

# The Impact of Volunteer Caregiver Respite: Strategies and Successes

Lorraine Breuer, Program Administrator

Dawn Hagen, Program Director

Gina Gargano, Manager of Volunteer Services

**Parker Jewish Institute  
for Health Care & Rehabilitation**

271-11 76th Avenue

New Hyde Park, New York 11040



Alzheimer's Disease Program Annual Contractor's Meeting

May 24, 2018

# Objectives

1.

- Learn how to build a model respite care program to support families with volunteers.

2.

- Understand who volunteers and why.

3.

- Understand how to recruit and manage volunteers.

4.

- Explore what type of outreach is most effective.

5.

- Learn how to keep volunteers motivated and engaged.

6.

- Identify how to use success stories to market your program.

# About Us

- ▶ A major health and rehabilitation center located in New Hyde Park, NY
- ▶ 527-bed skilled nursing facility, with post-acute, short-term rehabilitation, and nursing and medical services
- ▶ A diversified network of outpatient services including:
  - Adult Day Care Center
  - Home Health Care Program
  - Hospice Program
  - Transportation Program
  - Renal Dialysis Center
  - Nerken Center for Research and Grants

# Our Service Area

- ▶ We service multiple locations and people of diverse backgrounds.
- ▶ Comprised of Nassau and Suffolk Counties.
- ▶ Total population 2.8 million; with approximately 16% of population aged 65+.
- ▶ Long Island is one of the most densely populated regions in the United States, making it larger than 37 of the 50 U.S. states.
- ▶ Nassau County is more densely developed than Suffolk County. While affluent overall, both Counties have pockets of poverty.
- ▶ The easternmost sections of Suffolk County is semi-rural.



# The Value of Volunteering

*“Volunteering empowers people. It is rewarding to the individual. It cuts across all the divides of age, race, and gender...which often isolate and alienate people. It strengthens the bonds between individuals, which are the bedrock of a strong civil society. And in doing so it helps create a sense of citizenship that is often missing from so many of our communities today.”*

*-David Blunkett*

# Our Vision

To create a unique program that recruits and trains volunteers to step in for the family caregivers of someone with Alzheimer's disease or another dementia.

This “caregiver circle” will help seniors remain in their homes, in their communities and with their friends and families where they want to be most of all.



# Program Structure

- Caregivers receive an initial phone consultation, complete an application, and receive a home visit as part of intake.
- Family Service Coordinator performs care consultation, assessment of needs, develops plan of care, provides referrals.
- Volunteer Coordinators recruit, screen, and train volunteers.
- Volunteers are matched to families to create “caregiver circles,” providing an array of supportive services.

# Caregiver Circle

## “Volunteer Matching”



# Focus on Volunteers

- ▶ WHHH recruits, engages, and retains a group of volunteer respite care workers.
- ▶ Provides volunteers training in the skills required to provide respite services to families. Minimum 8 hours of pre service training and 8 hours of in-service trainings.
- ▶ Builds 'caregiver circles' through careful matching of volunteers and caregivers to provide respite services.
- ▶ Peer support integrated to match cultural backgrounds of volunteers and caregivers.

# We Offer Volunteers

- Assignment that matches volunteer interests and schedule.
- Monthly \$50 Living Allowance.
- Ongoing Training.
- Ongoing support from dedicated volunteer staff.
- Networking opportunities.

# **The Fundamental Role of Volunteers in Helping Family Caregivers**

# Case Study: Willing Hearts, Helpful Hands Program

- Unique respite program that matches a carefully selected and trained group of volunteers to the family caregiver of clients based on their needs and the abilities and the preferences of volunteers.
- These volunteers help support family caregivers so that they can continue to help their loved one remain in their home, in their community and with their friends and families where they want to be most of all.
- With the help of our volunteers this program serves as a national model on community supports to support family caregivers in maintaining the independence and quality of life of their older relative.

# Unique Program Design Features

- Volunteer driven.
- A basic understanding of needs of volunteers is woven into its structure, vision and procedures.
- The survival of the program is testament to its ability to meet the needs of volunteers.
- Our volunteers are our customers.

# Why are Volunteers So Important?

- Volunteer work provides an organization with a free resource and can be a major asset to an organization.
- Volunteers help us advance our mission.
- Volunteers are ambassadors for your organization.
- Increase contact with the community.
- Help us reach new audiences.
- Key to program sustainability.



# Who Volunteers and Why

# Volunteering: Generational Transformation

- Volunteers want to be engaged in different ways.
- Volunteers seek opportunities to learn and grow through meaningful personal experiences.
- High value on personal impact and hands-on involvement.



# Understanding Motivation

- What experience does the volunteer want, what are their interests and talents.
  - Contact with Clients?
    - The most rewarding experience for volunteers can be direct contact with clients where they get to see the impact of their service.
    - Matching volunteers with right situation is critical.
  - What's in it for Me?
    - Skill Development and Personal Growth - Volunteers want to gain essential skills for the future and develop their worldly understanding.
    - Challenge - Many volunteers come to us hoping to expand their horizons. They do not want to do clerical work or hand out magazines.
  - Recognition of Service.

# What are the Needs of Volunteers?

- ▶ Recognition – To receive recognition for efforts and work done on behalf of the program.
  - Celebrating achievements
    - Personal (graduations, birthdays, anniversaries)
    - Ceremonial (awards for volunteer of the year)
- ▶ Appreciation – To be valued.
  - Personal (thank-you notes, testimonials).
  - Holiday cards / letters.
  - Volunteer socials.
  - Help with personal crises.
- ▶ Contribution – To be given opportunity, training and resources to forward the mission and purpose of the program.
  - Opportunities to be challenged and to serve – the right match.
  - Training to enhance skills to contribute



# Volunteer and Caregiver Recognition



# Volunteer Profile



87% Female; 13% Male



51% White; 21% Black; 17% Asian; 7% Hispanic; 4% Other



60% of our volunteer corps is aged 45 and over.



Average age is 48.2 yrs.  
Range 21.5 yrs. to 84.

# What Type of Outreach is Most Effective

# How to Get Volunteers Interested

- ▶ Create ads with a title that stands out “Be a Hero”.
- ▶ Keep ads short and simple. Too much detail scares candidates away. Focus on getting the right candidate in the door and them falling in love with your program. Once that happens you can worry about the details.
- ▶ Website and website linking.
- ▶ Treat volunteers like “prime real estate”. Once someone contacts your program you need to be able to move quickly with interview, reference checks, training and deployment or they will lose interest. If you like a volunteer for your program chances are someone else will too.
- ▶ Be responsive...return phone calls and answer emails quickly or you will lose the volunteer.
- ▶ Remember the first impression you make on a potential volunteer (reception desk, telephone calls, parking, flexibility)

# Marketing and Outreach

- Newspaper and radio ads
- Community outreach (libraries, volunteer fairs, colleges /universities.)
- Volunteer matching services like Volunteer Match
- Parker Website
- Referrals from other volunteers
- Brochures/Posters
- Internal marketing (Parker League, Board of Trustees, staff, and clients.)
- Workshops
- Conferences
- Social Media



# Sample Radio AD



# This Holiday Season Be A Hero! Volunteer Today!



*Would you like to help seniors in your community?*

## **The Willing Hearts, Helpful Hands Program Needs You!**

This is an opportunity for you to make a difference in your community by helping family caregivers of individuals with Alzheimer's disease and other dementias throughout Long Island.

Willing Heart, Helpful Hands is a unique program that helps caregivers keep loved ones in the comfort of their own homes for as long as possible and eases the stress associated with being a caregiver.

Volunteers will receive free ongoing training and a monthly \$50 living allowance.

*To find out how to lend your helpful hands, contact us today.*

**Telephone: 516-586-1507**

**Email: [whhh@parkerinstitute.org](mailto:whhh@parkerinstitute.org)**

**[www.willingheartshelpfulhands.org](http://www.willingheartshelpfulhands.org)**



*Another community service of*

**Parker Jewish Institute**  
FOR HEALTH CARE AND REHABILITATION

*Where Excellence Is the Standard*

\* This initiative is supported, (in part), by a grant from the New York State Department of Health.



Appointments & Information: ☎ PHONE: 718-289-2137 📠 FAX: 718-289-2189

[ABOUT US](#) [CAREGIVER INITIATIVE](#) [VOLUNTEER](#) [NEWS & EVENTS](#) [SUPPORT GROUPS](#) [CONTACT US](#)



[Home](#) > [Volunteer](#)

[SHARE OUR SITE](#)





## What is Willing Hearts, Helpful Hands?

Willing Hearts, Helpful Hands, a community service program of the Parker Jewish Institute for Health Care and Rehabilitation, recruits and trains volunteers to step in for the family caregivers of someone with Alzheimer's disease or another dementia. Whether you are a friend or a family member, caring for an older adult can be a challenge. There are times when caregivers need a break from caregiving.

Research shows that those caregivers who take a break to perform activities like going to church, a movie, the beauty parlor, run errands or pay bills are more able to cope.

The Willing Hearts, Helpful Hands program is designed to allow caregivers the time, personal space and freedom that is essential for healthy living.

## Volunteers

Willing Hearts, Helpful Hands is an innovative community program serving family caregivers in Nassau and Suffolk County. The program connects them with a circle of trained volunteers.

Volunteers visit with the senior; they reminisce, read to them, play cards/ games, do puzzles, listen to music, etc.

Whether you provide companionship, assist in chores, provide telephone or shopping assistance, or offer your own very special talent, you'll be one of today's true heroes.

*We offer volunteers:*

- An assignment that matches with your interests and schedule.
- Monthly \$50 living allowance.
- Education and on-going free training on how to care for an individual with Alzheimer's disease and other dementias.
- Ongoing support from the Manager and Volunteer Coordinators.
- Networking Opportunities

## Volunteers



This is an opportunity for you to make a difference in your community by helping family caregivers of an individual with Alzheimer's disease or another dementia throughout Long Island.

Volunteering to help older adults and their families is a rewarding experience.

When we share our time and talents we:

- Make a difference in the community by sharing your time with a senior.
- Improve Lives
- Connect to Others
- Transform Your Life

**Join us today!**

**Call (516) 586-1507 or e-mail**

**[volunteer@parkerinstitute.org](mailto:volunteer@parkerinstitute.org)**

**Be one of today's TRUE HEROES.**

# Willing Hearts, Helpful Hands Program Newsletter

Parker Jewish Institute for Health Care and Rehabilitation  
Nerken Center for Research and Grants

## Respite Care: How to Ease the Stress of Caregiving

Issue 5  
Fall 2017

Another community service of



Follow us on Facebook  
@ Willing Hearts, Helpful Hands



Follow us on Twitter  
@ [https://twitter.com/LI\\_AlzHelp](https://twitter.com/LI_AlzHelp)



The Willing Hearts, Helpful Hands Program is very fortunate to have so many amazing volunteers. One volunteer in particular who goes above and beyond is Vijay. Not only does Vijay volunteer with one of our families, he has also assisted during our memory cafes, and provides respite during our West Babylon support group.

Vijay enjoys volunteering his time now that he is retired. He has a passion for volunteering with those affected by dementia and enjoys helping caregivers. When Vijay visits with his care recipient Bob, they often reminisce about Bob's experiences in the army. They also watch war movies together, or just enjoy one another's company.

For more information about our volunteer services or to learn how you can volunteer your time, please call us at (516) 586-1507 or e-mail us at [whhh@parkerinstitute.org](mailto:whhh@parkerinstitute.org)

\*This initiative is supported, in part, by a grant from the New York State Department of Health.



# How to Recruit and Select volunteers

# TIPS on Recruitment

- ▶ Ongoing recruitment activities are essential in building and maintaining a strong volunteer pool.
- ▶ Need pre-service and on-going in-service training, include natural helpers in training.
- ▶ Use volunteers to help with volunteer generation.



# What's in it for Me?

- ▶ Training in the skills required to provide respite services to families.
  - Pre service training and ongoing in-service trainings.
  - Helps build confidence and prepares them for situations they may encounter in home setting.
  - Connection to work - Skills are transferable daily living and employment.
- ▶ Mentoring
  - Peer support integrated to in-services (i.e, “the good the bad and the ugly”).
- ▶ Socialization
  - Summer Barbecue, holiday dinner, etc.



# Types of Volunteers?

- ▶ Volunteers have needs, just like the program has needs. (i.e., need to give back, something to do, job skills, atonement for sins).
- ▶ Individuals have differing needs of varying intensity. Low intensity = shorter term vs, High Intensity = More engaged, longer relationships.
- ▶ If volunteers feel needed and valued, they will help you carry the program.



# Volunteer Screening

- ▶ Telephone Screening
- ▶ Volunteer Application
- ▶ Face to Face Interview – clarify purpose
- ▶ Reference Check
- ▶ State-wide Criminal Background/FBI check
- ▶ National Sex Offender Registry verification
- ▶ Health care assessments (medical history, screening for TB, Hepatitis, Measles, and substance use)
- ▶ Free flu vaccine and immunizations

# Tips on Selecting the Right Volunteer

- ▶ Trust your instincts.
- ▶ **Involve the Right People.**
- ▶ Be selective, not desperate.
- ▶ Document everything.



# Communication is Key

- ▶ **Outline all the steps**, what will happen next, what to expect.
- ▶ Time is very important (structured schedules).
- ▶ Maintain contact with volunteers through telephone, email, newsletters and events.

Make sure your candidate has the “heart of a volunteer”. That is, “*it beats the spirit of service, generosity and compassion.....*” -  
KOBİ YAMADA



# How to Keep Volunteers Motivated and Engaged

# Training a Key to Retention

- ▶ Training activities are essential in building and maintaining a strong volunteer pool.
- ▶ Training helps keep everyone engaged and helps maintain program fidelity.
- ▶ Training is important to increase knowledge, skills, and comfort to do their work effectively.
- ▶ Training ensures program fidelity and that they do not step outside of their boundaries.
- ▶ Providing volunteers with pathways to employment opportunities.
- ▶ If volunteers do not receive training they may not be able to perform their duties well. **Volunteers who “feel lost” will not return.**

# Components of Pre-service

## Part 1

- Welcome to PJI
- Video: Getting to Know Parker
- History of PJI
- About Willing Hearts Helpful Hands Program
- Getting to Know You
- Member introductions
- Goals and Objectives
- Volunteer Building Blocks
- Rights, Expectations, and Standards
- Understanding Confidentiality
- Boundaries
- Respecting Clients

## Part 2

- Working with Older Adults
- Framework for Understanding Memory Issues
- Bio-Psycho-Social Needs
- Psychological Issues
- Depression
- Anxiety
- Loss
- Caregiving & Caregiver Burnout
- Communication How To
- Qualities of Good Communication
- Principles of Good Listening
- Empathy and Building Rapport

## Part 3

- Dealing with Dementia
- Communication
- Understanding Behaviors
- Managing Conflict/
- Maintaining Empathy
- Practical Skills
- Emergency Preparedness
- Certification in Basic Dementia CARES®

## Part 4

- High Risk Situations
- Ethical Dilemmas
- Elder Abuse
- Crisis Management
- Safety in the Home
- Working With Difficult Families & Situations
- Caregiver Circles
- Description of Matching Process
- What Do You Say After You Say Hello
- Demonstration of Role Play
- Next Steps
- Service Records/ Review of Policies & Procedures

# Components of In-Service Training: Selected Topics

Volunteer Respite Caregiving Do's and Don'ts

Cultural Competence

Safety Home Safety and Security/Disaster Preparedness

Observations: How and What to Report

Volunteer Respite Caregiving Do's and Don'ts

Physical Changes with the Aging Process

Getting Together: Icebreakers and Group Energizers,

Client and Family Stress

Working With Behavioral Challenges

# Tips on Volunteer Training



Use Subject  
Matter Experts



Flexible



Fun



Hands On



Interactive



Team Building

# Tips on Volunteer Training

- ▶ Allow for volunteers to share their experiences at start of each training session.
- ▶ **Use feedback from volunteers to improve program, particularly training.**
- ▶ Give volunteers a chance to share experiences and learn from each other ---- e.g., volunteer reflection sessions

# Volunteer Assignments

- ▶ **Listen to what the volunteer wants / needs.**
  - Don't assume because someone works in IT that they want to teach computers.
  - Need to understand what volunteer is looking for.
- ▶ Volunteers and caregivers are matched based on volunteer interests and caregiver needs.
- ▶ A good match meets the needs of the family and the volunteer.
- ▶ When a volunteer does not have their needs met, they don't ask for a new assignment, they leave the program....so it is important to get it right the first time.

# Volunteer Retention Activities

- Summer Barbecue
  - Recognition “Cocktail” Party
  - Holiday Pot-Luck
  - Monthly In-service
  - Transferable training skills
  - Free meals
  - Free parking
  - Free flu vaccine and immunizations
- 
- Identify natural leaders or helpers to help with program activities.



# Geographic Considerations

## ▶ Transportation

- Suburban and rural area, volunteers may need money for gas and parking.
- Urban areas, volunteers may need money for mass transit (i.e., bus fare).
- Consider how many bus and subway transfers.
- Consider time spent on travel (i.e., traffic, distance).



- ▶ **REMEMBER: Volunteers are unpaid professionals not employees.**





# How We Measure Success....

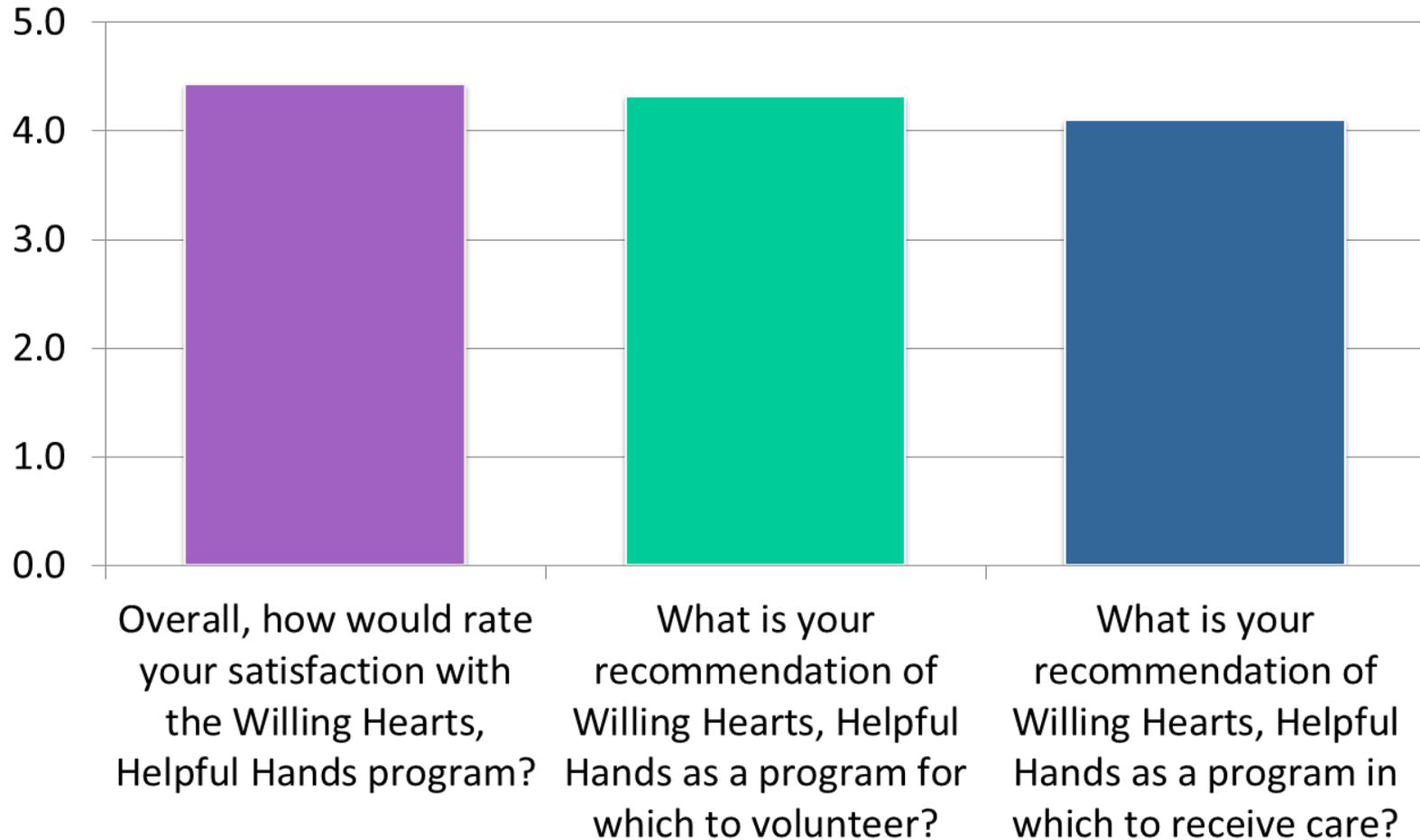


Volunteer retention ~1 year.

# Volunteer Outcomes

- ▶ 90% of volunteers feel their volunteer coordinator cares deeply about them as a person.
- ▶ 93% feel their coordinator regularly shows appreciation for a job well done.
- ▶ 90% feels their coordinator regularly gives them important work-related information.
- ▶ 95% feel their work makes an impact on other people's lives.

# Volunteer Outcomes



# How to Use Success Stories to Market Your Program

# Ways to Use Volunteers as Ambassadors

- ▶ Opportunities for program recipients to take on new, more responsible roles (leadership, coordination, etc.) through their service activities.
- ▶ Use veteran volunteers to recruit additional volunteers with the goal of increasing the level of service provided to the community and increase the program's reach.
- ▶ Volunteers are often in the best position to promote volunteering.
- ▶ Participate in site visits.
- ▶ Produce program materials and make public presentations to recruit volunteers.
- ▶ Cultivate partnerships with community organizations, i.e., schools, government agencies, faith-based institutions, etc.
- ▶ Train and coach volunteers.

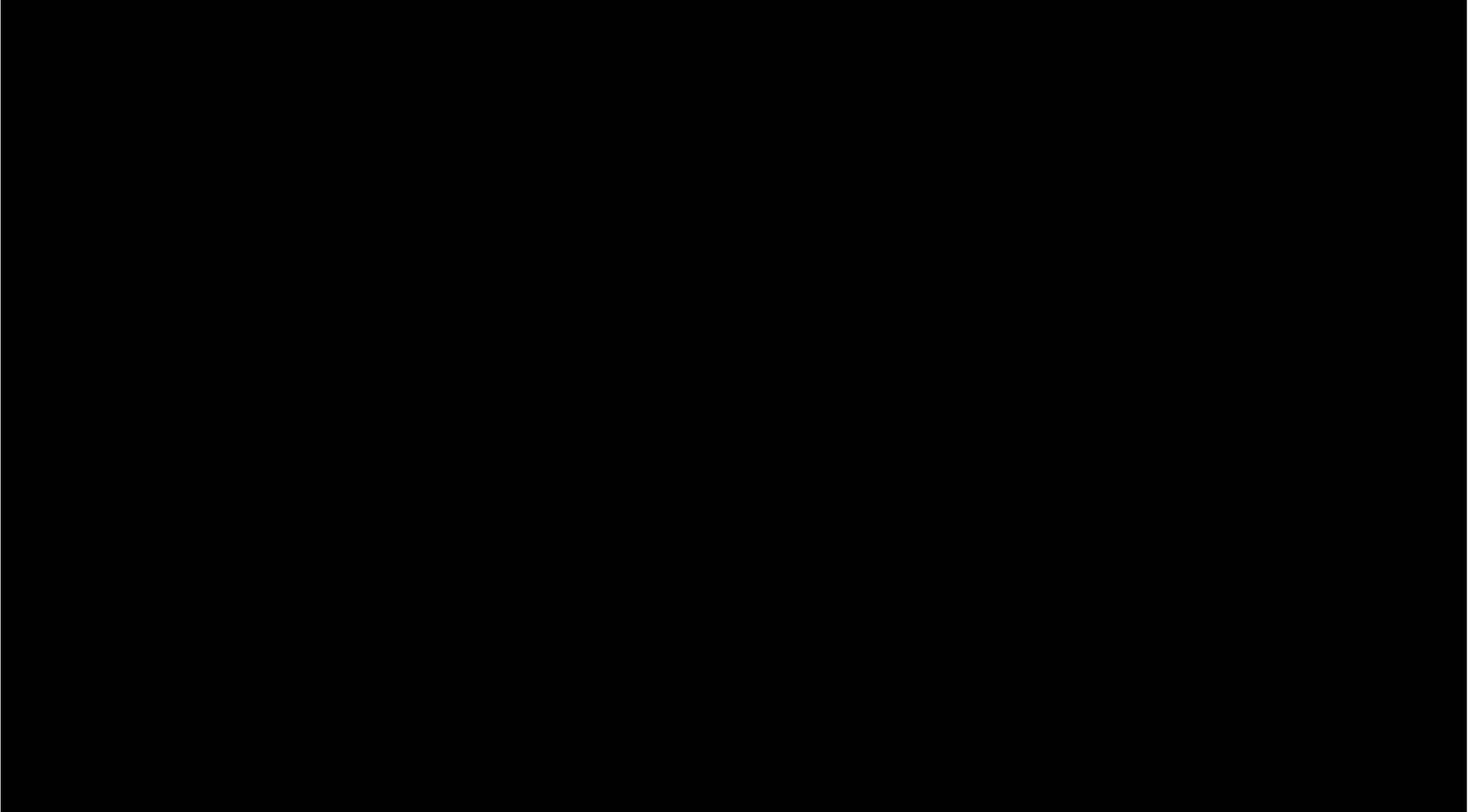
# Document the Real Life Impact of Program

*“My husband cannot walk or talk, but when he sees your volunteer, Jane, his eyes light up. She has become our friend and has truly made our world a better place”. – Angela*



*“Your volunteer is a true magician. Stephen changed the outlook of my 100 year old mother from wanting to die to wanting to live. His ability to engage with my mother in conversation is nothing short of extraordinary”. – Brian*

*“I take them to the library, the little cafe in the lobby and just talk to them. He likes to hold hands so I hold his hand. It seems to reassure him. I truly like them. Thanks. – Gloria*







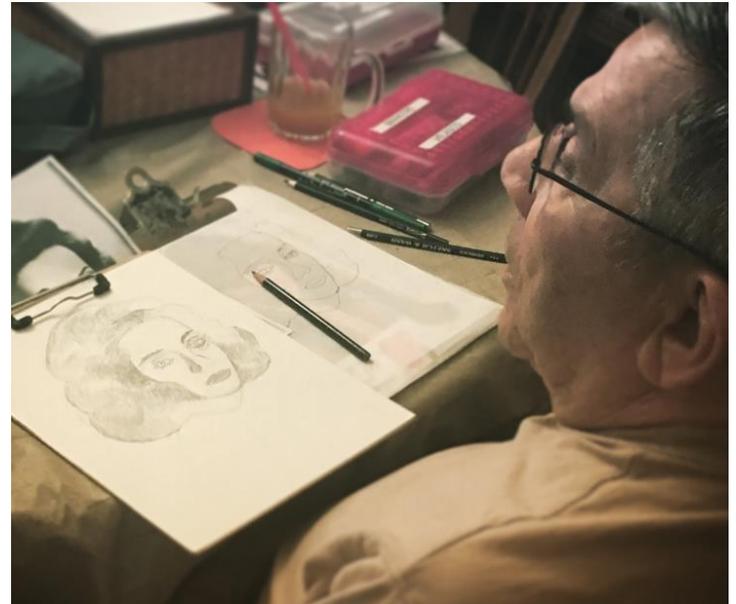


*“Betty has brought out my dad’s old personality in an extraordinary way. We noticed when we returned from a week’s vacation, he had new life in him! She seems to bring out a whole new dimension from him, and although I know his condition creates many difficult and sad times, for now, it’s given the human part of him a huge boost. Whatever happens down the road, we never know, but presently, I am so thankful for the times she’s been able to spend with him.”*

Risa, Family Caregiver

*“No matter how hard I've tried to engage in artistic activities in the home, my Dad firmly says "NO.”*

The inability to draw and paint as he once did has been a big source of frustration. With Pat it's amazing. I'm watching him flourish in a way I did not think was possible. My Dad is constantly inquiring when Pat is coming. He remembers her name. He remembers what she looks like. He's calm during and after visits. We are so fortunate and grateful for this match.” *Irene – Family Caregiver*



“It was quite an experience, I have never done this before but I wouldn't trade it for anything. The warm welcome we received and smiles on their face made my heart melt. I wish we could so much more,”

*Volunteer - B*



# Conclusion

# Tips for Volunteer Retention

1. Understand what your volunteer's expectations are and make sure they are met.
2. Tell volunteers what you expect.
3. Make volunteering convenient.
4. Make volunteering rewarding and fun.
5. Show appreciation.

# Critical Factors that are Important

## Understanding Motivation

- What experience does the volunteer want, what are their interests and talents.

## Contact with Clients

- The most rewarding experience for volunteers can be direct contact with clients where they get to see the impact of their service.

## Challenge

- Many volunteers come to us hoping to expand their horizons.
- They do not want to do clerical work or hand out magazines.

## Skill Development and Personal Growth

- Volunteers want to gain essential skills for the future and to develop their worldly understanding.

## Recognition of Service

- Rewards and feedback from families.

## Volunteer Coordinator

- The role of the Volunteer Coordinator is essential to the success of the program.
- It is important to hire the right person.
- Don't be afraid to look outside your industry to find the right person.

# Why Volunteers Quit

- ▶ Changes in life circumstances.
  - Employment/unemployment
  - Financial
  - School
  - Illness
  - Family obligations
- ▶ Screening process.



This initiative is supported by a grant from the  
New York State Department of Health.

V O L N T E E R  
*all that's missing is U!*

Telephone: (516) 586-1507

Email: [volunteer@parkerinstitute.org](mailto:volunteer@parkerinstitute.org)

Website: [www.willingheartshelpfulhands.org](http://www.willingheartshelpfulhands.org)



Another community service of



"Don't ever  
question the  
value of  
volunteers.  
Noah's Ark was  
built by  
volunteers; the  
Titanic was  
built by  
professionals."

DAVE GYNN