

# RESEARCH ON VILLAGES

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## A CONSUMER-DRIVEN APPROACH TO AGING IN COMMUNITY

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# What is a Village?

- **Aging in Place** (Village members continue to live in their own homes)
- **Grassroots & Consumer Directed** (developed and governed by older adults)
- **Membership model** (financed by member dues rather than fee for service)
- **Multi-tiered Service Model**
  - Staff coordinate and provide services
  - Volunteers provide admin and direct support to members
  - Referral to “vetted” preferred providers
- **Promote Civic Engagement:** members help other members
- **Focus on Social Engagement** (parties, classes, group activities)
- **Collective bargaining for services** (preferred providers offer discounts)

# Village Social Movement

- **Past caregiving experience**

*“I don’t want what happened to my mom happening to me.”*

- **Aging in place**

*“I don’t want to move out of my own home.”*

- **Independence from family**

*“I don’t want to be a burden to my children.”*

# UC Berkeley Village Research 2009 - 2016

- Study of 7 Villages in California (The Archstone Foundation)
  - Village development, service delivery, sustainability
  - Longitudinal follow up with CA Village members (n=700)
- National Survey of Village organizations
  - Survey of 22 Villages in 2010 (The SCAN Foundation)
  - Survey of 69 Villages in 2012 (Silberman Foundation)
  - Survey of 115 Villages in 2016 (Mather Lifeways)
- National Survey of Village members (Retirement Research Foundation)
  - Surveyed 1,756 Village members to measure perceived impacts

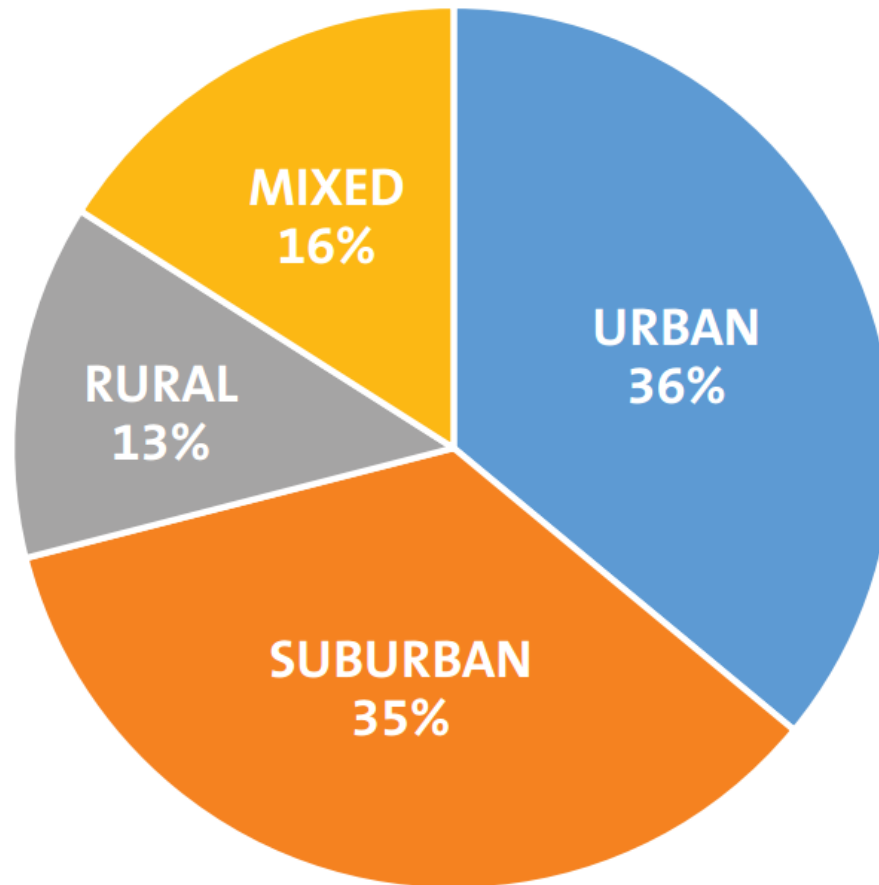
# Survey of US Villages in 2016

- **Survey of 115 operational Villages in 2016**
  - Village member characteristics
  - Village organizational structure
  - Human resources
  - Financial resources
  - Challenges and best practices
- **Reporting period 2015 calendar year, or January 1, 2016**

# Village Organizational Characteristics in 2016

- 85% freestanding
- 15% agency-based (down from 23% in 2012)
  - Most common “lead” agencies
    - Social Service Agencies
    - Senior housing providers
    - Government agencies
    - Neighborhood Associations

# Geographic Locations of Villages



*Figure 1. Geographic locations of Villages*

# Village Membership

- Average # of members in 2016= 146
  - increased from 134 in 2012
- Average # of new members in 2015 = 36
- Average individual dues = \$431 (\$10 - \$900)
- Average household dues= \$601 (\$15 - \$1,309)
- 47% of Villages have “tiered” memberships
  - No services
  - Social memberships
- 72% offer discounted memberships



# Village Funding

- **Average total annual revenue = \$115,085**
- 44% from member dues
- 22% from individual donations
- 12% from private foundations
- 9% from fundraising events
- 6% from business/corporate donations
- 5% from government grants/contracts
  
- 43% of Villages have an endowment fund with an average balance of \$101,176
  - up from 23% in 2012

# Village Staffing and Volunteers

- **Staffing**

- 80% of Villages had paid staff
- Average of 2.1 paid staff members (1-7)
- Average FTE 1.4 (0.1-5)
- Ratio of 80 Village members to each paid staff person

- **Volunteers**

- Average number of volunteers = 82
- Increased from 42 volunteers in 2012
- Ratio of 1.9 members to each volunteer

# Services offered by Village Staff or Volunteers

- 95% host Social Events
- 94% offer Transportation Services
- 90% offer Classes or Educational Events
- 90% offer Companionship Services
- 88% offer Technology Assistance
- 87% offer Shopping
- 84% offer Information and Referral Services
- 83% offer Home Repair or Modification
- 79% offer Health Promotion Programs

# Services Referred to “Preferred 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%

# Village Services 2012 vs. 2016

- Compared to 2012, Villages in 2016 were more likely to offer:
  - Health promotion programs
  - Housekeeping/ home repair
  - Technological assistance
  - Discounted memberships, discounted services
  - **Less likely** to offer coordinating health care or social services
- Since 2012, Villages are more likely to have formal collaborations with other organizations
  - Increased from <1 to an average of 6 collaborations in 2016
  - Partners include Social Service Agencies, Hospitals/Health Clinics, Home Health Agencies, Religious Institutions and Government Agencies, Senior Living Organizations
- A third of Villages have policies limiting services or memberships in some ways

# Survey of 1,753 Village members

- **Independent Variables**
  - Demographics
  - Health and functional status
  - Village involvement & service use
- **Dependent Variables: Perceived impacts of Village**
  - Health and health care access
  - Well-being
  - Social Engagement
  - Civic engagement
  - Confidence aging in place
- Analysis: 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?**
  - **Longer Village membership (5 or more years)**
  - **Men**
  - **Lower education (less than college)**
  - **Live alone**
  - **Member volunteers**
  - **Members who used Village services (transportation, technology assistance, Village-sponsored events, and info & referral)**

# 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?

- Villages impact different people in different ways
- 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, those who volunteer seeing more impacts in social and civic engagement.

For further information:

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To see UC publications on Village Research

<http://socialwelfare.berkeley.edu/casas-recent-publications>