THE “VILLAGE” MOVEMENT: ELDERS HELPING ELDERS TO AGE IN PLACE

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  - Community Mental Health Services
  - Gerontology/Aging Services
  - Health Services
  - Management & Planning
- MSW/MPH Concurrent Degree Program

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- Commitment to Community and the Public Social Services
- Focus on Evidence-Based Practice
- Multidisciplinary Approach to Systems Change

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Center for the Advanced Study of Aging Services

Mission:

- Improving services for the elderly through research, collaboration and education

Examples of projects:

- California Villages Project
- Creating Aging-Friendly Communities
- Strategic Plan for an Aging CA
- Family Caregiver Support Project
- Consortium for Social Work Training in Aging
What is a “Village”?

“Villages are self-governing, grassroots, community-based organizations, developed with the sole purpose of enabling people to remain in their own homes and communities as they age.”

[from Village-to-Village Network website]
Characteristics of a “Village”

- Membership organization
- Self-governing
- Geographically-defined
- Provides or arranges services
- Goal = aging in place
Villages in the United States
Questions to Address

- What do Villages do?
- Whom do Villages serve?
- What impact do Villages have?
- What challenges do Villages face?
Member calls or emails Village office with request

Village Staff or Office Volunteer Triage Request

Core or concierge service met with a volunteer

Concierge service met with a vendor at a discounted rate

Member signed up for event or ongoing service/support

Professional Village staff help navigate challenge

Some Examples
- Home Health
- Lawn/garden
- Electrician
- Plumber
- Painting

Member contacted for feedback on quality of service
Variations of the Village Model

- **Service access**
  - Front Desk Florence

- **Service brokerage**
  - Beacon Hill Village

- **“Volunteer first”**
  - Capitol Hill Village

- **Peer support**
  - Fierce Independent Elders

- **Membership-based case management**
  - ElderHelp of San Diego
Primary Focus of Village

- Service provision/access: 39%
- Building peer support: 21%
- Education/information: 15%
## Findings: Organizational Characteristics

<table>
<thead>
<tr>
<th></th>
<th>No Funding</th>
<th>Some Funding</th>
<th>Primary Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Member Fees</strong></td>
<td>6.7%</td>
<td>53%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Gifts</strong></td>
<td>20%</td>
<td>43%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td>44%</td>
<td>44%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Government</strong></td>
<td>80%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Whom do Villages serve?
### UC Berkeley Villages Project 2010 Survey

<table>
<thead>
<tr>
<th></th>
<th>Village Members</th>
<th>US population 65 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td>66% Female</td>
<td>59% Female</td>
</tr>
<tr>
<td></td>
<td>33% Male</td>
<td>41% Male</td>
</tr>
<tr>
<td><strong>Race &amp; Ethnicity</strong></td>
<td>&gt;90% White</td>
<td>83% White</td>
</tr>
<tr>
<td></td>
<td>3% Asian</td>
<td>3% Asian</td>
</tr>
<tr>
<td></td>
<td>&lt;2% African American</td>
<td>8% African American</td>
</tr>
<tr>
<td></td>
<td>1% Hispanic</td>
<td>6% Hispanic</td>
</tr>
<tr>
<td><strong>Living Arrangements</strong></td>
<td>50% Alone</td>
<td>31% Alone</td>
</tr>
<tr>
<td></td>
<td>44% with spouse/partner</td>
<td>54% with spouse/partner</td>
</tr>
<tr>
<td></td>
<td>3% with other individuals</td>
<td>15% with other individuals</td>
</tr>
<tr>
<td><strong>Home Ownership</strong></td>
<td>87% own home</td>
<td>80% own home</td>
</tr>
<tr>
<td></td>
<td>12.5% rent home</td>
<td>20% rent home</td>
</tr>
</tbody>
</table>

(He, Sengupta, Velkoff, & DeBarros, 2005; Callis & Cavanaugh, 2010; U.S. Census Bureau, 2005)
51% of memberships are individual memberships
43% are household memberships

Average annual individual dues = $430
Average annual household dues = $600

60% of Villages offer discounted memberships
13% of members have discounted memberships

Income cut-off for an individual discounted membership varies from a low of $16,000/yr to almost $55,000/yr
Member Roles

- Development of the Village 75%
- Governance 72%
- Service provision 45%
What Impact Do Villages Have?
What Can Villages Accomplish?

- **Improve Service Access**
  - Meet needs
  - Improve ability to access needed services
  - Reduce cost of services

- **Build Community**
  - Social engagement
  - Social support

- **Promote Elder Empowerment**
  - Participation in meaningful roles
Potential impacts of Village membership

- Facilitate Service Access
- Build Community
- Promote Elder Empowerment

Individual Capacity
- Physical and psychosocial wellbeing

Community Capacity
- Social Capital
- Improved service delivery system

Aging in Community
ElderHelp Concierge Club Volunteer Model

- ElderHelp of San Diego
  - Membership-based care management
  - Serving isolated older adults since 1970
  - Lower income & ethnically diverse population

- Services Provided by Volunteers
  - Tidy Keeper (Homemaker)
  - Friendly Visitor
  - Home repair/maintenance
  - Gardening
  - Grocery delivery
  - Bill minder (financial help)
  - RUOK? (telephone reassurance)
  - Pet Pals
  - Seniors-a-Go-Go (transportation)

- Evaluation Supported by The SCAN Foundation
Impact of program: Since becoming a member of ElderHelp:

- 45% know more people than they used to
- 34% leave their home more than they used to
- 68% say their quality of life is better than before they were a member
- 30% are less worried about money now
- 61% know more about available community services
- 71% know who to ask for assistance
- 70% say they are more likely to stay in their own home as they age because of ElderHelp.
Challenges for the Future

- Sustainability
- Inclusiveness
- Community integration
- Comprehensiveness
- Effectiveness
UC Berkeley Villages Project

- Evaluation of individual Villages
  - Service use
  - Member satisfaction
  - Member outcomes
  - Growth
  - Cost-effectiveness

- Cross-site survey of Village organizations
  - Factors associated with sustainability and effectiveness

- Longitudinal study of Village members
  - Impact of the Village model
Thank You!

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