



VILLAGE RESEARCH FINDINGS

FEBRUARY 13, 2017

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Overview: 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 older adults**

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

Snapshot of US Villages in 2016

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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)

Characteristics of Villages

- ▣ Average # of members: 146
- ▣ Average # of new members (2015–2016): 36
- ▣ Estimates suggest that almost 25,000 older adults are being served by Villages in the United States

Characteristics of Villages

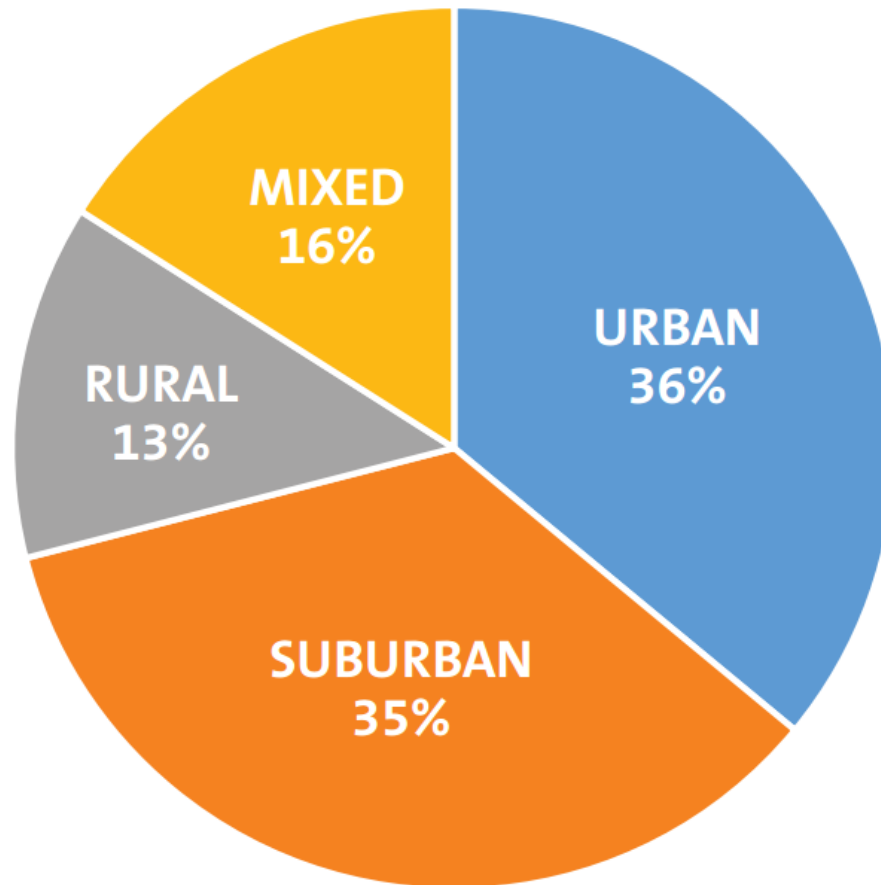


Figure 1. Geographic locations of Villages

Characteristics of Villages

AGE RANGES ELIGIBLE FOR MEMBERSHIP

All ages (children and adults)	10%
All adults (over 18)	11%
50 or older	34%
55 or older	14%
60 or older	24%
65 or older	4%
Other	3%

Services Offered by Village Staff & Volunteers

VILLAGES OFFERING SERVICES BY VOLUNTEERS AND STAFF	
Hosting Social Events	95%
Transportation Services	94%
Classes or Educational Events	90%
Companionship	90%
Technology Assistance	88%

Services Offered by Village Staff & Volunteers

VILLAGES OFFERING SERVICES BY VOLUNTEERS AND STAFF

Shopping	87%
Information and Referral to Outside Services	84%
Home Repair or Maintenance	83%
Health Promotion Programs	79%

Services Offered Internally

(2012 vs. 2016)

Since 2012, Villages are more likely to offer:

- ▣ Health promotion programs
- ▣ Housekeeping/Home repair
- ▣ Technological assistance
- ▣ Discounted memberships, discounted services

Less likely to offer:

- ▣ Assistance coordinating health care or social services

Services Most Referred to Outside Providers

VILLAGES REFERRING SERVICES TO OUTSIDE PROVIDERS	
Home Modification or Home Safety Assessments	61%
Home Care/Personal Care Providers	58%
Care Coordination or Social Services	50%
Health Promotion Programs	39%
Gardening Services	37%
Technological Assistance	31%

2015 Village Staffing and Volunteers

▣ Staffing

- 80% of Villages had paid staff
- Average of 2.1 paid staff members
- Ratio of 80 Village members to each paid staff person

▣ Volunteers

- Average number of volunteers: 82
- Average ratio of members to volunteers: 1.9 to 1

2015 Membership Types

- ▣ Almost all Villages offer
 - Individual Memberships
 - Household Memberships
- ▣ 47% offer “tiered” memberships
 - Social or “no services” memberships the most common
- ▣ 72% offer discounted memberships

Village Growth & Resources

(2012 vs. 2016)

Villages have proliferated rapidly:

- ▣ In 2010, the organizational field of operational Villages was 35
- ▣ In 2016, that number had more than quadrupled!

Since 2012, Villages are more likely to have:

- ▣ Formal collaborations with other organizations
 - From <1 to an average of 6 collaborations
 - Partners include social service agencies, hospitals/health clinics, home health agencies, religious institutions, government agencies, and senior living organizations

Village Awareness



- 76% of Villages reported that government agencies in their service area are very or somewhat aware of the Village.
- 69% of Villages said that elected officials perceived a need for the Village.

Advocacy by Villages



- ▣ 62% of Villages reported doing some advocacy work to help or impact the larger community.
 - Advocating for changes in services or programs for older adults
 - Advocating for changes in public policies
 - Conducting public awareness campaigns on needs of older adults
 - Advocating for changes in accessibility of physical environment

Villages as a Movement



- ▣ 96% of Villages were part of VtV
- ▣ 46% of Villages were part of a regional coalition of Villages

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

Characteristics of Village Members

- **Age**
 - ▣ 42% 74 and younger
 - ▣ 37% 75-84 years
 - ▣ 22% 85 or older
- **Gender (72% Female)**
- **Education**
 - ▣ 18% no college degree
 - ▣ 25% college degree
 - ▣ 58% graduate degree
- **Household composition (45% live alone)**
- **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

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.

For further information:

Download the 2016 Research Briefs:

1) 2016 National Survey of US Villages

matherlifewaysinstituteonaging.com/village-survey

2) 2016 Village Coalition Brief

matherlifewaysinstituteonaging.com/village-coalitions

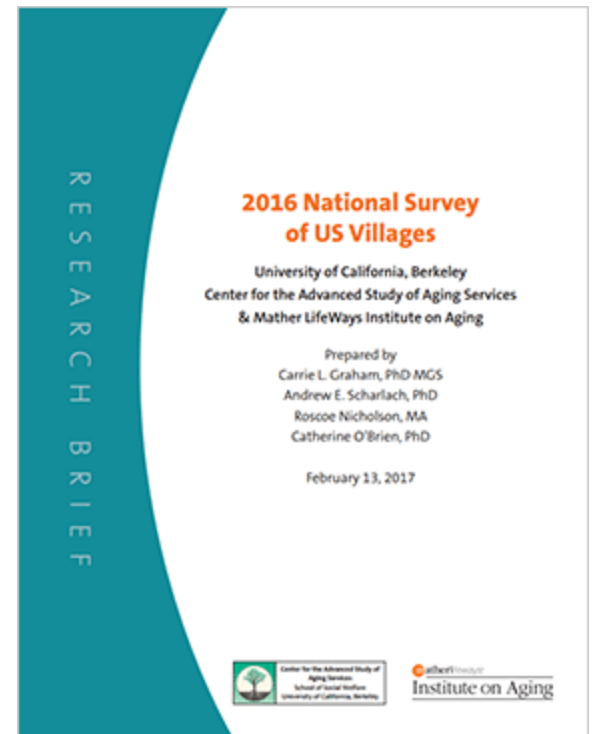
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Acknowledgements

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