
April 27, 2021
Welcome!

- Use the Q&A feature for questions for the speakers.
- Use the chat feature to submit comments or respond to questions from speakers or other attendees.
- Please complete the evaluation questionnaire when the webinar is over.
Have a question? Use the Q&A or Chat box.

**Question & Answer**

The Q&A window allows you to ask questions to the host and panelists. They can either reply back to you via text in the Q&A window or answer your question live.

1. Click Q&A to open the Q&A window.
2. Type your question into the Q&A box. Click Send.

**Chat**

The in-meeting chat allows you to send chat messages to and send a message to the host, panelists, and attendees (if permitted).

1. Click Chat to open the in-meeting chat.
2. The chat will appear on the right side of your Zoom window if you are not in full screen. If you are in full screen, it will appear in a window that you can move around your screen as needed.
3. To change who you are chatting with, click the drop down beside To.
4. Type your message and press Enter.
Top Five Traits to Look for in Your Next Volunteer

• Recruit Passionate People

• Recruit Committed People

• Recruit Reliable People

• Recruit People with Leadership Skills

• Recruit Team Players

https://www.volunteerhub.com/blog/top-five-traits-to-look-for-in-your-next-volunteer/
Poll Question 1

- Are people interested in volunteering able to sign up electronically?
  - Yes
  - No
Ohio LTCOP: Beverley Laubert and Mary Book

Beverley Laubert, State Long-Term Care Ombudsman

Beverley has been an ombudsman for thirty-three years, including twenty-six as the State Long-Term Care Ombudsman in Ohio. She holds a Bachelor of Arts in Gerontology from Kent State University and a Master of Arts from The Ohio State University’s John Glenn College of Public Affairs, with an emphasis in strategic leadership and long-term care.

Mary Book, Volunteer Coordinator, Region 7 LTCOP

Mary is the Volunteer Coordinator for the Ohio Area Agency on Aging, District 7. She has been a member of the AAA7 Ombudsman team since 2010 when she became a volunteer Ombudsman Associate. She then joined the staff in 2014 as a part time Ombudsman Assistant and became a certified Ombudsman Specialist in 2015. Prior to joining the Ombudsman team, she worked at the U.S.S.A. Senior Center as the Outreach Coordinator and as a Home Health Aide.

These encounters with the elder population inspired her to want to help this age group. Mary retired from the State of Ohio after 31 years of service. She began her career with the Department of Administrative Services as a Data Entry Supervisor and then moved on to the Department of Youth Services (DYS). She held various positions during her ten years with DYS and retired as the Management Analyst Supervisor for the Reception Center. After six months of retirement, DYS called her back into service and she worked as a Records Auditor for the department for another three years. Mary volunteers at The Potter’s House Ministries working as a resource counselor.
Building & Sustaining a Corps of Volunteers

April 27, 2021
Investment

- Inputs, Outputs & Outcomes
  - Volunteers & staff
  - Regular presence
  - Increased complaints
- Demonstration of results
- Budget request
  - Champions
  - Tools
Recruitment

- Relationships
- Capitalize on related stories
- Personalized appeal
  - COVID-19 opportunity
State Office Support

- Certification
- Regular guidance
  - Internships
  - Appreciation
  - Staff engagement
- Meetings
  - Bi-monthly required
  - Roundtables
  - 1:1
Accountability
Recruitment

- Health Fairs
- Community Events
- Organizations/Clubs
- County Fairs
- Community Groups
Recruitment

- Radio
- Newspaper
- AAA7 Website/Newsletters
- Recruitment Posters
- AAA7 Facebook Page
- Facebook Live
Recruitment

- Facebook Live
- 10 to 15 minutes
- Different topics
- Every other week
Engagement

- Telephone calls
- Facetime calls
- Personal note cards
- Holiday cards
- Monthly group calls
- Monthly staff calls
- Assisting with cases
Oregon LTCOP: Natascha Adams

Volunteer Recruitment Specialist

Natascha Adams is a Volunteer Recruitment Specialist for the Oregon Office of the Long-Term Care Ombudsman. Natascha is a graduate of the George Washington University, with a Master's Degree in Museum Studies. Her introduction to the management of volunteers was while interning for the Smithsonian Folklife Festival in graduate school. She now has over 15-years experience in recruiting, training, retaining, and showing appreciation for volunteers.

Most of her life has including volunteerism in one form or another. Volunteering can take many forms, and Natascha has participated in opportunities from Hurricane Katrina clean up, to serving as President of the Board for the Monmouth-Independence Chamber of Commerce.

Natascha believes that making the world a better place is far from a naive notion - it is a concept that should be embraced and celebrated!
Volunteer Recruitment Strategies in Oregon
Hello!
My name is Natascha Adams.

Volunteer Recruitment Specialist for the Oregon Office of the Long-Term Care Ombudsman

natascha.adams@oregon.gov
Welcome to Oregon

- Established in 1981
- Older Americans Act
- Legislative authority (ORS 441.400)
- Approx. 45,000 Residents Statewide
- Approx. 685 facilities in Oregon
- Independent State Agency
- 16 Staff / 145-160 Volunteers
- 9,535 hours given in 2020
Fred Steele
State Ombudsman
and Agency Director
An application can be printed from our website, completed online, mailed, faxed, or sent by email.

- Application Submission
- Interview & Screening
- Criminal Records Check
- Training & Certification
- Onboarding
- Facility Assignment
The Rule of Seven
## Resources for Recruitment

### Newspapers
- Press releases → articles
- Organic articles
- Volunteer listing
- Letter to the Editor
- Paid advertising

### Facebook
- Posts
- Events
- Boosts
- Connecting with others

### Events & Presentations
- Volunteer & Senior Fairs
- Service Organizations
- Local Government
- Local events
- LTCO webinar

### Direct Mail
- Postcards

### PSA
- 30-sec TV info
- 3-minute volunteer (web)
- Radio
- English & Spanish

### Misc
- YouTube Channel
- Pizza boxes & Takeout
- Yard signs
- Bus ads
- Legislator emails
- Direct communication with facilities and residents
Long-Term Care Ombudsman Oregon
Published by Natasha Adams - February 11

We are participating in the Coos Bay virtual volunteer fair today. Interested in learning more or want to join us? Check out this link: https://www.coosbaylibrary.org/virtual-volunteer.

Join us for our webinar today to learn more about what our agency does to help Oregonians living in long-term care facilities. We will also discuss what our volunteers do, and how to become a volunteer if interested!

Register here: https://zoom.us/webinar/register/WN_9D56nMc2FpJUdQ

Long-Term Care Ombudsman Oregon
Published by Natasha Adams - March 21 at 12:03 PM

We are excited to share that we have added a new section to our COVID-19 scams page! We are continuously updating it with new scams and scammers continue to do all they can to take advantage of people’s fear of the pandemic.

Long-Term Care Ombudsman Oregon
Published by Natasha Adams - March 23 at 9:23 AM

We have live, in-person, online trainings coming up in May and during the summer months. Join our team today and make an impact in your community! For more info or to apply check out our website: www.otco.org/volunteer/otco.html

FACEBOOK

LONG-TERM CARE OMBUDSMAN OREGON

COVID-19 Scams

COVID-19 scams continue to exploit our fears, and scammers continue to do all they can to take advantage of people’s fear of the pandemic.

You should have:

- Determination
- Ability to communicate
- Patience

OSU CORVALLIS UNIVERSITY

FOURTH FRONTIER

NATIONAL VOLUNTEER WEEK

April 18-24, 2021

In Oregon and encourage all Oregonians to join in this observance.

IN WITNESS WHEREOF, I have hereunto set my hand and cause the Great Seal of the State of Oregon to be affixed. Done at the Capitol in the City of Salem in the State of Oregon this day, April 12, 2021.

Kate Brown, Governor

STATE OF OREGON
OFFICE OF THE GOVERNOR

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Kate Brown, Governor
Events & Presentations

- Volunteer & Senior Fairs
- Service Organizations
- Local Government
- Local events
We’re Still Here!
Even during a pandemic we’re fighting to get you or your loved one the high quality care and protection from abuse you deserve. If you have a concern about a long-term care facility, call us today!

FIGHTING FOR YOUR LONG-TERM CARE RIGHTS
- Resident Care
- Guardianships
- Evictions
- Medications
- Billing
- Dignity
- Meal Quality
- Lost Property
- Care Plans

If you have a concern, contact us today!

800-522-2602
ltco.info@oregon.gov
OregonLTCOmbudsman

Can You Help? We’re looking for volunteers so contact us today!

We Need Volunteers!
If you want to fight for the rights of seniors in long-term care facilities, contact us today!

800-522-2602
ltco.info@oregon.gov
OregonLTCOmbudsman

Office of the Long-Term Care Ombudsman
5855 Wolverine St. NE
Salem, OR 97305
Join Our Team
70 views • 1 month ago

Caregivers are Heroes! (Espanol)
4 views • 3 months ago

Caregivers are Heroes!
46 views • 3 months ago

RFO
38 views • 6 months ago

COVID LTCO Video
252 views • 6 months ago
Miscellaneous

- Direct communication with facilities and residents
- Pizza boxes & Takeout
- Movie Theatre Ads
- Utility Bill Inserts
- Legislator emails
- Yard signs
- Bus ads
Hello!

I want to encourage you to contact me directly if you have any complaints or concerns.

A pandemic will not stop me from being here for you!

I can be reached by phone or email:

[Name]
[Phone]

Season's Greetings!
Don't be Afraid to Try: Two Examples

◈ Book Club

◈ Love from a Distance

Thank you for the sacrifices you are making for the health and safety of your fellow LTC residents. Call your local Ombudsman if you have questions or need help.

I hope in times like this you are staying safe and having fun. It’s now spring and flowers are starting to bloom. When all of this is over I don’t know about you, but I’m throwing a big party!

Love,Brooke, 9th grade
Helpful Links to Resources

✧ www.powtoon.com (create videos)
✧ www.jotforms.com (create online submittable forms)
✧ www.iconarchive.com (free icons)
✧ www.fonts.google.com (free fonts)
✧ www.slidescarnival.com (free PowerPoint slides)
✧ www.studio.youtube.com (create a YouTube channel)
We Need Volunteers!
Virtual Trainings Scheduled for Summer & Fall.

Looking for something meaningful to do during and post the pandemic? Like to help others? Want to stay connected in the community?

Benefits of Volunteering as a Certified Ombudsman:
- Improve the quality of care for residents in long-term care.
- Make a direct, immediate, and positive impact for others.
- Develop knowledge on navigating long-term care systems.
- Hone problem-solving techniques and people skills.
- Enjoy the support and camaraderie of other like-minded community members.
- Work independently on a flexible schedule.

The Long-Term Care Ombudsman
As resident advocates, an Ombudsman’s mission is to enhance the quality of life, improve the level of care, protect the individual rights, and promote the dignity of each Oregonian living in a long-term care facility.

How it is done? Certified Ombudsman volunteers, once trained, are assigned to a facility. During the pandemic advocacy is performed over the phone or virtually. Once the pandemic is under control advocates will resume visiting with residents at the facility.

For more information contact:
Natascha Adams | natascha.adams@oregon.gov | 971.600.6149

Visit www.oltco.org to sign up for an informational webinar.
Thank You!

Oregon Office of the Long-Term Care Ombudsman

Natascha Adams
natascha.adams@oregon.gov
Early Registration through April 30 for only $99

As we have seen over the past year, new ideas and innovative practices continue to emerge in response to a global pandemic and movements on human rights, social justice and racial equity. Together, we can forge deeper connections with our communities as we work to build a "better normal" and be an inspiration and resource for change around the world.

The Points of Light Conference is a global convening of nonprofit, government, business and civic leaders who connect and uncover meaningful ways to drive transformative change.

This is also your opportunity to be among the first to hear new ideas and innovative practices in engaging community and earn PDUs towards renewing your Certified in Volunteer Administration (CVA) credential.

Join a network of peers for the 2021 Points of Light Conference as we inspire, learn and act to build a better normal through participatory, vibrant communities.

You gotta ASK!

Partnering with Other Organizations

- The Wyoming LTCOP partnered with AARP and in their March 2021 newsletter they did an article on the Volunteer Ombudsman Program.

Who have you partnered with?
Ohio yard signs

Louisiana bookmarks
Resources on NORC Website
https://ltcombudsman.org/omb_support/volunteer

Volunteer Long-Term Care Ombudsman Program Representative Toolkit – Introduction (PDF)

I. Letter to Prospective Volunteer Ombudsman Program Representative (PDF) (Word)
II. Key Points for Minimum Volunteer Requirements (PDF) (Word)
III. Ombudsman Program Volunteer Application (PDF) (Word)
IV. Volunteer Reference Interview Form (PDF) (Word)
V. Ombudsman Program Representative Conflict of Interest Form (PDF, Word)
VI. Volunteer Acknowledgement Form (PDF, Word)
VII. Interview Questions for Prospective Long-Term Care Ombudsman Volunteers (PDF, Word)
VIII. Resources (PDF, Word)
The National Long-Term Care Ombudsman Resource Center

Connect with us:

www.ltcombudsman.org
ombudcenter@theconsumervoice.org

The National LTC Ombudsman Resource Center

@LTCombudcenter

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

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