Making your Neighborhood Age-Friendly:

Creating a Neighbor to Neighbor Program
In your community

A How-To Manual

Created by:
The Housing Committee of the Community Action Plan on Aging

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Creating a Neighbor to Neighbor Program in your Community
A How-To Manual

Purpose:

A recent AARP study found that the majority of seniors would like to age in place in their homes and communities. Neighbor to Neighbor Programs help make our neighborhoods more prepared to not only assist seniors remain in their homes as long as possible, but also help families and singles when faced with emergencies.

This manual was created by the Housing Committee of the Community Action Plan on Aging, a program of the Senior Services Coalition. It was created to help communities interested in learning more about Neighbor to Neighbor Program and to provide resources to those who chose to create such a program. The manual contains a number of documents in Word that you can download and modify to use for your neighborhood. If you have trouble downloading any of the documents or if you would like to have representatives from local Neighbor to Neighbor Programs come to present to your group, please call the Senior Services Coalition at 757/220-3480. We’re here to help!

The Community Action Plan on Aging is a ten year plan to make the Greater Williamsburg Area a more livable community for seniors. The Plan was created through research, interviews and community forums. It has identified four issues for action:

1. Helping senior and caregivers with Awareness of and Access to Resources.
2. Focusing on the needs of Vulnerable Seniors, specifically those that are isolated and frail, have low incomes and people with mental health issues.
3. Designing neighborhoods to be age-friendly through Housing and Neighborhood Support that includes neighbor to neighbor support, affordable housing and accessible housing.
4. Recognizing Seniors as a Resource by valuing the contributions of seniors in the workplace and volunteer services and enhancing opportunities for their engagement in the community.

Each issue is being addressed by a committee of action-oriented stakeholders and new members are always welcome. Call (757-220-3480) or visit www.seniorsservicescoalition.com for more information.
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INTRODUCTION

A new trend is sweeping the nation, it’s called the “village movement” and it’s changing the way people think about their neighborhoods. The village movement, also called Neighbor to Neighbor Programs, began in the early 2000’s because people wanted more options as they aged than their parents had. Many people want to remain in their own homes and communities, but recognize that they need to have social and health resources that they can depend upon as they age. In response to this desire, a number of neighborhoods have implemented a “village model” comprised of neighborhood networks that allow people feel safer and more socially connected in their community.

Over 400 Villages have been formed in the U.S. - each one reflecting the unique needs of their members. A number of Williamsburg communities have created “villages”, which locally, tend to take the form of a “Neighbor to Neighbor” Program.

This manual provides a step-by-step guide for communities interested in creating a Neighbor to Neighbor Program. As a Williamsburg resident has said, “If you’ve seen one village, you’ve seen one village.” This highlights the point that each village is unique and should be designed to meet the specific needs of its community. Remember this comment while you read through the manual and know that you might not need or want to do each step outlined.

The manual is designed to allow your neighborhood to pick the steps that are most appropriate for your community. For instances, some neighborhoods have identified their communities’ needs by sending out a survey for residents to complete, other communities have held focus groups, while still others have held informal coffees at resident’s homes. Most importantly, have fun, but know that creating a village takes time, hard work and plenty of determination! As another Williamsburg resident has said, “It takes time and patience to get a Neighbor to Neighbor Program started.”

The manual is broken into three areas:

- Planning your Neighbor to Neighbor Program
- Implementing your Neighbor to Neighbor Program
- Maintaining your Neighbor to Neighbor Program

During the Planning Phase, communities focus on identifying a core group of committed volunteers who work with the community at large to identify whether the neighborhood wants a Program and what types of services will be provided.

During the Implementation Phase, the community focuses on training volunteers, reaching out to the community to ensure that all residents are aware of the program and the assistance it provides.

The Maintenance Phase is on-going and helps to ensure that when volunteers move or step down, other trained volunteers are available to take their place. Also during this Phase, you should also ensure that community outreach continues and that successes are celebrated and volunteers are honored.
What exactly is a Village or Neighbor to Neighbor Program?
Examples of existing Villages and Neighbor to Neighbor Programs

People use various terms to describe their Programs. In Williamsburg, most communities that chose to have a “village” do so through a “Neighbor to Neighbor” Program. Below are examples of successful local programs as well as summaries of other types of programs offered in the U.S. Note that from here on, the term “Neighbor to Neighbor”, will be abbreviated as N2N.

Local Examples

Kingspoint

Initial Meeting to discuss a possible N2N Program

In 2009, a resident invited her mother, who was involved in the creation of the Beacon Hill Village, to present information about the Village Model to the community. A number of residents attended the meeting and a core group of people interested in forming a N2N Program was formed.

The group decided not to follow the Beacon Hill model. Instead of a program with a large membership fee and paid staff, the group decided to develop a program run by volunteers. Also unlike the Beacon Hill Village, which limited membership to those 55 and over, residents of any age can join the Kingspoint N2N program.

Kingspoint is an older neighborhood comprised of 224 homes nestled between I-199, the Colonial Parkway and College Creek. The Neighbor to Neighbor Program is run by volunteer Block Captains and there is no cost to join and residents of all ages are invited to join. The following services are provided:

Community Survey

The first step the group took was to develop and hand-deliver a survey to each home. The goal of the survey was to:

- Determine whether a sufficient number of residents was interested to make the N2N Program feasible
- Identify the types of services and assistance people wanted the N2N Program to provide
- Begin to develop a list of resident-recommended vendors and service providers, like handyman and yard work companies.
- Ask interested residents to indicate what types of services they were willing to help provide and which services for which they were willing to accept help.

Based on the responses to the survey, a document was developed that includes a list of neighbors who indicated a willingness to give assistance, receive assistance, or share skills or tools to neighbors in need. There is a list for each type of assistance or skill/tool. The lists are sorted by neighborhood area, street, and house number, so that coordinators can quickly locate a neighbor close to someone who needs assistance.
Types of assistance offered:
- Transportation (appointments, functions, library, store, etc.)
- Shopping/grocery or pharmacy pick-up
- Food prep/food pick-up
- Small tasks around the house (e.g., changing light bulbs)
- Dog walking or other pet care
- Light yard work
- Weather-related tasks (e.g., salting sidewalks, shoveling snow, removing debris)
- Emergency child care

The survey also allowed residents to identify if they had the following skills/equipment to assist the community in times of need:
- Medical Training
- Generator (for temporary shelter or special needs)
- Chainsaw or other equipment for debris removal
- Other special skills or tools to share in an emergency

How the N2N Program is structured

The Kingspoint Program is structured around small blocks of roughly 8 homes, each of which has a Block Captain. The Block Captains meet every 3 or 4 months to share ideas and information. Each Block Captain has emergency contact information for each participating resident to contact in the event of an emergency. In addition, every resident was given a File of Life form to complete and place on their refrigerator to be used by the Fire Dept. in an emergency.

N2N Kick-off

The Kingspoint N2N Program was kicked off at the community’s annual Memorial Day celebration. This is a popular annual community event and most residents attend to enjoy the picnic, the first day of the pool season or to sign their children up for the neighborhood swim team.

An information table for the N2N Program was set up, a summary of the survey results was shared and residents were able to join the N2N Program.

Ongoing Maintenance of the N2N Program - Communications

Each month, the N2N Program publishes an article in the Kingspoint newsletter, so that residents are kept aware of the program and the services it provides.

A folder that includes information about the N2N program including the Block Captains contact information, a list of resident-recommended service providers, and who to contact if you need assistance is provided to each residence.

There is no cost to join the Program, although donations are welcome. All of the Block Captains are volunteers. To date, 85 households have joined the Program.

Contact: Kitty Beatty – nkbeatty01@cox.net
Colonial Heritage

Colonial Heritage is a still developing community currently comprised of about 790 homes. It supports active adults age 55+. There is a mandatory homeowners association and optional golf club membership. The Neighbor to Neighbor Program, which is organized and implemented by volunteer Block Captains, was formed in 2006 to help neighbors in times of need. The N2N Program functions as a separate organization, outside of the Homeowners Association.

Initial Meeting to discuss a possible N2N Program

In 2006, the Neighbor to Neighbor Program was formed to help neighbors in times of need. The Program began soon after Joan Bender, a CH resident, had a neighbor lose his wife soon after moving into the neighborhood. Joan sent out an email inviting people to come to her house to discuss ways they as a community could help neighbors in times of need. Over 30 people attended the initial meeting and planning for the Program began immediately. Vision and mission statements were developed, along with an organizational structure, values and roles and responsibilities.

How the N2N Program is structured/Types of Assistance provided

The community is organized into Blocks comprised of about 20 homes, with Block Captains and Co-Captains. Block Captains are encouraged to refer services that require special considerations such as transportation. They provide services to neighbors for example:

- Neighborhood watch if homeowners are away
- Meals if needed following an accident or surgery
- Help in an emergency working with Colonial Heritage CERT Team
- Organize events that contribute to the community, such as the Memory Walk sponsored by the Alzheimer’s Association
- Initiate new projects as identified by or through the Block Captains, such as the Caregivers Support Group
- Volunteers are trained on the services offered in the community such as the RIDES program, and organizations that offer services, such as Faith in Action and the Peninsula Agency for Aging. If services are needed by a neighbor, they are encouraged to contact the appropriate organization.
- Caring Cards are sent to a neighbor who might be ill or has had a significant event.
- List of services recommended by Colonial Heritage residents
- Discounts on some services such as lawn aeration or testing sprinkler systems.

Because so many services are available to assist seniors in the Greater Williamsburg Area, volunteers are educated about existing organizations and services provided, such as Faith in Action, RIDES, and the Peninsula Agency for Aging. If services are needed by a neighbor, volunteers provide contact information and encourage the person to contact the appropriate organization. Today the N2N Program has about 45 Captains
and Co-Captains and is continually adding as new streets are added. Two Co-Chairs maintain ongoing communications and facilitate meetings.

**Ongoing maintenance of the N2N Program - Communications**

Block Captains meet every two months to share information and frequent orientations are conducted for new Block Captains. Special events are held to honor, thank and keep the Block Captains engaged and appreciated. Many Blocks host monthly Ladies Luncheons or socials. Monthly community breakfasts are held for men at the local Astronomical Pancake House. Some streets collect food for the local food bank and for FISH.

The N2N Program organizes and offers two community-wide activities annually for the entire community. These events include such things as, performances by the Bluegrass Band. It is felt that these types of social events bring residents closer and may make them more willing to offer and to receive assistance when a need arises.

**Lessons Learned**

- Involve the Homeowners Association early on
- Plan for rewards and recognition for volunteers
- Identify a corporate sponsor

Contact: Joan Bender at joanbender1@cox.net or Peter Coughlin at peterjcoughlin@aol.com.
Ford’s Colony

Ford’s Colony, comprised of over 2,500 homes, has a mandatory homeowners association and an optional country club membership. Ford Colony’s Neighbor to Neighbor Program is called, “The Caring Neighbors of Ford’s Colony”, and is an organization of neighbors helping neighbors in times of need.

The program offers a variety of services, including:

- Caring Neighbors Transportation Service volunteers drive residents unable to drive to the doctor, hairdresser, pharmacy, grocery, etc., and to meetings and events within Ford’s Colony. They will also run errands.
- Caring Neighbors Handymen help replace furnace filters and fire alarm batteries, change light bulbs in hard-to-reach places and more.
- Cook’s Pantry volunteers prepare meals for residents who are ill, who have had surgery, who are weary from an extended illness or treatment program or who have recently lost a loved one.
- Granny’s Attic volunteers provide short term loan of car seats, strollers, high chairs, cribs, toys, etc.
- Nurse’s Closet volunteers loan medical equipment including crutches, walkers, bathroom commodes and wheel chairs.
- Caring Neighbors Cares and Concerns volunteers send a note of condolence when there is a death and a note of support when there has been a surgery.
- Stork Club volunteers send a note of congratulations when there is a new baby in Ford’s Colony and offers other information and support.

In addition, the Ford’s Colony Aging in Place Interest Group has developed an Aging Services Database of Greater Williamsburg Area services to assist people and families of people who are aging. The directory contains links to providers and information that may help residents to live safely and comfortably in their homes. The webpage is designed to be easily used by Ford’s Colony residents and their caregivers and can be accessed at: [http://www.fchoa2.org/info.php?pnum=7](http://www.fchoa2.org/info.php?pnum=7)

**Initial Meeting to discuss a possible N2N Program**

**Caring Neighbors:** In 1988 a homeowner wrote an article in the Talk of the Colony, a monthly newsletter, about the “birth” of caring neighbors. This sparked another homeowner to invite some friends and other neighbors to several teas to discuss the concept and generate ideas. Sixteen Ford’s Colony homeowners volunteered to participate and in 1990 it became an officially sanctioned club within the Ford’s Colony Homeowners Association. Today it has eight committees and hundreds of volunteers.

**Aging in Place Interest Group:** In 2008 the current Homeowner Association Chair asked five homeowners to look into the concept of aging in place and make recommendations to the Homeowner Association Board. This ad-hoc group reviewed a number of aging in place “Village” concepts including the Beacon Hill Village and they looked carefully at our community. They discovered that greater Williamsburg has a great array of services and service providers including caring Neighbors of Ford’s
Colony but many homeowners were not aware of these services. They then began to develop a web page to provide homeowners information about the many services and service providers in our area. A little over a year later the group had grown in numbers and became an officially sanctioned organization within the Activities Committee. Currently, the Aging in Place Interest Group has over thirty members. Each month it writes an article for the newsletter that is delivered to all homeowners and periodically hosts seminars on various aging issues.

**How the N2N Program is structured**

**Caring neighbors:** There is a president and a committee chair for each of the eight committees. They hold monthly meeting to discuss statistics and various issues. They provide updates each month in the homeowner’s newsletter along with contact information. They have a goal of encouraging each block to have a Neighborhood Liaison who helps to identify neighbors in need and helps communicate the services of the Caring Neighbors program.

**Aging in Place:** There is a chairman who coordinates the agenda for their monthly meetings. Volunteers help write the monthly articles and refine and update the web page.

**Ongoing maintenance of the N2N Program - Communications**

Each month the “Talk of the Colony” newsletter includes a list of the names and phone numbers for Caring Neighbors contacts. The Aging in Place interest group developed a brochure describing its online “Aging in Place” web page. You can access the document at: (http://www.fchoa2.org/editor_upload/File/IG-AIP/AIP%20Brochure%2004172010.pdf).

**Communication, communication, communication!** Monthly newsletter articles, presentations to various Ford’s Colony clubs, occasional blast e-mails, occasional seminars and word of mouth.

**Contact:** Ted Juraschek  
E-mail: theo_juraschek@msn.com  
Web page: www.fchoa.org click on Aging Services in left column
Holly Hills

Holly Hills is a community of 150 single family residences located off Jamestown Road, about one and a half miles from Colonial Williamsburg. The Neighbor Awareness For Neighbor (NAFN) team ensures that new residents are familiar with what the Association and area have to offer and make sure that all newcomers feel welcome to participate in any activity that interests them. NAFN ensures appropriate Emergency Response whether the emergency is a family crisis or a broader area threat such as storm damage and administers the Neighborhood Watch program. Holly Hills is a community which cares for one another but also respects the privacy of their neighbors.

General Description of Neighbor Awareness For Neighbors (NAFN)

The Holly Hills NAFN program was initiated around 1999 by resident Jan Krapfl. It pre-dated the City of Williamsburg CERT (Citizen Emergency Response Team) program by about 5 years. Jan, who developed the program primarily on her own initiative, used the Neighborhood Watch program as the starting point and later added the N-to-N new resident activities. The program’s success was due to the oversight of the Holly Hills CORE group, whose purpose is “to help new residents become assimilated into the community, to provide fun, fellowship, and support for all the residents.” The Holly Hill “Neighbor Awareness For Neighbors (NAFN) is simply a way of saying that they look out for and try to help each other. Holly Hills is known for this sense of community, which includes connection, caring, support, and involvement.

How the NAFN Program is Structured

The Holly Hills neighborhood is divided into 5 NAFN geographical areas. Each area has a team of individuals who work together, exchange vital information (maintaining confidentiality), and respond to help with the safety, security, and support of their residents and property. These teams consist of: Area Coordinators, Block Captains, Emergency Response Representatives, CERT (Citizen Emergency Response Team) Volunteers, Emergency Response Representatives, and Neighbor-to-Neighbor Coordinators.

Residents complete and provide up-dated information on their Data Sheet; get to know their neighbors and geographic area team members; remain alert to any situation that does not appear to be normal and then contact police and/or their Block Captain; take pre-cautions when they will be away from home; and make preparations for emergencies.

Types of Assistance

The Neighbor-to-Neighbor Representatives provide a personal touch to welcome new residents, provide area information and encourage participation in neighborhood activities, as well as provide assistance in times of “need” or an emergency situation.

- Provide a Welcome Packet to new residents
- Explain and collect Data Sheets
• Familiarize residents with NAFN Program and Association website
• In times of serious illness or death in the family, coordinates assistance, phone calls, food, moral support, etc.
• In an emergency situation, coordinates assistance to residents who are “at risk” and/or in need of shelter, food, etc.
• Reminds residents to secure outside items and recruits assistance if needed.
• Checks on most vulnerable neighbors to ensure they can survive alone during the emergency event.
• Provide first response disaster survival and rescue measures as needed.

Ongoing Maintenance of the NAFN Program – Communications

Phone Tree - A Data Sheet is provided to and then collected from new residents for the Holly Hills Directory. New resident information is added to the Directory Listing and included in the appropriate geographical area phone tree. Block Captains routinely talk with their residents to ensure that their Directory and other Data Sheet information have not changed. Phone Trees are activated as needed during weather emergencies or other times of need.

Flyer Delivery – Flyer delivery communications are also used according to the level of urgency of the information.

Holly Hills Gazette – A NAFN article is written for each issue of the Holly Hills Gazette.

Holly Hills Website – The Holly Hills website is located at www.hollyhillshoa.org. The website has a variety of information and resources for Holly Hills residents.

Citizen Band (CB) Radio – CB radios may also be used in the event of phone failure. These are assigned by the Holly Hills Community Association and are used for Holly Hills/Williamsburg Neighborhood Response activities.

Contact: Toby Lane, toby@thelinesweb.org
Examples from Beyond the Greater Williamsburg Area

The following examples are of Villages and are shown because they differ from the programs typically seen in the Williamsburg Area. For instance, the traditional Village Model requires a large annual membership fee and relies on paid staff to provide services and programs and organize volunteers. Membership tends to be limited to people over 50 years of age, unlike many local programs which welcome people of any age to join.

Beacon Hill Village
Arguably, the most well known Village, Beacon Hill Village, Inc. is a private, non-profit corporation that provides “concierge” services to its members residing in the Beacon Hill area of Massachusetts. Members, who must be 50 and older, pay roughly $600 to $800 per year and have access to paid full- and part-time staff who organizes cultural events, informational programs, and transportation assistance. The Village also vets and maintains lists of handymen, pet sitting and computer support, as well as list of short- and long-term assisted living services. Staff organizes programs of interest to its members, such as presentations about insurance or medical topics. Members often cite joining the village as an “insurance policy” that greatly enhances their ability to continue their current quality of life.

Contact Information:
Website: www.beaconhillvillage.org
Email: info@beaconhillvillage.org
Phone: 617-723-9713

At Home Chesapeake
At Home Chesapeake serves seniors living in Anne Arundel County, Maryland a large, sometimes rural, county of 415 square miles. The county has a total population of over 500,000 of which 11% are seniors over 65 years old. The Program offers a variety of services, including transportation, home sharing, and volunteer peer advocates to help members through the rehabilitation process, from hospital discharge to nursing centers and finally home. They also maintain a “Vetted Partnership List” with vendors screened for honesty, reliability, fair pricing and quality of workmanship.

Contact Information:
Website: www.athome-chesapeake.org
Email: info@athome-chesapeake.org
Phone: 410-647-1997
Creating a N2N program in your community:

Now that you know what a Neighbor to Neighbor Program is and that each program reflects the unique needs of its community, you can begin to consider how one might look in your neighborhood. Creating a Neighbor to Neighbor Program in your community involves three broad steps:

1. Planning
2. Implementation
3. Maintenance

Remember, every step might not be appropriate for your neighborhood so you shouldn’t feel as though you need to undertake every activity. As stated earlier, every Program should reflect the unique needs and assets of your neighborhood!

Planning Phase – Step-by-Step

Step 1 – Identify a core group of committee neighbors:
- Talk to friends and begin to identify a group of committed members who are interested in helping to create the Neighbor to Neighbor Program.
  - Identify people from a range of ages and points in their lives – Older residents, younger families, etc.
  - Post a flyer in your community inviting people to attend the meeting.

Step 2 - Arrange a meeting of the interested residents to:
- Discuss ideas and determine interest.
- Educate the core group about N2N Programs.
  - Use the examples in this Manual
  - Invite people from local N2N Programs to meet with your group to share their knowledge. A contact person for each of the three local programs is highlighted in the examples section. Each of these individuals is willing to meet with your neighborhood.
- Identify the types of services that might be of use to neighborhood seniors as well services that would be helpful to young families. You want to attract people from a range of ages to participate in your Program.
- Identify any communication systems currently in place in your neighborhood, e.g. newsletter, website, flyers etc.
- Indentify all appropriate HOA or regulations that might impact your activities.
- Determine if you will proceed using established structure like HOA, a Neighborhood Watch Group or CERT members or if you will create a new structure.

Step 3 – Indentify whether the community is interested in creating and supporting a N2N Program and what types of services should be provided. You can do this in many different ways, for example, you could
- Develop and distribute a survey, or
- Hold community focus groups, or
- Invite neighbors to informal coffee get togethers in people’s homes
Whatever method you use, you should aim to:
- Educate your community about N2N Programs.
- Determine whether a sufficient number of residents are interested.
- Identify needs in your neighborhood that are not being filled.
- Identify the types of services people would like the program to provide.
- Ask if the resident will consent to be included in your database.

If you use a survey, you can hand deliver or mail to each home
  - Encourage neighbor to neighbor contacts so that people will complete the survey
  - Provide an easy way for people to return the completed survey, such as dropping off in a basket on a resident’s porch.

“Tools You Can Use”: A sample community survey and cover letter is shown in this section.

Step 4 – Review the completed surveys or notes from the focus groups or informal meetings to:
- Create a database of each resident/household that responds to the survey & maintain contact (with their permission consistent with VA Privacy Laws.)
  - This is your log of potential members.

Step 5 – Invite interested individuals to a community-wide meeting
- Announce the meeting using the community newsletter, posting notices at the community entrance, and/or hand delivering invitations.
- Present the results of your community survey.
- Discuss various types of N2N Programs
  - Invite local N2N representatives to talk about their experiences.
- Discuss and determine the type of model your community will implement.
  - Leadership structure – Board, committee, Homeowners Association.
  - Membership and marketing
    - Getting neighbors to participant
  - Member services
    - What services will be offered – Possible services to offer will have been identified in the survey
  - How it will be structured
    - Will you use Block captains
    - By block/cul-de-sac
      - If you use Block Captains, determine how many houses with they will be assigned.
  - Finances
    - Will there be a fee paid by members
    - Is seed money needed?
  - Liability issues – check with an attorney to ensure there are no issues of liability associated with a specific activity. If there is no attorney available, we have the Legal Aid Society of Eastern Virginia in Williamsburg at 199 Armistead Avenue.
Tools You Can Use: A contact person for each of the three local programs is highlighted in the examples section.

Implementation Phase – Step-by-Step

Step 1 – Implementation Plan
- Take the information obtained in the community meeting to
  - Create the Board and board structure (i.e., committees, etc.)
  - Mission Statement Roles/ descriptions of block captains, etc.
  - Responsibilities
  - Develop spreadsheet of possible service providers
- Make use of existing resources:
  - There are many resources available for seniors in Williamsburg. Many of these can be accessed at www.PADRN.org
  - Criteria for success
    - How many residents need to participate
    - How many Block Captains are needed, some larger cul-de-sacs many require two Co-Block Captains.
    - Events that receive support such as educational programs on health or other areas of interest to the community

Tools You Can Use section, includes:
- Sample vision statement, mission statement, goals and guiding principles
- Sample position description for Block Captains
- Sample spreadsheet to list service providers

Step 2 - Launch the N2N Program
- Use the opportunity to make this a big event
- Sign up members
- Get people excited
- Hold during another major event
  - Memorial Weekend community picnic, 4th of July parade, pool BBQ, Christmas Caroling, etc.

Maintenance Phase – Step-by-Step

Step 1 – Volunteer Recruitment
- Identify how you will:
  - Recruit volunteers
  - Motivate and support volunteers
- Identify ways to recognize and honor your volunteers
  - Hold volunteer meeting monthly or quarterly so that Block Captains can share information and support each other
  - Recognize and honor the volunteers at an annual event. This could be combined with an existing community event, such as an annual Memorial Day picnic.
Step 2 – Volunteer Management
• Training and orientation of volunteers.
• Plan for Block Captain turnover.

Step 3 – Communication – Maintain contact with your neighbors
• Use internal communication tools – newsletter, email lists, phone trees
• Use external communication tools– newspapers, radio, brochures, website
• For instance, the Kingspoint N2N Program publishes an article about the program each month in the community newsletter.
• Build excitement by enlisting speakers at events or area dignitaries to encourage neighbors to participate in the N2N Program. The Colonial Heritage N2N Program organizes community-wide spring and fall forums offering residents a chance to socialize and hear speakers.
# At-a-Glance Summary to Create a Neighbor to Neighbor Program

<table>
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<tr>
<th>Goal</th>
<th>Action</th>
<th>Tools You Can Use (Information in the How to Manual)</th>
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| Identify core “working group “                                        | **Educate**                                                            | • Review summaries of local programs outlined in the handbook.  
• Invite representatives from local N2N Programs to meet with your core group. |
| Invite neighbors to discuss whether there is sufficient interest in the community and ways to identify that interest. | **Communicate and get Community Input** Provide an easy way for residents to participate:  
• Invite neighbors to focus groups  
• Invite neighbors to informal coffee get togethers  
• Send surveys to neighbors – Hand deliver or mail. | • Modify and use the sample survey included in the handbook, if appropriate.  
✓ Ask core group to encourage neighbors to respond to the survey or attend get togethers.  
✓ Post notices in newsletter or website. |
| Decide how to structure your Neighbor to Neighbor Program              | • Review survey responses or notes from focus groups and informal meetings.  
• Identify the types of services/assistance residents would be willing to offer and/or receive.  
• Develop list of possible service providers.  
• Invite interested parties to community-wide meeting to discuss survey results and a range of relevant topics. | • Use and modify attached sample mission statement, goals and principles documents.  
• Use attached Block Captain position description.  
✓ Maintain a list of neighbors willing to help |
| Educate the community-at-large about N2N Programs and the results of the survey. | **Hold a Community Kick-off** Organize a community-wide meeting to kick-off the program. Could coordinate with other events, e.g., Memorial Day party, etc.  
• Educate the community about the N2N and seek volunteers.  
• Provide list of block captains, contacts – handouts or on-line. | • Share information about local N2N Programs.  
• Invite representatives from local N2N Programs to present to your community. |
| Maintain your Neighbor to Neighbor Program.                           | **Communicate!**                                                       | • Summaries of local programs in the manual provide suggestions for how to maintain your N2N Program. |
Tools You Can Use

This section includes documents that you can download, modify to fit the needs of your neighborhood, and then use as you develop your neighborhood's Program.

1. Sample Community Survey
   a. Developed and used by the Kingspoint neighborhood to determine:
      i. Community interest in creating a N2N Program
      ii. What types of services residents were interested in receiving
      iii. What types of services residents were able to provide to their neighbors
      iv. A list of resident-recommended vendors, including handymen, etc.

2. Comprehensive list of possible services your Neighbor to Neighbor Program could offer.

3. Sample format for use in sharing list of neighbor recommended service providers
   Developed by Kingspoint

4. N2N Program vision statement, mission statement, goals and guiding principles
   Developed by Colonial Heritage.

5. Sample Block Captain position description
   Developed by Colonial Heritage

Be sure you make use to make use of existing resources. The Peninsula Aging and Disability Resource Network is an online directory of service providers. Vetted providers include: Meals on Wheels, Housing Partnership, health care providers and much more. Go to www.PADRN.org to visit the site.
Sample Neighborhood Survey

KINGSPONT NEIGHBOR TO NEIGHBOR

Participant Information Form

If you wish to participate in the Kingspoint Neighbor to Neighbor program, please fill in the information below and return it to the coordinator for your neighborhood area.

Name(s) ________________________________

Street Address _______________________________________

Please indicate your preferred method of communication:

☐ Email (please include email address): _____________________________

☐ Telephone (please include phone #): _____________________________

☐ Mail

☐ Please check here if you are interested in a formal buddy system (an individual or family to look out for you and vice versa: pick up your mail when you are going out of town, call if you need emergency assistance, check on you if you are ill, etc.). If you already have an informal relationship like this, or if you have someone in mind, please indicate with whom:

_________________________________________________________________

How many members are in your household? ____________

Please indicate how many individuals in your household are in each age bracket:

_____ 70 & over  _____ 50 – 69  _____ 30 – 49  _____ 19 – 29  _____ 18 & under

<table>
<thead>
<tr>
<th>Possible Types of Assistance or Support:</th>
<th>Willing To Give</th>
<th>Willing To Receive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation (appointments, functions, library, store, etc.)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Shopping / grocery or pharmacy pick-up</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Food prep / food pick-up</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Small tasks around the house (e.g., changing light bulbs)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Dog walking or other pet care</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Possible Types of Assistance or Support (Continued):

<table>
<thead>
<tr>
<th>Possible Types of Assistance or Support</th>
<th>Willing To Give</th>
<th>Willing To Receive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light yard work</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Weather-related tasks (e.g., salting sidewalks, shoveling snow, removing debris)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Emergency child care</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Other (please list or describe below):</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Do you have any of the following skills or tools that you would be willing to share in an emergency? (Please check any that apply and add any special information to the right.)

- ☐ Medical training ____________________________
- ☐ Generator (for special needs or temporary shelter) ____________________________
- ☐ Chainsaw or other equipment for debris removal ____________________________
- ☐ Other (please describe) ____________________________

Please use the space below to add any additional thoughts or suggestions for the Kingspoint Neighbor to Neighbor program.


Survey designed by Kelly Lockerman, Kingspoint resident
Comprehensive list of potential services offered by N2N Programs

- Emergency child care
- Dog walking or pet sitting
- Checking in on seniors, military spouses
- Light yard work
- Referrals for services, for example, pharmacies, dry cleaners, churches, physicians, lawn service etc
- Simple “handyman” activities - Help replace furnace filters and fire alarm batteries, change light bulbs in hard-to-reach places and more.
- Group discounts to events in the Peninsula
- List of “vetted” service providers. Some providers might agree to give discounts
- Transportation assistance to the doctor, hairdresser, pharmacy, grocery, etc.
- Disaster response – e.g., power outages
- Organizing educational presentations of interest to the community – Preventing falls, financial literacy, etc.
- Run errands.
- Prepare meals for neighbors who are ill, who have had surgery, who are weary from an extended illness or treatment program or who have recently lost a loved one.
- Provide short term loan of car seats, strollers, high chairs, cribs, toys, etc
- Loan medical equipment including crutches, walkers, bathroom commodes and wheels chairs.
- Send a note of condolence when there is a death and a note of support when there has been a surgery and a note of congratulations when there is a new baby in Ford's Colony and offers other information and support.
Sample service providers list

Kingspoint Neighbor to Neighbor – Recommended Service Providers

<table>
<thead>
<tr>
<th>Service</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpenter</td>
<td></td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>Electrician</td>
<td></td>
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<tr>
<td>Handyman</td>
<td></td>
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<td></td>
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<tr>
<td>Heating and A/C</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Housecleaning</td>
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<tr>
<td>Landscaping</td>
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<td></td>
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<tr>
<td>Painter</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Service</td>
<td>Phone</td>
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<td>---------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Painter</td>
<td></td>
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<tr>
<td>Plumber</td>
<td></td>
</tr>
<tr>
<td>Tree Removal</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous Recommended Service Providers</td>
<td></td>
</tr>
</tbody>
</table>
Sample vision statement, mission statement, goals and guiding principles

The Colonial Heritage
Neighbor to Neighbor Program

*It makes a world of difference.*

*From time to time our neighbors in Colonial Heritage may experience a time of special need when we can help by extending a helping hand. The Neighbor to Neighbor Program promotes community spirit by sending a card, baking something special, or just listening to concerns for members of the community who are experiencing a special need.*

**Mission:** To create a caring community in Colonial Heritage by providing an opportunity for neighbors to reach out to neighbors in a helpful capacity and realize the full potential for contributing to a quality community.

**Goals:**
- To foster sharing of information and resources within and between neighbors, especially during a time of need.
- To facilitate direct linkages between neighbors;
- To involve all community assets in establishing and nurturing a helpful, caring neighborhood.

**Guiding Principals**
- Inclusive – participation is open to all residents and their neighborhood;
- Interdependent – neighbors help neighbors and neighborhoods help neighborhoods;
- Unique – Neighbor to Neighbor focus is on neighborhood strengths and resources;
- Flexible and responsive – the program will expand and change as Colonial Heritage completes construction phases
Sample Block Captain Volunteer position description

YOU MAKE A WORLD OF DIFFERENCE

Neighbor To Neighbor Program

Block Captain Role

The Neighbor to Neighbor Program helps create a caring community in Colonial Heritage by providing an opportunity for neighbors to reach out to neighbors in a helpful capacity.

When the Neighbor to Neighbor Program began, the first clear direction was to make the community more manageable by establishing “Blocks” within the community. In some cases it consists of a full block while others have some smaller streets combined and yet other larger blocks were actually divided. This was all done to create a sense of small neighborhoods.

A BLOCK CAPTAIN is a person who volunteers to co-ordinate the happenings within a neighborhood. It is a pivotal role between individuals and the community. The position has no “term”, can be changed at any time and is aided by Co-Captains who share responsibility. Neighbors are encouraged to become aware of resources in the community to refer for special needs or compliment a service for on-going needs.

Initially, many blocks have held social events – Potluck dinners, Women’s Luncheons, Block Parties, Clubhouse happy hours, Men’s morning coffee, to name a few. Yet, not all happenings are social in nature. Joyful news (milestone anniversaries) is shared and the same is true of sorrowful events like illness and death. Telephone chains and group emails can keep neighbors informed.

The goal of each event is to further create a caring sense of community at Colonial Heritage, where neighbors really do help neighbors.

Senior Services Coalition is interested in your feedback.

Please let us know how this document was beneficial to you.

Email us at: SeniorServicesCoalition@verizon.net with your comments and suggestions.

Thank you.