A Message from the COV Chair

As I begin my year as Chair of the AHA Committee on Volunteers (COV), I realize that many people do not know what the COV is, or what purpose it serves. In this first issue of Insights, I would like to expand upon the role of the AHA Committee on Volunteers.

The AHA Committee on Volunteers is one of four specialty committees of the American Hospital Association (AHA). The COV is concerned with the roles and responsibilities of organized volunteers and auxiliaries, as they provide service and community perspective for the health care field.

This unique committee is composed of thirteen members, including the chair, who is always an auxilian or volunteer, and the current American Society of Directors of Volunteer Services (ASDVS) President, who serves as an ex-officio member. The committee includes volunteer, auxiliary, and trustee leaders; directors of volunteer services, hospital managers, and state association staff who have liaison relationships with volunteer services and auxiliary departments; and chief executive officers or executive managers in AHA-member health care institutions, systems and state associations. Because its membership is so diverse, the COV has the ability to provide the AHA with the unique benefit of community perspective on issues related to the health care field. Simply stated, it is the committee that links the AHA with the community.

I hope to meet all the SALs and State Legislative Chairs at the SAL Invitational Meeting in Washington D.C., May 5-9, 2007. The SAL ListServ initiative will be presented then. This will be a great tool for SALs to use to communicate and exchange ideas with each other. At the SAL Invitational Meeting in Washington D.C., we will see first-hand how volunteers can impact healthcare at the grassroots level. We will also have the opportunity to attend State Caucuses and Capitol Hill Visits.

Volunteers wear many “health care” hats – we are caregivers, fundraisers, grassroots advocates, and spokespersons for our health care systems and our communities. As the AHA goes forward with its Community Connections and Unified Health Care Policy initiatives this year, the feedback from the volunteer sector will be invaluable.

I am honored to be working with the AHA and the COV this year. Together we all can make a difference in the way health care is delivered in our country and in our communities!

JoEllen Blandford, COV Chair
Committee on Volunteers

Purpose:
The Committee on Volunteers (COV) is one of the four specialty committees to the American Hospital Association Board of Trustees. The COV is responsible for: 1) guiding AHA’s volunteer programs, 2) leading effective volunteer involvement in grassroots advocacy, 3) providing input into AHA policy development, and 4) enhancing communication with and involvement of volunteers in the AHA.

Membership:
The Committee on Volunteers is composed of the chair, 13 at-large members, and the American Society of Directors of Volunteer Services (ASDVS) President.

Meetings:
The COV meets as necessary to identify and address public policy and governance issues, usually two times per year. This year, the meetings will be held on February 28-March 1, 2007, in Washington D.C., and October 1-2, 2007, in Chicago, IL.

2007 Chair and Members:
Chair: JoEllen Blandford
Members: Gail May  
         June Dorr  
         Beverly Epps (ASDVS)  
         Susan Lynch  
         Ruth Ray  
         Sally Roslow  
         Sally Rundquist  
         Peggy Russo  
         Kathy Simpson  
         Tara Slevin  
         Kay Weir  
         Robert Zamen

AHA Staff:
Executive Management: Richard Wade, Senior Vice President  
Senior Staff: Debra Stock, Vice President  
Secretary: Audrey Harris, Executive Director  
Project Specialist: Noemi Escutia

Advocacy Update - Action Alert!
Protect Patients and Caregivers
Call: 1-800-826-9658
You’ll be directly connected to your Senators’ or Representatives’ offices.
Do you have nurses volunteering within your organization? If so, perhaps you would be interested in starting a Volunteer Nurse Program. St. John’s Mercy Medical Center in St. Louis, MO has developed an innovative program that provides volunteer nurses with the opportunity to give direct one-on-one patient care in the hospital. Currently, this unique program has 30 volunteer nurses who each volunteer four to six hours a week. Although the program primarily attracts retired RN and LPN’s, it also draws nurses from other age groups, including: new mothers who are unable to work due to family responsibilities, nurses with spouses who have recently been transferred from out of state, and nurses who might be considering returning to the hospital setting to work.

Volunteer nurses must attend a three-day orientation and competency class at St. John’s. This serves as a refresher course and defines the duties and responsibilities of the volunteer nurse. Requirements also include CPR certification and an active license from the state. Volunteer nurses may choose which area of the hospital they would like to serve. They often select an area where they have worked previously during their professional career.

The program is five years old and has been very successful. In May of 2005, the Volunteer Nurse Program received the American Hospital Association’s (AHA) Hospital Award for Volunteer Excellence (HAVE) at the AHA annual meeting in Washington, DC.

Managers inside the Medical Center recognize the program’s value as well. Gail Hurt, RN and Palliative Care program manager, says the Volunteer RN’s are “angels in disguise” and refers to them as the “eyes and ears” that help her creatively manage palliative patient care. She believes “Our Volunteer Nurses have perfected the art of listening and this invaluable skill is always appreciated by patients and their families.”

A volunteer nurse sums it up very well: "It’s not the paycheck. It is the Passion."

To learn more about the program, contact Sally Rundquist, RN, at St. John’s Mercy Medical Center. Phone 314 251-4268.

Sally Rundquist, Clinical Supervisor, Volunteer Nurses
St. John’s Mercy Medical Center
Email: rundse@stlo.mercy.net
State Auxiliary Leaders
Spring Invitational Meeting

May 5 - May 9, 2007
The Hilton Washington
1919 Connecticut Avenue NW
Washington, DC

The SAL (State Auxiliary Leaders) Spring Invitational Meeting gives State Auxiliary Leaders the opportunity to meet, exchange ideas, and learn from some of the best.

The time is fast approaching for the 2007 meeting. Be sure to register early!

WHEN: May 5-9, 2007


WHAT: Start with a “Welcome Reception” starting at 5:00 p.m. Then join other SAL’s for networking and dinner on Saturday evening. On Sunday, prepare for a great educational day ….Grassroots Advocacy, Best Practice Presentations, the COV Focus, a great Leadership Presentation, a Legislative/Grassroots Advocacy Workshop, the Volunteer/Auxiliary Best Practice Presentations, and the AHA Annual Meeting Ceremony and Reception. On Monday, attend the HAVE Awards Breakfast, the Federal Forum, the Opening Plenary, and AHA Recognition Luncheon. Those who stay May 8-9 will participate in the “State Caucuses” and the “State Delegation Capital Hill Visits,” where they will meet with their Legislators.

WHO: State Auxiliary Leaders, State Leaders Elect, State Legislative Chairs (You can see that most of the program focuses on legislative activities), and all interested State, District, and Local Auxiliary Leaders.

Register early to reserve your space.

See you in Washington D.C.!
Leadership

Leadership is the act of guiding others to accomplish a goal, to achieve success, to make a difference. Change comes about as a result of people coming together for a common purpose, led in an organized manner.

The outcome of any great effort cannot be effectively attained without the skill of a great leader. A leader is effective if there is a sincere desire to serve in this role.

The characteristics of a great leader include, but are not limited to:

- **Out of the Box Thinker**
  A leader is innovative - recognizes and supports creative ideas. A leader searches for opportunities and is willing to take risks for the benefit the greater good.

- **Creates a Vision**
  A leader sets the direction for moving forward towards progress. The leader has a strong belief in the possible outcome and guides others towards that vision.

- **Enables and Empowers Others**
  A leader provides clear goals and objectives. Resources are identified to accomplish the work to be done. Communication is a constant between the leader and the team, and progress, challenges and questions are part of the dialogue. The leader inspires others to do the extraordinary.

- **Models Behavior**
  A leader models behaviors and actions expected of the team. A leader is honest and ethical. An effective leader is accountable to the team.

- **Injects Humor**
  A leader remembers to laugh. Laughter is healthy, and it helps to relieve stress.

- **Recognition**
  A leader shows praise for work well done. Support is provided when failure and disappointment occur.

Beverly Epps
ASDVS President

**Coming Soon!**

**SAL ListServ**
An email communication tool for SALs to be presented at the 2007 SAL Spring Invitational Meeting
Save the Dates!

39th ASDVS Annual Meeting/Leadership Conference and Trade Show in conjunction with AHA Auxiliaries/Volunteers
August 23-26, 2007 – San Antonio, TX

Registration Information

**ASDVS/AHA Registration Fees:**
- **Early Bird Registration Fees**
  - (received before 06/29/07)
  - Member: $425
  - *Non-Member: $550
  - (*includes one year ASDVS membership or one year Gift Shop/ Retail Operations Subscription)
- **Regular Registration Fees**
  - (received after 06/29/07)
  - Member: $475
  - Non-member: $600

**Auxilian/Volunteer Registration Fees:**
- **Early Bird Registration Fees**
  - (received before 06/29/07)
  - Member: $425
- **Regular Registration Fees**
  - (received after 06/29/07)
  - Member: $475

**Pre-Conference Workshop Fees**
- ASDVS Certification Review and Lunch: $100
  - (Does not include cost of CAVS Review Guide)
- ASDVS Certification Exam: $175
- Principles Session and Box Lunch: $150
- Intensive Session: $160

**Hotel Information**
- Marriott Rivercenter- $140 S/D per night + tax
  - ($20/each additional person)
  - 101 Bowie Street San Antonio, TX 78205
  - Toll Free Reservation Phone#: 800.648-.4462

**Communications** should be directed to Audrey Harris, Executive Director, Department of Volunteer Administration & Auxiliary Services, AHA, One North Franklin, Chicago, IL 60606, tel: 312-422-3938, fax: 312-422-4575, email: asdvs@aha.org, website: www.todaysvolunteer.org
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**INSIGHTS** is published four times a year by the Department of Volunteer Administration & Auxiliary Services, the AHA Committee on Volunteers for the State Auxiliary Leaders, and others committed to service and leadership of healthcare auxilians and volunteers. Articles may be reproduced or included in other publications that are distributed on a complimentary basis; however, INSIGHTS must be cited as the source, along with the date of the issue in which the article appeared. All content is written by the editor, unless otherwise noted.
Celebrate National Healthcare Volunteer Day
April 16, 2007

National Healthcare Volunteer Day was designed to recognize the support that volunteers and auxiliaries provide to hospital staff, their patients, their family members, and the community. This is the perfect occasion to focus on the many significant contributions your volunteers make on a daily basis.

The American Society of Directors of Volunteer Services (ASDVS) and The American Hospital Association (AHA) encourage you to highlight the week of April 15-21, 2007, in a variety of ways: 1) Provide gifts for your hardworking staff, auxiliaries, and volunteers. 2) Plan special activities to help promote awareness of volunteers and auxiliaries. 3) Write a synopsis of a "day in the life of a volunteer" for in-house newsletters. 4) Display pictures of volunteers, and highlights of current hospital and community projects. You may also want to consider holding an awards luncheon to recognize outstanding volunteers.

ASDVS and AHA offer a full line of specially designed products displaying this year’s theme, “Volunteers - the true spirit of caring.” The catalog, displaying the products, has been sent to all members. Please contact ASDVS or AHA at 312-422-3936 or e-mail asdvs@aha.org if you did not receive one. You can view the catalog at http://www.jimcolemanltd.com/volunteer/.

ASDVS and AHA want to participate in the celebration of National Healthcare Volunteer Day by spotlighting your department in a future issue of AHA Insights and ASDVS Partners in Community Health (PICH) newsletters. Send an article and/or pictures, identified with names and brief captions of your celebrations, via e-mail to asdvs@aha.org.

Show your appreciation with the exciting collection of official ASDVS and COV Volunteer Day gifts. By purchasing merchandise from this collection, you support the work of ASDVS and the COV. For a catalog, or to place an order, contact Jim Coleman, LTD., at 847-963-8200. Order online at: www.jimcolemanltd.com/volunteer.
Traveling Topics Program Soars in Texas
with “Let’s Talk.....”

Traveling Topics Mission Statement:
...To enhance the effectiveness of healthcare team workers by providing affordable, accessible, educational opportunities.

A program of innovative traveling workshops designed to meet the needs of TAHV members entitled, Traveling Topics, was developed by the Texas Association of Healthcare Volunteers (TAHV) in 1998-99 to augment its annual District Meetings and State Convention. The idea evolved in response to the needs of TAHV members for educational programs in convenient locations at affordable prices. The funding arm was established first and consists of donations from around the state acquired during an annual campaign, as well as from personal donations for remembrances on a year-round basis. Traveling Topics offers several general topic suggestions, as well as professional speakers who are available to address these topics. The results have produced numerous meetings and attendance of 75% of TAHV member groups.

2006 produced another venue for Traveling Topics called, “Let’s Talk........!” Many member groups were sharing their individual concerns about recruitment, the number one issue for healthcare volunteers nationwide. Thus, the title expanded to “Let’s Talk........Recruitment & More.” The programs are developed and presented by TAHV Board Members and the Traveling Topics Committee members. They attend professional meetings outside the Texas organization and conduct research on topics that are requested. Participants are led through a series of questions. A starter question in a session on recruitment might be, “What is your group's image within the community?” This allows for participants to ‘talk’ with the presenters in a totally interactive way. Responses are charted immediately, eventually recorded, and sent to the group for future use. The Team also prepares handout materials that enable our members to stay abreast of the current trends in volunteerism and be aware of the methods that affect the healthcare volunteers specifically. Presenters are not represented as experts, only fellow volunteers.

Results of this more personal venue have been amazing. The titles have expanded to “Let's Talk........Reaching Up & Reaching Out,” “Let’s Talk........Customer Service,” etc. Every presentation has been geared directly to the attendees, who are often from more than one of our member groups, but no group is too small to be served. These programs are free to member groups. The Team members volunteer their time and expenses are funded. Feedback from participating members has been very favorable.

For more information on Traveling Topics, visit our web site at: www.TAHV.org.

Verneta Baxter/Gigi DuBois, TAHV
Traveling Topics Co-Chairs