



Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

CDAP

COMMUNITY DEMENTIA AMBASSADOR PROGRAM GUIDE





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Table of Contents

04	Program Description
06	Purpose of the CDAP Guide
07	The CDAP Goal
08	The CDAP Objectives
12	Objective 1: Performance Metrics and Targets
18	Objective 2: Community Identification
22	Objective 3: Recruitment
30	Objective 4: Onboarding, Training, and Continuous Improvement
38	Objective 5: Ambassador Activity
40	Objective 6: Evaluation and Reporting
42	Objective 7: Reaffirming Commitment or Offboarding

Appendices

 View and download via [DropBox](#).

Appendix A:	Impact Metrics Data Collection Instruments/Tools
Appendix B:	Continuous Improvement Metrics Data Collection Instruments/Tools
Appendix C:	Community Dementia Ambassador Role Description
Appendix D:	Samples of Ambassador Recruitment Materials
Appendix E:	Key Messages for the CDAP Lead Generation
Appendix F:	The CDAP Lead Generation Tracking Tool
Appendix G:	Administrative Forms and Documentation
Appendix H:	Screening Interview Questions
Appendix I:	Community Dementia Ambassador Monthly Reporting Tool
Appendix J:	Reference Check Questions
Appendix K:	Foundational Training Learning Outcomes
Appendix L:	Training Evaluation Survey



CDAP Guide

PROGRAM DESCRIPTION

The Community Dementia Ambassador Program (CDAP) is a program to recruit, train, and support volunteers in communities across Alberta to act as Community Dementia Ambassadors (Ambassadors) on behalf of the Alzheimer Society of Alberta and Northwest Territories (the Society).

With over 50,000 Albertans living with dementia as of 2020 and this number expected to double in the next 30 years, the Society recognizes the immense benefits of Albertans in communities small and large familiarizing themselves with it, its services, and valuable information related to dementia and dementia-inclusion.¹ At the same time, the Society and its ~25 staff are challenged to have an ongoing presence in all of Alberta's more than 1,000 municipalities (i.e., the communities that are home to 99% of Albertans). The CDAP allows the Society to appoint trained Ambassadors in communities throughout the province to represent and act on behalf of the Society in a role that specifically focuses on building and leveraging local relationships, brand and reputation, and information sharing.

1 Alzheimer Society of Canada. (2022) The Landmark Study: Path. Retrieved from: https://alzheimer.ca/sites/default/files/documents/Landmark-Study-Report-1-Path_Alzheimer-Society-Canada.pdf

Five Benefits of CDAP

By engaging with an Ambassador through the CDAP, Albertans will have the opportunity to:

- 1** Learn the signs of dementia and the steps to take if they or someone they care about is exhibiting signs of dementia.
- 2** Connect Albertans living with or impacted by dementia with the Society for information, support, and services.
- 3** Recognize the strengths of people living with dementia and those impacted by dementia (e.g., care partners) and challenge stigma.
- 4** Be directed to information about brain health, dementia, dementia supports and services, and/or dementia-inclusion.
- 5** Learn about reasons and steps to take to become a Community Dementia Ambassador themselves!

Purpose

Goal



Objectives

PURPOSE OF THE CDAP GUIDE

The Society developed the CDAP from the ground up to fulfill an explicit need – identifying, training, and supporting the work of Ambassadors in rural communities across Alberta. While the program is intended to apply to communities of all sizes, the CDAP was piloted, evaluated, and iterated to deliver results in towns and villages. The CDAP Guide captures the best practices identified through the creation and implementation of the program. It offers guidance specific to the development and delivery of a CDAP, although it is anticipated that key parts of the program, such as community research, recruitment, onboarding, training, activities, evaluation and reporting, and exiting and offboarding (i.e., helping a volunteer exit the program) would apply to the majority of volunteer programs.

THE CDAP GOAL

While the size and scope of a CDAP can – and should – vary in accordance with your Society’s goals, the overarching goal of the volunteer program itself will remain the same: **Build recognition of the Society, its services, dementia, and dementia-inclusion with residents in communities with limited, minimal, or no ongoing Society presence.**

The Society focuses on building recognition because:

- It provides services that are accessible and available to **all Albertans** impacted by dementia, including those living with dementia and their care partners, and it relies on Albertans having familiarity with the Society to access its services.
- With 1 in 3 people as of 2022 - or more than 30% of Albertans - either living with dementia or having experience caring for someone with dementia and the number of dementia cases in Alberta to nearly triple by 2050, the benefits of recognizing the signs of dementia and knowing how to support and build an environment of belonging (i.e., inclusion), including in workplaces, leisure and recreation, the community, and more, are too many to count.²

The Society focuses on identifying, training, and supporting volunteers in communities with limited, minimal, or no ongoing Society presence because it wants as many Albertans as possible to be familiar with the Society and its offerings.

Through its work, the Society has found that building relationships and sharing information with four primary audiences has been beneficial:

- health professionals who are in conversations with Albertans about their health and may have the opportunity to recognize the signs of dementia or hear from a care partner that they are supporting an individual with signs of dementia or living with dementia;
- representatives of community organizations who work closely with Albertans in their local communities, including demographics at higher risk for dementia;
- employers and employees who support staff and would benefit from knowing the Society supports dementia-inclusion in the workplace;
- Albertans in the general population who may recognize the signs of dementia in themselves or someone they care about, may be living with dementia, may be supporting someone with dementia, and/or may take an interest in dementia-inclusion.

The CDAP encourages Ambassadors to seek out opportunities of all kinds (e.g., 1:1 conversations, promotion at community events, radio public service announcements, bulletin board posters) to build recognition of the Society, its services, dementia, and dementia-inclusion.

2 Alzheimer Society of Canada. (2022) The Landmark Study: Path. Retrieved from: https://alzheimer.ca/sites/default/files/documents/Landmark-Study-Report-1-Path_Alzheimer-Society-Canada.pdf

THE CDAP OBJECTIVES

The CDAP's overarching goal reflects the impact that it aims to make through implementation of the program. It is a goal that:

- **Is visionary, given that Alberta has more than 1,000 municipalities that would benefit from an Ambassador.³**
- **Can benefit from incremental success, where the appointment of every Ambassador and every recognition-building activity completed by an Ambassador contributes to success.**

The CDAP's objectives are a roadmap to the end goal. They reflect the seven core elements of the CDAP and describe what each should achieve to contribute to the Society's overarching program goal.

Objective One: Performance Metrics and Targets

Establish:

- The type of data that will be collected and analyzed to measure the success of the program - from implementation to impacts.
- The performance targets to achieve.

Objective Two: Community Identification

Identify communities that will benefit from one or more Ambassadors, including communities where:

- the Society has limited, minimal, or no ongoing presence;
- the demographics reflect the possibility of a higher than average prevalence of dementia (e.g., communities where Albertans over the age of 65, who are more likely to experience dementia, make up 14% of the population, which is the Alberta average in 2021); and
- there are health and community service providers who can be encouraged to recognize the symptoms of dementia and make referrals to the Society through its First Link® program.⁴

3 According to the Government of Alberta, Alberta has a total of 1,034 coded municipalities. This drops to 325 when only cities, specialized municipalities, municipal districts, towns, villages, and summer villages are included and improvement districts, special areas, Metis Settlements, hamlets/urban service areas, service commissions, First Nations, Indian Reserves, Local Government Associations, and Emergency Districts are excluded.

4 Alzheimer Society of Canada. (2022) The Landmark Study: Path. Retrieved from: https://alzheimer.ca/sites/default/files/documents/Landmark-Study-Report-1-Path_Alzheimer-Society-Canada.pdf

Objective Three: **Recruitment**

Use best practices to effectively and efficiently attract qualified local volunteers to serve as Ambassadors, including individuals with:

- adequate time to build relationships and share information on behalf of the Society on an ongoing basis;
- knowledge of the local community and/or area, or a desire to learn;
- existing relationships to help facilitate opportunities for information sharing with local residents and health professionals, including through events or organizations, or a desire to build them; and
- the skills – or interest to build them – and desire to learn about and share information about the Society, its services, dementia, and dementia-inclusion.

Objective Four: **Onboarding, Training, and Continuous Improvement**

Take the necessary steps to help Ambassadors feel comfortable, confident, and ready to build relationships, engage core audiences, and deliver information on behalf of the Society (onboarding/training).

Objective Five: **Ambassador Activity**

Support Ambassadors to be active in their community, including seeking out relevant, beneficial opportunities to share information with core audiences, and initiate data collection for evaluation.

Objective Six: **Evaluation and Reporting**

Collect, analyze, and report on program implementation, including the impact of the program, the performance of the program, and opportunities to make enhancements to the program (i.e., continuous improvement).

Objective Seven: **Reaffirming Commitment or Offboarding**

Take the necessary steps to reaffirm Ambassadors' commitment to continue with the program or, where required, support Ambassadors to exit the CDAP and share any evaluative feedback.

THE CDAP IMPLEMENTATION ROADMAP

The CDAP is made up of seven core elements – reflected as Objectives – which all work together as a roadmap to successfully implement the program.



1 Performance
Metrics and
Targets

2 
Community
Identification



3 Recruitment

4
Onboarding,
Training and
Continuous
Improvement



**Evaluation
and Reporting**
6



**7 Reaffirming
Commitment or
Offboarding**



**5
Ambassador
Activity**

The following seven sections – each reflective of a CDAP Objective – provide detailed guidance to implement the activities associated with each of the core elements.



OBJECTIVE 1:

Performance Metrics and Targets

The CDAP overarching goal is intended to be visionary, inspirational, and provide a description of what success will look like if the CDAP is implemented to its full potential. However, like any goal, it cannot be achieved overnight. It takes time to build, implement, and hone the strengths and success of a program and, accordingly, it can be helpful to set initial interim targets that, once achieved, are considered milestones or small wins on the path to achieving the CDAP goal.

THE CDAP GOAL:

Build recognition of the Society, its services, dementia, and dementia-inclusion with residents in communities with limited, minimal, or no ongoing Society presence.

To set and measure progress on these interim targets, it is important to:

- Think about what you want to accomplish in set periods of time (i.e., targets).

- Think about what type of data and information you need to collect and analyze – known as performance metrics – to assess whether and how well you are achieving your targets.
- Identify when, where, how, and how often you or another appointed resource will collect data and information, analyze it, and report on it relative to your performance metrics.

Sometimes it can be hard to know what is a reasonable or realistic target to set and expect to achieve, such as how many Albertans one Ambassador may reach in the course of a year. In these instances, it is reasonable to recognize that you want to collect this data so that you can assess it, acknowledge what is being achieved (i.e., this is called a data benchmark), and either strive to maintain this benchmark or set a more ambitious target for the future.

There are typically two types of performance metrics that need to be established early on in program development. The first are called Impact Metrics and the second are called Continuous Improvement Metrics.

Impact Metrics tend to refer to metrics that measure how well the CDAP is performing – or how well the implementation of the program is working to advance toward the overarching program goal.

Continuous Improvement tends to refer to metrics that measure how well the different components of the CDAP are performing (e.g., recruitment efforts, Ambassador training, Ambassador activities), and help to identify where the Society has opportunities to change how it has designed and is implementing the program so that it is more likely or more expediently able to achieve the overarching program goal.

To initiate the CDAP, the Society identified both its desired Impact Metrics and Continuous Improvement Metrics, set related targets, where relevant, and developed data and information collection tools to help collect the data and information necessary to either benchmark performance or assess progress on performance targets.

The Impact Metrics focus on the number of Ambassadors recruited and retained and the number of Albertans served through CDAP. The metrics, including the related performance targets, where relevant, and recommended data collection requirements, include:

Performance Metric	Performance Target	Data Collection Requirements	Data Collection/ Reporting Frequency
Number of new Ambassadors within a fiscal year.	Six new Ambassadors each year.	Number of Ambassadors that accept roles in a set 12-month period.	Ongoing collection as new Ambassadors join. Annual reporting.
Number of communities with new Ambassadors within a fiscal year.	Three new communities each year.	Communities where new Ambassadors accept roles in a set 12-month period.	Ongoing collection as new Ambassadors join. Annual reporting.
Number of Ambassadors that accept roles in each community in a fiscal year.	Two Ambassadors in three communities per year.	Communities targeted. Number of Ambassadors that accept roles in each targeted community in a 12-month period.	Ongoing collection as new Ambassadors join. Annual reporting.
Percentage of Ambassadors that are retained in each community at the end of each fiscal calendar year (i.e., regardless of start date).	66% retention rate (e.g., year one = 4 of 6 Ambassadors).	Ambassador start date. Ambassador end date.	Ongoing collection as Ambassadors join/exit CDAP. Annual reporting.
Overall number of Albertans engaged through the Community Dementia Ambassador Program.	20 per community (e.g., if 10 communities have at least one Ambassador, then 200 Albertans overall in a year - based on the fact that some Ambassadors will engage more and some less).	Number of people engaged reported by each Ambassador (i.e., in some cases, such as community events, estimates may be submitted). Ambassador name. Ambassador community.	Monthly reporting by Ambassadors. Ongoing data aggregation through each fiscal year. Annual reporting.

There are samples of the Impact Metrics data collection instruments/tools provided in [Appendix A: Impact Metrics Data Collection Instruments/Tools](#).

The Continuous Improvement Metrics focus on Ambassadors' performance in and satisfaction with the program, including training, supports, and activities, and Albertans' satisfaction with Ambassador interactions, as well as any comments that both Ambassadors and Albertans have to enhance the program and their experiences. The metrics, including the related performance targets, where relevant, and recommended data collection requirements, include:

Performance Metric	Performance Target	Data Collection Requirements	Data Collection/ Reporting Frequency
Recruitment success for different engagement tactics (e.g., web posting, word of mouth, organizational partnership, radio advertising, community poster) used to identify and recruit Community Dementia Ambassadors.	N/A	List of tactics used for recruitment. Ambassador selection of tactic(s) they engaged with before making the decision to connect with the Society.	Ongoing data collection as Ambassadors join the program. Quarterly analysis. Annual reporting.
Recruitment success for different engagement tactics by community.	N/A	List of tactics used for recruitment. Ambassador selection of tactic(s) they engaged with before making the decision to connect with the Society. Ambassador name. Ambassador community.	Ongoing data collection as Ambassadors join the program. Quarterly analysis. Annual reporting.
Overall number of Ambassadors who complete training.	100% of Ambassadors complete training.	Ambassador name. Ambassador community. Yes or no to training completion. Date(s) attended.	Ongoing data collection as Ambassadors join the program and synchronous/ asynchronous training offered. Annual reporting.

Performance Metric	Performance Target	Data Collection Requirements	Data Collection/ Reporting Frequency
<p>Level of satisfaction with CDAP Ambassador training.</p>	<p>At least 70% of Ambassadors who complete their training agree, at minimum, that they:</p> <ul style="list-style-type: none"> • Understand the role of the Community Dementia Ambassador. • Feel prepared to share information about the Society and its services. • Believe the Society will help them succeed in their role as a Community Dementia Ambassador. 	<p>Level of agreement (strongly agree, agree, disagree, strongly disagree) on three survey data points after completing training:</p> <ul style="list-style-type: none"> • Understand the role of the Community Dementia Ambassador. • Feel prepared to share information about the Society and its services. • Believe the Society will help them succeed in their role as a Community Dementia Ambassador. 	<p>Ongoing data collection, analysis, and program adaptation as synchronous/ asynchronous training offered.</p> <p>Annual reporting, including any changes made to the program based on performance.</p>
<p>Level of satisfaction with CDAP support at the end of each fiscal year.</p>	<p>At least 70% of Ambassadors agree, at minimum, that:</p> <ul style="list-style-type: none"> • They feel comfortable representing the Society to Albertans. • They have the information they need to effectively represent the Society. • They have the tools required to share information with Albertans. • The Society is committed to helping them succeed in their role as a Community Dementia Ambassador. • The Society is responsive to any questions or concerns they have about CDAP. 	<p>Level of agreement (strongly agree, agree, disagree, strongly disagree) on five survey data points at the end of each fiscal year:</p> <ul style="list-style-type: none"> • They feel comfortable representing the Society to Albertans. • They have the information they need to effectively represent the Society. • They have the tools required to share information with Albertans. • The Society is committed to helping them succeed in their role as a Community Dementia Ambassador. • The Society is responsive to any questions or concerns they have about CDAP. 	<p>Annual survey, analysis, and reporting.</p>
<p>Feedback on what is working well from Ambassadors.</p>	<p>N/A</p>	<p>Open-ended questions.</p>	<p>Annual survey, analysis, and reporting.</p>

Performance Metric	Performance Target	Data Collection Requirements	Data Collection/ Reporting Frequency
Feedback on what can be improved and opportunities to enhance the program from Ambassadors.	N/A	Open-ended questions.	Annual survey, analysis, and reporting.
Number of unique activities each year.	5 x the number of Ambassadors.	Number of activities reported by each Ambassador. Ambassador name. Ambassador community.	Monthly reporting by Ambassadors. Ongoing data aggregation through each fiscal year. Annual reporting.
Number of Albertans engaged by each Ambassador.	20 x the number of Ambassadors active in the program.	Number of people engaged reported by each Ambassador (i.e., in some cases, such as community events, estimates may be submitted). Ambassador name. Ambassador community.	Monthly reporting by Ambassadors. Ongoing data aggregation through each fiscal year. Annual reporting.
Level of satisfaction with Community Dementia Ambassador engagement.	At least 70% of Albertans who complete a survey after engaging with a Community Dementia Ambassador, at minimum, agree that they: <ul style="list-style-type: none"> Understand the role of the Society. Are familiar with the services available from the Society. Know how to connect with the Society. Know where to find information about the Society. Found their interaction with the Community Dementia Ambassador informative. Found their Community Dementia Ambassador courteous. 	Level of agreement (strongly agree, agree, disagree, strong disagree) on six survey data points after engaging an Ambassador: <ul style="list-style-type: none"> Understand the role of the Society. Are familiar with the services available from the Society. Know how to connect with the Society. Know where to find information about the Society. Found their interaction with the Community Dementia Ambassador informative. Found their Community Dementia Ambassador courteous. 	Monthly reporting by Ambassadors. Ongoing data aggregation through each fiscal year. Annual reporting.

Performance Metric	Performance Target	Data Collection Requirements	Data Collection/ Reporting Frequency
Open opportunity for feedback from Albertans (i.e., with request for feedback on what added value or what could improve their experience with a Community Dementia Ambassador).	N/A	Open-ended questions.	Monthly reporting by Ambassadors. Ongoing data aggregation through each fiscal year. Annual reporting.

There are samples of the Continuous Improvement Metrics data collection instruments/tools provided in [Appendix B: Continuous Improvement Metrics Data Collection Instruments/Tools](#).

While data collection should not and - in most cases - cannot begin until CDAP is developed and implemented, having the CDAP goal, objectives, performance metrics, performance targets, and data collection requirements, including instruments/tools and frequency, at the forefront of the program will help direct how the rest of the CDAP is developed. The approach to Objectives 2 through 7 should be created to help achieve both the overarching CDAP goal and performance targets identified in Objective 1: Performance Metrics and Targets.



OBJECTIVE 2:

Community Identification

Once the performance metrics and targets are established, including how and when required data and information will be collected, the next step of the CDAP Roadmap to Implementation is identifying the geographical locations where Ambassadors will be most beneficial to the business goals of the Society.

As a reminder, the goal of the CDAP focuses on building recognition of the Society, its services, dementia, and dementia-inclusion with residents in communities with limited, minimal, or no ongoing Society presence. Given the Society has only ~25 staff and Alberta has more than 1,000 municipalities spanning the province's 660,000 square kilometers, there is no shortage of communities with the potential to benefit from the CDAP. This makes it beneficial to have additional criteria to identify which communities with limited, minimal, or no ongoing Society presence will benefit most from Ambassadors.

In developing the CDAP, the Society first piloted and then adopted four criteria to identify CDAP communities. The Society also developed a procedure to research and select communities that meet the four criteria.

The Society's criteria for the CDAP communities and rationale for each include:

- **The Society does not operate an office or have staff and/or Ambassadors present and actively working in the community.**

While Society staff may visit or do some promotion in these communities, it is less likely to be on an ongoing or extensive basis, thereby making it beneficial to have one or more Ambassadors in the community.

If there are already two or more Ambassadors active in the community, then, while it is always beneficial to add more Ambassadors, it is unlikely a priority community.

- **The community does not consistently make referrals to the First Link® program.**

If there are consistently referrals coming to the Society from the community, then there is likely already good recognition of, at minimum, the Society and its services in the community. This means that there are likely other communities that would benefit more from one or more Ambassadors.

- **The community has a senior population equal to or higher than Alberta's average (e.g., 14% of the population in 2021).**

The Society aims to build recognition of its services, dementia, and dementia-inclusion throughout all of Alberta; however, dementia is more likely to affect aging populations (i.e., seniors). As a result, it is most beneficial to the Society to reach Albertans in communities where there is a higher than average number of seniors living in and around the community.

- **The community is a hub for seniors services (e.g., health, recreation and culture), drawing seniors from the local and surrounding areas.**

The Society works hard to build relationships with health professionals of all types so they can get to know Albertans on their health journeys and make referrals to the Society for people with signs of dementia, people living with dementia, and care partners. Communities that are hubs for seniors services are more likely to encounter people who will benefit from the Society's services.

The Society's recommended procedure for researching communities to determine if they meet the community selection criteria includes four steps:

Step One:

Identify communities without a Society office or staff and/or two or more Ambassadors active in the community.

- Generate a list of Alberta communities (e.g., list of municipalities from the Government of Alberta).
- Remove communities with a Society office or staff actively working in them.
- Remove communities with two or more Ambassadors active in the community.

Step Two:

Identify communities that produce no or minimal referrals.

- Cross-reference the communities left on the list after Step One against a list of communities from the Society database that have provided referrals in the past 24 months.
- Remove communities with five or more referrals in the past 24 months.

Step Three:

Identify communities with a higher than average percentage of seniors.

- Research remaining communities (e.g., not necessarily all in one period of time; it is acceptable to start with a small list of communities and gradually work through the overall list) to determine if the community demographics include a higher than average percentage of seniors (e.g., >14% of the population in 2021).

- To research Alberta's percentage of seniors, view the Government of Alberta's population statistics and look for the percentage of seniors.⁵ For example, the Government of Alberta's 2020 - 2021 Population Report identifies 14% of Alberta's population as 65+.⁶
- To research the percentage of seniors in a community, visit Statistics Canada's most recent Census Profile for the community. For example, the census profile for Manning, Alberta shows a population of 1,025 people, with 225 people - or 22% - over the age of 65.⁷
- Identify communities where 14% or more of the population are aged 65 or higher (i.e., Manning is a community with a higher than average percentage of seniors in Alberta).
- If you are highly familiar with the community(ies), then you may already be aware of the types of services available there and where seniors are most likely to visit to receive services. This can help you confirm that there is benefit to having a Community Dementia Ambassador active in the community(ies), and perhaps even where they should focus on building relationships and sharing information.
- If you are less familiar or not familiar with the community(ies), then you will likely benefit from doing some research. This can start with a visit to municipal and/or county websites or with a view of the community(ies) on Google Maps (i.e., to identify the types of facilities and services available in the community). You can also call the municipality(ies) (e.g., reception, economic development officer, librarian), a representative from Family and Community Support Services, or seniors organizations (e.g., non-profits, housing, medical services) to ask questions about the community(ies). If you do decide that a community would benefit from one or more Community Dementia Ambassadors, the information that you learn is also likely to help you with your Ambassador recruitment.

Step Four:

Identify communities that are a hub for seniors services.

- When you identify one or more communities that meet the first three criteria, confirm that these communities also act as a hub for seniors services (i.e., it is a community where seniors from within the community and surrounding area, which can include hamlets, farms, and potentially other villages and towns, come for medical services, recreation and leisure, government services, groceries, and more).

5 The Government of Alberta's Population Statistics can be found online at <https://www.alberta.ca/population-statistics.aspx>

6 The Government of Alberta's 2020 - 2021 Population Report, released September 29, 2021, can be found at: <https://open.alberta.ca/dataset/1050cf0a-8c1d-4875-9800-b7d2f3199e41/resource/608764dd-e247-4fc4-a99d-cbc59fc78a0c/download/2020-21-population-report.pdf>

7 Statistics Canada Census Profile, 2021 Census of Population allows site visitors to locate census information, including demographic statistics for a community, by searching by place name, postal code or geographic code, or by browsing a list.

If you do decide that a community would benefit from one or more Community Dementia Ambassadors, the information that you learn is also likely to help you with your Ambassador recruitment.



OBJECTIVE 3:

Recruitment

When there is at least one community identified that meets the four criteria for the CDAP, the next objective is to recruit Ambassadors.

The Society's approach to recruiting Ambassadors includes three steps:

1. Attracting potential Ambassadors.
2. Screening the program applicants to ensure they meet the Society's role requirements.
3. Offering verified candidates the role.

Guidance on how to approach each of these three steps is presented below.

Step One:

Attract Potential Ambassadors

The volunteer attraction process is likely to look slightly different for each community, depending on:

- your individual knowledge of the community,
- your relationships in the community, and
- the available, most beneficial, and accessible (e.g., ability to use them, cost) recruitment channels in the community.

If you are highly familiar with a community, including leaders, influencers, health professionals, organizations that work in volunteer placement, and organizations that support

community marketing and outreach, then you might simply need to share a copy of the Community Dementia Ambassador Role Description (see [Appendix C: Community Dementia Ambassador Role Description](#)) via email or after a phone call with people in your network to find success.

Given it is unlikely for Society staff to be highly familiar with all of Alberta's more than 1,000 municipalities, the CDAP recruitment is likely - at least at some point - to include:

- research into potential community contacts and cold calls to them; and/or
- making use of available community marketing and outreach channels (e.g., bulletin boards, public service announcements on local radio stations, presentations at local events).

If you were thorough in your community research under Objective Two: Community Identification, then you've already likely identified a variety of organizations in the community, including some that may be able to support or promote your Ambassador attraction efforts. If you need to do some further research, then it can be helpful to seek out community organizations and contacts who may be able to produce, recommend, or help you attract one or more Ambassadors.

Sample Organizations and Contacts to Help Attract Ambassadors			
Primary care network – seniors lead	Seniors mental health lead	Municipal recreation and social program leads	Seniors centres
Volunteer associations	Family and Community Support Services (FCSS)	Caregivers support group (e.g., Society support groups, Caregivers Alberta support groups)	Recreation and leisure program leads
Medical offices (e.g., education lead)	Supportive living accommodations	Hospital auxiliary groups	Library staff and volunteers
People with lived experience (contacts from supports groups)	Organizations representing retired nurses or teachers	Faith communities	Compass leader/ educator
Representative of the Lifeline program	Community elected officials		

Once you identify one or more contacts that you believe can either produce, recommend, or help you attract one or more Ambassadors, it will be important to reach out to them directly – ideally through a phone call – to:

- Introduce yourself and, if they aren't familiar with it, the work of the Society.
- Provide a description of the CDAP, including the benefits of the program to Albertans (see [Program Description](#) on page 4).
- Describe the role of an Ambassador (see [Appendix C: Community Dementia Ambassador Role Description](#)).
- Ask if the contact can recommend potential Ambassador candidates and/or help promote the Ambassador volunteer opportunity.
- Offer to provide a copy of the Community Dementia Ambassador Role Description and Ambassador recruitment materials (see [Appendix D: Samples of Ambassador Recruitment Materials](#)).

If this is your first time cold calling potential contacts about the CDAP, you may find it beneficial to use a script to support your conversation (see [Appendix E: Key Messages for the CDAP Lead Generation](#)).

Regardless of your comfort level seeking out the support of local organizations and contacts, you might find it beneficial to use a CDAP Lead Generation Tracking Tool (see [Appendix F: The CDAP Lead Generation Tracking Tool](#)), which allows you to track the organizations and individuals that you've researched, your status of communication with them, and any success or follow up required.

If you are choosing to make use of available community marketing and outreach channels (e.g., bulletin boards, public service announcements on local radio stations, presentations at local events), then it is important that you look into:

- the availability of these channels, including terms and conditions (e.g., how long you can access the channel before your content is removed) and/or associated costs;
- who accesses them (e.g., how many people does the channel reach, what are the demographics, what are the psychographics) and how often;
- what you need to provide to use them; including any specifications for content that you are required to provide to make use of the channel (e.g., written copy, a visual in a certain size and format, a poster, a recording or video of a certain length and format); and
- any recommendations to benefit most from the channel (e.g., is there a time that the channel specifically targets volunteers?, is there a day of the week when readership, viewership, or attendance is highest?, are there tips or tricks to volunteer recruitment that work best in the community?).

By doing this research, you will be able to determine which community marketing and outreach channels have the potential to maximize your potential of attracting one or more Ambassadors in the community for the minimal amount of resources (e.g., time, energy, cost).

TIP:

Your Community Dementia Ambassador recruitment materials are intended to catch the eye and interest of potential volunteers and encourage them to reach out to you for more information. It is more important that your recruitment materials stand out, communicate the opportunity, and include a call to action with your contact information (e.g., *Interested in learning more about the Community Dementia Ambassador Program? Call Wanda at 555-555-5555.*), then to provide extensive information about the role and program. You can share details about the role and program when the potential Ambassador contacts you for more information.

As with direct communication with local organizations and contacts who might be able to help produce, recommend, or help you attract an Ambassador, you can also use the CDAP Lead Generation Tracking Tool (see [Appendix F: The CDAP Lead Generation Tracking Tool](#)) to track your status accessing and success with community marketing and outreach channels. Keeping records of how well an organization, contact, or community marketing or outreach channel has served your volunteer attraction efforts can be extremely beneficial in the event that you return to the community for further attraction efforts at a point in the future. If you've had significant success attracting potential Ambassador candidates through a specific organization or channel, then this is likely a good starting place for any future Ambassador attraction efforts.

Step Two:

Screen Potential Candidates

Whether you approach a potential Ambassador or a potential Ambassador contacts you, it is important to ensure the individual understands the requirements for the role and, much like an employment process, is screened to be a suitable candidate for the role. Unlike most employment processes, the CDAP is not seeking a limited number of Ambassadors. Rather, all interested individuals are welcome to fill the role of Ambassador as long as they demonstrate they are able to fulfill the expectations of the role.

TIP:

If you enter into a partnership with an organization that is willing to offer in-kind hours for the CDAP, make sure they are aware that it is the trained Ambassador, and not the organization, acting on behalf of the CDAP. You might also consider drafting a document (e.g., Memorandum of Understanding, reciprocal agreement), where the partner organization agrees to identify additional Ambassadors if one or more leave their employment.

Interested volunteers often want to contribute to a cause close to their hearts (e.g., loved one living with dementia) or where they can use their skill sets (e.g., teachers, social workers, nurses). It is important all volunteers understand the requirements of the role and self-assess their ability to serve in it (e.g., refrain from personalizing the role to their experience, be able to manage feelings and emotions that arise while serving in the role, refrain from providing advice or support beyond the scope of the role).

When you are first in contact with a potential Ambassador, please take the time to walk them through:

- The Community Dementia Ambassador Role Description (see [Appendix C: Community Dementia Ambassador Role Description](#)) and related expectations, including:
 - The minimum level of contribution expected (e.g., a one-year commitment, an hour or two a week or, less specifically, three to four hours each month).
 - Examples of activities that Ambassadors can lead in their communities and surrounding areas (e.g., putting up posters, sharing brochures, setting up booths in high traffic public locations, attending and sharing information at seniors or community events, gatherings, or programs).
 - The requirement to complete training before commencing Ambassador activities.
 - The requirement to adhere to the Society's policies and procedures, including record-keeping and confidentiality requirements.
 - The recommendation that Ambassadors actively participate in an ongoing CDAP Community of Practice (see [Objective 5: Ambassador Activity](#) for more information), that supports both Society to Ambassador learning and peer-to-peer learning amongst Ambassadors.
 - The requirement to check-in with and report activities, using a standardized template (see [Objective 5: Ambassador Activity](#) for more information), to the Society on a monthly basis.
- The Society's expectations for volunteers, including the requirement to:
 - Complete an Expression of Interest form (see [Appendix G: Administrative Forms and Documentation](#)).
 - Participate in a volunteer enrollment interview (see [Appendix H: Screening Interview Questions](#)).
 - Provide a minimum of two character references – with a preference for one reference from a previous employment or volunteer position, if applicable.
 - Take a letter provided by the Society to their local police department to request and complete a Criminal Record Check or Police Information Check, including Vulnerable Sector search, where the cost of the completed Criminal Record Check will be reimbursed by the Society upon enrollment in the CDAP. (Note: Criminal Record Checks may be offered free-of-charge or at a reduced rate for non-profit volunteers in some communities, which makes the letter provided by the Society important.)
 - Comply with a Volunteer Agreement (see [Appendix G: Administrative Forms and Documentation](#)).
 - Review and adhere to the Society's Volunteer Engagement Manual (see [Appendix G: Administrative Forms and Documentation](#)).
 - Sign a Confidentiality Agreement (see [Appendix G: Administrative Forms and Documentation](#)).
 - Sign a Volunteer Media and Communications Release (see [Appendix G: Administrative Forms and Documentation](#)).
 - Track volunteer activities and any eligible expenses in a tracking sheet (see [Appendix I: Community Dementia Ambassador Monthly Reporting Tool](#)) and report them to the Society each month (i.e., volunteerism is an in-kind contribution to the Society).

If the Ambassador candidate indicates that they are comfortable with the role and Society's expectations, then offer to email them the Expression of Interest form (see [Appendix G: Administrative Forms and Documentation](#)). Before you complete your conversation with the Ambassador candidate, let them know the next steps:

1. You will review the completed Expression of Interest form within 10 business days of receiving it, follow up with any questions, and schedule a volunteer enrollment interview (see [Appendix H: Screening Interview Questions](#)) for the suggested format of the interview.
2. If the Ambassador candidate is qualified for the role through a successful interview, you will request and reach out to their references (see [Appendix J: Reference Check Questions](#)).
3. If the candidate's references verify the suitability of the candidate for the Ambassador role, they will receive instructions on how and where to complete a Criminal Record Check or Police Information Check, including Vulnerable Sector search in their local community (i.e., this may take some research, such as a phone call to the local police station to request the address, required documents, required time commitment, and any related fees).

If the candidate's references disqualify them from serving in the Ambassador role, they will receive an email notifying that their interest is appreciated; however, they will not be accepted into the CDAP.

4. If the Ambassador submits a clean Criminal Record Check or Police Information Check, including Vulnerable Sector search, they will receive:

- An email with:
 - a volunteer welcome letter that confirms their appointment to the role of Community Dementia Ambassador, identifies the initial term of their commitment to the role (e.g., one-year term), and information about their options to complete training;
 - a copy of the Society's Volunteer Engagement Manual; and
 - the administrative forms that need to be completed (e.g., the Volunteer Agreement, the Confidentiality Agreement, and the Volunteer Media and Communications Release) (see [Appendix G: Administrative Forms and Documentation](#)).
- Instructions on how to request fee reimbursement, if applicable, from the Society.

If the candidate's Criminal Record Check disqualifies them from serving in the Ambassador role, they will receive an email notifying them that their interest is appreciated; however, they will not be accepted into the CDAP.

TIPS:

You are screening your volunteer candidates for competencies – also known as the knowledge, skills, and attitudes – that will make them successful in their role. It is important to remember that you are offering Ambassador training and an Ambassador who is excited, willing, and able to learn may be an excellent candidate even if they are entering the role lacking some of the desired knowledge and skills.

While the majority of volunteer candidates are likely to be a good fit for the CDAP, it is helpful to recognize that not all candidates will be. It is not only important that you use your judgment to screen out candidates that will not positively reflect the Society's brand and program, it is your obligation as a Society and CDAP representative. Even though screening out unsuitable candidates can feel awkward or even disappointing, it is an important part of your role. The role of an Ambassador is to build and uphold – not risk or damage – the Society's reputation and community connections.



Step Three:

Offer Verified Candidates the Role

Once you feel confident that a potential Ambassador candidate will successfully represent the Society and fulfill the Ambassador role and related expectations, it is important to:

- Send your Ambassador an official welcome email. This email should:
 - Thank the Ambassador for their interest in the CDAP and congratulate them on their appointment to the role.
 - Remind them they must review the Society's Volunteer Engagement Manual and complete their Volunteer Agreement, Confidentiality Agreement, Volunteer Media and Communications Release (see [Appendix G: Administrative Forms and Documentation](#)), and training prior to commencing Ambassador activities.
 - Confirm that they will be provided with a CDAP Resource Kit upon completion of training.
 - Remind them that upon commencing their Ambassador activities they will have monthly requirements to complete check-ins and reporting with the Society and submit eligible receipts for reimbursement and will have the option of participating in a CDAP Community of Practice (see [Objective 4: Onboarding and Training](#) for details) – with scheduling taking place once training is complete.

- Let them know who the program lead will be on behalf of the Society and how to contact them if they have questions or concerns at any point during their time as a volunteer on behalf of the Society.
 - Ask them to reply by a specific date with their completed forms, preferred training option, and confirmation as to whether they are interested in a CDAP Resource Kit.
- Develop and complete a volunteer profile for the Community Dementia Ambassador in the Society's database, which will allow you to manage current contact information for the volunteer, manage policy records, and keep track of volunteer hours and activities.

TIP:

To help build a positive relationship with your Ambassador, you may wish to offer them the Ambassador role through a telephone call. If you choose to do this, it is still necessary to follow up with an official welcome email. The welcome email is an important part of record keeping for you and your Ambassador.

OBJECTIVE 4:

Onboarding, Training, and Continuous Improvement

Before Ambassadors take initiative to begin building relationships, engaging core audiences, and delivering information on behalf of the Society, it is important that they:

- have completed all of the Society's administrative requirements to be appointed to the Ambassador role, which demonstrates a commitment to the role, program, and Society;
- feel comfortable and confident interacting with a variety of members of the public on behalf of the Society; and
- have the confidence of the Society that they have the appropriate knowledge, skills, and approach to effectively interact with members of the public.

Completing these requirements and gaining the necessary comfort and confidence on both sides is achieved through onboarding and training activities.

ONBOARDING

Onboarding simply refers to conversations and activities to help a volunteer get acquainted with the Society, established in their role, and comfortable with the scope and accountabilities of their role.

Onboarding can involve everything from 1:1 conversations and emails with information about the CDAP to 1:1 or group meetings to review introductory information about the Society and the variety of responsibilities that are associated with being an Ambassador (e.g., becoming a member of ASANT Café, how to practice confidentiality, how to fill out monthly activity reports, how to use a CDAP Resource Kit). Onboarding can also be accomplished and supported through official training activities. The official difference between onboarding and role training are that onboarding activities ensure a volunteer has enough information to feel confident that they understand their role and accountabilities, including within the context of the Society and its work, whereas training is more likely to focus on the knowledge, skills, and approach required to successfully deliver Ambassador activities and complete the requirements of Ambassador role.

Many helpful activities related to successfully onboarding an Ambassador were referenced as next steps to communicate to potential Ambassadors following satisfactory reference checks as part of Objective 3: Recruitment – Screening Potential Candidates. These include:

TIP:

Make forms as quick and easy as possible for you and the candidate by creating online, fillable forms. The candidate can complete the form quickly and easily, and you will receive the information in aggregated, electronic format – making it easy and efficient to review and save for record-keeping.

- Complete the administrative work to:
 - Send Human Resources a copy of all forms that include personal information, including the volunteer's Criminal Record Check or Police Information Check, including Vulnerable Sector search.
 - Support the Ambassador to become an ASANT Café member so they are able to access available training and resources.
 - Ensure the volunteer has received and reviewed a copy of the Society's Volunteer Engagement Manual.
 - Ensure the volunteer has submitted a signed copy of the Society's Volunteer Agreement, Confidentiality Agreement, and Volunteer Media and Communications Release (see [Appendix G: Administrative Forms and Documentation](#)) and upload all of these policy-focused documents to the Society's database under the volunteer's profile for record keeping purposes.
 - Offer the Ambassador an opportunity to sign out and accept responsibility for a CDAP Resource Kit.
- Discuss with the Ambassador and confirm:
 - If they prefer to complete virtual, synchronous training (i.e., as available) or self-study, module-based, asynchronous training.
 - The scheduled opportunities for them to participate in the CDAP Community of Practice (e.g., a monthly, bi-monthly, or quarterly forum hosted by the Society to connect Ambassadors and support training and peer-to-peer learning and support).
 - The best dates and times to set a standing meeting with a representative of the Society to review their experience as an Ambassador, ask any questions, receive feedback, and gain support.
- Ensure training – or a meeting to supplement training – includes:
 - Reviewing the vision, mission, and values of the Society (see [Alzheimer.ab.ca](#)), the services it offers, the location of staff, the history of the CDAP and where current Ambassadors are located, and contact information for the Society's CDAP representative(s).

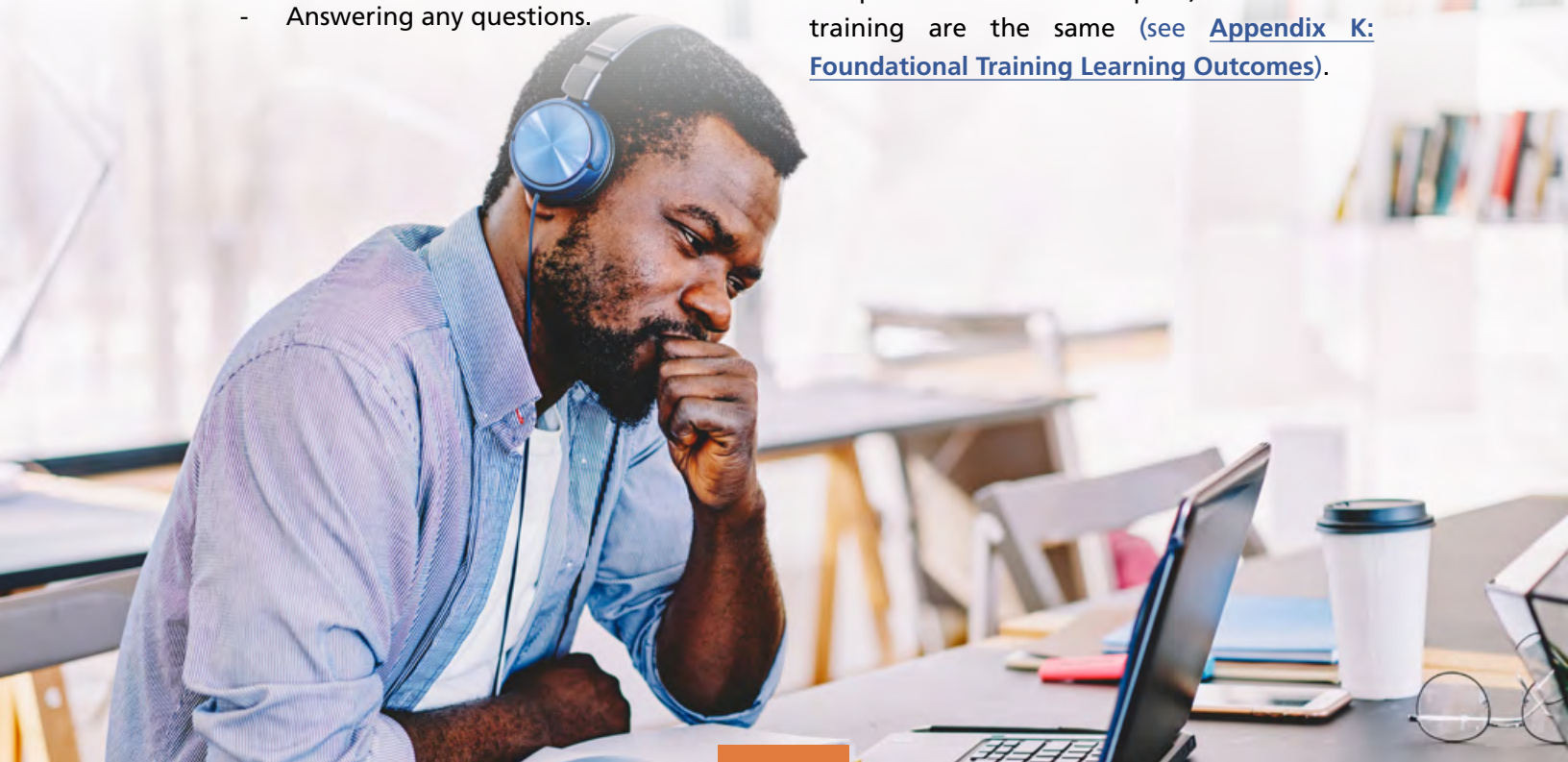
- Reviewing the Community Dementia Ambassador Role Description ([see Appendix C: Community Dementia Ambassador Role Description](#)) and accountabilities, including best practice examples of how any current Ambassadors are fulfilling the role.
- Walking through the purpose of the CDAP Resource Kit ([see a list of materials included in the kit in Appendix G: Administrative Forms and Documentation](#)) and, for those who have requested it, the components, how they can be used, and when and how materials for distribution in the community can and should be replenished (e.g., brochures, promotional items).
- Walking through the Ambassador Activity Tracking Tool ([see Appendix I: Community Dementia Ambassador Monthly Reporting Tool](#)) and monthly requirement to complete it and submit it to the Society ([see Objective 1: Performance Metrics and Targets](#))
- Answering any questions.

TRAINING

CDAP training is one or more activities to deliver information and education that will help Ambassadors develop the knowledge, skills, and attitudes (i.e., collectively called competencies) to succeed in their role. The Society requires Ambassadors complete foundational training before they take initiative to represent the Society, including through Ambassador activities in their community and surrounding area. The Society also offers its volunteers ongoing learning opportunities during their tenure as a volunteer, including through a CDAP Community of Practice.

For its foundational training, the Society offers both synchronous virtual training (i.e., live-streaming training in an online environment, such as a webinar) and asynchronous foundational training (i.e., independent training that you do at your own pace) to accommodate different learning styles.

The learning objectives of the synchronous virtual training and asynchronous (i.e., self-study, module-based learning that Ambassadors complete at their own pace) foundational training are the same ([see Appendix K: Foundational Training Learning Outcomes](#)).



It is simply the method of delivery and learner evaluation that differ. The learning objectives for the CDAP foundational training focus on the knowledge, skills, and attitudes required to be successful in the Ambassador role and the related training includes an introduction to:

- The Society's technology.
- The Society's vision, mission, and values.
- The Society's geographic locations (i.e., offices and staff).
- The prevalence of dementia in Alberta and experiences of people living with dementia.
- The Society's services and programs.
- The role of Ambassadors and Ambassador activities, including how to approach them.
- Available resources (e.g., brochures, CDAP Resource Kit).
- The experiences of care partners to people living with dementia.
- The role of the CDAP Community of Practice.

To supplement its foundational training and help support the success and engagement of Ambassadors, the Society also offers ongoing learning opportunities, including through a CDAP Community of Practice.

The Society's ongoing opportunities include:

- Peer-to-peer sharing related to knowledge, skills, or attitudes that Ambassadors identify as helpful to their volunteer work for the Society.
- Information sharing to fill gaps the Society has identified in foundational training that has already been delivered to current Ambassadors.
- Training the Society is offering to its staff or other volunteers and would be beneficial or interesting for Ambassadors to experience.

The CDAP Community of Practice is a learning forum led by the Society, hosted online via ASANT Café, and open to Ambassadors. The philosophy behind the CDAP Community of Practice is that it takes practice to become skilled at a craft and the more opportunities people have to practice a craft, the better they become at it. The Society employs a peer-to-peer learning environment because it believes that everyone, including Society staff and Ambassadors, will have unique ideas and approaches to the CDAP and it will be helpful for everyone to share ideas, including how well they work in implementation, and tips and tricks to be successful in the Ambassador role.

TIP:

To provide recognition and affirm the contributions of your volunteers, send them a Community Dementia Ambassador Certificate (see [Appendix G: Administrative Forms and Documentation](#)) to verify their status as an Ambassador once they complete their training. This type of recognition can go a long way in ensuring volunteers feel valued, encouraged, and motivated to put in the effort to perform in their roles and remain committed to the Society.

To be successful with training, some helpful tips and tricks include:

- To learn, we depend on our senses to process the information around us. As you develop your own approach to deliver training, keep in mind there are three primary learning styles: visual (seeing, watching, reading), auditory (hearing/listening), and kinesthetic (i.e., learning through physical touch/activity). To meet the needs of all your learners, it is helpful to deliver content in a variety of ways throughout your training, including using written words, spoken words, pictures and diagrams, videos, and activities.
- Trainers/instructors delivering content in a synchronous environment are typically interacting with their learners and have the option to ask questions, run activities, and create synchronous evaluation methods to verify that their learners are completing and internalizing the content. This can be replicated in an asynchronous environment by asking learners to complete independent, module-based training and submit learning exercises to the Society to demonstrate completion and their understanding of the content.
- Keep in mind that using public content (e.g., YouTube videos) as part of your training is a risk. You may lose the content if the owner removes it from the public realm. To mitigate this risk, it is recommended that you request source files from organizations and permission to use it as part of your training or create content for your organization.

- In addition to the standard CDAP learning objectives, your Ambassadors may also have additional learning objectives they believe are important for the Society to cover in current or future training. To help meet the needs of your Ambassadors, consider sending out a pre-training survey/email or asking a question at the beginning of synchronous training to invite input from your learners on their learning objectives and interests.
- Remember your training is intended to help your Ambassadors feel comfortable and confident in their role and representing the Society. The goal is to build their base understanding of the Society and how to be successful in their Ambassador role and not to become subject matter experts on the Society, the Society's services, or dementia.
- Wherever possible, get permission from your participants, record your training and/or learning sessions and make your sessions available for people to review after the session(s) - whether they couldn't attend themselves or simply wish to revisit and review the content of the session(s).

To run a successful CDAP Community of Practice, focus on:

- Making the Community of Practice voluntary, and exciting, valuable, and engaging enough that participants look forward to it and want to participate in it.
- Strong administration, where a coordinator works on behalf of the Society to set, organize, and host meetings, including:

- choosing a meeting platform (i.e., this may be in-person, teleconference, virtual, or any combination of the three),
 - setting an agenda,
 - sending out meeting invites, an agenda, and any pre-reading or pre-viewing materials,
 - facilitating/moderating the conversation and learning that happens in the meetings,
 - recording and distributing key ideas, recommendations, and action items that are identified during meetings, and
 - completing follow up or project management work on any action items, with or without the involvement of Community of Practice members.
- A small number of consistent meeting elements, such as a welcome and any news from the Society, a round-table check-in for questions or comments, and a set period of time for members to participate in an open discussion, whether on a set topic or ad hoc.
 - Intermittent inclusion of subject matter experts or content, whether through attendance at the meeting or introduction of a resource (e.g., a video, pre-reading), to foster or act as a catalyst for individual and group learning.
 - Supportive dynamics, with guiding principles set by the Community of Practice itself and upheld by the coordinator.
 - Channels, whether via email, survey, or as part of meetings, for members to suggest learning, training, or discussion topics for future Community of Practice meetings.
 - A repository of ideas and resources that are identified by the Community of Practice over time, and available to new and ongoing Ambassadors.

CONTINUOUS IMPROVEMENT

Training and learning opportunities should always be a work in progress. Knowing when and how to make helpful adjustments to your training and learning opportunities is best informed through evaluation. Training evaluation refers to data or information that you collect and analyze to assess how well aspects of your training is performing *and/or* the impact of your training on learners.

Evaluating the effectiveness of different aspects of your training and learning activities tends to involve collecting data related to how much (i.e., on a scale) learners enjoyed, valued, or felt satisfied with the:

- approach (e.g., in-person, online platform, teleconference),
- methods (e.g., written, oral, visual, kinetic),
- topics (e.g., the learning objectives and content delivered),
- content (e.g., information shared, examples provided), and/or
- style, likeability, and knowledge of those involved (e.g., trainer, subject matter expert, peers).

In addition to collecting this measurement data from participants in training and learning opportunities, participants can also be invited to offer their thoughts on what they enjoyed most about the opportunity or set of activities, what they enjoyed least, and how they would make changes to enhance their experience.

Evaluating the impact of your training and learning activities on learners tends to involve collecting data that measures how well learners believe they have internalized information related to the intended outcomes and/or a change in their knowledge, skills, or attitudes as a result of the experience (e.g., On a scale of one to five, with one being “not at all” and five being “significantly”, please indicate how much your understanding of the purpose of the CDAP has increased as a result of your training.).

Whether you are seeking to collect measurement data (e.g., on a scale) or feedback, you can do this in a variety of ways, such as asking directly during a synchronous (e.g., live virtual webinar) session, inviting input by email, distributing a paper survey during a synchronous session, or distributing an online survey (see [Appendix L: Training Evaluation Survey](#) for a sample of an online survey that seeks to enhance online synchronous foundational training and assess the impact of the training on learners). There are benefits and risks that must be considered with each method.

TIP:

There are a variety of free survey platforms that offer basic survey creation and distribution and data aggregation and presentation (e.g., for download in an Excel spreadsheet), including JotForm and Survey Monkey. You can also pay for upgraded JotForm and Survey Monkey services (e.g., data visualization).



Data collection method	Benefits	Risks
Inviting responses during a discussion in a synchronous training activity	<ul style="list-style-type: none"> • Can facilitate rich discussion amongst participants • Allows the evaluator to ask probe questions and get more information 	<ul style="list-style-type: none"> • Some participants are less likely to voice their opinions in groups • Some participants need time to think before they can provide meaningful feedback
Soliciting feedback via email	<ul style="list-style-type: none"> • Allows participants to write as much or as little as they wish • Gives participants time to reflect and think before they reply 	<ul style="list-style-type: none"> • Response rates are typically lower than when evaluation is requested during an activity • Some participants don't like to write out their ideas and will offer very little feedback
Distributing an <u>anonymous</u> paper survey at the end of an in-person session	<ul style="list-style-type: none"> • Typically higher response rates than if a survey is sent out after the activity • Anonymous surveys often elicit more honest feedback 	<ul style="list-style-type: none"> • Some participants need time to think before they can provide meaningful feedback • Some participants will be in a hurry to leave and may rush through the survey, providing little value in the responses • No follow up is possible if the feedback doesn't make sense or raises questions/concerns
Distributing a paper survey that requests identifying information (e.g., a name) at the end of an in-person session	<ul style="list-style-type: none"> • Typically higher response rates than if a survey is sent out after the activity • Follow up is possible to seek more information 	<ul style="list-style-type: none"> • Some people are less likely to share their thoughts or honest evaluation of the training if they can be identified • Some participants need time to think before they can provide meaningful feedback • Some participants will be in a hurry to leave and may rush through the survey, providing little value in the responses
Soliciting <u>anonymous</u> feedback via an online survey	<ul style="list-style-type: none"> • Gives participants time to reflect and think before they reply • Anonymous surveys often elicit more honest feedback • Some people prefer the ease of digital forms/submissions to writing out comments 	<ul style="list-style-type: none"> • Response rates are typically lower than when evaluation is requested during an activity • No follow up is possible if the feedback doesn't make sense or raises questions/concerns
Soliciting feedback via an online survey that has an identifier (i.e., unique URL, requests name)	<ul style="list-style-type: none"> • Gives participants time to reflect and think before they reply • Some people prefer the ease of digital forms/submissions to writing out comments • Follow up is possible to seek more information 	<ul style="list-style-type: none"> • Some people are less likely to share their thoughts or honest evaluation of the training if they can be identified

OBJECTIVE 5:

Ambassador Activity

Once Ambassadors are onboarded into the CDAP and have completed their foundational training, they are ready to begin their Ambassador activities. During this stage, the role of the Society is to support Ambassadors to be as successful in their role as possible. This can include:

- Giving Ambassadors strategies to learn about their communities and where there are opportunities to share information about and on behalf of the Society, such as:
 - Doing an online search and compiling a spreadsheet of health organizations and health professionals in the area, including information on how to contact them in person (e.g., address, hours of operation), by telephone, or online.
 - Doing an online search for upcoming community, health-related, and seniors-focused gatherings and events, and contacting the host organization or individual to set up a table or roam the event to share information with interested attendees.
 - Doing an online search for organizations that support, provide services to, or host seniors, and contacting them to ask about opportunities and channels to share information about the Society and its services (e.g., events, bulletin boards, information table in a public area, sharing a couple of introductory words at a meeting).
 - Putting up posters on community bulletin boards, where allowed (e.g., grocery stores, post offices, libraries, municipal offices, service organizations, recreation and leisure facilities, businesses, medical offices).
 - Contacting media organizations to request a public service announcement on behalf of the Society, and working with the Society to provide approved messaging in the appropriate format for the media organization.

- Meeting with them on a set schedule (e.g., monthly, bi-monthly, quarterly) to answer questions, brainstorm ideas on how to best fulfill accountabilities in their community and surrounding area, and provide them feedback and suggestions on how to enhance their experience as Ambassadors and those of the people they engage.
- Providing them with access to brand-related and promotional materials that Ambassadors can use to build awareness of the Society and share information about its mission and services, and offer to replenish them as needed and available.
- Distributing and providing assistance with using an Ambassador Activity Tracking Tool (see [Appendix I: Community Dementia Ambassador Monthly Reporting Tool](#)) to keep track of the Ambassador activities, including how many people they reach in the community and surrounding area, and eligible expenses, including how to submit them and receive reimbursement.
- Encouraging their participation in the CDAP Community of Practice (see [Objective 4: Onboarding, Training, and Continuous Improvement for information on the CDAP Community of Practice](#)).
- Visiting the community and co-hosting or attending an information-sharing event or opportunity with an Ambassador.
- Working with an Ambassador to take advantage of brand and reputation building opportunities available in the community (e.g., meeting with a local Mayor or Member of the Legislative Assembly, submitting an article to the local paper during Alzheimer's Awareness Month in January, creating a public service announcement for a local radio station).

TIPS:

There may be times that you are required to provide performance feedback to an Ambassador, including guiding them to enhance their skills or attitudes in one or more areas or advising them that their performance must improve or they will be discharged from the program. This is a necessary and important part of volunteer management. In the event this is required, it is advisable to have another representative of the Society, and preferably a representative of the volunteer program or Human Resources, sit in to audit and be a witness to the conversation. It is also important that you document and keep a record of the conversation, including the participants, date, and points of discussion.

Reviewing Ambassadors' monthly activity reports is a great way to identify ideas for Ambassador activities to share with other Ambassadors. In order to evaluate the success of a novel activity, you may need to contact the Ambassador for more information about the activity, how it was identified, how it was implemented, and the results (e.g., how many people attended, demographics of the attendees, sentiment of people engaged).

OBJECTIVE 6:

Evaluation and Reporting

In accordance with the performance metrics, targets, and data collection/reporting frequency outlined in Objective 1: Performance Metrics and Targets, CDAP data and information collection should commence with Objective 3: Recruitment. From this point forward, there is ongoing and intermittent data and information collection, aggregation, analysis, and reporting to deliver.

While Objective 1: Performance Metrics and Targets outlines the type of data and information to collect, when to collect it, and when to report on it, it doesn't speak directly to the role and importance of evaluation and reporting. Evaluation is, at its heart, the work to assign meaning to the data and information collected through your data and information collection tools (e.g., spreadsheets, surveys). Evaluation typically involves making decisions about how to aggregate, analyze, and present your data and information and the meaning, judgments, and/or conclusions that you assign to it. Reporting is the act of communicating your evaluation, and can include the presentation of data and information, insights, judgments, and any recommendations and/or decisions made as a result of the evaluation.

With CDAP, there is data and information coming into the Society on an ongoing basis and there is no right time to review the data to determine how well the program is performing, whether for program impacts or continuous improvement opportunities. In fact, a quick monthly review of any incoming data can be a helpful and productive way to spot data and information anomalies or identify trends - positive or negative - to act on or share with others. At the same time, having a set data collection, analysis, and reporting schedule, as outlined in Objective 1: Performance Metrics and Targets is a sure way to ensure that, at a minimum, you are collecting data at helpful intervals and assessing the overall program performance on an annual basis.

With respect to performance reporting, one of the most straightforward approaches to reporting is to present aggregated data and information from a set period of time (e.g., over a fiscal year) within the data collection tools, and simply add one or two paragraphs of analysis and insights in front of the aggregated display of data and information.



In this scenario, you are reporting what you have learned through assessing and/or analyzing the data and information and are presenting the aggregated data and information as evidence or proof to back up your claims.

If you are interested in more detailed or sophisticated reporting, there are plenty of ways to get creative with evaluation and reporting. Among possibilities you can:

- Seek out unique and interesting ways to aggregate and display your data and information (e.g., presenting a map of Alberta and using stars or numbers to highlight where you have Ambassadors and how many, use graphs or charts to visually present changes in data points over periods of time)
- Supplement your data with testimonials or stories from Ambassadors.
- Create infographics that present one or two page overviews of your most interesting insights and data in visually appealing layouts.

At the end of the day, evaluation and reporting are your opportunities to demonstrate the progress, success, and value of your program to the many different audiences that may be interested in it. It creates opportunities to show your Ambassadors, colleagues, senior leaders, and funders that CDAP is important and making a difference in the lives of Albertans, in Alberta communities, and to the work of the Society. It also creates opportunities for Society staff and Ambassadors to:

- Reflect on their work and the CDAP as a whole and identify ways to enhance their individual performance.
- Identify opportunities to enhance the synergies within the Society, between Ambassadors, and across the activities happening in communities.
- Reconnect to and get re-energized about the CDAP and its potential overall.

While evaluation and reporting may feel like a task, another item on a “to do” list, or less important than Objectives 2 through 5, they are absolutely key to a viable, sustainable, healthy, celebrated, and successful CDAP and should never be overlooked, relegated to the backburner, or dismissed as inconsequential.

OBJECTIVE 7:

Reaffirming Commitment or Offboarding

As part of Objective 3: Recruitment and Step 2: Screen Potential Candidates, it was suggested that you disclose your expectations of volunteers, including a minimum level of contribution (e.g., a one-year commitment, an hour or two a week, or less specifically, three to four hours each month) during the recruitment period. In some instances, Ambassadors may come to the CDAP with a set timeline attached to their volunteerism (e.g., 24 months) and, in other cases, they may make an open-ended commitment. In either scenario, it can be helpful and beneficial to the Ambassador and the Society to check-in with the Ambassador at a set point in time (e.g., once a year) to ask them about their experience with the program, invite any feedback on how to enhance their experience and/or success as a volunteer, and ask if they will reaffirm their commitment to the CDAP – again, whether for a set period of time or as an open-ended and ongoing commitment.

By taking the time to reaffirm your Ambassadors' commitment, it can help the Society to:

- Address any questions or concerns before they become potential barriers to the Ambassador continuing in their role.
- Support program planning, including for budget-related requests.

- Identify where it may be necessary to anticipate a program exit and plan to both offboard (e.g., take steps to support an Ambassador to leave the CDAP) the Ambassador and begin recruitment for one or more additional Ambassadors in the impacted community.

In the event that an Ambassador identifies that they will be exiting the CDAP or the Society identifies there is reason to require an Ambassador to exit the CDAP, offboarding is a valuable and important step.

For Ambassadors choosing to leave the CDAP, it will be important to try to understand their reasons for leaving. In some instances, you may find that the Ambassador can be accommodated to stay in their role (e.g., volunteer fewer hours, change the type of activities they are doing) or offered a temporary leave of absence. In other instances, you may learn about experiences or approaches that can be revised, adapted, or enhanced as you work to continuously improve the program and retrain other Ambassadors. In other instances yet, you may simply learn that the CDAP wasn't a good fit or was a great fit but only for a specific period of time for an Ambassador.



TIP:

If an Ambassador chooses to leave their role, ask them if they know of one or more individuals who may be interested in it.

In any case, if an Ambassador does choose to leave their role and the CDAP on their own terms it is appropriate to:

- Thank them for their time.
- Offer to hear any comments about how you could enhance the Ambassador experience or program moving forward.
- Walk them through a checklist to ensure that they return all of the Society's outstanding materials (e.g., a CDAP Resource Kit).
- Ensure they are compensated for any outstanding disbursements (e.g., have submitted all eligible receipts).
- Ensure they remain aware of their ongoing obligations (e.g., respecting the signed Volunteer Agreement and Confidentiality Agreement) upon exiting the program.
- Make your best effort to ensure they have a positive experience exiting the program.

In the event that an Ambassador is asked to withdraw from the Ambassador position and exit the CDAP, it is important to be clear:

- why they are being asked to leave the Ambassador role and the CDAP; and
- that they are being asked to cease all Ambassador activities and any activities that suggest they represent the Society.

In these circumstances, it remains appropriate to walk the Ambassador through a checklist to ensure that they:

- return all of the Society's outstanding materials (e.g., a CDAP Resource Kit);
- are compensated for any outstanding disbursements (e.g., have submitted all eligible receipts); and
- remain aware of all ongoing obligations (e.g., respecting the signed Volunteer Agreement and Confidentiality Agreement).

In the rare instance that the Ambassador is being released due to a breach of the Volunteer Agreement and/or Confidentiality Agreement, including violating rules and procedures or illegal activity (e.g., fraudulent expenses), it may be in the best interest of the Society to consult a lawyer before speaking to and releasing the Ambassador.

No matter how an Ambassador exits the CDAP, it is always beneficial to try to end the relationship on the best terms possible. A one-time Ambassador may be inclined to return to a volunteer position in the future, become a donor to the Society and its programs, or help recruit additional Ambassadors. If the Ambassador does exit the CDAP on positive terms, it can be a nice touch to send a personalized and handwritten thank you card within two weeks of their last day with the CDAP to recognize the time and contribution that they made to the Society and their community.

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