

### What's The Issue?

The Winnebago County Medical Reserve Corps (MRC) has been essential to WCHDs response activities from a wide variety of public health emergencies including COVID-19 and MPOX, however engagement in trainings, exercises, and activities remains low during non-emergency times with only 14 of 32 (44%) active MRC volunteers participating in volunteer opportunities for calendar year 2024.

### Why It's Important

Engaging MRC volunteers before, during, and after emergencies is critical for:

- Skills and Capacity Building
- Community Preparedness
- Maintaining Relationships
- Improved-Well-Being for Volunteers
- Disaster Mitigation

### What We Did

This QI project utilized multiple tools to identify motivating and restraining factors for volunteer engagement.

Descriptions of how each tool was used to select an appropriate intervention are described below.

- **Data Review & Modified Forcefield Analysis**—Reviewed volunteer hours by volunteer type (student, working professional, or retiree) and identified barriers and motivations unique to each group.
- **Volunteer Feedback Survey**—developed and sent all active volunteers a short survey (37 active volunteers at time of survey).
- **Volunteer Focus Group**—held a volunteer appreciation and focus group event. Gathered additional feedback to inform unit planning.

### Lessons Learned

- **Volunteers Care**—30% of active volunteers completed the volunteer feedback survey. All volunteers expressed there primary motivation to volunteer as being able to help their community.
- **Moving Target**—the MRC continued to recruit and offer volunteer opportunities throughout the duration of the project. This includes the United Way Reach Out and Read Storytime initiative with WIC. The opportunity had the largest number of new volunteers contributing the most hours, however existing volunteers minimally participated in this program
- **No One Size Fits All Strategy**—while we identified barriers and motivations to volunteering based on type, each volunteer has unique preferences and needs.

### Results

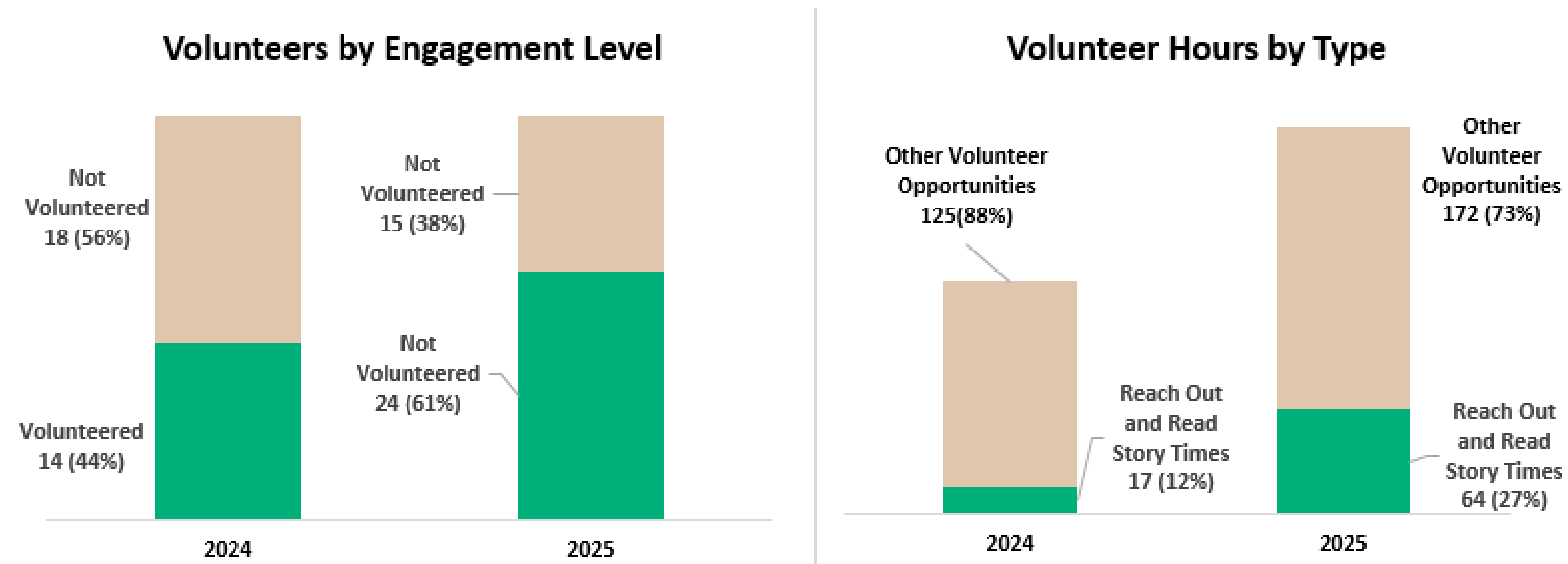
- The team choose to focus its intervention on two areas: 1) more advanced scheduling of events and 2) more outreach opportunities.
- PHEP developed and issued its first bi-monthly MRC volunteer bulletin in November to keep volunteers informed of ways to help their community. Initial feedback from volunteers has been positive.

### Next Steps

- PHEP is working with other centers and community groups to offer at least one (1) outreach opportunity every two (2) months.
- PHEP plans to continue this intervention into 2026, with potential modification to focus on engaging working professionals.

### Team Members

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Caption: 2024 vs. 2025 non-emergency volunteering among active volunteers. Data is for calendar year. 2025 report 1/1/25-11/30/25)