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Join Us in Supporting Community Hospitals

Interested in supporting the valuable contributions of community hospitals? Invite all your volunteers to join the [AHA-supported Coalition to Protect America's Health Care](#) to fight to protect quality care for all Americans.

[Save the date! 2015 SAL Meeting and HAVE Breakfast](#)

Fall 2014

Volunteer engagement video tells powerful story



Looking for a free resource to help boost recruitment or motivate volunteers at an appreciation event? The AHA has produced a powerful two-minute [video on health care volunteer engagement](#) that helps tell the story of the role volunteers play in improving health in communities across the country.

Feel free to use this video in a variety of settings:

- Recruitment efforts
- Volunteer appreciation events
- Websites/newsletters
- Community outreach
- Meetings with administrators
- Orientation and training

Follow the instructions on the webpage for downloading or storing the video onto a computer or high-capacity memory stick.

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Muesing named 2015 COV chair

The AHA Board of Trustees named Barbara Muesing chair of the Committee on Volunteers (COV) for 2015. She is an auxilian and trustee at Essentia Health in Fosston, MN. She succeeds Bill Newbold from Dignity Northridge Hospital Medical Center, Northridge, CA, who becomes immediate past chair.

The COV, a specialty committee of the AHA board, is concerned with the roles, responsibilities, and

State Auxiliary Leaders Meeting: May 2-4, 2015
Hospital Awards for Volunteer Excellence Breakfast: May 4, 2015
Washington Hilton
Washington, DC
In conjunction with the AHA Annual Membership Meeting

All states are encouraged to send representatives to the State Auxiliary Leaders Meeting and learn how volunteers can support hospitals as they advance health in America.

Do We Have Your Current Information?

Please send updates to the [State Auxiliary Leaders Roster](#) to Meg Leahy, mleahy@aha.org

Looking for a Conference Speaker?

Check out the additions to [list of speakers](#) who might be appropriate for your next volunteer meeting. To add someone to the list, contact Joan Ryzner at jryzner@aha.org.



Barbara Muesing,
2015 COV Chair

services of organized volunteers and auxiliaries, as well as the community perspective they provide for the health care field. The committee supports the AHA mission and policy agenda by providing input on public policy development; participating in AHA grassroots advocacy; and serving as the selection committee for AHA's Hospital Awards for Volunteer

Excellence.

In the fall, the COV provided feedback on:

- Federal legislative issues
- Health care equity
- AHA's digital media campaigns
- Creating a culture of health

Other COV members whose terms expire in 2014 include Ann Bergmann, Spooner Health System, Spooner, WI; Joe Dooley, CAVS, Bedford Veterans Affairs Medical Center, Bedford, MA; Beverly Epps, CAVS, John Randolph Medical Center, Hopewell, VA; and Kathy Moe, CAVS, Trinity Regional Medical Center, Fort Dodge, IA.

Continuing with a full three-year term in 2015 is Diane Westbrook, River Falls Area Hospital, River Falls, WI. Joining the COV are Deborah M. Brookshire, CAVS, Southern Arizona Veterans Affairs Health Care System, Tucson, AZ; Vicki Holcombe, CAVS, Baptist Beaumont Hospital, Beaumont, TX; and Eileen McConville, CAVS, New Hanover Regional Medical Center, Wilmington, NC.

Go [here](#) for biographical information on the 2015 COV members.



From left, outgoing COV Chair Bill Newbold; outgoing COV member Beverly Epps; and AHA Director of Member Relations Joan Ryzner.



From left, outgoing COV Chair Bill Newbold; outgoing COV member Joe Dooley; and AHA Director of Member Relations Joan Ryzner.

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Frequently asked questions about AHA's Committee on Volunteers

Q. What is the AHA's Committee on Volunteers (COV)?

A. It's a specialty committee appointed by the AHA Board of Trustees whose purpose is to provide input on health care policy issues and represent the perspective of communities. The COV is also the body that recommends the winners of the Hospital Awards for Volunteer Excellence.

Q. Who comprises the COV?

A. The COV comprises 15 volunteers, auxiliaries and directors of volunteers (DVSEs) from around the country, as well as one state hospital association representative who is a liaison to the volunteer sector. They typically serve three-year terms.

Q. What types of issues does the COV provide feedback on?

A. Recent issues on which the COV provided input include health care equity, AHA's digital media campaigns, creating a culture of health, hospital price transparency, quality measures and how hospitals are engaging with communities.

Q. How are COV members selected?

A. Typically volunteers, auxiliaries and directors of volunteers who are active at the state level or nationally are considered. To be considered contact Joan Ryzner at AHA at jryzner@aha.org.

Q. What is the time commitment?

A. The committee holds one-day meetings in the spring and fall. The spring meeting is in conjunction with the AHA Annual Meeting and State Auxiliary Leaders meeting.

Q. Are there dues or fees involved?

A. No. AHA pays travel costs and any event registration fees.

Q. How does the COV relate to AHA's Association for Healthcare

Volunteer Resource Management (AHVRP)?

A. AHVRP is a membership organization for directors of volunteer services focused on education, and the COV is an AHA policy committee. The AHVRP president holds an ex-officio seat on the COV and provides a report on activities at each meeting. AHVRP members also serve on the screening committee for AHA's Hospital Awards for Volunteer Excellence and the COV chair participates in the AHVRP annual conference.

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Volunteers encouraged to engage in AHA digital campaign on America's hospitals

AHA [launched](#) a digital campaign to help patients and consumers better understand the evolving role of the nation's hospitals. The campaign website, www.AdvancingHealthinAmerica.org, features a video and other resources showing how hospitals are creating partnerships and programs that reach beyond their walls to improve community health and access to care. Volunteers and directors of volunteers are encouraged to share their own stories with the campaign, part of a larger digital and social media effort to communicate the evolving nature of America's hospitals, and the importance of collaboration and proactive patient care.

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State Auxiliary Leaders Program Spotlight

Name of Activity: Partners of WHA Annual Convention

Name of Organization: Partners of WHA is the statewide hospital volunteer organization in Wisconsin. Partners of WHA comprises more than 10,000 volunteers and auxiliaries at 72 Wisconsin hospitals. Founded in 1951 as Wisconsin Hospital Association Auxiliaries, Partners of WHA, Inc. emphasizes volunteer service and participation in grassroots advocacy, public policy and community health education, and health career programs for Wisconsin hospitals. Additionally, Partners promotes leadership development resources and educational seminars to local hospital volunteer and auxiliary groups. They share information on successful community health education initiatives, advocacy, fundraising activities and trends on volunteerism.

Name and email address of contact person: Jenny Boese or Jennifer Frank at the Wisconsin Hospital Association, 608-274-1820.

Summary of Activity: The annual convention celebrated hospital volunteerism and recognized volunteer excellence. It was attended by nearly 350 volunteers from across the state. The convention includes keynote speakers, break-out sessions, fundraising opportunities, networking and fun. An annual highlight of the convention is a hospital CEO panel discussion moderated by a member of WHA's leadership team. Partners of WHA awarded its annual Wisconsin Award for Volunteer Excellence to four volunteer member organizations, honoring outstanding programs in the categories of community service programs, fundraising, in-service hospital volunteer programs, and community outreach/collaboration. Partners of WHA also awarded its "Best of the Best" award, which recognizes a hospital executive who demonstrates a cooperative, supportive, enthusiastic and well-defined relationship with the hospital's Partners and volunteer organization.

Challenges: As with anything, the challenge of the annual convention is the amount of time and attention necessary to pull an event of this size off. It should be noted that the volunteers themselves plan and execute the entire convention. Another challenge is to ensure keynotes and speakers have content that is interesting, relevant and help prepare our volunteers for the future.

Outcomes: Year after year the Partners of WHA Annual Convention draws 300-400 hospital volunteers from across the state to their event. It is an important opportunity to reconnect with friends and to learn about volunteerism. "The Partners of WHA Annual Convention is yet another example of the tireless work of Wisconsin's hospital volunteers," said Jenny Boese, WHA VP-External Relations & Member Advocacy, and member of the AHA COV. "The Partners organization should be extremely proud of the success of the annual convention each year."

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Frequently asked questions about AHA's State Auxiliary Leaders

Q. What are State Auxiliary Leaders (SALs)?

A. Typically the president, president elect and advocacy chair of a volunteer or auxiliary organization, or representatives as designated.

Q. How does AHA engage with SALs?

A. AHA provides:

- A special two-day meeting during the AHA Annual Membership Meeting in Washington, DC, every spring
- Roster of SALs
- Recommended speakers to consider for conferences
- Advocacy tools
- Social media platforms
- Newsletter
- A webpage with free resources and sample best practices

Q. Does AHA charge dues for a state to belong?

A. No. The only fee is discounted registration to attend the SAL meeting at the AHA Annual Membership Meeting.

Q. What are the benefits of attending the SAL meeting?

A. Benefits include:

- Cutting-edge information on health care issues that affect volunteers and communities
- Sharing best practices and networking with peers on a national level
- Meeting with elected federal representatives
- Attending the Hospital Awards for Volunteer Excellence breakfast and learning about top-tier volunteer initiatives

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Visit us at www.aha.org/about.volunteers/index.shtml

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