Community Approaches to Aging: Village Model

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National Association of Housing Cooperatives

Presented by:
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Agenda

- Discussion Points
- Overview of NCB Capital Impact
- Demographic trends will increase demand for innovative solutions
- Based on cooperative principles, Village Model provides innovative solution for aging in community
- Group Exercise - Building A Village
It Takes More Than Money to Spark Lasting Economic Progress

- Empowering communities through
  - Innovative community lending
  - Expert technical assistance
  - Effective policy development

- Key areas of work include
  - Affordable cooperative housing
  - Cooperative service purchasing arrangements
  - Community-based and facility-based LTSS enhancement
  - Community-based health and behavioral care
  - Educational Facilities
As a Mission-Driven, Non-Profit, We Measure Our Social Impact

- Our impacts include
  - 32,000 units of multifamily homeownership or other affordable housing
  - 15,000 jobs for low-income individuals
  - 94,000 school seats
  - 8,700 affordable assisted living units for seniors and persons with disabilities
  - 2.4 million square feet of community health center space serving 350,000 patients annually
Connecting Long Term Supports Policy with Real World Practices

- CLTSI team provides innovative, expert technical assistance to community-based organizations working in underserved and moderate- and low-income communities
- Mission to help older Americans and people with disabilities to conduct their lives with maximum independence, dignity and connection to their communities
- Develop models to fosters community ownership and meets consumer preference to maintain independence
LTSS Demographic Trends

A Rationale for a Break with Business as Usual
Trend in population needing LTSS will increase over the next 5 years

Source: US Census Bureau (2004), Population Projections to 2050
In the Short-Term, LTSS Demand Will Grow but not Necessarily in Nursing Homes

Source of LTC Financing Among Seniors

Source: The Lewin Group based on the Long Term Care Financing Model.
Consumer Preference is to Remain within the Community

- Aging within the community is preferred to institutionalization
- No longer follow the long term care continuum
- Components to aging in place:
  - Health Care
  - Socialization
  - Mobility
  - Nutrition
- Planning for where and when people receive aging in place supports is important
Current Strategies May Not Meet Financing or Service Demand - Fresh Ideas Are Needed

- Despite Home and Community-Based Service (HCBS) expansion, demand for Long Term Supports and Medicaid-financed services likely will outpace supply and financing.
- Private long-term care financing options are not attractive and/or do not meet needs.
- In-kind family care-giving capacity has an estimated value of $350 billion - capacity will decrease as demand increases.
- Demand for long term care will outpace traditional provider capacity (e.g. nursing home, assisted living).
- Affordable, accessible housing is a critical and expanding issue.
Aging is Typically Discussed as Negative but We Have Good News About Today’s Elders

### Positive Elder Trends
- Longer lives
- Better health
- Decreased disability
- Better educated
- More access to information
- Decreased institutionalization

### Elder Preferences
- Remain at home and in their own neighborhoods
- Maintain social networks
- Easy access to shopping and health care
- Be safe
- Be healthy
- Be involved in the community
## Community Approach to Aging must Address Needs of Whole Person

<table>
<thead>
<tr>
<th>Element</th>
<th>Features</th>
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</table>
| **Basic Needs -- Safe, Accessible, and Affordable** | - Accessible and affordable housing and community areas  
- Provides information about services  
- Fosters safety |
| **Community Engagement**            | - Fosters meaningful connections  
- Promotes active community engagement  
- Opportunities for paid or volunteer work |
| **Health and Well Being**           | - Facilitates access to medical and social services  
- Promotes health behaviors  
- Supports community activities that enhance well being |
| **Independence and Autonomy**       | - Mobilizes in-home supports and services  
- Coordinates or offers transportation  
- Supports family and other caregivers |
Villages
### Movement for Elder Independence, Dignity and Connection to Community

<table>
<thead>
<tr>
<th>Village Is</th>
<th>Village Is NOT</th>
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<tbody>
<tr>
<td>● Consumer developed and operated</td>
<td>● A provider model</td>
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<tr>
<td>● A one-stop shop for coordinating a variety of services and supports</td>
<td>● Licensed</td>
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<tr>
<td>● A network of community members working together</td>
<td>● A physical place such as a senior center or a NORC</td>
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<tr>
<td>● Focused on the whole person</td>
<td>● A care-giving model</td>
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<tr>
<td>● Integrates a variety of resources and assistance</td>
<td>● A new silo</td>
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<td>● Replicating anything</td>
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Villages Foster a Stronger Sense of Community

- **Governance**
  - Non Profit, 501(c) 3 organizations
  - Membership governs through Board of Directors

- **Funding**
  - Funded through membership fees and fundraising

- **Supports and Services**
  - Provide one stop, one call for community members
  - Facilitate connection to existing community services

- **Currently targeted to moderate income but includes low-income**
  - Membership Plus model allows for Medicaid eligible individuals to participate
Because They are Consumer-Driven Organizations, Services Are Flexible

- **Core Services**
  - Transportation
  - Grocery shopping
  - Professional staff services including supports coordination

- **Concierge Services**
  - Coordinated by Village staff
  - Vetted, background-checked vendors
  - Discount on service included in membership or negotiated on a request-by-request basis
Villages Response to Member Requests

- Member calls or emails Village office with request
- Trained 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
- Member contacted for feedback on quality of service

Some Examples
- Home Health
- Lawn/garden
- Electrician
- Plumber
- Painting
Village Governance is at the Member Level

Board of Directors

Fundraising Committee
Membership Committee
Services Committee
Marketing Committee

Board Subcommittee for Executive Oversight

Village Executive Director & Staff
Approximately 106 Communities Are Actively Engaged in Village

Source: Beacon Hill Village TA Database and NCB Capital Impact Analysis
Villages Are Taking Unique and Creative Approaches to Meeting Community Preferences

- **Beacon Hill Village** -- Boston, MA
  - Longest operating and national model
  - 500 members
  - $390,000 2007-2008 Operating Budget

- **Capitol Hill Village** - Washington, DC
  - Relying on a volunteer-first service approach
  - Close to 200 members after one year of operation
  - $170,000 2007-2008 Operating Budget
  - 1 FTE remaining services coordinated by volunteers

- **Front Desk Florence** - Florence, Oregon
  - Service area has 16,000 individuals 65+YOA
  - Florence rated the best place to retire
  - Provides purchasing cooperative for groceries
Maintaining Connection to Community
Overwhelming Number of Requests from across the Nation

- Inquiries to Beacon Hill Village
- Forty-eight villages currently operating, hundreds more seeking information
- Commonality of information requests:
  - Getting Started
  - Fundraising/Marketing/Outreach
  - Sustaining operation
VtV Network in Development Stage

- Partnership formalized between Beacon Hill Village and NCB Capital Impact
- VtV Network website www.vtvnetwork.org
- Market analysis
  - Survey to gather information
- Anticipated full launch January 2010
Network Website will Provide Access to Tools and Resources

VtV/Village Member Data Warehouse

Group Purchasing

Village Preferred Vendors

VtV Network Site (www.vtvnetwork.org)

Membership Benefits

Village Workspaces in Club Express
Membership Benefits will Assist Village Operations

- Website with interactive features
  - Discussion groups
  - Individual Village websites through online network
  - Blogs, comment boards etc.
  - Capacity to post questions and send request to Network team of consultants
Network will enhance Peer to Peer Learning

- Live interaction with peers
  - Monthly topical TA calls with expert speakers
  - Village Collaborative Groups
  - Network facilitated Village to Village technical support

- Regional Village Symposia
  - October 25-26 – Washington, DC
  - March 2010 – Los Angeles, CA

www.vtvNETWORK.org
Membership Benefits will Create Learning Community

- Development of TA Tools
  - Village Financial Feasibility Tool
  - Village Strategic Planning Guide
  - Guide to Social Marketing
  - Issue Brief on Assessing Village Operations and Developing Operating Procedures
  - Village Collaborate Group Developed Tools
Network will conduct national research on impact

- Research
  - Electronic surveys of Network members to assess needs and gather data on Village movement
  - Strategies to support low-income populations
  - Strategies for partnering with local and state government
  - Measure impact of Village model on public policy
VtV Network is Critical to Village Replication

- VtV Network Partnership will:
  - Promote Village model as a community approach to aging for replication
  - Assist new, emerging and established Villages to create sustainable organizations
  - Gather feedback how the 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
Group Activity

● Building a Village
  ○ Read through the one page community description assigned to your table
  ○ Develop a mission and vision statement
  ○ Create a set of basic member benefits your Village will provide
  ○ Using the materials provided develop a logo for your new Village that represents your vision

● Report out to the entire group
For More Information

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