



2021 SMP/SHIP National Conference
Virtual Meeting • Part Two—August 10-12, 2021

Power through the Pandemic

Partnering to Move the Lei Needle
Hawaii SHIP, MIPPA, & SMP Hawaii
August 11, 2021

Presenters

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Hawaii SHIP Director

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Hawaii MIPPA Director

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Norma Kop

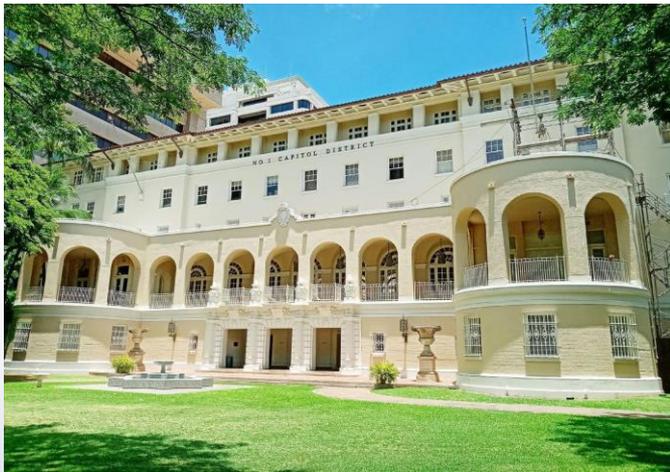
SMP Hawaii Director

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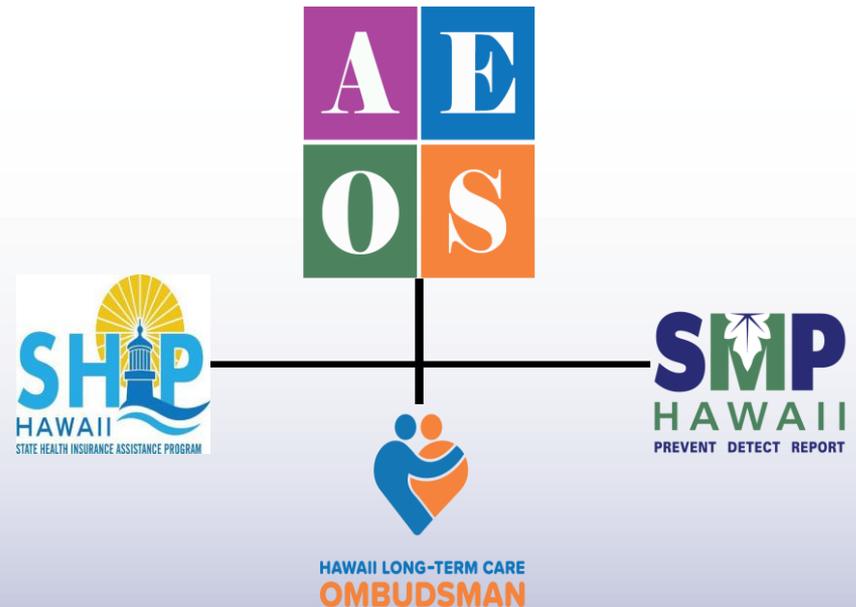
Our Office

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OFFICE
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No. 1 Capitol Building
250 South Hotel Street, Suite 406
Honolulu HI 96813

Our Section



2021 SMP/SHIP National Conference
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Custom Of Giving & Wearing Lei

Symbol of Native Hawaiian culture that is given to mark life's major events



Wanda's move from Hawaii

Carol's wedding

Candace's birthday

Norma's college graduation

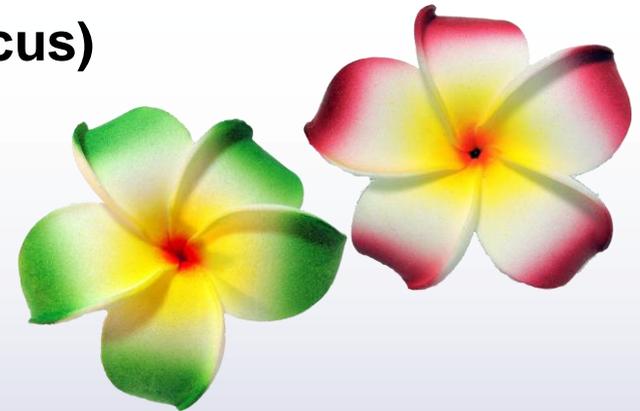
Presentation Symbols

Lei Needle, Thread, and Flowers

Needle – Leadership/Direction (Fuel and Focus)



**Thread - Collaboration
(Strength and Sustainability)**



**Flowers - People and Practices
(Best Practice and Efficiency)**

Finding Partners with Shared Missions, Goals, and Objectives



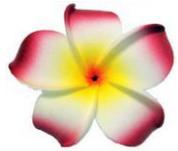
Empowering, educating, and assisting beneficiaries with Medicare benefits and costs



Empowering, educating, and assisting beneficiaries with suspected Medicare fraud, errors or abuse

Joining Forces

Using 4 Strategic Themes to Guide our Work



Service Excellence



Capacity Building



Operational Excellence



Innovation



Categorizing the Work within Strategic Themes



Service Excellence

- Counseling and Assistance
- Community Outreach
- Kinaole: Doing it Right the First Time



Capacity Building

- Recruiting/Training Volunteers
- Building Partnerships
- Expanding Knowledge and Tech



Operational Excellence

- Integrated Planning Meetings
- Streamlined Forms & Processes
- Shared Resources and Costs
- Implemented VRPM to Manage Risk
- Seamless Internal/External Referrals



Innovation

- Co-Promoting Projects and Events
- Recruitment – Media/Website
- Retention – S Formula
- Intro to Medicare Course at UHM
- Silver Linings Volunteer Celebration

Targeting the Same Population



Medicare Beneficiaries!



Judy B.
SHIP/SMP volunteer



Rene S.
SHIP volunteer



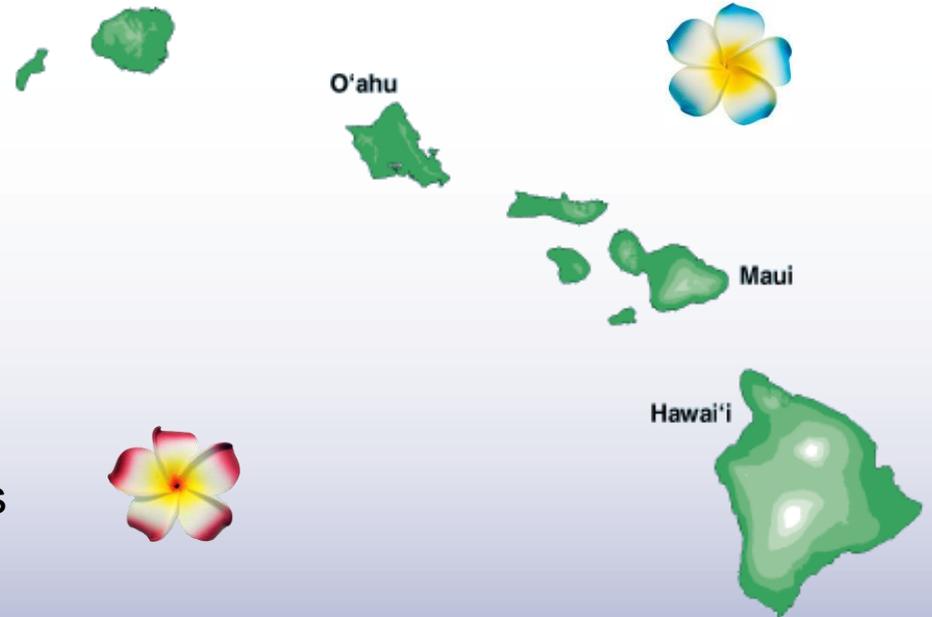
SHIP & SMP with RSVP

Focusing on a Shared Purpose

Reach Target Populations

- Native Hawaiian Population
- Low-Income
- Rurally Isolated
- Limited English Proficiency

Understand Geography & Demographics



Promote Valuable Message

- Brand Awareness
- Education and Assistance
- Prevent Late Enrollment Penalties
- Prevent Fraud and Abuse



Carefully Selecting Our Flowers



Identify Best Practices, Partners, and Resources



Collaborate to Achieve Shared Goals, Strategies, and Purpose

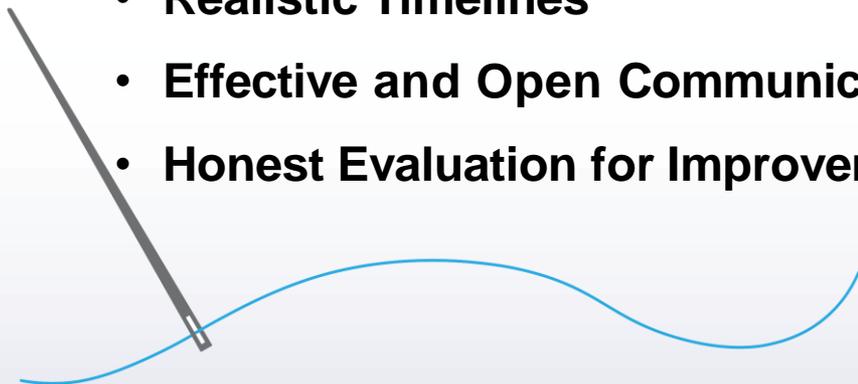


Agree on Desired Outcomes

- Streamline Operations/Save Time
- Avoid Duplicate Efforts/Save Money
- Expand and Enhance Statewide Outreach
- Recruit, Train, and Retain Volunteers

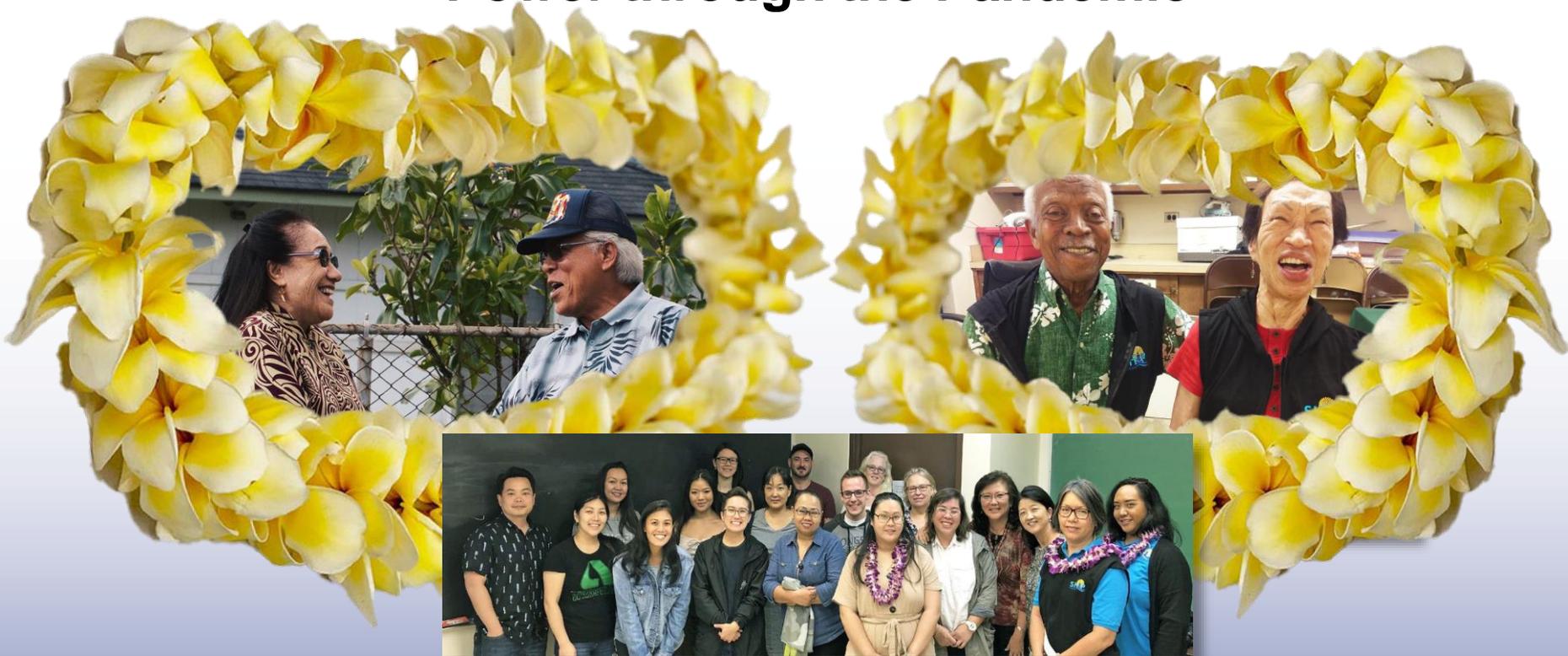
Sewing The Lei to Work Smarter

- **Trust and Commitment from Staff, Volunteers and Partners**
- **Defined Roles and Expectations**
- **Realistic Timelines**
- **Effective and Open Communication**
- **Honest Evaluation for Improvement**



Building a Strong Foundation and Culture

Humility, Sharing, and Cooperation to Power through the Pandemic



Program Reflection

Questions:

- What are our needs and wants?
- Who do we partner with?
- Who would we like to partner with?
- How can these partnerships be mutually beneficial?



Service Excellence



Capacity Building



Operational Excellence



Innovation

Hawaii SHIP Reflection

What are our needs and wants?

- Recognized as a community resource for accurate information and assistance
- Increase Volunteers
- Keep Volunteers and Increase Capacity
- Work Smarter not Harder



Service Excellence



Capacity Building



Operational Excellence

Who do we partner with?

- Local Senior Centers
- Non-Profit Community Organizations
- Area Agencies on Aging/ Aging and Disability Resource Centers
- Other Volunteer-Based Programs
- Federal, State, and County Agencies

Hawaii SHIP Reflection

Who would we like to partner with?

- Media (radio, podcast, tv, print)
- Medical Community
- Centers for Independent Living



Service Excellence



Operational Excellence



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How can partnerships be mutually beneficial?

- Joint Marketing and Advertising
- Co-Promotion of Community Events/Presentations
- Networking Opportunities

SMP Hawaii Reflection

What are our needs and wants?

1. Know Our Volunteers

- Practice Kinaole: A Significant Transformation of Culture
- Formula for Success – aka “S-Formula”

2. Re-Build and Re-Design our Infrastructure

- Assess, Update/Create, Evaluate (P&Ps, curriculum, training, projects, forms)
- Standardize VRPM and Best Practice

3. Brand Awareness & Volunteer "Retention": A Lasting 1st Impression

- Kukui Nut Symbol Informs, Inspires and Validates a New Culture; Be the Light
- Align Retention with Recruitment; “Retention”
- Aim for Higher Capacity Volunteers; Strong Core
- Pair Seasoned Volunteers with New Recruits; Mentorship



Service Excellence



Capacity Building



Operational Excellence



Innovation

SMP Hawaii Reflection



Innovation



Capacity Building

Some of our External Partners:

- County, State and Federal Agencies
- Law enforcement, Judiciary, Senior Centers, Banks, Gyms, Golf Clubs; Rec Centers
- AARP Hawaii and other Retiree Associations

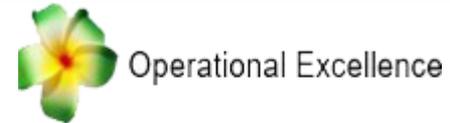
Potential Partners:

- Faith-Based Groups
- Hawaiian Electric, Honolulu Board of Water, Oahu Pickleball Assoc., and other Agencies Serving Older Adults
- Unions – Painters, Carpenters, Government Employees, Local 5
- Restaurants, Retail; think outside the (shave ice) cone!

SMP Hawaii Reflection

How Can Partnerships be Mutually Beneficial?

- Build Awareness of Services
- Leverage Funding, Staff, Materials
- Connect and Integrate Community Resources
- Expand Referral Services
- Strengthen Communities through Communication
- Learn from the Unique Cultures on Each Island
- Increase Access to Benefits and Resources



Commonality

Shared Goals:

- Meet Performance Measures
- Strengthen Credibility
- Increase Volunteer Recruitment
- Expand Volunteer Capacity
- Retain Volunteers



Service Excellence



Capacity Building



Operational Excellence

Making Meetings Really Matter

Needs:

- Volunteer Coordinators Join Forces (SHIP, SMP, LTCOP)
- Share Best Practices, Resources, Partnership and Ideas
- Practice Kina'ole to Re-Shape Culture: Doing What's Right...The First Time



Operational Excellence



Innovation

Planning:

- Commit to Monthly Leadership Meetings with Volunteer Coordinators
- Encourage Valuable Assessment to Shape Program Improvements
- Support Open Communication and Constructive Feedback

Making Meetings Really Matter



Strengths:

- Easier to update and make changes internally
- Positive relationships between Volunteer Coordinators
- Willing to accept constructive feedback and suggestions



Weaknesses:

- Accustomed to working in silos (change in mindset)
- Learning curve (learning to work together to reach goals)

Making Meetings Really Matter

Outcomes:

- Enhanced internal communications and partnerships (2020-present)
- Addressed authenticity of self and staff to move purposefully together
 - Motivation
 - Time Management
 - Divergency
- Quantified and Qualified Volunteer Contributions: "S-Formula" and Event Tracker



Operational Excellence



Innovation

Additional Benefits:

- Learned more about each other on a personal level
- Created a safe place for Volunteer Coordinators to share ideas and thoughts
- Proved to be helpful when managing volunteers during COVID-19

Purposeful Marketing

Needs:

- Increase Knowledge of Services
- Increase Number of Volunteers
- Strengthen Program Credibility



Service Excellence



Capacity Building

Planning:

- Use Virtual Platforms (website, Facebook, Zoom and Microsoft Teams)
- Use Television, Radio and Print Advertising
- Distribute Newsletters, Grams/Bulletins and Flyers
- Work with Partners on Presentations and Idea-Sharing

Purposeful Marketing



Strengths:

- Clear goals for marketing
- Clear messaging
- Connections with local media



Weaknesses:

- Budget for advertisement
- Evaluate for cost effectiveness

Purposeful Marketing

SHIP Outcomes: Spectrum/ HNN:

SHIP Volunteer Recruitment PSA with UHM Coaches

SHIP Brand Awareness



Purposeful Marketing

SMP Outcomes: Spectrum/ HNN

SMP Program Outreach / Volunteer Recruitment

SMP Brand Awareness



SMP
HAWAII
PREVENT DETECT REPORT

SMPHawaii.org

Oahu: (808) 586-7281

Toll Free: (800) 296-9422

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Purposeful Marketing

Outcomes:

- Expanded Outreach (Public Service Announcements and Ads) on Channels Statewide (Hawaii News Now, Spectrum, Olelo)
- Increased Call Volume (Counseling and Volunteering)
- Increased Awareness and Recognition



Service Excellence



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Additional Benefits:

- Utilized Volunteers and Local Personalities to Promote Message
- Seamless Transition of Service Delivery During COVID-19
- Maximized Medicare Messaging During These Unprecedented Times

Joint Events to Inform and Inspire

Needs:

- Increase Volunteer's Knowledge and Skills
- Increase Volunteer Networking to Build Camaraderie



Service Excellence



Capacity Building



Operational Excellence

Planning:

- Broaden Volunteer's Knowledge Beyond the Program
- Aim for Volunteer "Retentment": Recruitment and Retention
- Guest-Partner Presentations to Volunteers
- Increase Participation and Collaboration at Events

Joint Events to Inform and Inspire



Strengths:

- Builds teamwork
- Not reinventing the wheel
- Increased attendance from the public
- Going virtual is not geographically limited
- Virtual events saves time, money, and lessens the physical demands on staff



Weaknesses:

- More coordination needed to manage increase in volunteers
- Potential scheduling conflicts

Joint Events to Inform and Inspire

Outcomes:

- Maximized human resources
- Increased external partnerships
- Enriched outreach opportunities



Additional Benefits:

- Increased Dual Program Volunteers
- Expanded Volunteer familiarity with other programs
- Developed Volunteer knowledge in technology, healthcare topics, and fraud prevention



Service Excellence



Capacity Building



Operational Excellence

Inspiring The Next Generation

Needs:

- Encourage Careers in Gerontology
- Build Student's Awareness of Medicare and Scams
- Inspire Community Service and Volunteerism
- Strengthen Partnership with the University System



Service Excellence



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Planning:

- Partner with High Schools, Colleges, and Universities
- Offer Medicare Course with Community Service Project
- Inter-Generational Learning between Volunteers and Students

Inspiring The Next Generation



Strengths:

- Existing relationship with the University of Hawaii at Manoa - Social Work and Public Health
- Medicare curriculum
- Connections with aging network, including SMP Hawaii
- First course ever in UHM history



Weaknesses:

- Red tape
- Growing student interest
- Learning curve
- COVID-19

Inspiring The Next Generation

Outcome:

- Increased Student's Knowledge for Career Development
- Integrated projects with Underserved Populations
- Designed Educational Blueprints to Expand Courses Offerings
- Created Lifetime Friendships with Students and Volunteers



Service Excellence



Innovation



Capacity Building

Additional benefits:

- Student Retention as Volunteers
- Mentoring, Support Systems, and Referrals



Salute To Our Amazing Volunteers

Needs:

- Capture Volunteers' Reflections of Living through COVID-19
- Recognize and Celebrate our Priceless People
- Execute an Unprecedented Event for AEOS/EOA/DOH through Perpetuity
- Prepare for SMP's 25th and SHIP's 30th Anniversaries in 2022



Innovation



Capacity Building

Planning:

- Shared Program Objective to Create a Unique Celebration Event
- Identify Roles, Theme, Interview Survey, Production Template and Scripts
- Video Acknowledgements from Partners (County, State and Federal Agencies)
- Develop Sustainable Content: Cooking Demo, Holiday Staff Video, “Silver Linings”
– a vivid chronicle of Volunteers' sentiments and life lessons from the pandemic

Salute To Our Amazing Volunteers



Strengths:

- Amazing supportive leadership, volunteers and partners
- Creative and innovative staff who think in unison and can visualize the Finish Line
- Time management and organizational skills required to plan backwards in order to move forward to fruition

Weaknesses:

- Never been attempted before at AEOS or EOA
- Limited time with substantial
- Planning: Idea proposed in October; Event held on Dec.17,2021

Salute To Our Amazing Volunteers



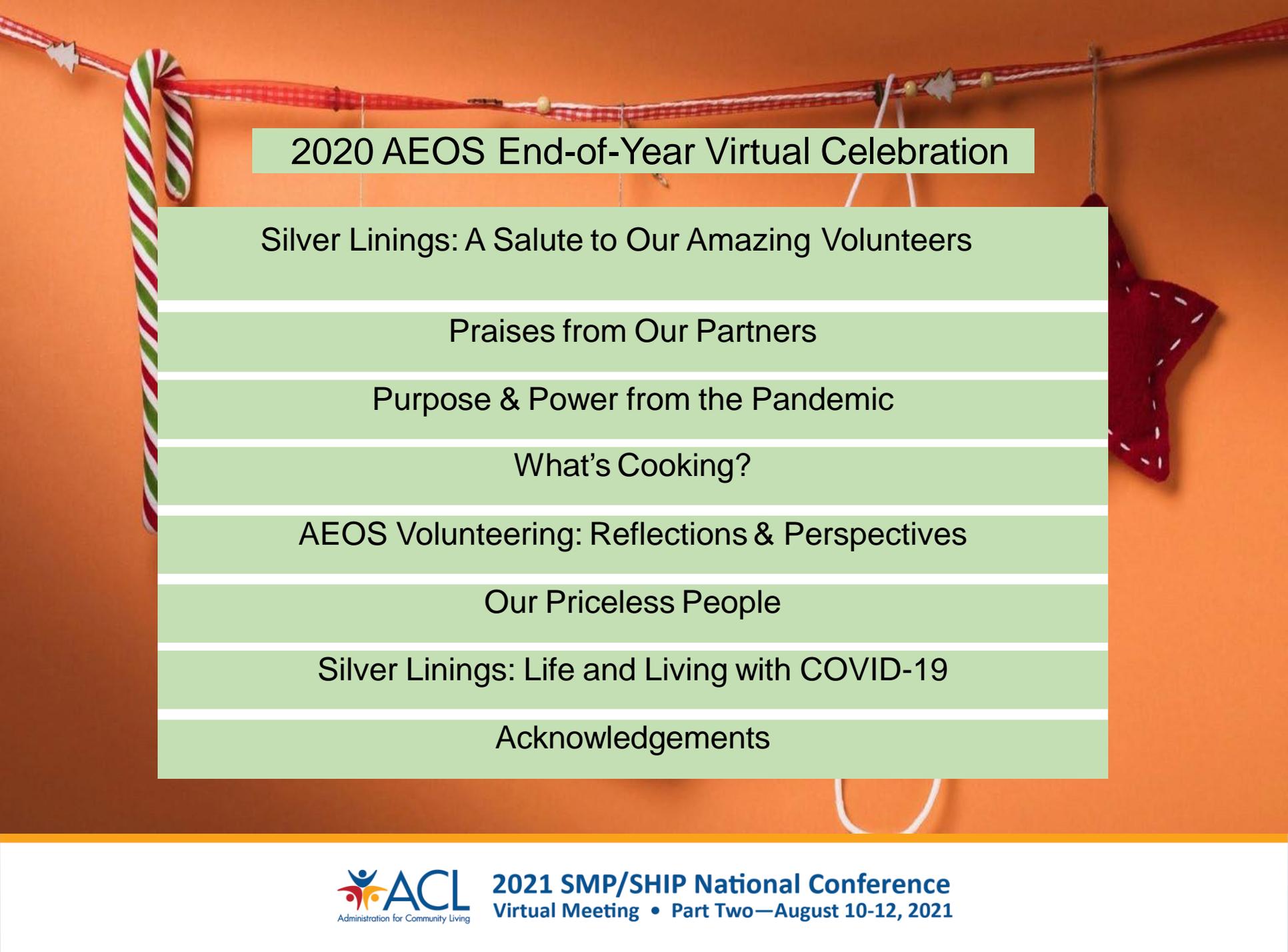
Silver Linings

2020 End-of-Year Virtual Celebration

Executive Office on Aging, Hawaii State Department of Health



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2020 AEOS End-of-Year Virtual Celebration

Silver Linings: A Salute to Our Amazing Volunteers

Praises from Our Partners

Purpose & Power from the Pandemic

What's Cooking?

AEOS Volunteering: Reflections & Perspectives

Our Priceless People

Silver Linings: Life and Living with COVID-19

Acknowledgements

Salute To Our Amazing Volunteers



Summary

From Customs to Celebrations

- Honoring Hawaii's Culture and Indigenous People

The Symbolism

- The Power of the Lei; Needle, Thread and Flowers

Selecting the Flowers

- Necessary, Candid Analysis: Reflections for Next-Steps
- Making Meetings Matter to Produce Results
- Intentional, Purposeful Marketing

Joining Forces: All that We Do = All that We Are

- Lighting up the Next Gen!
- Empowering our Priceless People



*Today's presentation
is our Makana to You,
a Virtual Lei
from Hawaii*