

Volunteer Management – Recruitment, Retention and Deployment Strategies



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NACCHO
National Association of County & City Health Officials

Abby Morris



- Abby Morris, CVA
 - Regional Medical Reserve Corps Program Specialist
 - Clackamas, Multnomah, Washington counties- Oregon
- When Abby is not working, she is spending time with her family and friends (usually outside), rocking out on a stationary bike, watching awful reality tv, or reading.

Preston Lam

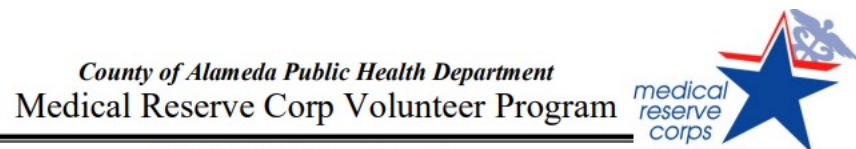


- Preston Lam, MPH
 - ALCO MRC Director
 - Alameda County, California
- When Preston is not working, he enjoys traveling, exploring different cuisines, and playing sports like basketball and tennis.

Defining a Volunteer

How does your unit define a volunteer?

- Someone who has filled out a registration form or an interest form
- Someone who has completed trainings set forth by the unit as onboarding criteria
- Someone who has deployed once or more
- Other definitions



County of Alameda Public Health Department
Medical Reserve Corp Volunteer Program

Public Health Emergency Preparedness
1000 Broadway Suite 500, Oakland, CA 94607
(510) 268-7023 Fax: (510) 273-3714 ALCOPHEPMRC@acgov.org

ALCO MRC Volunteer Application

MEDICAL RESERVE CORPS		Date:
Last Name:	Home Phone:	
		Cell Phone:
State, Zip Code:	Work Phone:	



**DISASTER
HEALTHCARE
VOLUNTEERS**

Defining a Volunteer- cont.

Why is defining a volunteer important for your unit?

- Having a strong definition and understanding of what a volunteer is will enable you to create more strategic recruitment campaigns, onboarding/orientation programs, and retention initiatives.

Just Because People Sign Up Does Not Mean They Will Show Up

Volunteer Recruitment

- Website (Local/National)
- Community Outreach (Preparedness Fairs, Booths, Presentations)
- Community Preparedness Trainings (STB, Narcan, Epi, C-POD, Safety and PPE)
- Partnerships
 - Medical/Health Universities
 - Health Care Services Agency (Public Health, Behavioral Health, Environmental Health, Office of the Agency Director – EMS)
 - Health Care Coalition
 - Other Preparedness/Response Organizations (VOAD, EMA, CERT)



- ✓ Personal contact
- ✓ Learning Strengths & Understanding Needs
- ✓ Setting Realistic Expectations

Volunteer Deployment

Pre-Deployment

- ✓ Background Checks and Verified Licences
- ✓ Updated Contact Information
- ✓ Assign Uniform (Shirts, Pants, ID cards, etc.)
- ✓ Pre-kitted Supplies (Shelter, Pharmacy, First aid)
- ✓ Maintain Skills
 - Shelter Skills Exercise – patient lifting/injury prevention, medical assessment, O2/Nebulizer, Epi/Narcan, assessment, wound care
 - Familiarity with equipment



Volunteer Deployment

During Deployment

- ✓ Just in Time Trainings - deployment logistics, infection prevention and control, shelters, etc.
- ✓ Periodic Check-ins
- ✓ Completing 214 Activity Logs



Transitioning into Blue Skies

- Communicate to volunteers that the emergency response is winding down or ending
 - Outline what blue sky activities are available or refer to other volunteer opportunities
 - Outline training opportunities
 - Let them know when you might be reaching out to them in the future.
 - What else?

Blue Skies Activities

- List of Activities from Washington County MRC Unit
 - **Outreach/Education:** Engaging in outreach to the public to support community preparedness efforts (disaster toileting a popular one), public health awareness campaigns, and other areas of interest.
 - **Teaching:** Stop the Bleed, Compression only CPR, CPR/AED certification, and First Aid certification
 - **Learning:** Trainings including Psychological First Aid, Harm Reduction 101, Managing Compassion Fatigue, Wilderness First Aid and many other exciting courses provided at no cost to our volunteers.
 - **First Aid:** Providing first aid services at community events such as Take a Soldier Fishing

Volunteer Retention

- Showing Gratitude (Calls, Emails, Newsletters, Feedback)
- Volunteer Meetings
 - Bi-monthly Membership Meetings
 - Region II MRC Meetings
- Volunteer Opportunities
 - Community Preparedness (STB, Narcan, Epi, C-POD)
 - Exercises and Drills
- Continuous Education Opportunities
 - Attending Conferences
 - Renewing Licenses/Certificates
 - Continuous Education Units
 - ICS Training



Affiliated & Inactive Members

What about the volunteers (or registrants) who did not complete the onboarding requirements?

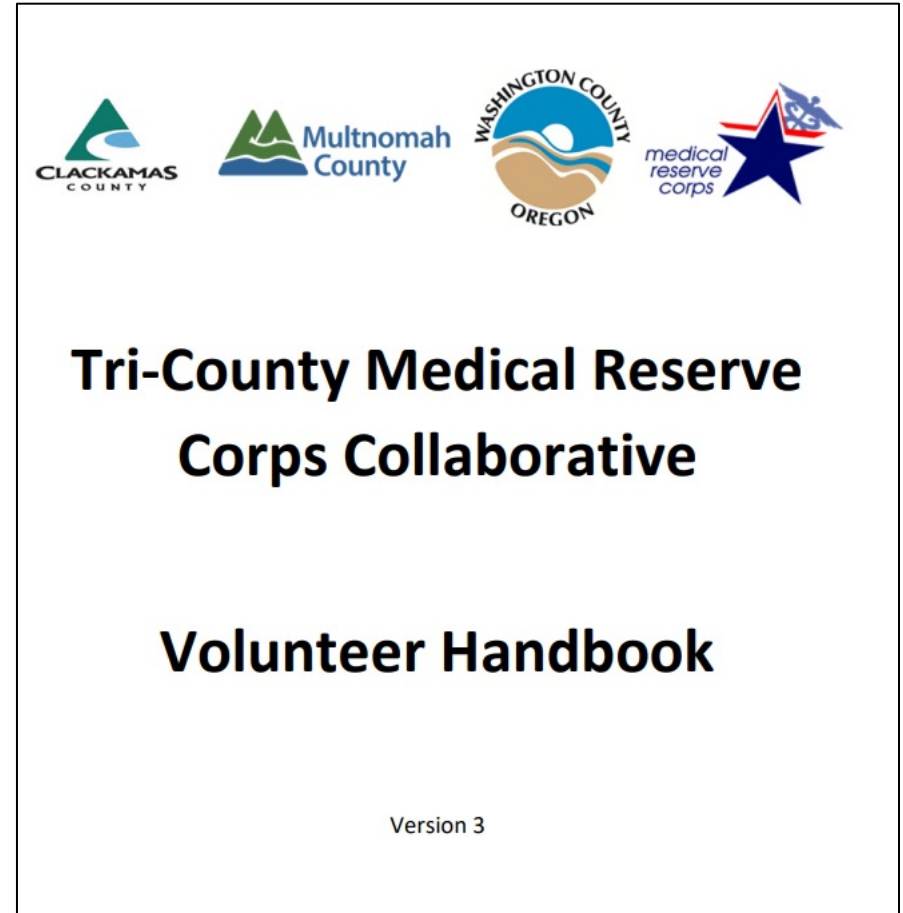
- Affiliated Volunteers (DSW, CERT, MRC, FAST, etc.)
 - Non-emergency activities
 - May not be deployed with ALCO MRC during disaster unless authorized by both organization directors and the Alameda County Medical Health Operational Area Coordinator (MHOAC)
- Inactive Volunteers
 - Volunteers were only withdrawn if specifically requested
 - Volunteers who had registered, or volunteered, but did not complete onboarding requirements were placed as inactive.

Inactive Volunteer Status

- **What does having an inactive volunteer status mean?**
 - The former volunteer's (registrant) unit membership is "on pause".
 - They may rejoin the unit at any time by completing the onboarding requirements.
 - They will need to complete the onboarding trainings to rejoin the unit and have an "active" status. An "active" status means they are eligible to be deployed.
 - Regional MRC Staff will send the former volunteer (registrant) the forthcoming Tri-County MRC Collaborative Quarterly Newsletter that shares updates about unit activities. Former volunteers also receive information about forthcoming in-person onboarding options in case they have an interest in being an active member but do not want to participate in virtual trainings.
 - Should there be a large-scale natural disaster or public health emergency, Regional MRC staff will reach out to former volunteers (registrants) after active members have been deployed if there is a need for more volunteer support. Should volunteers decide to join the effort, they will need to complete Just in Time trainings at a minimum.

Volunteer Labeling and Leadership Framework

- Tier 3 RISE Award Recipient- Washington County of Oregon
 - Clackamas and Multnomah counties involved in project as well and the project has since turned into a program.
- Centralizing onboarding, credentialing, administrative, and training processes for volunteers across the above three counties (Tri-Counties)
- Utilize Tiered Training Framework, which simultaneously functions as a Volunteer Leadership Framework and helps prioritize the order of deployments.



Outcomes of RISE AWARD Project

Clackamas, Multnomah & Washington Counties, Oregon MRC

- Shared regional definition of volunteers
- Onboarding program
- Accurate count of active (interested in deploying/participating in blue sky activities) volunteers
 - Clackamas County- 25
 - Multnomah County- 83
 - Washington County- 72
 - Total- 180

Alameda County MRC

- Onboarding program
- Increased number of deployable ready members
- Safeguard volunteers for deployment
- Purchase materials and supplies to support MRC Surge response activities
 - Updated Shelter Kits
 - Develop MRC Pharmaceutical Cache

Contact information

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<https://www.clackamas.us/publichealth/emergencypreparedness.html>

Table Discussion

- How did COVID-19 impact recruitment, retention and deployment of volunteers in your unit – both in the middle of COVID 19 and currently?
- What are your most effective recruitment strategies?
- What are your most effective retention and recognition strategies?