RETENTION, RETENTION, RETENTION

April 22, 2020
Speakers

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Learning Goals

✓ Retention: What is it and am I doing it?
Volunteers Nationwide

# of certified volunteers

- 2013: 8,000
- 2014: 8,000
- 2015: 8,000
- 2016: 8,000
- 2017: 7,000
- 2018: 6,000
<table>
<thead>
<tr>
<th>Year</th>
<th>Volunteers</th>
<th>Hours</th>
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<tbody>
<tr>
<td>2018</td>
<td>6,163</td>
<td>543,175</td>
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<tr>
<td>2016</td>
<td>7,331</td>
<td>609,843</td>
</tr>
<tr>
<td>2014</td>
<td>8,155</td>
<td>786,861</td>
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What is our mission, again?
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?
“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.
Poll #1

• What percentage of your volunteers are retained each year?
  0 to 25%
  26 to 50%
  51 to 80%
  More than 80%
# LTCO Prospective Volunteer Intake Toolkit

## Toolkit Table of Contents

- Letter to Prospective Ombudsman Volunteer
  - Overview of the LTCOP
  - Basic requirements to become a LTCO representative
  - Copy of job description

- Considerations for Volunteer Requirements

- Volunteer Application Form

- Acknowledgment Form
  - Confidentiality
  - Conflict of Interest
  - Code of Ethics

- Sample Interview Questions

- Additional Resources

View the full toolkit as a [PDF](#)
Poll #2

- Does your program perform evaluations of volunteers?
  - State Level Yes
  - State Level No
  - Local/regional Level Yes
  - Local/regional Level No
Thank you for taking the time to fill in this self-evaluation. This is not a test; there are no right or wrong answers. The evaluation is a tool to promote thought and discussion. It is also an opportunity for you to tell us how we can improve the Ombudsman Program.

Please answer the following questions by checking the box to the right of the question that best describes your experience.

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<tbody>
<tr>
<td>1.</td>
<td>I represent the resident’s position in fulfilling my duties.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>2.</td>
<td>I obtain the resident’s permission before proceeding with complaints.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>3.</td>
<td>I help residents to solve their own problems, rather than solving the problems for the residents.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>4.</td>
<td>I visit the assigned facility on a regular basis.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>5.</td>
<td>I visit the assigned facility on a regular basis.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>6.</td>
<td>I have a good working relationship with facility staff.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>7.</td>
<td>I investigate further than the staff’s side of the story.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>8.</td>
<td>I complete reports of all work I do for the program.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>9.</td>
<td>I turn in reports to the coordinator in timely fashion.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>10.</td>
<td>I feel comfortable visiting with long-term care residents.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>11.</td>
<td>I have the information and training needed to do my job.</td>
<td>□ □ □</td>
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<tr>
<td>12.</td>
<td>I understand when and how to report resident abuse, neglect or exploitation.</td>
<td>□ □ □</td>
</tr>
<tr>
<td>13.</td>
<td>I feel that I make a difference in the lives of nursing home residents.</td>
<td>□ □ □</td>
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What areas in particular would you like to have further training in or see as a topic at a future training session?
VOR Retention in the R9 Tennessee LTCOP

Zev Samuels
District Long Term Care Ombudsman
zsamuels@mifa.org
(901) 529-4565
Recognizing What You Have

There are many Whys to recruiting and training VORs. If recruitment and training go well, a local ombudsman might find a roomful of talented people eager to advocate and to perform. The steps to building commitment in a team of dedicated individuals, however, involve recognizing who your team consists of. What are their talents? Where do you want to take them with trainings, and designating responsibilities? It starts with the desire to perform.
Communication

Communication is a 2-way street. What are VORs seeing and hearing in the field? How are they documenting their observations and their actions?

Do your VORs have a feeling that they are being heard? Are you listening to them; reading their reports and emails? Are you communicating your actions and concerns back to them, letting them know that they are on the right track; or are you suggesting that they consider other perhaps more successful strategies to implement in the facility?
Is it on the calendar?
   * Annual VOR Recognition Lunch (or other event)
   * Casual Lunch & Chat for VORs to get together, and to share experiences
   * Bi-Monthly or other VOR Trainings
   * Special Events or Projects
COVID-19
Unusual Measures for Unusual Times

VOR Research & Public Awareness
Tennessee Department of Health and TN Commission on Aging and Disabilities have restricted all LTC Ombudsmen from entering facilities.

Our well trained VORs are already familiar with
• Establishing a local Timeline or Chronology of COVID-19
• Assessing media and government releases for changes in policies affecting residents
• Identifying complaints and issues as they become trends in LTC facilities – to be shared with residents, families, and others in the community

PPE and other Activities
Masks and other Personal Protective Equipment are in very high demand. Even if used to cover one’s face in public, the idea of virtually coming together to create masks can have a wonderful dual purpose.

1) It increases awareness of the importance of protecting your health during this pandemic.

2) It brings people together, in a virtual way, to decrease isolation, and to draw attention to caring for others who are at greater risk.
Thank You

Zev Samuels
District Long Term Care Ombudsman
zsamuels@mifa.org
(901) 529-4565
RETAINING VOLUNTEERS

NORC Volunteer Management Webinar, April 22nd, 2020
Kitsap County, Washington
A little bite about us...

- **Area**: 566 mi² of which 395 square miles is land and 171 square miles (30%) is water. Kitsap county has over 250 miles of saltwater shoreline.

- **Population**: 271,473 (2019)

- The **United States Navy** is the largest employer in the county, with installations at Puget Sound Naval Shipyards, Naval Undersea Warfare Center Keyport, and Naval Base Kitsap
HEAT MAP OF POPULATION OVER AGE 65 AND LTC FACILITIES
WE AVERAGE ABOUT 18 VOLUNTEERS TO ADVOCATE FOR 2,700 LTC RESIDENTS
VALERIE HAS BEEN A VOLUNTEER LTC OMBUDSMAN SINCE 1994!
OUR VOLUNTEERS LIKE THEIR PLAQUES!
AND DATE STAMPS.....
FOOD AND FLOWERS EVERY AUGUST.
CHRISTMAS PARTIES AND REMEMBERING THOSE WE HAVE LOST
Some resident’s rights statutory and regulatory provision were waived and suspended until midnight on May 4th, 2020:

Visitation, Access to Representatives, Community Interaction, Resident and Family Council, Refusal to preform services for the facility, and Reasonable Accommodation
A trained Volunteer is an asset worth keeping.
STAY CONNECTED!
Dana Gargus
Kitsap Regional
Long Term Care Ombudsman
(360) 337-5714
dgargus@co.kitsap.wa.us
Eastern Washington LTCOP
Retaining Volunteers

NORC Volunteer Management Webinar, April 22, 2020

Presented by:
Aaron M. Riley
Regional LTC Ombudsman
WASHINGTON STATE LTCOP ORGANIZATIONAL CHART

US Federal Government
Older Americans Act

State Government
Washington State

Other States

Department of Commerce

Multi-Service Center
Patricia Hunter & Vicki Elting

Community Action Agencies

Area Agencies on Aging

Regional Offices
Nonprofit Agencies
Sub-contractors

Regional Ombudsman: Aaron Riley

Licenses NH/AL/AFH
NH Surveyors
Complaint Investigators

2.5 Staff and 35 Volunteers (as of 4-15-2020)
Washington State LTC Ombudsman Regions

Counties Covered

- King
- Benton, Franklin, Tri-Cities, Asotin, Columbia, Garfield, & Walla Walla
- Kitsap
- Adams, Chelan, Douglas, Grant, Lincoln & Okanogan
- Clallam & Jefferson
- Ferry, Pend, Oreille, Spokane, Stevens, Whitman
- Kittitas, Yakima
- Pierce
- Grays Harbor, & Pacific
- Lewis, Mason & Thurston
- Snohomish
- Skagit, Whatcom, San Juan & Island
- Clark, Klickitat, Cowlitz, Wahkiakum & Skamania
Retaining Volunteers

Overview of the EWLTCOP:

➢ Currently we have 35 active volunteers in 4 counties
   (No volunteer in Pend Oreille County at this time.)

➢ Four of the five counties are primarily rural

➢ Our region has 292 long-term care facilities with
   over 7,000 beds/residents
Number of Facilities & Beds in Service Area*

24 Nursing Homes (2,353 beds)
83% covered by an Ombudsman

63 Assisted Living Facilities (3,739 beds)
55% covered by an Ombudsman

207 Adult Family Homes (1,159 beds)
21% covered by an Ombudsman

2 Enhanced Services Facilities (24 beds)
50% covered by an Ombudsman

Totals: 296 facilities (7,275 beds)

*As of 4-15-2020
Retaining Volunteers

Our Program’s Retention Mantra:

➢ Retention Starts with Recruitment
➢ Volunteers Stay Where They Feel Appreciated
➢ Volunteer Appreciation is Volunteer Retention
➢ Volunteers’ Contributions Must Be Meaningful
LTC Ombudsman Program Volunteer Commitment

I, ______________________, am willing to commit at least four hours per 
week to Long Term Care Ombudsman Program for one year, and will follow through on 
complaint issues until resolved.

I am willing to work with the Regional Ombudsman or Ombudsman Staff by accepting 
supervision/technical assistance, complete the 32 hour certification training, and attend 
mandatory monthly in-service meetings in order to maintain my certification in 
compliance with the State Ombudsman's Program Guidelines. _______ (Initials)

I commit to submitting monthly Activity Reports to the Long Term Care Ombudsman 
Office no later than the 5th day of the following month. _______ (Initials)

As a resident directed volunteer, I agree to advocate for the interests of the resident, 
document my findings, report incidents to the Regional Ombudsman or Ombudsman Staff 
in a timely manner, and I commit to following the guidelines set forth by the Long Term 
Care Ombudsman Program regarding confidentiality. _______ (Initials)

Upon resignation, I commit to returning my State issued Long Term Care Ombudsman 
Identification Badge to the Regional Office within 10 days in compliance with the State 
Ombudsman’s Program Guidelines. _______ (Initials)

Volunteer Signature ______________________ Date __________

Regional Ombudsman Signature ______________ Date __________

Rev. 7-19-18
Retaining Volunteers

- Benefits of Being A LTC Ombudsman
  - Free certification training
  - Prevent abuse, neglect & exploitation
  - Mileage reimbursement
  - Continuing education
  - You meet new and interesting people
  - Helping our most vulnerable neighbors
  - Increased knowledge of community resources
  - Annual volunteer appreciation and recognition
Retaining Volunteers

Volunteer Appreciation

- We host a volunteer appreciation event in April during volunteer appreciation month
Retaining Volunteers

Volunteer Appreciation (cont.)

- We host an annual holiday party, pot luck and “white elephant gift exchange
Retaining Volunteers

Volunteer Appreciation (cont.)

- We acknowledge volunteers’ birthdays at our monthly in-service meetings
- Sick volunteers are mailed a get-well card
- Often we say:
  
  Good Job!

  Thank-You!

  Please!

  Good Idea!
Retaining Volunteers

- COVID-19 Considerations:
  - Communicate To Keep Volunteers Engaged
  - Share “success/feel good” Ombuds Stories
  - Encourage Creativity In Communicating with Residents
  - Promote Use of Webinars and Other Online Learning Opportunities

- Matthew McConaughey hosts virtual bingo for seniors
We survived another week of COVID-19!! Adapting to our “new normal” can be challenging, so, we have put together some virtual visiting ideas, tools and tips to help you with adapting to our “new normal.”

• One of our volunteer Ombuds (San) shared that two of her facilities are using technology to assist residents in contacting her. These two facilities have access to an iPad. The volunteer Ombuds got her number to the Administrator, head of day and night nursing and the activities director so they can call her using Facetime. The staff hand the iPad to the resident so that the volunteer Ombuds can have virtual face-to-face contact. The volunteer Ombuds felt this was incredibly helpful as an Ombudsman.

• Another one of our volunteer Ombuds (Michal) called me to obtain my guidance regarding calling her facility to ask them about what are they doing to combat isolation, loneliness and depression since residents are not being allowed to have visitors and activities may have been suspended?

I told the volunteer Ombuds that her question is a great question and that she should call her facility and ask the facility administrator that question. As we talked more, I encouraged the volunteer Ombuds to also ask the facility a few other questions:
- Are they looking at creative ways in which they can offer activities or use technology to engage residents?
- Could they conduct activities in small groups and use social distancing to protect residents by keeping them six feet or more apart while providing meaningful and fun activities for the residents?
- Have they considered purchasing additional Wii gaming systems or tablets that residents can check out and use to play Wii games on their TV in their rooms or play games on a tablet in their rooms?
- Does the facility have a Hulu, Netflix, Sling TV or Amazon Prime account that it can extend/expand the use to residents whereas residents can then access a large library of free streaming movies and free streaming TV shows?

Here are some other virtual tools that can be suggested to facilities or shared with residents:

- **Online board games** - [https://lifehacker.com/you-can-play-these-games-online-with-friends-1842357785](https://lifehacker.com/you-can-play-these-games-online-with-friends-1842357785)
- **Having presentations, performances, demonstrations, yoga lessons, cooking classes etc. using Facebook Live, YouTube or Zoom, or some other online meeting platform**
- **Online art clubs** - [https://www.independent.com/2020/04/21/how-to-find-an-online-art-club/](https://www.independent.com/2020/04/21/how-to-find-an-online-art-club/)  - Participants make art based on a daily prompt or theme, and then share their work online (usually on Instagram). This would encourage participants to process what they’re experiencing through art, and also give them the opportunity to have discussions with others in the club.
- **Take a free online course together to gain skills and knowledge** – [www.coursera.org; www.lynda.com; www.udemy.com; or www.edx.org](http://www.coursera.org; www.lynda.com; www.udemy.com; or www.edx.org)

Lastly, don’t forget that your self-care is important. This week I downloaded an app called Calm to my smart phone. It is a meditation and relaxation aid. Calm, named the 2017 iPhone app of the year by Apple itself promises to help users sleep better, boost confidence, and reduce stress and anxiety, all with the help of guided meditations, soothing music and bedtime stories. Calm can be found in the App store for iPhone users or the Google Play store for android users.

Keep making those calls to your facilities and residents and keep sharing those creative ideas that you, facilities, families and residents are coming up with to stay connected!!

Have a great weekend and I will be in touch with everyone again next week! Same “Bat” Time! Same “Bat” Channel!!

Aaron
Contact Information

Personal Email: riley@snapwa.org

Program Email: ltcop@snapwa.org

Website address:
https://www.snapwa.org/services-we-provide/i-am-a-senior/ombudsman/
Why People Quit

Number 5: Lack of communication

Number 4: Lack of professionalism

Number 3: The feeling that the volunteer is not really making a difference

Number 2: No feedback from leadership about how the volunteer is doing

And the Number 1 reason: The volunteer leader who doesn't know how to lead

Tom McKee is president and owner of www.volunteerpower.com
Why People Quit

The organization did not provide clear communications and expectations to the volunteer regarding:

A. Role
B. Responsibilities
C. Boundaries
D. Expectations

They felt alone and isolated.

They did not experience what they thought they would experience.

They did not receive the on-going training they needed.

They were burnt out.

http://christopherscottblog.com/reasons-volunteer-quit/
What Can We Learn from Volunteers Who Quit? And, Why Is This Important?

How to improve:
  Recruitment process
  Communication
  Training

May keep people volunteering

May help volunteer become a better advocate
Interventions

Poll volunteers with a satisfaction survey

- What problems or frustrations have you had in your LTCOP work?
- What topics for continuing education do you feel would be helpful?
- When you need help, how does the state or local ombudsman program staff respond?
- How helpful are monthly (or quarterly) meetings?
- What would you change about monthly (or quarterly) meetings?
- Which LTCOP representative role (advocate, complaint investigator, or educator) do you find the most challenging? Why?
- What are some of the barriers that prevent you from accomplishing the goals of the LTCOP?
- During monthly (or quarterly) meetings, you are asked to share your experiences. How does this help or not help? Why?
- What else can be done to provide you with support in your work with this program?

Interventions

Use Program Data to Improve Reporting Rate and Volunteer Retention

- Volunteer Ombudsmen may be discouraged by the amount of reporting
  - Give them the “Big Picture.”
  - Share the Data and Cases with Successful Outcomes.
  - Explain their Impact.
  - Individual Cases to Systems Advocacy.
  - Encourage Them to Share.
  - Reward Timely, Accurate Reports.
Retention

Is an outcome, not a task

Retention is the end result of a well-organized, welcoming, and meaningful volunteer assignment
What Makes Volunteers Happy

- Volunteers want you to be prepared for them.
- Volunteers want to feel welcomed.
- Volunteers want good training.
- Volunteers want to do interesting work.
- Volunteers want to know up front how much time the job will take.

https://www.thebalancesmb.com/making-volunteers-happy-2502612
• Volunteers want to be appreciated.
• Volunteers want you to communicate with them well and often.
• Volunteers want to know that they are helping to make the world a better place.
• Volunteers want to be socially connected.
• Volunteers want to learn something new.
Communication
Poll #3

• Does your program use Zoom, Go To Meeting, Skype, etc. to meet with volunteers face to face?
  • State Level: Yes
  • State Level: No
  • Local/regional Level: Yes
  • Local/regional Level: No
The following resources (and more) are available on the NORC Volunteer Management Page http://ltcombudsman.org/omb_support/volunteer

- NORC Ombudsman Compendium: Recruitment, Training, Retention http://ltcombudsman.org/library/ombudsman-compendium


Join the LTCOP Volunteer Management listserv to share challenges and successes with your peers from across the country, contact cscott@theconsumervoice.org
Communication Tips and More…

http://ltcombudsman.org/omb_support/volunteer/calls-webinars

- LTCOP Volunteer Management: Model Materials and Sharing Best Practices

- Effective Training, Oversight, and Communication: Key Practices to Support Volunteer LTCO and Minimize Risk

- Supporting Volunteer LTC Ombudsmen and Minimizing Risk

- Modernizing Your Program to Attract and Retain Today’s Volunteer
Volunteer Management

Volunteers are the backbone of many Long Term Care Ombudsman Programs. With the help of volunteers, the Ombudsman program can have a regular presence in facilities and stay in touch with residents. Included are resources on recruitment, training, retention, and recognition of volunteers, materials from webinars hosted by the NORC, and volunteer management examples from Ombudsman programs around the country.

- Getting Started
- Program Management
- Volunteer Training
- Volunteer Recognition and Retention
- Volunteer Management Conference Calls/Webinars

Join our LTCO Volunteer Management Network Listserv!

NORC has created a free, private listserv for Ombudsman programs that manage volunteers. The purpose of this listserv is to promote discussion among your peers and share challenges and successes regarding Ombudsman program volunteer management. NORC staff will respond to questions and highlight resources, as appropriate. The group is only open to Ombudsman
• **Resources**
  - **NORC Notes** – monthly reminder of available resources and tips for using them
    - Archived issues - [http://ltcombudsman.org/omb_support/norc-notes](http://ltcombudsman.org/omb_support/norc-notes)
  - **Ombudsman Outlook** – quarterly e-newsletter
    - Archived issues - [http://ltcombudsman.org/library/ombudsman-outlook](http://ltcombudsman.org/library/ombudsman-outlook)
Website and Resources

Please share your success stories, challenges, state and local newsletters, materials, and resources

Looking for something? 
We can help!
QUESTIONS?
Connect with us:

www.ltcombudsman.org
ombudcenter@theconsumervoice.org

Get our app! Search for "LTC Ombudsman Resource Center" in the Apple Store or Google Play

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