Facilitating Aging in the Community: Village Model

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Capital Impact helps people and communities reach their highest potential at every stage of life.

We concentrate impact investment and innovation in communities to produce social good, build a more equitable society, enhance individual opportunity, and enable economic mobility.

We invest to create strong communities and economies.

We incubate ideas that drive maximum impact.

We influence stakeholders through policy and thought leadership.

We inform through research and evidence.
Village Model has a Set of Guiding Principles

- Self-governing, self-supporting, grassroots membership-based organizations
- Consolidate and coordinate services to members
- Create innovative strategic partnerships that leverage existing community resources and do not duplicate existing services
- Holistic, person-centered, and consumer-driven
- Promote volunteerism, civic engagement, and intergenerational connections
Every Village is uniquely designed to serve the needs of its community

Village Is
- Consumer developed and operated
- A one-stop shop for coordinating a variety of services and supports
- A network of community members working together
- Focused on the whole person

Village Is NOT
- A provider model
- Licensed
- A physical place such as a senior center or a NORC
- A care-giving model
- A new silo
- Replicating anything
Villages offer a wide range of services through volunteers and community providers

- Unique to individual Village based upon community needs
- Services provided by volunteers:
  - Transportation
  - Social events and exercise classes
  - Friendly visitor
  - Healthcare/Medical advocacy
- Discounted services provided by providers and community partners
  - Transportation
  - In-home technologies
  - Home maintenance/repair
  - Personal/Home care
Villages foster a strong sense of community

- Through combination of paid staff, volunteers and community-based partnerships:
  - Facilitate connection to existing community services
  - Assist members to navigate medical, non-medical and social support needs
  - Create social networks and expand social capital to support aging in community

- Membership Plus model allows for Medicaid eligible individuals to participate
- 51% of Village members volunteer for their Village
There are 90 Villages open and over 120 communities in development.

Source: Information on Village activity known and reported to the Village to Village Network, LLC as of 07/2012
Initial research indicates Villages are making impact on quality of life

Social Engagement

- 34% leave their home more than they used to (CA)
- 68% say their quality of life is better than before they were a member (CA)

Ability to Age in Community

- 70% say they are more likely to stay in their own home as they age (CA)
- 47.2% agree they are less worried about money

Sources: University of California Berkeley, University of Tennessee
Initial research indicates positive social outcomes regarding health and wellness

Health and Wellness

- 46.4% agree they have an easier time taking care of themselves since joining the Village (CA)
- 43.1% say they are more likely to get the medical care they need, when they need it (CA)
- At least 80% of at risk Village members will avoid moving to an assisted living or nursing home for at least one year after becoming members of the Village (TN)
- 60% know more about available community services (CA)

Sources: University of California Berkeley, University of Tennessee
Village to Village Network
Village to Village Network is critical to replicating & scaling villages

VtV Network Objectives

- Promote Village model as a community approach to aging for replication
- Assist new, emerging and established Villages to create sustainable organizations
- Provide platform for group purchasing opportunities
- Gather feedback on how member benefits and programs can be revised to meet needs of individual Villages
- Research and evaluate impact of Villages on a number of social and health factors

Current membership - 210 organizations from across the country in 36 states and 3 countries
VtV Network assists communities to replicate and sustain Village operations

- Website “Hub” of Village movement and go to place for peer learning exchange
  - Pageviews: 185,000 YTD
  - Unique Visitors: 25,000
  - 50% New Visitors
- Host 4 topical monthly webinars
- Discussion forum = 500 unique threads
- 250+ peer developed documents for Village operations

“The Network is where I go to save time and money in our Village operations.”

“The Network made it easy for us to start and run our Village.”
VtV Network Hopes to Conduct Additional Research in 2013

Research Needs Include:

- Comprehensive surveys of Network members to assess needs and gather data on Village movement

- Additional academic research regarding impact of the Village model (health impact, fiscal impact, etc.)

- Refine strategies to expand access for low-income and other underserved populations

- Refine strategies for partnering with local and state government (e.g., Pay for Success)

- Refine strategies for communicating impact of Village model to policymakers and influencing future policy proposals
Impact Funding for Social Outcomes
Aging is not just an “aging” issue --- rather, it is a community issue

Opportunities for Funders:

• Frame community building as collaborative process - not isolated programs that benefit different age groups

• Funders could pool their resources from a variety of focus areas (housing, aging, transportation) to create comprehensive investments - similar to Living Cities investment model

• Generate healthy collaborative funding model to support healthy communities for all ages
Villages provide a way to research and expand impact of aging services

- Villages serve 10,000+ members aged 65+ = captured audience
- Represents opportunity to research social outcomes including:
  - Ability to age in community
  - Value of social interaction and civic engagement on health and well-being
  - Health care access and utilization
  - Community service access and utilization
Questions?
For More Information

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