

**Advocating for Quality  
7<sup>th</sup> Annual  
Long-Term Care Ombudsman  
Training Conference**

**Presented Oct 7-9.2009  
The Sheraton  
Syracuse University  
Syracuse, N.Y.**

## Workshop - Civic Engagement: Recruiting the Baby Boomer

Presented by John Cochran, Assistant Director, Intergovernmental  
Affairs and Strategic Planning

# NYS Office for the Aging

## Our mission:

- to help older New Yorkers to be as independent as possible for as long as possible
- through advocacy, development and delivery of person-centered, consumer-oriented, and cost-effective policies, programs and services which support and empower the elderly and their families,
- in partnership with the network of public and private organizations which serve them.





## •Economic Security

- STAR property tax program
- HEAP
- WRAP
- EPIC

## •Support for Caregivers

- Social Adult Day Care
- Respite Services

## • Non-Medical Home & Community-based Services

- Title III-e Caregiver Support Services
- EISEP
- NORCs
- Home Delivered Meals
- Congregate Meals

## •Information & Assistance

- Health Insurance (HIICAP)
- Long Term Care (NYConnects)

## •Healthy Aging & Prevention

- Falls Prevention
- Medicare Screenings
- Evidence-based Disease Prevention

## Community Empowerment & Volunteerism

- Model Planning & Zoning
- National Governor's Association Civic Engagement Initiative
- Volunteer Recruitment

# **Civic Engagement/Volunteerism:**

**Governor Paterson's Priority Advancing Volunteerism and Civic Engagement Yielded Award from National Governors Association:**

➤ **focus is enhancing volunteer and employment opportunities for older adults:**

**NYSOFA is leading a team of NYS agencies and stakeholders implementing this effort.**

## **NYSOFA Priorities**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **Civic Engagement/Volunteerism:**

**NYSOFA is leading a team of NYS agencies and stakeholders implementing this effort:**

New York State Department of Civil Service;  
New York State Department of Labor;  
Empire State Development Corporation;  
New York State Office of National and Community Service;  
New York State Department of Health;  
AARP;  
New York State Alliance for Retired Americans;  
State University at Albany School of Social Welfare;  
NY StateWide Senior Action Council; and  
The Business Council of New York State, Inc.

## **NYSOFA Priorities**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

- Volunteering In New York – on average, New Yorker's volunteer 366.3 million hours of volunteer service each year (between 2005-2007). The estimated contribution of the volunteer hours served is \$7.1 billion annually.
- NYSOFA's network of programs rely greatly on the service of volunteers.
- Approximately, 683,000 older New Yorkers served as volunteers in 2008, providing over 47,810,000 hours of service – the estimated value of this service is \$1.3 billion.

(source: Corporation on National and Community Service and NYSOFA)

# Volunteering in New York

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **Civic Engagement/Volunteerism:**

## National Governor's Association Civic Engagement/Volunteerisms

- Goal: Develop strategies to utilize more effectively the skills, knowledge and talents of older adults by enhancing meaningful volunteer activities that can help address many community problems.
- Only 5 other states received acceptance from the NGA- Idaho, Illinois, Maryland, Massachusetts, and Pennsylvania.

## **NYSOFA Priorities**

# **Civic Engagement/Volunteerism:**

## National Governor's Association Civic Engagement/Volunteerisms

**A main focus/ objective:** Bolstering the state's efforts to improve quality in nursing homes, adult homes and assisted living facilities by expanding monitoring through the State's volunteer Long Term Care Ombudsman program.

### Why Important:

- Current pool of volunteers are aging;
- Difficulty recruiting new volunteers;
- Younger volunteers typically looking for service opportunities that do not require extensive training experience.

## **NYSOFA Priorities**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

- Established in New York State in 1972 as part of the Federal Older Americans Act.
- NY's Long Term Care Ombudsman Program relies primarily on the service of volunteers.
- Approximately 1,000 individuals serve as long-term care ombudsmen , advocating for over 160,000 residents in 1,661 long term care facilities:
  - 120,000 nursing home residents
  - 17,712 complaints handled in 2006.
- 41 local LTCOP programs cover all 62 counties.

# New York State Ombudsman Program

# New York State Increasing Longevity ages 85 +

*Demographics ...*

2000

311,488

2010

439,007

2020

510,226

(At High risk of requiring  
institutional placement)

## **Persons ages 85+**

- **50% more likely to develop Alzheimer's disease and at risk of falls that will require an institutional placement – ie. nursing home, assisted living or adult home.**

**(source New York State Department of Health)**

**=**

- **An enhanced need for more volunteer ombudsmen to help ensure quality long-term care services are being provided to our most vulnerable residents.**

# **New York State, Increasing Longevity – ages 85+**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **Why People Volunteer:**

- To feel needed
- To share skills
- To feel good
- To have impact
- To learn something new
- To be an advocate
- To get out of the house
- Because they were asked
- To be challenged
- To keep skills alive
- To help someone

*The Volunteer Recruitment Book*  
*Susan J. Ellis*

## **A Note About Volunteers**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

- State Ombudsman programs that include volunteers were able to make more routine visits and handle more complaints.
- Volunteers add a level of authenticity to the program because they represent the community's interest in protecting vulnerable older adults.
- Represent a grassroots approach that was the intention of the program by design.

(source: Institute of Medicine study of the National LTC Ombudsman Program )

## A Note About Volunteer Ombudsman

Each American generation has its own language, its own way of doing things, its own outlook on civic engagement.

- The GI Generation – 1900- 1924
- Silent Generation 1925-1945
- Baby Boomers 1946-1964
  - Beat Generation 1948-1962
- Generation X 1964-1981
- Boomerang Generation 1981-1986
- Generation Y 1981-2003

So how do you recruit those Baby Boomers?

## Recruitment Strategies

## *So how do you recruit those Baby Boomers?*

Three Elements need to be in place:

- *Engage in effective outreach and recruitment strategies,*
  - Create meaningful service opportunities,
  - Effective management and retention strategies.
- [Source American Society on Aging – National Council on Aging Joint Conference March 2007]

## **Recruitment Strategies**

# **Motivation and Retention**

## **You need to understand:**

- what “de-motivates” and motivates volunteers at each stage of their involvement,
- the need to do something about meeting volunteer needs.

## **De-Motivated Volunteers:**

- × can be more unreliable
- × invest less time
- × withhold knowledge/ ideas
- × undermine other volunteers and leadership
- × speak negatively of organization
- × leave

## **Volunteers' Primary Motivations:**

- Belief in cause and want to make a difference,
- desire to impart skills and experience, and
- having been somehow touched by your cause.

## **Common Complaints – a volunteer’s perspective:**

- “My opinions don’t count and no one notices what I do ”
- “It wasn’t clear what I was supposed to do”
- “I gave up volunteering because I found it hard to claim my travel expenses”
- “The paid staff looked down on me”
- “I was the new volunteer and the existing ones did not take me on”
- “I was left to my own devices, with no support!

http://www.aging.ny.gov/GetInvolved/EmpoweringCommunities/index.cfm



# Volunteer Best Practices

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

## **Potential venues for successfully recruiting volunteers:**

- Posting on VolunteerMatch is free and the ad is delivered to other websites (see : hand out tutorial) **Registering on this will ensure individuals can locate the service opportunity with your program through NY State's NewYorkersVolunteer.org**
- New York State Alliance for Retired Americans
- State Chapter of AARP
- Retired Senior Volunteer Program (RSVP)
- New York State United Teachers
- Newspapers (local papers may have specific volunteer section)
- Radio Stations (State Association of Broadcasters - most media outlets are required to donate a specific amount of time for community efforts)
- Television Stations (many stations have special community activities and support programs)

**VolunteerMatch** offers some great resources to help you make the most of the service to help you find the volunteers you need. A hand out has been developed to walk you through the registration process. \

**Registering on this site will ensure individuals can locate your program through NYS**  
**[NewYorkersVolunteer.org](http://NewYorkersVolunteer.org)**

**Please note efforts are underway so that you will be able to register your program directly on the [NewYorkersVolunteer.org](http://NewYorkersVolunteer.org) in the near future....**

**Volunteer/ Sources/ Recruitment**

## **New York State Alliance for Retired Americans:**

The mission of **NYSARA** is to ensure social and economic justice and full civil rights for all citizens so that they may enjoy lives of dignity, personal and family fulfillment and security. Membership consists primarily of retirees from various labor organizations and advocates for the aging.

Willing to help match up volunteers to local LTC Ombudsman Program by doing targeted mailings to its members, by region – 6-8 week lead time is required.

## **Volunteer/ Sources/ Recruitment**

# **New York State Alliance for Retired Americans:**

## **REGIONAL BREAKDOWN BY COUNTIES:**

- Buffalo – Erie, Niagara
- Capital District -- Albany, Fulton, Montgomery, Rensselaer, Saratoga, Schoharie, Schenectady
- Long Island – Nassau, Suffolk
- New York City – Brooklyn, Bronx, Manhattan, Queens, Staten Island
- Rochester – Monroe, Ontario, Wayne
- Syracuse – Cayuga, Cortland, Onondaga, Madison

# **Volunteer/ Sources/ Recruitment**

## **Retired Senior Volunteer Program:**

RSVP offers maximum flexibility and choice to its volunteers. RSVP matches the personal interests and skills of older Americans with opportunities to help solve community problems. There are currently RSVP programs serving New York City, Long Island and the majority of counties of upstate New York.

Willing to help match up volunteers to local LTC Ombudsman Program.

# **Volunteer/ Sources/ Recruitment**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **American Association of Retired Person** **(AARP):**

A nonprofit, nonpartisan membership organization for people age 50 and older in the United States. Membership in AARP is open to any person age 50 or above. AARP champions positive social change through information, advocacy, philanthropy, products, and community service to enrich people's lives today and those of generations to come.

## **Volunteer/ Sources/ Recruitment**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **American Association of Retired Person** **(AARP):**

## **“Create the Good” Initiative:**

Create The Good is where good people get connected to opportunities to create good, in whatever way works for them. Register your local program -- [www.createthegood.org](http://www.createthegood.org)

New York State AARP Chapter – will send out a recruitment mailing for the program– names of members who respond will be forwarded to the office of the NY State Ombudsman.

# **Volunteer/ Sources/ Recruitment**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **New York State United Teachers:**

## **NYSUT Retiree Services Program**

NYSUT has a membership of over 600,000 and has one of the most active and successful union retiree programs in the country. The NYSUT Retiree Services Program, part of Program Services, was established by NYSUT to help its retirees organize and to act as a service provider for those retiree groups. In an effort to better serve the growing number of retirees, 11 Retiree Services Consultants have been hired to serve members in the field.

- The NYSUT Retiree Services Program provides printing, mailing and other communications services; plans, develops and coordinates regional membership conferences; provides support for retiree council meetings; provides communication and logistical support for lobbying activities and rallies; publishes a quarterly newsletter; answers post-retirement questions; and helps obtain speakers and programming for retiree councils and chapters

## **Volunteer/ Sources/ Recruitment**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

# **New York State United Teachers:**

## **NYSUT Retiree Services Program:**

Representative Assembly resolution was passed at the 2008 to promote awareness of and support for the Ombudsman program among NYSUT members.

# **Volunteer/ Sources/ Recruitment**

Workshop - Civic Engagement:  
Recruiting the Baby Boomers

## **Ombudsmen advocate for those in long-term care**

*By Darryl McGrath - New York Teacher - October 1, 2009*

Service as a union member is good preparation for service as an advocate on behalf of your fellow retirees. That's what NYSUT retirees have learned through their experience as ombudsmen through the New York State Office for the Aging.

The Long Term Care Ombudsman Program is a federal advocacy program that trains and certifies volunteers as advocates for the residents of long-term care facilities.

Ombudsmen can provide a valuable service in as little as a few hours a week.

NYSUT retirees have a long history of volunteering for this program, and new volunteers are always needed, said NYSUT Vice President Kathleen Donahue, whose office oversees retiree issues for the union.

"We need people to take on this project," said Loretta Donlon, director of NYSUT's Retiree Election District 51. "This is a means of getting protection for people."

Donlon is also secretary of Retiree Council 7 in ED 51. She and RC 7 Treasurer Jeanette Pietrantonio co-authored a resolution passed at the 2008 NYSUT Representative Assembly to promote awareness of and support for the ombudsman program among NYSUT members.

"Those who can go through the training and be a part of this will find that it's really a value and a benefit to the families of residents in long-term care facilities," Donlon said.

"Families can't always be close to the facility their loved one is in."

NYSUT retirees have had a long record of service, the state ombudsman, Mark Miller, noted.

"All of the people who go through the training are special," Miller said. "They are dealing with the most vulnerable population that we have."

Learn more about the ombudsman program and how to apply, at

[www.ombudsman.state.ny.us](http://www.ombudsman.state.ny.us).

## How to Contact NYSOFA:

NYSOFA - <http://www.aging.ny.gov/>

NYSOFA Helpline – 1-800 -342-9871

NY Connects - <http://www.nyconnects.org/>

County Offices for the Aging -  
<http://www.aging.ny.gov/NYSOFA/LocalOffices.cfm>