

# AHA ATTENDEE NOTES

## NATIONAL VILLAGE GATHERING 2017

1

**Barbara Rosenfeld**

### **Ideas picked up at V to V conference 2017**

Here are some things I picked up at conference. A report on one session I attended on Creating Circles (with a handout which I am passing on to Penny, because it could be helpful to Program Committee.) And several random ideas. The most useful ones relate to volunteers.

**Creating Circles session** – This session was really about getting people engaged in the village thru participating in program activities. The “circle” idea started because the village had a real problem of declining membership and people joining just for services. They called for rides but were not engaged otherwise and goal of circle program was to promote meaningful engagement. They are very similar to the interest groups we have started. I don't think the session was all that useful for us because we don't have their problems, but there were a few good ideas that we can borrow.

Some ideas we might find useful included the following;

- 1) Encourage small groups to have continuing relationships. Build on common interests. They started one circle based on food./cooking. Another based on encounters and experiences in the city – go places together. Another based on memoir writing. Another because people live in same complex. They are like our interest groups.
- 2) Pick a leader or two in each group from among the more active members who promote activities and planning and stays in touch with members of group.
- 3) Keep reaching out to add or include new members in the group, so that when people join the village, they are immediately brought into a circle of friends. Idea is people feel more comfortable starting out in a smaller group.
- 4) Have people report back to office or program chair on activities, who attended, etc.

**Volunteers** Get more members (especially associate members) to volunteer. Encourage volunteers in **newsletter**, by listing each month specific opportunities for volunteers to spend even an hour – or other opportunities to volunteer on regular basis. For example, list upcoming mailing and stuffing needs, or serving at parties, etc. Get various committees (e.g. program committee) and office to list upcoming opportunities for service.

**Volunteer training video.** A large village in Denver is in process of creating a video for use in training volunteers. It will be online in December and is available for anyone to use at no cost!  
Ave asWebsite:alittlehelp.org

Volunteers. Average per village is 82. 3 members per volunteer. We are quite low on this.

# AHA ATTENDEE NOTES

## NATIONAL VILLAGE GATHERING 2017

2

### Attracting younger members.

Start Next gen program (as Dupont Village has done successfully.) or call it Gen 2.0. Aim at 50's and 60's. Have special programs just for them. Wine tastings. Outings – let them pick what interests them. Message is Join AHA. Have fun! 1 in 3 Americans are over 50. “Aging” word makes people think of elderly – and they think, that's not me! So stress the positive. Younger people often still in work place. Have big spending power. Louise Kenny has offered to work on this in past. The person at Dupont Village who did it is Mary McIntosh. Her contact info is [mary.mcintosh@psrai.com](mailto:mary.mcintosh@psrai.com). Her phone is 202 - 536-3904. She is still working and is President of Princeton Survey Research Associates International.

### Partnerships with local congregations or other nonprofits.

They don't always have full range of services which we provide. Can we offer something they don't have? Because of growing population of seniors, we might be able to take something off their plate. Be strategic – can they offer us something we don't have? Something we need to survive or that can benefit our members? .

Partnerships with business. What can we offer them?.

How evaluate possible partnerships or activities? **BET**

Benefits are worth the effort.

Efforts won't drain resources

Timing fits priority needs (and fits in with strategic plan)

Good ratios for staff : Staff/member ratio. 1 staff equivalent for every 80 members

Membership incentives Provide tangible benefits to members that they can see. Give members coupon book to local merchants when they join or renew. (something tangible) or list referrals where get discounts. Do we give each member a Handbook or list of benefits when they join?

Promote inter-generational links by partnering with different schools.

Amazon Smile program for purchases by members (do we already do this?).

Change message of village from “aging in place” to “thriving in place.”

No work benefit fundraiser. You are invited to support a worthy group. Just send money! How can we weave this into an attractive idea?

---

# AHA ATTENDEE NOTES

## NATIONAL VILLAGE GATHERING 2017

3

**Susan Pettey**

**Notes from V2V Conference**

### **Mental Wellness: Powering Up for Healthy Longevity**

**Speaker:** Dr. Peter Rabins. Great speech. Since 1950, increased life expectancy in last 30 years of life. Depression often goes with success (!). Cognitive changes (declines) begin at 35. It is harder to access memory as we age. Important to take notes. Dementia is defined as 2 or more cognitive impairments that cause decline in daily functioning. Meds are significant cause of dementia. Sleep apnea is an indicator for cognitive impairment. Alzheimer's has built-in denial of decline. That is problem when it interferes with people getting the help they need. Giver person 3 tries to accomplish a task before concluding that person can't do it because disease has taken over.

### **Valerie Jurek – National Aging in Place Council.**

Need to talk about thriving in place, not aging in place.

### **Breakout: Enhancing diversity**

#### **Hands on strategies to enhance diversity outreach in your community**

**Presented By:** Montgomery County Aging and Disability Services, Village of Takoma Park. Silver Spring Village

**Speakers:** Pazit Aviv, Wolfgang Mergner, Marcy Frosh

A threshold issue with diversity is to limit the financial barrier to joining a village. Silver Spring allows qualified individuals to join with fees that are \$80 less than the \$150 or \$350 annual fees. Silver Spring Village has 4 subsidized members out of 174 members. By contrast, the Village of Takoma has an annual fee of \$10, which is rarely waived. Takoma keeps fees down by use of grant money and donations.

Diversity requires that diverse groups know about the village, including local non-profits and housing developments. A Village should research its community, and use that information to understand historical context as well as cultural dexterity and sensitivity. In order to attract diverse members, Village boards should be diverse. Villages can recruit volunteers who speak other languages. Other suggestions are having gatherings with publicity in diverse neighborhoods, dining and storytelling at local ethnic restaurants, having literature available in places where diverse communities come, visit low income senior housing projects frequently, hold events at local senior housing projects, find local leaders in diverse communities, show up at festivals and other events, and respond to requests for support, such as food drives.

### **The Digital Evolution: Empowering You and Your Village**

Speakers discussed the benefits of villages becoming partners in working with technology innovators to shape innovations. One innovation a speaker discussed was Pixie, a device that can be put in adult diapers and then scanned with a cell phone to diagnose urinary tract infection.

## AHA ATTENDEE NOTES NATIONAL VILLAGE GATHERING 2017

4

Memory Well is a project that uses journalists around the country to write short biographies of older people. These biographies are then used with caregivers, to give them an understanding of who people were when they were younger.

Another technology that may be of use to the elderly is instruction robotics for seniors. Senior's use of internet drops with aging. For seniors who may still be at Windows 6 or the equivalent, Villages could offer "brush up" courses for members who need an update on current technology.

A new robot, Elli-Q, is being developed to interact with seniors in the home, offering reminders, email, Facebook, etc. It is rather like Amazon Echo but is made to make the interface with the computer more user friendly. They are looking for more villages to test the robot.

Adaptive clothing was another innovation highlighted.

### **Contacts :**

Wendy Frost, Program Director, Golden Gate Village, [wfrost@ggsenior.org](mailto:wfrost@ggsenior.org)  
Concerned about low income members

Susan Levine 561-309-4144 (CA) Faith-based village

Constance Row 410-937-3370 [constancerow@comcast.net](mailto:constancerow@comcast.net) Friendship Heights Neighbors Network

Peggy Gervasi – weanh@yahoo.com re: medical note taking. Silver Spring Village was trained by Iona House.

---

### **Mary Jayne Swanson Impressions from V2V Conference**

I was impressed with the upbeat approach to aging in place using the word thriving or a similar word seemed much more contemporary. It might stimulate more conversation with prospective members.

The session on diversity made me realize how difficult it is to create a really diverse village. I believe it is a very slow and long process. Our village is so homogeneous as far as income and interest. It will be a big challenge to create a village that is more diverse. It will take a long-term plan and probably a change in our mission to create a really diverse village.

---

# AHA ATTENDEE NOTES

## NATIONAL VILLAGE GATHERING 2017

5

### Alan Dinsmore Notes from the Conference

#### **Breakout D-1 Monday November 6 STAY CALM AND PREPARE FOR THE WORST**

Capitol Hill villages presented a VtV Network Assessment Exercise with limited application to AHA. Assessments of risk included weather, cyber attack, climate change, and act of war/terrorism. Alexandria has limited severe weather and the risks of cyber attack and terrorism, although not a certainty, do need to have attention. However, the last two risks are probably very much in the jurisdiction of City emergency planning and AHA may wish to have City plans on file. Villages are not usually the primary planning agent.

It is useful to identify the primary planners for emergencies and to identify whether they have assumed a role for community organizations like villages. It is important to know the agency that will have the primary responsibility for declaring an emergency and the manner and sources used for communicating the declaration to the public.

It is also useful to identify City agency and other community partners who can assist in developing the goals deemed a primary responsibility for a village operation and to identify the three highest priority goals along with the three highest priority actions to be taken before any impending disaster.

#### **Breakout D-2 Tuesday November 7 CREATING CIRCLES: A MODEL TO REVITALIZE YOUR VILLAGE**

The purpose of this session was to identify steps that will enable members to feel more fully engaged in village program activities. The recommendation was to focus developing a circle of those who appear most interested in programs and to designate leaders in the circle who have the responsibility of following up with members and non-member prospective participants to keep track of circle activities. There is no standard management formula. However, one or two individuals should have the responsibility of following up on circle activities to engage members and possible new members and determine the way the village maintains and takes advantage of the interests of these individuals.

#### **Breakout D-3 Tuesday November 7 SUPPORTING VULNERABLE VILLAGE MEMBERS**

Presentation was based on a model with a local government grant that funds a full time social work staff position devoted to serving the villages frail members. Northwest Neighbors, DuPont Circle, Palisades Village, Georgetown and Iona Senior Services were able to obtain grant money from the District of Columbia office on Aging. This is not a route that is readily available AHA. However, there are several lessons from this operation.

1. Staff responsibility is significant. At present there are 23 village members in this category among the three villages. The most common reason for service has been follow up during and after hospital stays.
2. This funding source particularly liked the collaborative approach.

## AHA ATTENDEE NOTES NATIONAL VILLAGE GATHERING 2017

6

3. Attention on these services generated increased levels of volunteer service requests.
4. It is necessary to educate members and boards to understand case management and understand the impact of the case manager.
5. There is a need to expand strategic planning to explore continuing funding options for paid case manager staff.
6. There is a continuing need to identify and maintain village responsibility to frail members.
7. The collaborative uses a research based documentation capacity/risk model to understand frail members vulnerability and strength.
8. This risk assessment is used to determine the individual nature of determination of acceptable risk, risk's relation to capacity, and how they may differ.
9. This enables the case manager to determine the amount of anticipated harm and the certainty that negative consequences will occur.

### **Breakout D-4 Wednesday November 8 BRINGING DEATH TO LIFE IN OUR VILLAGES**

Ashby Village, Berkeley California recommends that villages prepare a protocol for notifying members at the death of a member. This should describe the means in which such information will be shared and the specific nature of information that the family, spouse, or partner may wish to have shared. This information may also include the desires of those remaining to be involved in any village commemoration.

---

#### **Jennifer Heinz**

#### **Notes from V2V Conference**

#### **The Digital Evolution: Empowering You and Your Village: multiple speakers**

Aging 2.0 – organization to improve the lives of older adults through innovation and technology, focusing on “human centered design” [www.aging2.com](http://www.aging2.com)  
[www.connect2affect.org](http://www.connect2affect.org) – funded by AARP Foundation to address social isolation in older adult population. We need to get on their site.

AARP Echo Pilot Program – demo

#### **Rona Kramer, Secretary of the MD Department of Aging.**

She promoted the Maryland Access Point – [www.marylandaccesspoint.info](http://www.marylandaccesspoint.info) – as the link to health and support services throughout Maryland

#### **Village Pilots with Trending Technology**

Pixie Scientific – <https://www.pixiescientific.com/> Created Pixie Pads for adults – pad has a biosensor that captures data from urine to provide early warning on UTI.

Memory Well – [www.memorywell.com](http://www.memorywell.com) – a journalist will interview family members and then write a short and compelling life story for someone who is no longer able to tell it themselves. This helps caregivers better understand their patients.

# AHA ATTENDEE NOTES

## NATIONAL VILLAGE GATHERING 2017

7

Elli Q - <https://www.intuitionrobotics.com/elliq/> - “the gizmo that gets you” - ELLI•Q™ is an active aging companion that keeps older adults active and engaged. ELLI•Q seamlessly enables older adults to use a vast array of technologies, including video chats, online games and social media to connect with families and friends and overcome the complexity of the digital world.

### **Mental Wellness – Powering Up for a Healthy Longevity: Dr. Peter Rabins**

17% of adults over 65 meet the criteria for loneliness.

Grief has an impact on mental wellness and shouldn't be minimized or discounted. However, should be able to get back to normal activities within 6 months.

Demoralization vs. Depression

- Depression takes over the person

- Demoralization is normal

- As the questions: Has there been a change in self-confidence? Do you feel changed?

- Suicide peaks for women in their 50s and men in late age

Dementia is defined as declines in 2 or more cognitive capacities and changes in the ability to function in daily life. 80 diseases cause dementia. Most common is Alzheimer's. Drugs can provide some benefit, but the benefit is relatively small. 40% of people 90+ have dementia.

Consider eating a Mediterranean Diet – less memory decline.

His books “The 36 Hour Day” and “Getting Old Without Getting Anxious”

### **Neuroscience of Loneliness in the Golden Age of Brain Health: Roger Anunson**

The premise of the presentation is that loneliness is as detrimental to health as smoking and obesity.

He also believes that cognitive decline can be prevented, per the Finger Study in Copenhagen.

There is a campaign in the UK to end loneliness “Loneliness is Everyone's Business”

If you want to stimulate conversation, then brain-healthy interventions include interjecting the element of surprise, asking open-ended and unpredictable questions. Consider “speed friending” events where people can meet others for friendship. Senior Center Without Walls offers conversation and meetings over the phone. Access to arts is important – arts change lives. People need to connect to keep the cognition wheels moving.

TED Talk available on YouTube – search his name “The Power of a Smidge”

### **Breakout Tech: Technology for Running Your Village**

Two representatives from each of two contact management systems, Club Express and Helpful Village, provided overviews of their cloud-based systems. Club Express has been in existence for many years and 130 Villages currently use it. Helpful Village is more of a start-up with 15 Villages using it. Both have active user groups that communicate any issues to the management. Both of these systems are comprehensive in their offerings – database management, email blasts, website, member only portal, payment processing, event registration, managing service requests, and logging volunteer hours. Club Express integrates with QB PC and they are striving to integrate with Quickbooks Online. Club Express has an online demonstration module – [demovillage.clubexpress.com](http://demovillage.clubexpress.com) – to try it out. Club Express charges 28 cents/member/month with a minimum of \$24/month. Helpful Village is more expensive at \$1/member/month.

# AHA ATTENDEE NOTES NATIONAL VILLAGE GATHERING 2017

## **Breakout Tech: Hands-on Workshop: Market Your Village Using Technology**

This session focused on using social media to market your Village to prospective members, to volunteers, and to potential donors.

- Recommended using LinkedIn as a way to connect with potential sponsors, donors and volunteers. There is a new LinkedIn group for the VtoV Network where they'd like to build a large network across the country connecting Villages with government and businesses.
- Use Twitter to follow local businesses that you are connected to on LinkedIn and retweet their posts.
- Reddit and Digg were both recommended for aggregating news and canva.com was recommended for creating graphics.
- Next Door and My Neighborhood are relatively new social media options connecting people in the community.
- Techboomers.com provides step-by-step instructions and tutorials on all aspects of accessing online content and getting involved in social media.
- You can't do it all if you have a small staff or volunteers, so define a strategy and plan it out. Set goals.

## **Breakout Tech: Using Adobe Spark for Posts, Presentations and Videos**

[www.spark.adobe.com](http://www.spark.adobe.com) – relatively new, free (for basic service) Adobe product that offers:

Spark Post - offers templates and lots of graphics to create all kinds of social media graphics, flyers, posters, etc.

Spark Page – creates a very nice looking webpage appearance for an newsletter or if you want to create a slideshow.

Spark Video - create an attractive video from phone video or from images/slides and add voice over. This is a great product that I've already put to use and expect to use again.