate in the 2017 Resident's Voice Challenge**
- Residents and long-term care consumers! Display your writing or artistic skills by submitting essays, poems, artwork, drawings, or videos related to the theme for Residents' Rights Month 2017 "It's All About Me: My Life, My Care, My Choices. Submissions are due **September 1, 2017**. For guidelines and more information about Voice Challenge, click [here](#).



- **Residents' Rights Month Activity Calendar**

The 2017 Residents' Rights Month Activity Calendar provides ideas for events and activities throughout the month of October. Events and activities listed highlight this year's theme "It's All About Me: My Life, My Care, My Choices" and provide an opportunity for education, discussion and community-building for residents, staff and family members. Put together a committee to organize Residents' Rights Month activities; each staff member can lead an event or choose 1-2 events per



My Personal Directions for Quality Living

- This form is used to record personal preferences and information about yourself in the event that you need long-term care. Record your likes and dislikes in your daily life to help others in providing your care. View a [sample](#) and fill out a [blank form](#).

“It’s All About Me” Buttons

- Promote this year's Residents' Rights Month theme with new buttons! Our buttons make great giveaways or gifts for staff, volunteers, residents or other advocates. Consumer Voice members can get a 10% discount (email info@theconsumervoice.org for the coupon code).





The National Long-Term Care Ombudsman Resource Center

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www.ltcombudsman.org

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