



Volunteer Recruitment Video

This video was produced by the California Long-Term Care Ombudsman program.



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

Volunteer Recruitment and Recognition

April 5, 2024

Speakers

- ❖ **Jeffrey Findlay**, New Jersey State Ombudsman Program
- ❖ **Stephanie Wheeler** and **Alvin Ancheta**, Alaska State Ombudsman Program
- ❖ **Mary Keniry**, Catholic Charities Senior and Caregiver Support Services Ombudsman Program, Schenectady, NY
- ❖ **Greg Shelley** and **Melinda Schoeffield**, Harris County Ombudsman Program, Houston, Texas
- ❖ **Beverley Laubert**, National Ombudsman Program Coordinator, Administration for Community Living

Recruitment Resources from NORC

https://ltcombudsman.org/omb_support/volunteer/getting-started

➤ Volunteer LTCOP Representative Intake Toolkit [PDF](#)

➤ Become a Volunteer Ombudsman Representative video

<https://www.youtube.com/watch?v=Pz5FFL0oNYE>

Someone in long-term
care needs you.



NEW JERSEY OFFICE OF THE STATE LONG-TERM CARE OMBUDSMAN

Phil Murphy
Governor

Laurie Facciarossa Brewer
LTC Ombudsman

Tahesha Way
Lt. Governor

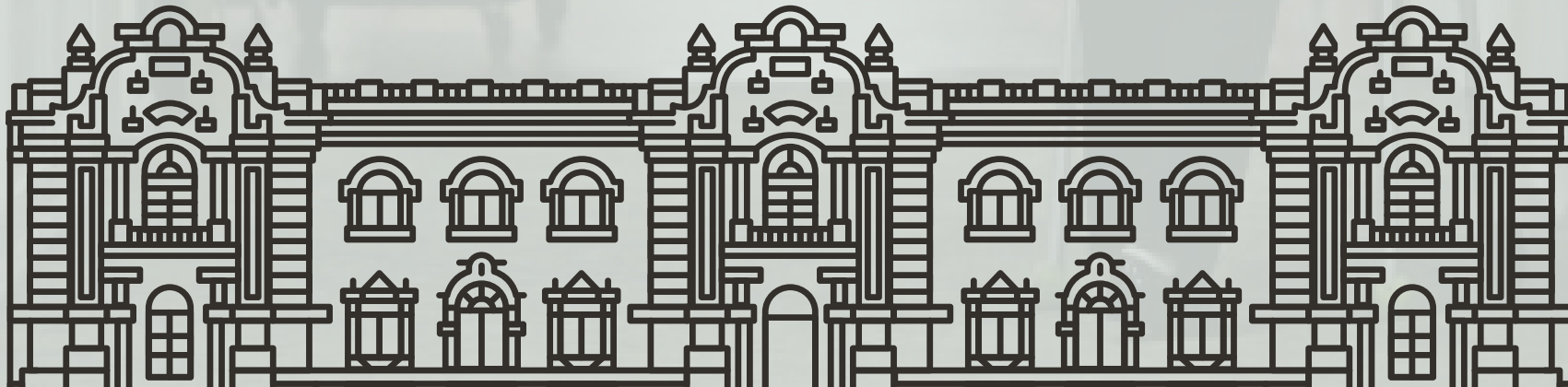
The LTCO

The LTCO is an independent state agency

The LTCO is IN, but not of, the Department of Treasury

The Long-Term Care Ombudsman is appointed
by the Governor

Centralized Program



LTCO Programs



Certified Volunteer Advocate Program



I Choose Home NJ/Money Follows the Person



Investigations



Community Engagement



Resident Experience Program



Regional Ethics Committees

LTCO Programs

Investigations

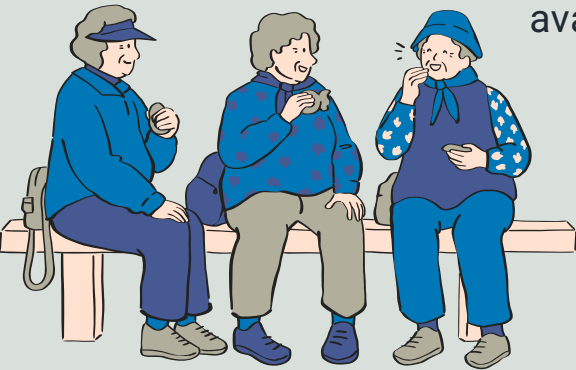
Complaints received by the Ombudsman's Office are reviewed by a supervisor and assigned to a Field Investigator/Advocate.

I Choose Home NJ/Money Follows the Person

Move people out of nursing homes and developmental centers back into the community; and re-invest Medicaid dollars saved back into home and community-based services to grow the system.

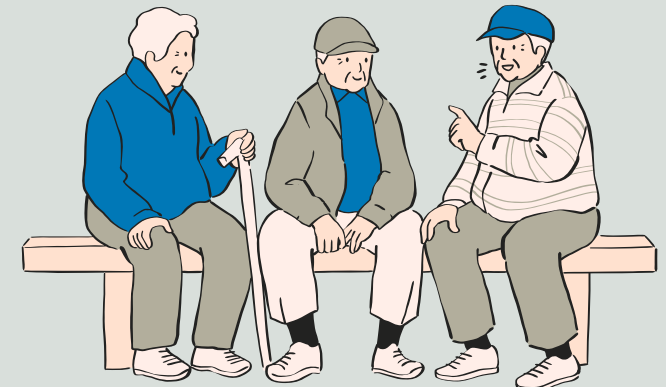
Resident Experience Program

REP, formerly the LTCO Social Isolation Project (SIP) and originally funded by the CARES Act, sprung from the need to combat the social isolation of residents during the COVID-19 pandemic. REP staff proactively visit nursing homes to ensure that residents are connected to their families and to each other, and that in-person visitation, meals, activities, and connective technologies are available.



Community Engagement

The Community Engagement Program is the newest edition to a longstanding plan of the Ombudsman to integrate the voices of those most impacted into the structure of the LTCO so that they are at the center of the work that we do. They are building a network of residents and families to be self advocates.



Regional Ethics Committee

RECs provide an impartial, comprehensive evaluation and assessment of medical ethical challenges and offer non-binding recommendations to the individuals involved.

Certified Volunteer Advocate Program

Regions

Regions increased from 5 to 7, in order to bring more dedicated focus to the CVA's



Certified Volunteer Advocate Program



New Jersey Office of the
Long-Term Care
Ombudsman
P.O. Box 852
Trenton, NJ 08625-0852

(877) 582-6995

Fax
(609) 943-3479

Email
volunteer@ltco.nj.gov

Website
www.nj.gov/ltco



Please Follow Us!

Facebook/NJelderombudsman
LinkedIn@NJ LTC Ombudsman
Twitter@NJOmbudsman
YouTube.com/NJelderombudsman
Instagram@NJelderombudsman



New Jersey
L.T.C.O.
Long-Term Care Ombudsman
Volunteer Advocate Program
*Making a Difference
Through Advocacy*



VOLUNTEER ADVOCATES

Needed for
Nursing Homes

VISIT OUR
WEBSITE FOR MORE
INFORMATION



As a Volunteer Advocate you will:

- Enhance the quality of life of nursing home residents;
- Provide information to residents and their families about their rights, as established by law;
- Prevent abuse, neglect and exploitation;
- Listen to residents' concerns;
- Resolve problems for residents;
- Empower residents to speak for themselves.

Get Started

1

Contact Us!

Call the Volunteer Advocate Program at **1-877-582-6995**, press option **#2**, or apply online at www.nj.gov/ltco or email volunteer@ltco.nj.gov. We will be happy to speak with you regarding the program, as well as answer any questions you may have.

Complete the Application

Prospective Advocates must complete an online application, participate in an interview, provide references, and consent to a criminal background check.

3

Get Trained

Virtual trainings are conducted on an ongoing basis and include 36 hours of instruction.

Shadow Another Advocate

Advocates in training shadow an existing volunteer to gain hands-on experience in a long-term care setting.

5

Start Advocating

Once training is complete, State Certified Volunteer Advocates begin their new role at a local nursing home where they visit a minimum of four hours a week. Volunteer Advocates attend quarterly meetings as part of their continuing education.



Making a Difference through Advocacy



The New Jersey Long-Term Care Ombudsman Volunteer Advocate Program helps promote the health, safety, and welfare of residents who live in nursing homes. Advocates help protect residents' rights and ensure quality of care by making regular visits to a local nursing home. Advocates take on a non-adversarial role to help resolve residents' concerns as close to the bedside as possible. More than half of all residents have no living relatives, or regular visitors.

Residents may require Ombudsman services to assure them of their rights, since residents are not always aware of their rights, or cannot assert them. It is the philosophy of the Ombudsman program that the presence of a Volunteer Advocate helps to prevent abuse, neglect and exploitation of the residents in long-term care facilities.

- NO EXPERIENCE NECESSARY
- FREE TRAINING
- REWARDING VOLUNTEER OPPORTUNITY

Certified Volunteer Advocate Program

Recruitment

Using brand-recognition (Super Hero) for the Certified Volunteer Advocate Program Ad Campaign, the LTCO concentrated on the following media outlets:

- Radio (iHeart) - Most effective
- Digital Advertising, including Streaming Audio, Social Boost and Native Ads
 - 15-second audio script
 - Be a Superhero! The New Jersey Long-Term Care Ombudsman is seeking super heroes to participate in its volunteer advocate program. Volunteers spend a few hours a week in a local nursing home to ensure that residents are treated with dignity and respect. Training classes are forming now! Learn more at nj.gov/advocate
- Sponsored Content (NJ.Com)
- 55+ Community Publications
- TAPInto Community Advertising
- Super Hero Poster Campaign listing specific counties distributed by CVAs in their communities
- Website – shortened URL that brings visitors directly to a simplified landing page (nj.gov/volunteer) with clear calls-to-action. Updated webpage to align with updated marketing Super Hero creatives and add button(s) to invite visitors to immediately apply/contact the LTCO. (nj.gov/volunteer)
- CVAP Regional Coordinators distribute recruitment materials and brochures to all local libraries and businesses
- CVAP Regional Coordinators participate in local community tabling events, such as health fairs, senior center events
- NJ LTCO has success with running ads in the local advertiser free newspaper in more rural areas of the state

Certified Volunteer Advocate Program Recruitment



SPONSOR CONTENT

Compassion (and colorful socks) help this volunteer make nursing homes brighter

For NJ Office of the Long-Term Care Ombudsman on October 20, 2022 at 10:23 AM

Francis Frank Fishery, a challenging volunteer advocate who makes nursing homes brighter to give residents a community as a Volunteer Advocate for the NJ Office of the Long-Term Care Ombudsman (NJLTCO), an independent state agency that advocates for nursing home residents.

After spending 40-plus years as a schoolteacher and administrator, Francis "Frank" Fishery was looking for a challenging volunteer position that would allow him to continue to give back to his community.

He found it — at the opposite end of the age spectrum — as a Volunteer Advocate for the NJ Office of the Long-Term Care Ombudsman (NJLTCO), an independent state agency that advocates for nursing home residents.

After 36 hours of virtual online training over the course of a few weeks, showcasing an experienced Advocate, Fishery was assigned to a 300-plus-bed nursing home near his home. Then, he visits residents at least four hours a week, listening to their concerns and helping to resolve any issues or problems they may be having.

When Fishery first began to visit, he observed older adults in wheelchairs staring at the floor, never glancing up. So, when he makes his weekly visits, he makes a point to wear colorful, 5-barbent socks. Now when the residents see "Socks" (a nickname given by some residents), they know that Fishery has arrived.

"You can advocate for a resident who has nobody else. No one visits them. No one helps them with problems they may face within the nursing home," Fishery said.

When residents share any problems they might be having, Fishery works with the nursing home administration to find a solution.

BE A SUPERHERO
LISTEN SUPPORT EMPOWER RESOLVE
Volunteer Advocates are Needed for Nursing Homes in Your Community!

TAPintoPrinceton
Your Neighborhood News Online

I've got cancer but I also have an expert nurse navigator on my side.

Princeton • Health & Wellness

Health & Wellness

Sponsored Content

Lunchtime Humor: Volunteer Advocate Makes a Difference in Nursing Home Residents' Lives

Neil Weisfeld was assigned to a Princeton-area skilled nursing facility, and he still advocates for the residents. Photo Credit: New Jersey Long-Term Care Ombudsman

Need capital for your business? Check out Mercer County's Small Business Investment Program.

By New Jersey Long-Term Care Ombudsman | Published December 4, 2022 at 8:02 PM

New Jersey — When Neil Weisfeld was looking for post-retirement volunteer opportunities, he wanted something familiar, something aligned with his background and interests — but with a new twist.

For many years, he worked in public policy, mostly related to health care. It was a career that lent itself to observing how policies affect people's lives from a 30,000-foot altitude view. After retiring, Neil wanted a pursuit where he would see things from a more grounded, personal perspective. The Certified Volunteer Advocate (CVA) Program proved to be a great fit.

CVAs fill a crucial role for the Office of the Long-Term Care Ombudsman (LTCO), proactively visiting nursing homes to help solve problems for residents and ensure they are treated with dignity and respect. When serious issues such as abuse, neglect or exploitation are identified, a full-time Investigator/Advocate from the LTCO may be assigned to investigate and resolve them.

Sign up for FREE Princeton Newsletter
Get local news you can trust in your inbox.

subscriber@example.com **Subscribe**

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

For Some Princeton Democrats, Overhauling the 'County Line' Ballot is Not As Simple As It Seems

BE A SUPERHERO

LISTEN SUPPORT EMPOWER RESOLVE

Volunteer Advocates are Needed for Nursing Homes in Your Community!

HELP US PROMOTE RESIDENTS' RIGHTS!
 Free Online Training • Make Your Own Schedule • No Experience Necessary

The NJ Long-Term Care Ombudsman is seeking adults to participate in its Volunteer Advocate Program.

Trained and Certified by the State of NJ, Volunteer Advocates Will:

- Empower residents to speak for themselves
- Listen to resident's concerns
- Help to resolve problems within the facility
- Protect residents' rights

RESIDENTS NEED YOU - GET STARTED ON YOUR SUPERHERO JOURNEY TODAY!
 Make a Difference Through Advocacy

Call (877) 582-6995
 Email volunteer@ltco.nj.gov
 nj.gov/volunteer
 P.O. Box 852 • Trenton, NJ 08625-0852

Certified Volunteer Advocate Program

Efforts & Outcomes

87 applicants from September 2023 through April 2024.

These include vetted applicants, people in training now, people waiting to be trained and people awaiting placement.





New Jersey

L.A.C.O.

Long-Term Care Ombudsman

1-877-582-6995

Guidance. Support. Advocacy.

Questions?



Please Follow Us!

www.nj.gov/lc

[Facebook/NJelderombudsman](https://www.facebook.com/NJelderombudsman)

[LinkedIn@NJ LTC Ombudsman](https://www.linkedin.com/company/nj-ltc-ombudsman)

[Threads@NJelderOmbudsman](https://www.threads.net/@NJelderOmbudsman)

[YouTube.com/NJelderombudsman](https://www.youtube.com/NJelderombudsman)

[Instagram@NJelderombudsman](https://www.instagram.com/NJelderombudsman)



Alaska LTCO Volunteer Recruitment and Recognition

Alvin Ancheta, Deputy LTC Ombudsman

Stephanie Wheeler, State LTC Ombudsman



ALASKA
LONG TERM CARE
OMBUDSMAN

Meet Our Volunteer



Margaret has been a
Volunteer LTC
Ombudsman since
February 2020.

What led you to volunteer with the State Long-Term Care Ombudsman Program?

I saw an interview with LTC ombudsman Theresa Holt and a journalist online when I was looking for material for a continuing education class for health insurance agents who sell long term care insurance. Ombudsman Holt talked about the volunteer program and I thought it was a fantastic place for folks to consider giving back to their communities. I provided the participants with all the information necessary to volunteer and vowed to someday do it myself. In 2019 my husband and I sold our café in Whittier, Alaska and were free to do more. I submitted an application with the ombudsman's office to work as a volunteer and went through the training. I have always loved talking to older folks because I find their stories fascinating. I want to give something back to the ones to who paved the way for me.

What impact does your ombudsman work have on the lives of the residents at your assigned facilities?

I truly believe the voice of the ombudsman carries weight as I have seen real changes when advocating for residents. Sometimes the changes might be considered small or petty, but to the resident, it can be huge. Making a difference in their lives is very rewarding. For some residents, just knowing someone is there to listen and advocate for them gives them a sense of control and power over their own lives. People have a desire to be heard; listening and sharing stories is very rewarding for both of us.

Share a memory about a time you were successful in your role as an ombudsman.

Several residents shared concerns about the quality of the food, the service during mealtimes and the actions and responses of the chef. I arranged a meeting with the facility manger and the chef and shared the concerns. Several changes were instituted with immediate positive results, yet the chef continued to be rude to staff and residents and was often difficult to locate even during mealtimes. Following a second meeting with management, the chef resigned. Management instituted several additional changes with the new hire and both service and food quality has improved. There are far less complaints and most residents are happy about the food and service.

www.akoltco.org/volunteer



Recipient of the
First Lady's
Volunteer Award
Margaret Varlamos



A Dedicated Position - The Role of the Deputy LTC Ombudsman

In addition to the other
responsibilities

Is Responsible for the
Recruitment, Training and
Maintaining of Volunteers

Supported by the LTC Specialist,
Assistant Ombudsmen and State
Ombudsman

Why are Volunteers Important in Alaska?



Volunteer Data Tells A Story





STRATEGIES TO BUILD A QUALITY VOLUNTEER PROGRAM

- Recruit volunteers from local universities, nursing/medical programs and senior centers
- Create a positive volunteer experience with team bonding events and volunteer recognition
- Set clear expectations and service standards for volunteers to understand their role.
- Survey volunteers regularly to get feedback and identify areas needing improvement

It All Starts With A Volunteer Recruitment Plan

Opportunity to Reassess the Need
for Volunteers and Locations Needed

Review the Training Curriculum for
New Orientation

Identify Recruitment Strategies

Work with Team on Social Media
Ideas

2024
Recruitment
Plan for
Alaska OLTCO



Recruitment Strategies

Goal 1: Recruit 10 New Volunteers (FFY 2024)

Who do we recruit

- Retired individuals
- Military spouses,
- College students,
- Community members who want experience,
- Community members that have a heart for seniors

Identify communities where we need more volunteers

- Fairbanks,
- Nome,
- Bethel,
- Kodiak,
- Homer

How do we recruit

- Reach out to Senior Citizens Centers (letter and recruitment poster),
- Social Media,
- Libraries,
- Community Resource Fairs,
- Hang Posters
- Community Presentations

SET VOLUNTEER ORIENTATION DATES

- **January 2024 (4-5 & 11-12)**
- **April 2024 (11-12 & 18-19)**
- **August 2024 (15-16 & 22-23)**
- **December 2024 (5-6 & 12-13)**



Goal 2 – Maintain Current Volunteers through Engagement, Support and Training



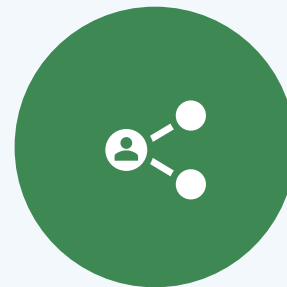
New Volunteers – Receive 36 hours of initial training



New Volunteers are mentored by a staff LTC Ombudsman



All Volunteers receive ongoing monthly training and support



Volunteer Reports are reviewed by assigned mentor and feedback is provided.



YOUR TEAM CAN SUPPORT THE VOLUNTEER PROGRAM

- Promote volunteer opportunities through social media (like and share)
- Post fliers in your region and throughout Anchorage
- Review and follow up on volunteer reports and provide coaching as needed
- Participate in monthly volunteer trainings
- Develop volunteer resources like handbooks and training guides
- Assist with volunteer scheduling and coordination at facilities
- Respond to calls/emails from volunteers in a timely manner

Volunteer Recruitment Video



Building a Quality Volunteer Program: Consistent Feedback from Your Volunteers is Essential





FEEDBACK AND IMPROVEMENT

- Annual standardized electronic survey to efficiently gather input on experience, suggestions for improvements and reasons for discontinuing service
- Hold biannual focus group sessions allowing volunteers to discuss program strengths and weaknesses in a group discussion format

LTC Ombudsman Marketing



Marketing Approach

The best way to market to seniors is by mixing both online and offline strategies. The older demographic has Facebook (about 22% of users are ages 55 and over), and they also enjoy watching YouTube, Netflix, and Hulu. However, they're still going to respond positively to face-to-face interactions and still find value in print advertising.

Facebook is the most useful platform for reaching an older demographic. According to Senior Living, roughly half of the 47 million seniors living in the U.S. are active Facebook users.

Facebook Ads

Spent \$120 per Ad in August & September

Total Facebook spend = \$720

Targeted Regional Facebook Ads

Your Voice, Their Rights:
Make a difference as an Ombudsman Volunteer!



NEW YORK
STATE OF
OPPORTUNITY
Office of the State
Long Term Care
Ombudsman



Fulton/Montgomery
Counties

Your Voice, Their Rights:
Make a difference as an Ombudsman Volunteer!



NEW YORK
STATE OF
OPPORTUNITY
Office of the State
Long Term Care
Ombudsman



Warren/Washington
Counties

Your Voice, Their Rights:
Make a difference as an Ombudsman Volunteer!



NEW YORK
STATE OF
OPPORTUNITY
Office of the State
Long Term Care
Ombudsman



Rensselaer County



Facebook Ads



NEW YORK STATE OFFICE OF THE STATE Long Term Care Ombudsman



Audience details

Location - living in
United States: Fulton County New York, Montgomery County New York

Age
45 - 65+

People who match
Interests: Community issues, Volunteering, Current events, Charity and causes, Family, Politics, Law or Friendship

Edit Audience

View results

Promote again

Performance
\$119.98 spent over 15 days.

Link clicks

161

Reach

4,136

Cost per Link Click

\$0.75

Activity

Post engagements 167

Link clicks 161

Post reactions 5

Post saves 1

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status
Completed

Goal
Get more website visitors

Daily budget
\$8.00

Duration
15 days

See all

Preview

!! Your Voice, Their Rights !! Make a difference as an Ombudsman Volunteer! Are you passionate about making a real impact in the lives of others? As an Ombudsman volunteer, you'll be at the forefront of positive change. Together, we can make a lasting...

Contact us

Edit ad

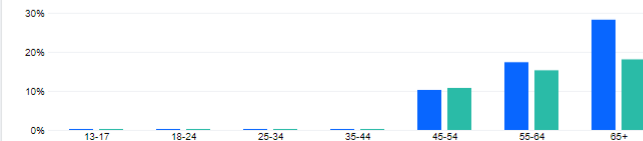
Payment method

Audience

This ad reached 4,136 people in your audience.

People Placements Locations

55.9% Women 44.1% Men



Facebook Ads



View results Promote again ...

Performance 1
\$119.98 spent over 15 days.

Link clicks 1	Reach 1	5,112
150	Cost per Link Click 1	\$0.80

Ad rating
Are you satisfied with this ad?

Details

- Status: **Completed**
- Goal: **Get more website visitors**
- Daily budget: **\$8.00**
- Duration: **15 days**

[See all](#) ▼

Preview

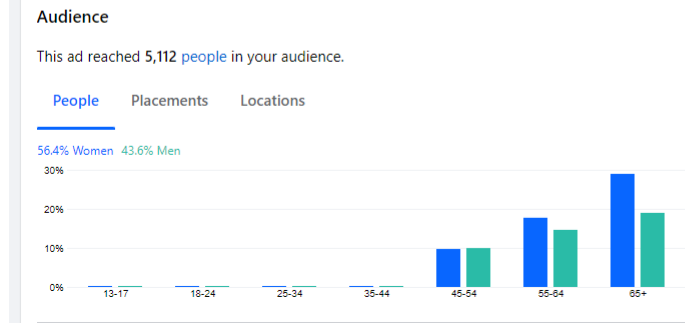
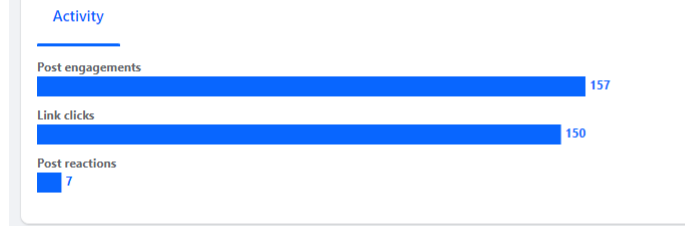
!! Your Voice, Their Rights !! Make a difference as an Ombudsman Volunteer! Are you passionate about making a real impact in the lives of others? As an Ombudsman volunteer, you'll be at the forefront of positive change. Together, we can make a lasting...
Sign up

[Edit ad](#)

View results

Performance 1
\$119.98 spent over 15 days.

Link clicks 1	Reach 1	5,112
150	Cost per Link Click 1	\$0.80



NEW YORK
STATE OF
COMPTROLLER
Office of the State
Long Term Care
Ombudsman



Audience details

Location - living in
United States: Warren County New York, Washington County New York

Age
45 - 65+

People who match
Interests: Community issues, Volunteering, Current events, Charity and causes, Family, Politics, Law or Friendship



Facebook Ads



NEW YORK
STATE OF
OPPORTUNITY
Office of the State
Long Term Care
Ombudsman



Audience details

Location
United States: Rensselaer County New York

Age
45 - 65+

People who match
Interests: Community issues, Volunteering, Current events, Charity and causes, Family, Politics, Law or Friendship

View results

Promote again ...

Performance

\$119.99 spent over 15 days.

Link clicks

183

Reach

6,571

Cost per Link Click

\$0.66

Activity

Post engagements

189

Link clicks

183

Post reactions

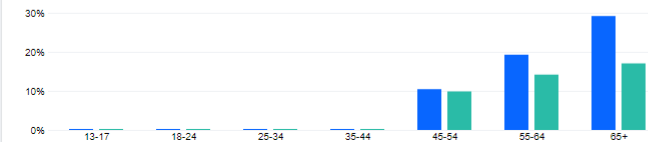
6

Audience

This ad reached 6,571 people in your audience.

People Placements Locations

58.9% Women 41.1% Men



Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status
Completed

Goal
Get more website visitors

Daily budget
\$8.00

Duration
15 days

See all

Preview

!! Your Voice, Their Rights !! Make a difference as an Ombudsman Volunteer! Are you passionate about making a real impact in the lives of others? As an Ombudsman volunteer, you'll be at the forefront of positive change. Together, we can make a lasting...



Contact us

Edit ad





Your Voice. Their Rights. Making a Difference as an Ombudsman.

September 1, 2023



SPONSORED CONTENT | Catholic Charities of the Diocese of Albany

As a retired nursing home administrator, Beverly Cohen-Champagne felt particularly called to be an Ombudsman volunteer. For three decades, it was Beverly's job to ensure that residents received quality care and that facilities were in compliance with federal, state, and local regulations. Every day, she acted as the primary liaison for residents, families, nurses, healthcare staff, and the general public, maintaining everyone's health and safety.

"After I retired, my cousin was in a local facility, and I became his advocate. I realized that without my advocacy, my family wouldn't have known what to ask for. I knew then I should be an ombudsman because people need an advocate when their families don't know what to ask for."

Seeing the critical importance of Ombudsman volunteers, Beverly believes it positively affects all involved, not just the residents. She says it's a win for the residents and their loved ones when they have a better understanding of their rights and what is happening.

"I think that it's really important because residents and families are left to imagine life in a nursing home – when they feel like they have given up so much and they really don't know what their rights are, what they have to ask for, the type of care they have a right to. Unless someone educates them when they come in, they feel so vulnerable that a lot of families and residents are just angry."



Digital Website Sponsored Article \$700



Mailer

**Your Voice, Their Rights:
Make a difference as an Ombudsman Volunteer!**



Mailer

Are you passionate about making a real impact on the lives of others?

As an Ombudsman volunteer, you'll be at the forefront of positive change and advocating. Together, we can make a lasting impact.

- Ombudsman Volunteers spend about 2-4 hours a week visiting nursing homes and adult care facilities meeting with residents, providing education on their rights, advocating for better quality of care, and empowering them to make their voices heard.

- Volunteers with the Long Term Care

Ombudsman Program in the Capital Region & beyond receive comprehensive training in how to become an advocate.



Volunteers are needed!
Please call Catholic Charities at
(518) 372-5667 or scan to learn more

Non-Profit Org.
U.S. Postage
PAID
Albany, NY
Permit No. 272



Read about Beverly & Don's story here:
bit.ly/LINK

Area blank for Mailing address



Mailer

Audience
mailed to

County			Total
	36035	Fulton, NY	114
	36057	Montgomery, NY	69
	36083	Rensselaer, NY	552
	36093	Schenectady, NY	531
	36113	Warren, NY	287
	36115	Washington, NY	136
Total			Grand Total

SETUP SINGLE LIST	\$75
NCOA PROCESSING	\$35
LIST ACQUISITION SINGLE USE	\$726
PRINT 6"X9" COLOR DBLE SIDED POSTCARD	\$3,316
PRINT APPLY ADDRESS	\$383
SORT-TRAY-TAG	\$128
TRUCKING TO ALBANY GMF	\$35
	\$4,698

Overall Cost*

*Does not include graphic design. Was done in-house.



Our Mission

Catholic Charities, a ministry of the Catholic Diocese of Albany, is committed to active witness on behalf of the Scriptural values of mercy and justice.

Catholic Charities, recognizing human need at all stages of life, responds to all persons regardless of race, creed, or lifestyle, with special emphasis on the economically poor and the vulnerable.

Catholic Charities serves and empowers persons in need, advocates for a just society, calls forth and collaborates with women and men of good will in fulfillment of its mission.



About Catholic Charities Tri-County Services

Catholic Charities Tri-County Services provides an array of essential services in the Capital District. Programs are designed to address the basic needs and necessary youth programs for this geographic area.

The programs of Catholic Charities Tri-County Services include:

Emergency Assistance

NOEP

VITA

Camp Scully

Sunnyside Child Development Center

Hilltowns Community

Food Insecurity

CoNSERNS-U

Ellis Food Pharmacy

Sister Maureen Joyce Center Food Pantry & Soup Kitchen

St. John's/St. Ann's Outreach Center

Roarke Center

Aging Life Resource Center

Caregiver Support

LTC Ombudsman

Social Club



National Ombudsman Resource Center

Volunteer Recruitment and Recognition

Marion Schoeffield | Volunteer Coordinator

Greg Shelley | Managing Local Ombudsman

Harris County Long-Term Care Ombudsman Program (Houston, TX)

 UTHealth[®] Houston
Cizik School of Nursing

Recruitment Activities

Top Sources

- Volunteer Match/Volunteer Houston
- Word of Mouth—Volunteers Recruit for Us

Other Sources

- Public Presentations (Look for Recurring Opportunities)
- Media Interviews/Releases
- Social Media
 - *LinkedIn, Facebook, YouTube
- Health Fairs

Newest Source

- Host Agency Communications

Lessons Learned—Recruitment and Retention



Get a Commitment

- Exceptions to our scheduled dates and times have rare ROI
- Extra emphasis on commitment needed for those with busy lifestyles, particularly full-time students who also work.



Be Volunteer-Centered





- Be open to different opportunities for different folks
- Be grateful for any time and energy they can give



Create Different Opportunities for Continuing Education

- Monthly Q&A/Information Sessions (Teams)
- Quarterly In-Person Educational Opportunities

Lessons Learned (Continued)

-  No One is “Just a Volunteer”
 - Be aware of how you talk about and introduce volunteers.
-  Share Success Stories/Praise
 - Don’t miss an opportunity to celebrate success when and where you can.
-  Keep the Lines of Communication Open
 - Let them know they can speak with volunteer coordinator and/or MLO any time.
 - Encourage them to bring up issues or concerns they are having.
-  Keep Everyone Informed about the State of the Program
 - And, seek input from everyone.



Certified Volunteer Advocate Program

Recognition

- Every year we hold regional luncheons in December to recognize the CVA's for all of their hard work and tireless dedication.
- We are partnering with the NJ Attorney General's office to recognize World Elder Abuse Awareness Day on June 14. This special collaboration aims to honor our dedicated Certified Volunteer Advocates. The New Jersey Attorney General and our Ombudsman will address our exceptional team of volunteer advocates, extending heartfelt gratitude for their unwavering commitment and invaluable contributions to the residents of long-term care.
- Recognition pins for the amount of years dedicated to the program (1, 5, 10, 20 years)





Length of service awards – Customized certificates or plaques awarded for 1 year, 3 years, 5 years, etc. Present at annual dinner or publicly on social media



“Meet Our Volunteers” on social media



Volunteer of the Quarter – Nominations submitted and winner chosen by staff vote, earns feature article in newsletter/website



Birthday recognition – Manage list of volunteer birthdays and have staff or residents sign oversized cards, provide movie tickets or food coupons as gifts

VOLUNTEER RECOGNITION PROGRAM IDEAS

Volunteer Recognition and Appreciation

Spotlight on Social Media

Highlight the Names of Volunteers in Annual Report

T-Shirts, Ombuds Bags or other Swag

Highlight Volunteer Appreciation Week in Newspapers; Social Media

Letter of Appreciation/Certificate during Volunteer Appreciation Week

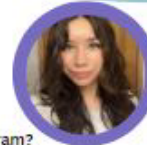
Recognizing Birthdays or Other Special Dates

Constant THANK YOUs

Volunteer Recognition – Social Media Spotlight



Meet Our Volunteer: Monica Schwingendorf



What led you to volunteer with the State Long-Term Care Ombudsman Program?

To answer a question with a question: What better way to give back to your community and advocate for people's rights than to become an ombudsman? My passion is helping amplify the voices of those who deserve to be heard, plain and simple, so when I came across this volunteer opportunity I knew it was the right fit. Becoming a long-term ombudsman volunteer allowed me to hold up a megaphone to those in a long-term care setting, a role that far exceeded my expectations for the position.

What impact does your ombudsman work have on the lives of residents at your assigned facilities?

I believe that my impact as a volunteer ombudsman brings a sense of empowerment to residents. To know someone is there for you and that you have a voice is a very powerful thing. I believe it is important that we can count on one another in our community to do that for everybody, including the most vulnerable.

Share a memory about a time you were successful in your role as an ombudsman.

A resident I visited once told me they used to be a fisherman, and it was an activity that they very much enjoyed. However, after being in an assisted living home, they no longer were able to go out and enjoy this activity they once loved. Additionally, this resident mentioned they used to be a cook. However, after living in an assisted living home, they were unable to cook their favorite meals (including a secret fish recipe). This is because, often, residents cannot engage in an activity they once loved due to a health condition, limited staff or access ability (e.g., they are in a wheelchair).

When following up, I asked if they had mentioned this with the social worker, home staff or home in general. They said they had mentioned it but did not think much would come from it. So, I spoke to a staff member of possibilities and resources available. The suggestions provided were wheelchair accessible fishing, and the ability to request a meal once a week.

By simply asking, this resident felt that they were treated with dignity & respect. Their mood quickly improved, and a sense of optimism replaced their skepticism. By bringing the resident's wants and needs to a supervisor's attention, I was able to quickly find a solution that both the resident and staff understood and could agree upon.

As a new volunteer with the State Long-Term Care Ombudsman Program, what has been the most rewarding or eye-opening experience you've had so far, and what are you looking forward to in your role as an ombudsman?

Easily, it is the stories residents share. When I come visit residents, they get to share their concerns without judgment. They can feel comfortable knowing that I am here to ensure they have a good quality of life and have the tools readily available to resolve their issues with or without my assistance.

NORC Resources

- ▶ [Volunteer Program Assessment, Retention, and Program Expansion](#)

- ▶ [For additional information regarding volunteer management visit this page on the NORC website: \[http://ltcombudsman.org/omb_support/volunteer\]\(http://ltcombudsman.org/omb_support/volunteer\)](#)



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

Connect with us!

 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

This project was supported, in part, by grant number 900MRC0002-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.