

# The Village Movement: QUO VADIS?

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# ***Observations on an Aging America***

- There are enormous cost implications
- There are deep personal implications as well
- Life has many phases
  - Dependent
  - Independent
  - Interdependent – That means many things to many people
- Life can be uncertain - temporary and permanent problems occur
- The Villages is a best fit for healthy aging,  
but ***WE WILL HAVE TO PROVE IT!***

***But we are NOT the only bear in the woods...***

- **Right at Home**

<https://www.rightathome.net/services/our-process>

- **CARE**

<https://www.care.com/>

- **PAPA**

<https://www.papa.com>

- **Naborforce**

<https://naborforce.com/>

- **Nextdoor**

<https://nextdoor.com>

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead

# *The Village Movement*

## **We are small, but are champions of a powerful idea**

- That aging Americans can organize in their neighborhoods and have a meaningful impact on their health and wellbeing.
- We can partner with each other, with our neighbors, with business, and with other organizations (both governmental and non-governmental) to age on our own terms and live with meaning and purpose in our communities.

## **How durable is the Village Model?**

- ☐ Two projects are underway to establish that durability –
  - Village Impact Project
  - Engaging Villages as Key Partners for Healthy Aging Research
- ☐ A third project is on the drawing board

# Healthy Aging Through the Social Determinants of Health

E T Jurkowski & M A Guest - Editors  
APHA Press 2021

## HEALTHY AGING THROUGH THE SOCIAL DETERMINANTS OF HEALTH

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### HEALTH AND HEALTHCARE

- Aging and Dementia
- Polypharmacy and Medication Safety
- Hearing Within Healthy Aging
- Oral and Vision Care for Healthy Aging
- Mental Health and Healthy Aging

### SOCIAL AND COMMUNITY CONTEXT

- Social Support and Aging
- Mobility and Falls Among Older Adults
- Caregiving
- The Intersection of End-of-Life and Grief

### EDUCATION

- Educational Factors for Healthy Aging
- Lifelong Learning
- Workforce Development
- Health Information Systems for Healthy Aging

### ECONOMIC AND POLICY ISSUES

- Economic Issues in Healthy Aging
- Policies and Impacts for Healthy Aging
- Conclusions and Visions for the Future

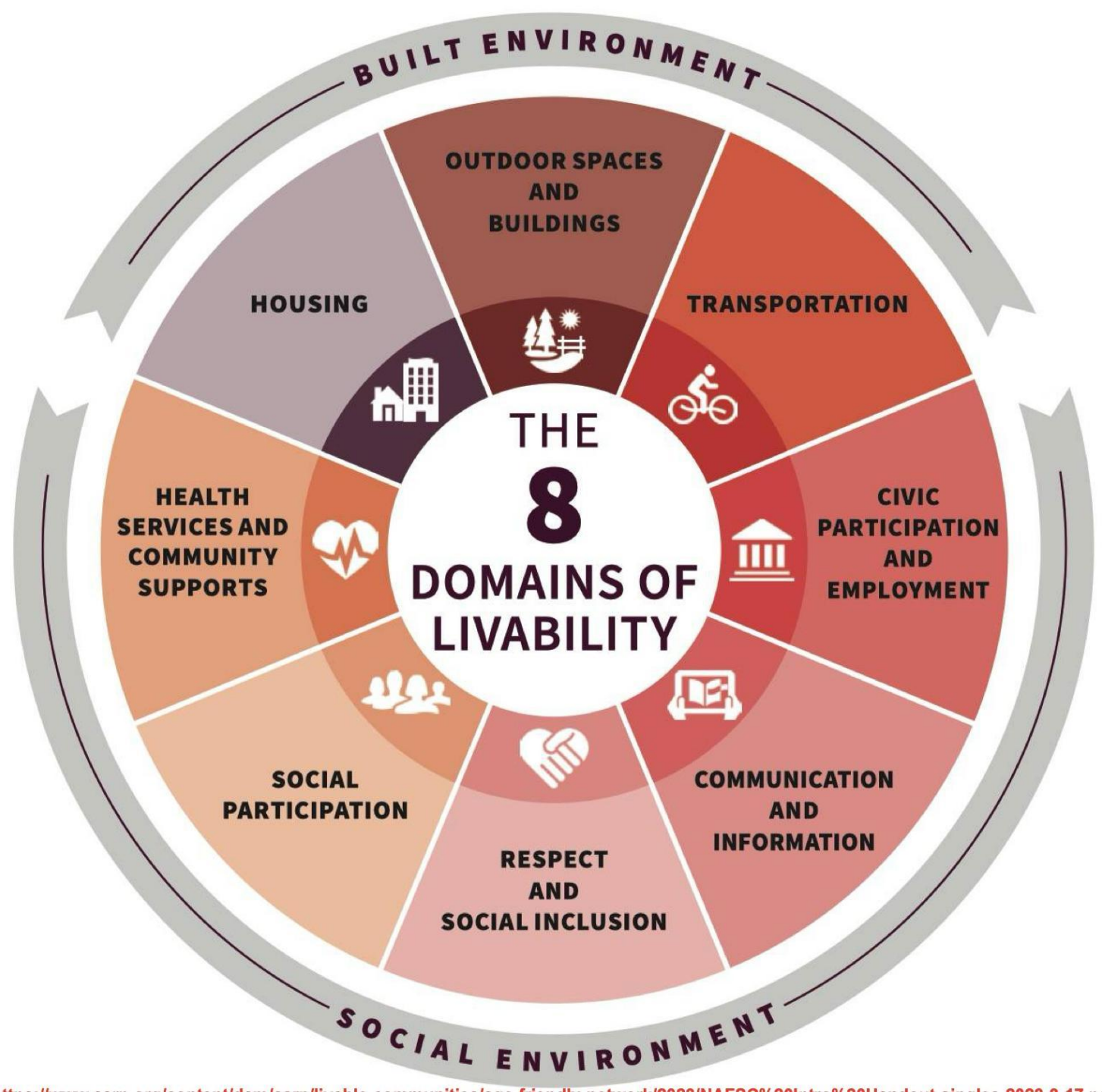
### NEIGHBORHOOD AND BUILT ENVIRONMENT

- Built Environments for Health Aging
- Housing
- International Classification of Functioning, Disability, and Health

# Domains of Livability

from AARP's  
Livable Communities  
&  
Age-Friendly-Network

<https://www.aarp.org/content/dam/aarp/livable-communities/age-friendly-network/2023/NAFSC%20Intro%20Handout-singles-2023-3-17.pdf>



# What Fuels the Engine for the Village Movement ?





## Village Impact Project:

Moving Toward  
Measuring  
our Mission

*How can we prove the durability of the Village Movement?*

*How Can We Describe What Villages Do?*

- **Stories & Articles<sup>+</sup>** (see below)
- **Services –**  
transportation, yard work, tech support, social support, transitions, etc.
- **Programs –**  
hearing, vision, exercise, art tour, current events discussion, etc.
- **Social events –**  
coffee, wine + cheese, lunch, gala, fund raisers, etc.

<https://progressally6yogf8hc32ioroi.s3.amazonaws.com/list/Journal/92/J92-atwater.pdf>

## Village Impact Project:

### Moving Toward Measuring our Mission

# Village Impact Project

- ❑ There is no national data available to understand the efficacy and benefits of the Village model. **There are Regional Models!!**
- ❑ We have only guesstimates to answer national queries such as
  - How many members Villages serve?
  - What are their demographics? [Age, sex, race]
  - How many volunteers are there? [Villagers & outside]
  - Scope of services? What services are offered?

The VTVN is collaborating with **Villages** across the country and with the **two large web-based data services** to gather data that can help tell the story of villages for the purpose of national recognition, funding opportunities, and evaluation.



**This is your data—help us assemble it !!**



## Village Impact Project:

## Moving Toward Measuring our Mission

# The Difference between *Output* and *Outcomes*

The data from the VIP is **what Villages do**.

It is the **output** of Village activities.

It is not outcome data.

We need to begin asking questions about **OUTCOMES**:

- Do Villagers stay in their homes longer than non-Villagers?
- What is the average length of time a member belongs to a Village?
- Are we healthier?
- Are we more active physically?
- Do we spend less time in hospitals?
- Do we live longer?
- Are we less socially isolated and what effect does that have on our longevity?
- Is the Village model a “best practice”?

**2021**

Informal National  
Working Group



**2023**

Funded Project  
Team



<https://www.villagesresearch.org/post/how-this-project-came-to-be>

# More About the Funding Context

- This project is funded through a Patient Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (#EACB-26583). The statements presented in this presentation are solely the responsibility of the author(s) and do not necessarily represent the views of the Patient-Centered Outcomes Research Institute® (PCORI®), its Board of Governors or Methodology Committee.

<https://www.villagesresearch.org/post/decoding-pcori-pcor-and-cer-as-part-of-villages-healthy-aging-research>

## Focus On...

Engagement: Strengthen relationships among researchers and Villages to plan future research projects on optimizing Villages as a platform for healthy aging and health-related interventions

Clinical Effectiveness Research and Patient Centered Outcome Research as specific types of health research

Four project components

# Four Project Components

1

National website:

[www.villagesresearch.org](http://www.villagesresearch.org)

2

Zoom discussion groups with Villagers and Village leaders

3

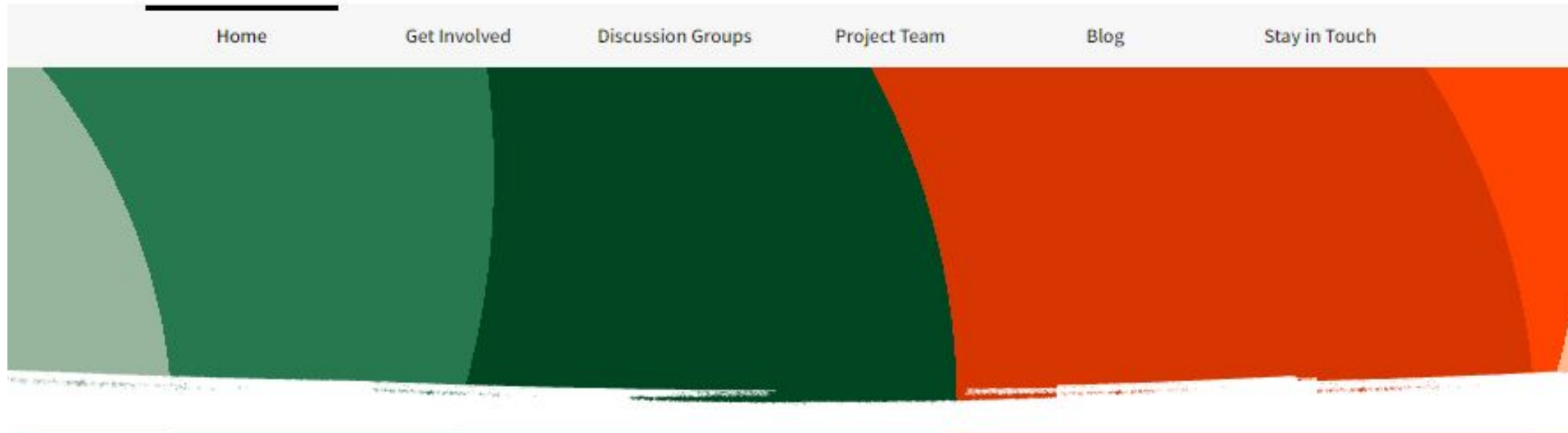
Villages Healthy Aging Research Ambassadors Group

4

Regionally-based virtual summits

# Engaging Villages as Key Partners for Healthy Aging Research

## Component #1: Project Website



## Welcome

This website has information about a national initiative to strengthen capacity among Villages and researchers to design research on how to optimize Villages for healthy aging. It also has information about how Village members and leaders from across the United States can get involved.

[www.villagesresearch.org](http://www.villagesresearch.org)



# Component #2: Zoom Discussion Groups

- Five Zoom Discussion Groups with Village members, leaders, and officers starting in October
- For more information:
  - [Visit webpage](#)
  - Sign up by emailing [VillagesResearch@rand.org](mailto:VillagesResearch@rand.org)
- Stipend provided
- Spread the word!



<https://www.villagesresearch.org/focus-groups>

# Component #3: The Villages Healthy Aging Research Ambassadors Group

- Learn together...and
- Do together!
- Stipend provided
- Informational session forthcoming:  
Thursday, November 16, 2PM  
ET/11AM PT
- Tap your neighbors



## Component #4: Attend a Virtual Summit

- Virtual summits will be held in summer 2024
- Organized regionally
- Purpose: facilitate conversation about how research can benefit both Villages and the science of healthy aging, and “next step” strategies to engage members in learning more about Villages healthy aging research



# Anticipated Outcomes

- Greater understanding of healthy aging outcomes and interventions that matter most to Villages
- Insights on how to design collaborative research projects that are both feasible and poised for impact
- Relational infrastructure for continued planning, dialoguing, and doing

# Your TO DO List:

Learn more about VIP by working with your web data provider at Users Groups  
Share your data!!

- Sign up for project updates: <https://bit.ly/3F3HznW>
- Raise your hand for a Zoom discussion group:  
[villagesresearch@rand.org](mailto:villagesresearch@rand.org)
- Save the date for an informational session about the  
Ambassadors Group: **November 16, 2 PM ET/10AM PT**
- Read more about the project: [www.villagesresearch.org/blog](http://www.villagesresearch.org/blog)
- Share back with your Village: [www.villagesresearch.org](http://www.villagesresearch.org)

## Management 101

# **Jack Welch's Six Rules - GE CEO**

1. Control your destiny or someone else will.
2. Face reality as it is, not as it was, or as you wish it were.
3. Be candid with everyone.
4. Don't manage, lead.
5. Change before you have to.
6. If you don't have a competitive advantage, don't compete.

# How to support the Village Movement

- Network
- Partner
- Measure
- Assess
- Advocate
- Grow





# Summary

## Ongoing

- Project Website and Blog
- [www.villagesresearch.org](http://www.villagesresearch.org)

## Sign up now

- National Zoom Discussion Groups
- Email: [villagesresearch@rand.org](mailto:villagesresearch@rand.org)

## Coming up

- Villages Healthy Aging Research Ambassadors Group
- Informational session: November 16

## Stay tuned

- Regional Virtual Summits
- Sign-up for project mailing list

# The Third Rail --- Vulnerable members

- How do we deal with transitions?
- Safety of our Members

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- What about transitions to other living arrangements
  - Home to apartment
  - Short term. Long Term.
  - Retirement community
  - Continuing Care Retirement Community
  - Nursing Home
  - Dementia Care Unit
- How does your village deal with transitions?
  - Social worker,
  - Care Manager
  - Relationship with “next level” providers