



VILLAGE RESEARCH UPDATE

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Acknowledgements

Center for the Advanced Study of
Aging Services



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Overview: UC Berkeley Villages Research

□ **Village organizational development**

- Village characteristics and types
- Factors associated with growth and sustainability
- Cost-effectiveness
- Challenges and best practices

□ **Impact of Village membership on seniors**

- Service use
- Member satisfaction
- Physical and social well-being
- Ability to age in place

Prior Village Research

- **National Survey of Villages and NORCs (2012-13)**
 - 69 Villages
 - 62 NORC-SSPs
 - With Rutgers University, University of Maryland
 - Funded by the Silberman Foundation

- **California Village Evaluation**
 - Outcome evaluation
 - Surveys of current Village members (N=441)
 - Multi-year pre-post study of new Village members (N=229)
 - Process evaluation
 - Village programs and services
 - Growth and sustainability
 - Challenges and best practices
 - Funded by the Archstone Foundation (2011-2016)

Prior Village Research (cont'd)

- **National Village Data Archive Feasibility Study**
 - Test the feasibility of developing a national data archive of Village members
 - 28 Villages completed 1,753 surveys with members
 - Supported by the Retirement Research Foundation

- **Boost Your Brain & Memory Program Evaluation**
 - Implementation of brain fitness program in Villages
 - Evaluation of feasibility and impact in 6 pilot sites
 - In collaboration with the Mather LifeWays Institute on Aging

Current Village Research

- **2016 National Village Survey**
 - Organizational characteristics of Villages nationwide
 - Factors associated with growth and sustainability
 - Longitudinal comparison of Villages between 2012 and 2016
 - Benefits and challenges of developing regional collaborations
 - Factors associated with Village termination or transition
 - In collaboration with Mather LifeWays Institute on Aging

Future Village Research

- **Village “Non-Participation” study**
 - Barriers to Village recruitment and retention
 - Attitudes associated with failure to join a Village
 - Factors associated with non-renewal
 - UC Berkeley & Mather LifeWays collaboration
- **Non-Dues Villages**
 - Variations on the prototypic Village model
 - Inclusiveness and diversity
 - Resources and sustainability
 - Conducted by Mather LifeWays Institute on Aging

Village Characteristics: 2012 vs. 2016

How have Villages changed since 2012?

Village Organizational Characteristics (2012 vs. 2016)

Since 2012, Villages are more likely to be:

- ▣ Members of VtV Network
- ▣ Freestanding
- ▣ Older

Less likely to be:

- ▣ Rural

Slightly increased confidence in 10-year survival

Member Characteristics

(2012 vs. 2016)

Slight increase since 2012 in:

- ▣ Average number of members
- ▣ % of members with discounted memberships
- ▣ Cost of household membership
- ▣ Cost of discounted membership
- ▣ Efforts to recruit underrepresented groups

No change in:

- ▣ Member characteristics

Village Resources

(2012 vs. 2016)

Since 2012, Villages are more likely to have:

- ▣ Endowment or reserve fund
- ▣ Support from government
- ▣ Business or foundation contributions
- ▣ Formal collaborations with other orgs.
- ▣ Outside assistance with administrative tasks (fundraising, grant writing, marketing, IT, clerical, staff training, volunteer management)

No change in:

- ▣ Budget size
- ▣ % of budget from membership dues
- ▣ Staffing

Services Offered Internally

(2012 vs. 2016)

Since 2012, Villages are more likely to offer:

- ▣ Transportation
- ▣ Shopping
- ▣ Housekeeping/ home repair
- ▣ Health promotion
- ▣ Local advocacy
- ▣ Discounted memberships, discounted services

Less likely to offer:

- ▣ 24/7 availability
- ▣ Care coordination
- ▣ Personal care
- ▣ Services for non-members

Snapshot of US Villages in 2015

Roscoe Nicholson, Mather LifeWays IOA

Andrew Scharlach, UC Berkeley

Carrie Graham, UC Berkeley

Characteristics of Villages in 2015

- ▣ 115 Operational Villages Completed Surveys (75%)
- ▣ Median number of members: 115
- ▣ Geographic location
 - 36% Urban
 - 35% Suburban
 - 13% Rural
- ▣ 85% Freestanding, 14% agency based

Year Began Offering Services

- 10% launched prior to 2008 (over 9 years old)
- 44% between 2008 and 2011 (8-5 years old)
- 21% between 2012 and 2013 (3-4 years old)
- 26% between 2014 and 2015 (1-2 years old)

Services Offered by Village Staff & Volunteers

- ▣ Volunteer or staff services offered by >90% of Villages
 - Transportation
 - Companionship
 - Village-sponsored classes or educational events
 - Village-sponsored social events or outings

- ▣ Volunteer or staff services offered by >80% of Villages
 - Shopping
 - Providing information, advice or referrals to outside service providers
 - Technology assistance
 - Home repair or maintenance

Services Most Referred to Outside Providers

- Over 50% of Villages refer members to...
 - Home modifications or home safety assessment
 - Assistance with personal care
 - Assistance coordinating or managing health care or social services

- 30-50% of Villages refer members to...
 - Home repair or maintenance
 - Light housework
 - Health promotion programs
 - Gardening or yard care
 - Transportation
 - Technology assistance

2015 Village Staffing and Volunteers

▣ Staffing

- 80% of Villages had paid staff
- Average of 1.8 paid staff members
- Average paid FTE 1.2
- Ratio of 96 Village members to each paid staff person

▣ Volunteers

- Average number of volunteers = 60
- Average ratio of members to volunteers = 1.9 to 1

2015 Village Governance

▣ Village Boards

- Member make up 85% of Village boards on average
- Founding members make up 30% of the total board on average

▣ Committees

- Average number of committees = 4.5

2015 Membership Types

- ▣ Average Annual Membership Cost
 - Individual: \$410
 - Household: \$601

- ▣ 47% offer “tiered” memberships
 - Social or “no dues memberships the most common

- ▣ 72% offer discounted memberships
 - 62% use standardized criteria
 - 38% judge case-by-case

2015 Village Finances

- ▣ Average annual expenditure: \$103,861
 - ▣ Range: \$0-716,000
- ▣ 42% have endowments or reserve funds

Sources of Revenue	
Membership dues	44%
Individual donations	22%
Grants from private foundations	12%
Fundraising events	9%
Business or corporate donations	6%
Government grants or contracts	5%

2015 Village Diversity

▣ **Low Income Members**

- 61% of Villages reported less than 10% of members as economically vulnerable

▣ **Minority Members**

- 83% of Villages reported that less than 10% of members were non-white

▣ **Functional Status**

- 77% of Villages reported less than 10% of members required regular assistance with personal care
- 82% of Villages have policies about needs inappropriate for Village membership

2015 Village Inclusivity Efforts

<u>Group Targeted</u>	<u>%</u>
Lower income members	49%
Younger members	30%
Racial or ethnic minorities	25%
Sexual minorities (LGBTQ)	13%
Men	10%

Village Cooperative Efforts



- ▣ 96% of Villages were part of VtV
- ▣ 46% of Village were part of a regional coalition of Villages
 - Stay tuned!

2015 Survey of Village Members

Carrie Graham & Andrew Scharlach

UC Berkeley

Center for the Advanced Study of Aging Services

Project funded by: The Retirement Research Foundation
and The Archstone Foundation

The Impact of Villages on Members

- UC Berkeley worked with 28 Villages across the US to administer surveys to all active members
- Surveys conducted between Feb and Dec 2015
- Final sample size after data cleaning was 1,753
- Average response rate across all Villages was 65%

We asked Village members...

- Demographics
- Health and functional status
- Village involvement & service use
- Perceived impacts in the areas of
 - ▣ Health and health care access
 - ▣ Well-being
 - ▣ Social Engagement
 - ▣ Civic engagement
 - ▣ Confidence aging in place
- Logistic Regression to identify predictors of perceived impacts

Characteristics of Village Members (N=1,753)

- **Age**
 - ▣ 42% 74 and younger
 - ▣ 37% 75-84 years
 - ▣ 22% 85 or older
- **Race (96% White)**
- **Gender (72% Female)**
- **Education**
 - ▣ 18% no college degree
 - ▣ 25% college degree
 - ▣ 58% graduate degree
- **Household composition (45% live alone)**
- **Income (74% \$50,000 or higher per year)**
- **Self-rated health status**
 - Very good or excellent 58%
 - Good 28%
 - Poor or fair 14%

Member Involvement in Village

□ **Years since joined Village**

- Less than 1 year 6%
- 1-2 years 49%
- 3-4 years 26%
- 5 or more years 19%

□ **46% Volunteered for Village in past year**

□ **Services used in the past year**

- 67% Village-sponsored social or educational events
- 35% Called the Village for information, referral or advice
- 27% Transportation services
- 22% Technology assistance services

Village Impact on Social and Civic Engagement

- **Because of your membership in the Village, would you say...**
 - 56% increased sense of connection to other people
 - 55% increased ability to count on other people
 - 30% get together more often with friends and neighbors
 - 29% attend meetings of organized groups more often
 - 27% do volunteer work more often

Predictors of Improved Social and Civic Engagement

- **Who is more likely to report increases in social/civic engagement?**
 - **Younger members** (under 75)
 - Report improved sense of connection
 - Increased frequency of social gatherings and volunteer work
 - **New members** (>1 years)
 - Increased frequency of attending meetings
 - **Men**
 - Improved sense of connection and frequency of attending meetings
 - **Lower education** (less than college)
 - Improved ability to count on other people
 - **Member volunteers**
 - Improved sense of connection, ability to count on other people
 - Increased frequency of social gatherings, volunteer work and attending meetings
 - **Members who used Village services** (transportation, technology assistance, Village-sponsored events, and info & referral)
 - Improved sense of connection and ability to count on other people
 - Increased frequency of social gatherings and attending meetings

Predictors of Improved Health and Health Care Access

- **Because of your membership in the Village, would you say...**

- **8% physical health is better**
 - Women
 - Those with lower education (less than college)
 - Living alone
 - Used Village transportation
 - Called village information and referral (preferred provider) in the last year

- **17% more likely to get the medical care I need when I need it**
 - Those in fair or poor health
 - Living alone
 - Those who used Village transportation
 - Those who used Village technology assistance

Village Impact on Quality of Life

- **47% say their quality of life is better because of the Village**
 - Younger members (under 75)
 - Lower education (less than college)
 - Longer Village membership (5 or more years)
 - Member volunteers
 - Those who used services (transportation, technology assistance, Village-sponsored events and referral)

Confidence and Ability to Age in Place

- **Because of your membership in the Village, would you say...**
 - ▣ 50% improved ability to get the help you need to live in your current residence
 - Used transportation services
 - Used Information and referral services
 - ▣ 29% improved ability to take care of your home
 - Used Information and Referral
 - ▣ 20% easier getting to places you need or want to go
 - Those with lower education (less than college degree)
 - Used transportation and technology services

Who perceives the most benefit from Village membership?

- Using Village services impacts members in all ways, health, well being, and social connections, and increased confidence/ability to age in place.
- Some evidence that those who are the most vulnerable (women, living alone, lower education, in poor health) are perceiving positive health impacts.
- Younger members, men and newer members seeing more impacts in social and civic engagement.

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