



Successfully Engaging Older Adults and Adults with Disabilities via Technology: Strategies and Best Practices

Administration for Community Living

July 9, 2020

Today's Webinar

- Highlight programs, best practices, and tips for creating communities of learning and engagement via technology
- Address marketing/outreach, barriers to virtual participation, strategies for holding interactive and inclusive conversations, and more

Presenters

- Ryan Elza, AARP Foundation
- Steve Ewell, Consumer Technology Association (CTA) Foundation
- Tom Kamber, Older Adults Technology Services (OATS)
- Susan Stiles, National Council on Aging (NCOA)

MENTAL Health Innovation Challenge

- Opportunity to develop a software platform that increases awareness of, access to, and use of social engagement technologies and programming to help curtail the impact of loneliness and social isolation
- More info at [Challenge.gov](https://www.challenge.gov)

Consumer Technology
Association™

Foundation

**Types of programs
addressing social
isolation**



Stephen Ewell
Executive Director
CTA Foundation

Consumer Technology
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Technology
Association™



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AARP Foundation
For a future without senior poverty.



The Arc
For people with intellectual and developmental disabilities

benetech
TECHNOLOGY SERVING HUMANITY



BYTE BACK



Cyber-Seniors
Connecting Generations



front porch

F.Y. EYE

HKNC
Helen Keller NATIONAL CENTER
for Deaf-Blind Youths and Adults

Institute for Human Centered Design

ITN America
Dignified transportation for seniors



LIGHTHOUSE
FOR THE BLIND AND VISUALLY IMPAIRED

Lutheran Services in America

MASSACHUSETTS ASSOCIATION
for the
Blind and Visually Impaired
CONFIDENT LIVING WITH VISION LOSS

MEALS ON WHEELS AMERICA

Oak Hill
Empowering People With Disabilities
1950

OATS
Older Adults Technology Services

SeniorNavigator
A VirginiaNavigator Website

SoFIA
South Florida Institute on Aging
THINK. ACT. THRIVE.

Consumer Technology
Association
Foundation

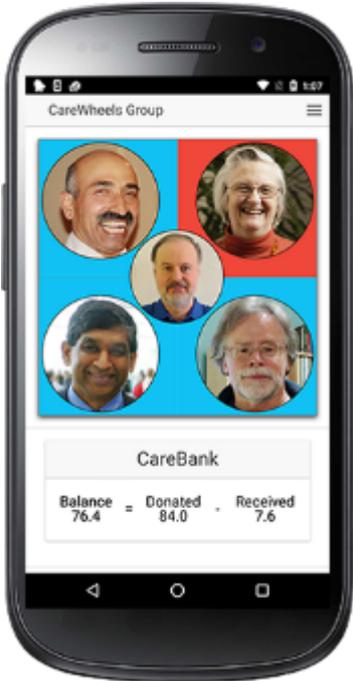
Programs Transitioning



Virtual Senior Center



CareWheels CareBank



Front Porch



Oak Hill



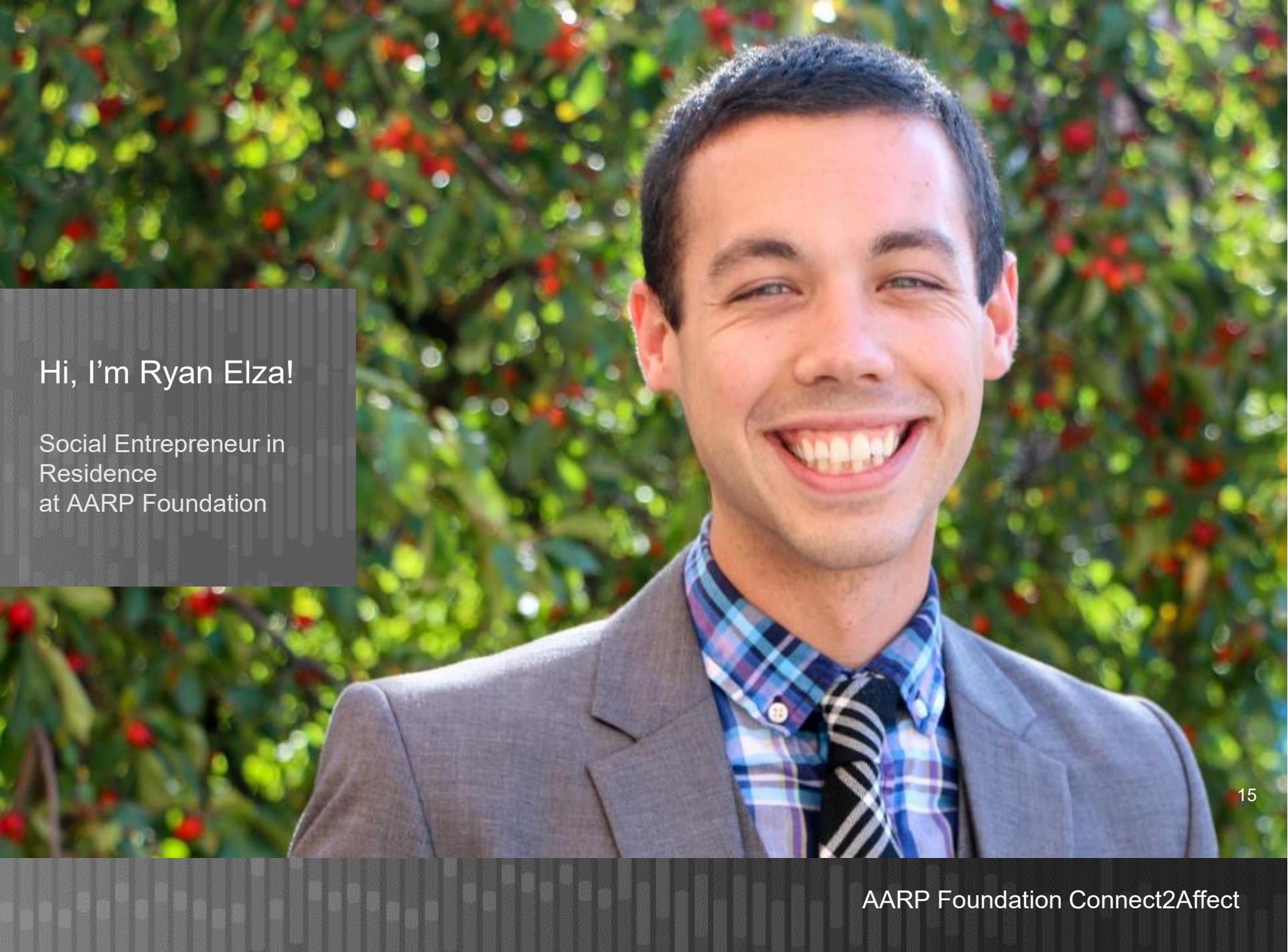
Thank you!

Steve Ewell
Executive Director
Consumer Technology Association
Foundation
CTAFoundation.tech
@CTAFoundation / sewell2



Types of programs addressing social isolation - Continued!

July 9, 2020



Hi, I'm Ryan Elza!

Social Entrepreneur in
Residence
at AARP Foundation

About AARP Foundation

AARP Foundation works to end senior poverty by helping vulnerable older adults build economic opportunity and social connectedness.

As AARP's charitable affiliate, we serve AARP members and nonmembers alike. Bolstered by vigorous legal advocacy, we spark bold, innovative solutions that foster resilience, strengthen communities and restore hope.



So, What Can Cause Social Isolation?

Social isolation is the result of being disconnected from support groups of family, friends and community. **Risk factors of isolation include:**

Societal / Community



Limited/unaffordable transportation



Societal barriers
(ageism or other forms of discrimination)



Rural, unsafe or inaccessible neighborhood

Individual



A low income



Being a caregiver



Chronic health conditions



Retirement



Hearing/vision loss



Limited mobility



Living alone



Loss of memory



Loss of a spouse or friend

Approaches

Assessment & Education

Actions

- Person centered holistic assessment of their isolation and technology needs and interests
- Identify barriers impacting individuals well-being and technology access such as home safety, internet access, and affordability
- Raising awareness about the importance and opportunity for social connection

Connecting to Technology & Training

Actions

- Synchronous and asynchronous online classes and education (OATS, AARP, etc.)
- Self-training (Generations On Line)
- Connecting to low-cost internet and technology access programs (everyoneon.org, connecthomeusa.org)

Virtual Programming

Actions

- Online opportunities for connection and continued learning (virtual seniors centers, libraries, museums, etc.)
- Adapting program models to virtual engagements (PEARLS)

Connect2affect.org

View resources to help you stay healthy & connected during the coronavirus pandemic.

[Learn More](#)



[Register](#) [Login](#)

I'M LOOKING FOR... ▾

[FIND HELP](#) ▾

[RESOURCES](#) ▾

[ABOUT](#) ▾

[GET INVOLVED](#) ▾



How can we help?

When people connect, they affect each other's lives. Learn about isolation and how you can make a difference

Help for myself or someone I know

[Is Isolation Affecting You?](#)

[Find Help in Your Community](#)

[Explore Online Resources](#)

[Rebuild Social Connections](#)

Ways to support people I serve

[Learn What Others are Doing](#)

[Explore Resources for Practitioners](#)

[Share the Isolation Assessment](#)

[View Solutions for Housing Providers](#)

Industry research and case studies

[Explore Research & Resources](#)

[Learn About New Interventions](#)

[Contact Us](#)

Bringing out the best in humanity.

[LEARN MORE](#)

Connect2affect.org - Risk Assessment

AARP Foundation
connect2affect

Register Login

I'M LOOKING FOR... ▾ FIND HELP ▾ RESOURCES ▾ ABOUT ▾ GET INVOLVED ▾

How Connected Are You?

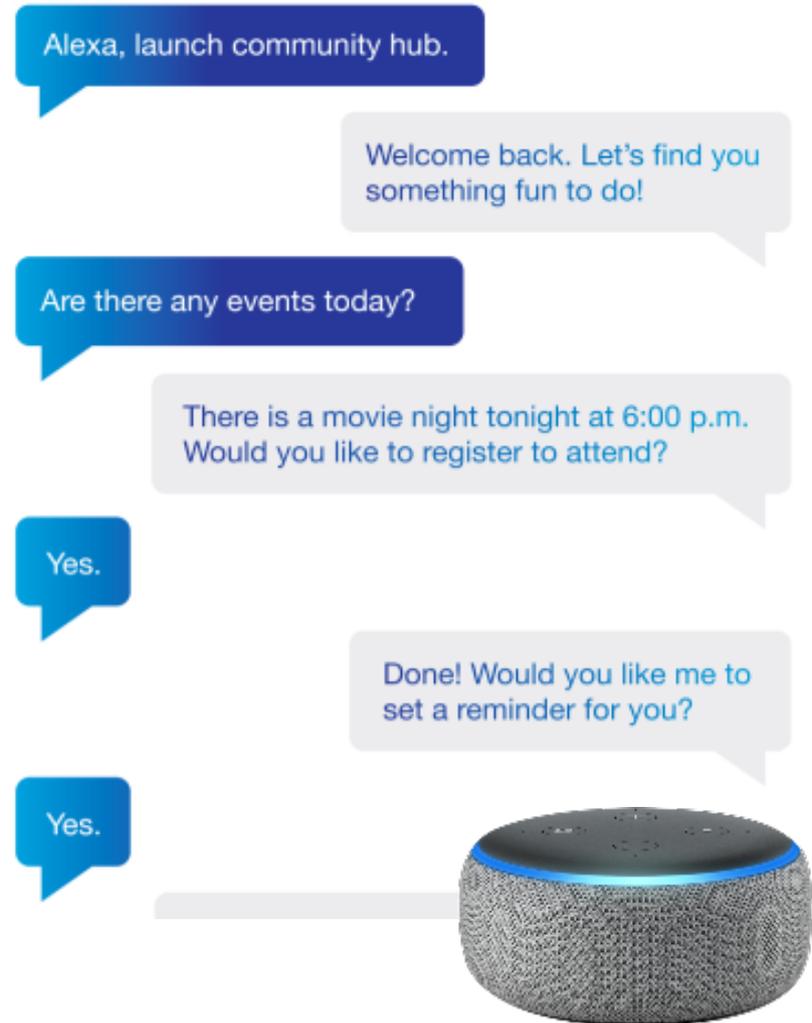
Complete the self-assessment below and we'll help you understand how connected you are. We'll provide you with helpful resources. All questions are required.

1. What is your email address?
2. Do you participate in social activities or organized groups at least once a week, either virtually or in-person?
 Yes
 No
3. Do you see or talk to a family member or a friend at least once a week?
 Yes
 No

10% Completed

AARP Foundation Connected Communities

- The result of extensive research and rigorous testing
- Specifically designed for an older population
- Available for Amazon Alexa and Google Assistant



How It Worked

Our train-the-trainer model allows housing providers to implement voice-activated technology in a sustainable and cost-effective way.



On-site training
for staff and
volunteers



Facilitator guides



Workshop
presentations



Explainer videos



Course handouts



“The app makes people feel included. I know everything that’s happening in my community and have the choice of whether I want to attend or not. It’s a great feature.”

Ms. Shirley
Resident | Weinberg Place

How We are Pivoting

Our train-the-trainer model allows you to implement voice-activated technology in a sustainable and cost-effective way.



Telehealth 101



Remote Workshop
Presentations &
Guided Recorded
Trainings



Explainer videos



Course handouts



Remote training
for staff and
volunteers



Facilitator guides

AARP Foundation Social Check-in



AARP Foundation's Social Check-In helps you keep track of the strength of your social connections and how they affect your well-being. By answering a few questions, you can find out whether you're at risk for social isolation — and get tips for building and maintaining strong relationships.

Marketing and Outreach Tips



Build on your established brand identity



Market a mix of practical and social



FREE
JULY 9 | 4:00PM-4:30PM EDT

Afternoon Stretch

Online

Join us to decrease muscle stiffness, improve your circulation and calm your mind. Hosted by Senior Planet NYC



FREE
JULY 9 | 4:00PM-5:00PM EDT

Internet of Things: Healthcare

Online / By Phone

Learn how the medical industry is embracing technology to treat patients remotely. Hosted by Senior Planet San Antonio



FREE
JULY 9 | 3:00PM-4:00PM EDT

How to Spot Fake News

Online / By Phone

This lecture will provide a helpful explanation for the increase in the use of the term fake news, as well as give you some tools to evaluate news sources. Hosted by Senior Planet NYC



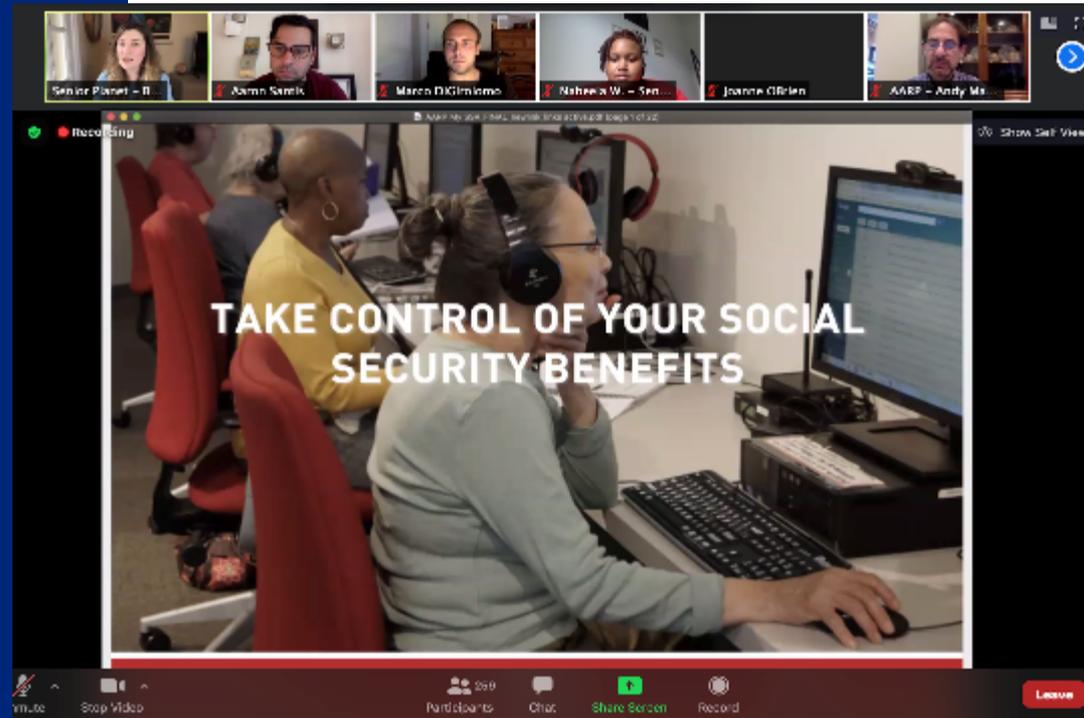
FREE
JULY 9 | 3:00PM-4:00PM EDT

Home Internet Access

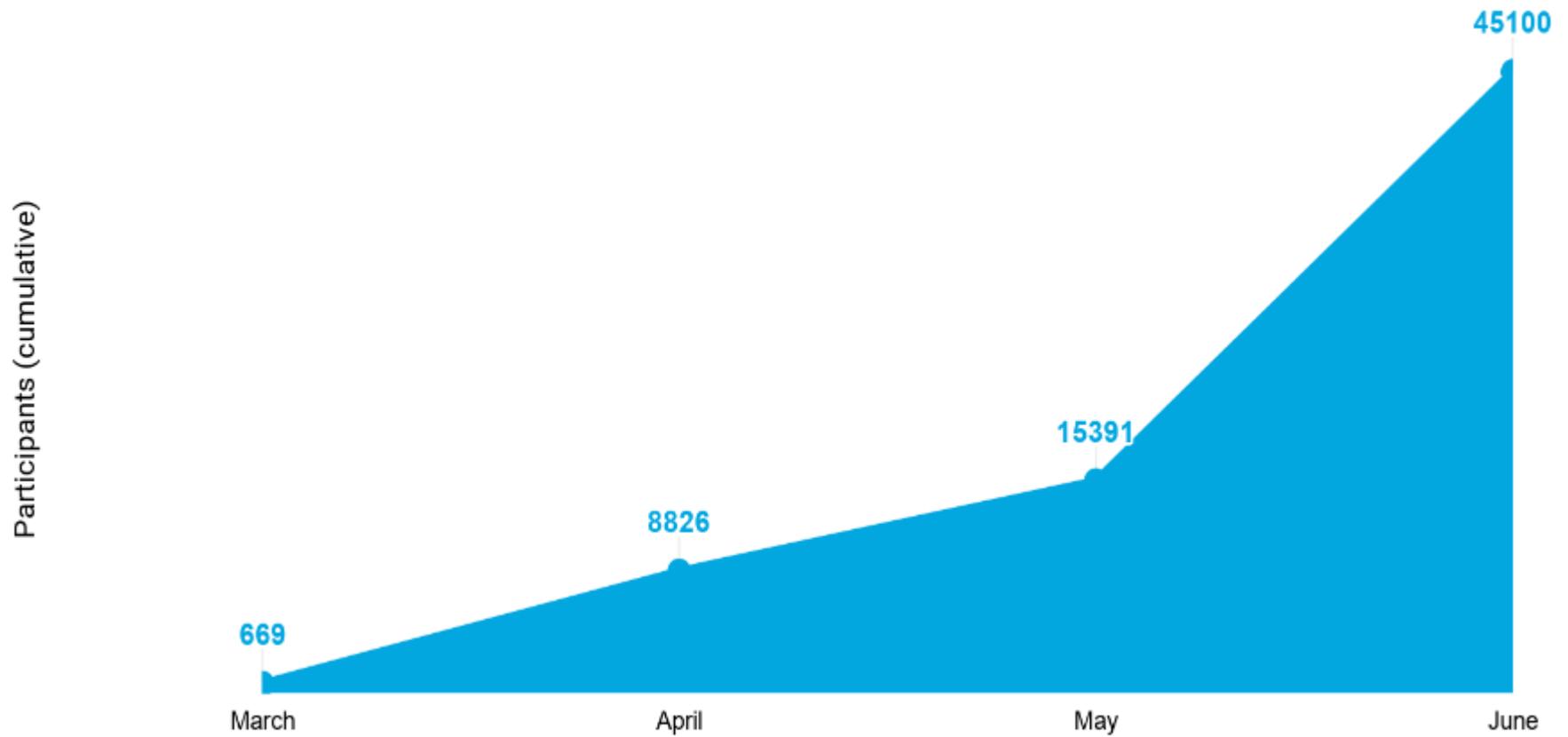
Online / By Phone

Learn everything you need to know about home internet. Hosted by Senior Planet San Antonio

Leverage larger partners for reach



Virtual Participants (cumulative)



Addressing Barriers

Whenever possible, use mainstream technology
(use adaptive technologies when needed)



Offer linked skills training

This event has passed.

EVENT | FREE

All Things Zoom



Date & Time

May 14 | 8:30am-9:30am PDT

Location

Online / By Phone

Location & Event Details

Online / By Phone

Date
May 14

Time
8:30am-9:30am PDT

Website
[https://www.eventbrite.com/e/2116910531](#)

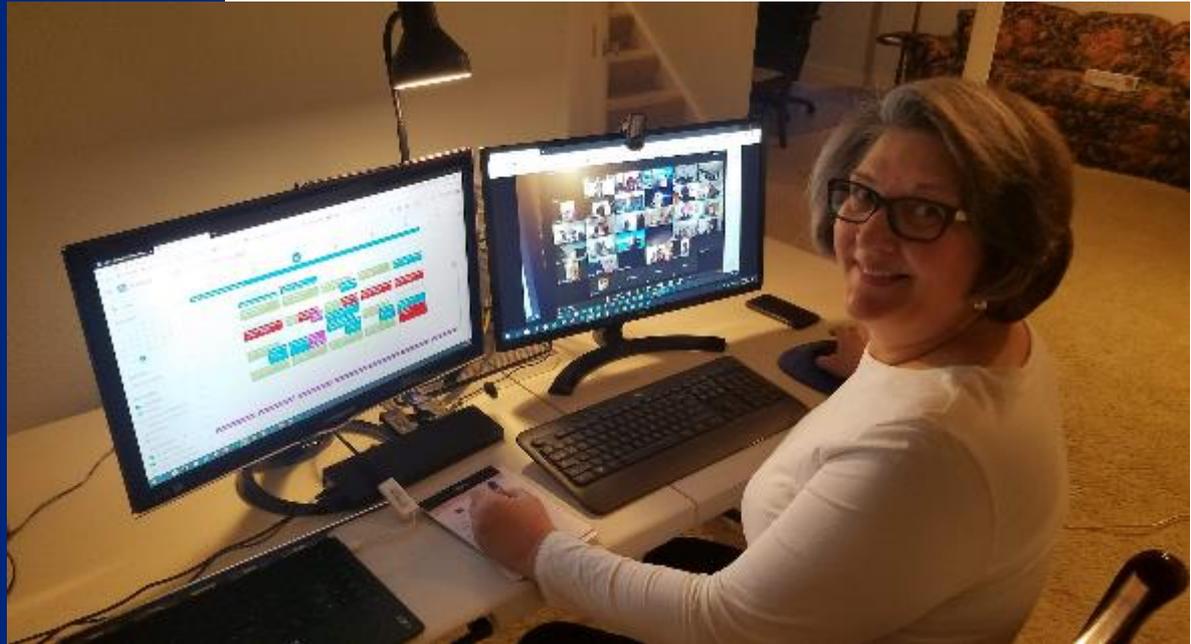
Add to Your Calendar

[Google Calendar](#)

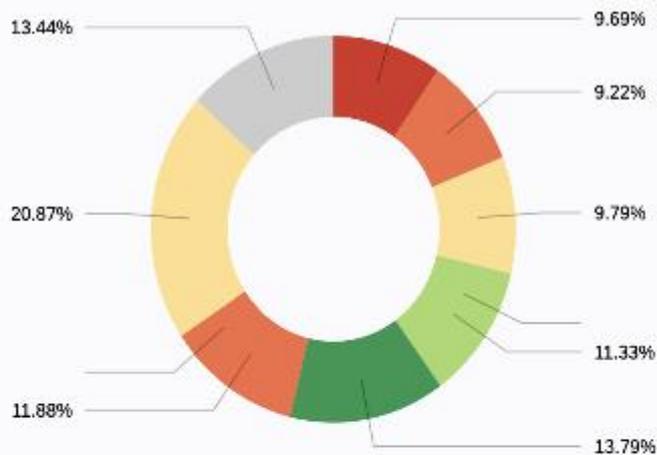
[Apple Calendar](#) or [Outlook](#)

Share This Event: [f](#) [t](#)

Raise your digital game



What Do Older Adults Want to Learn?



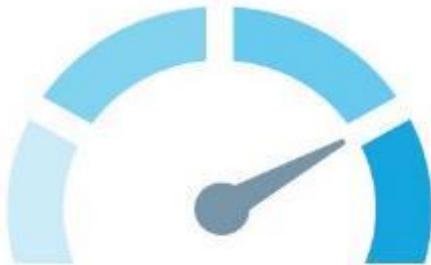
Top Three Requests:

1. Technology
2. Education
3. Travel

n=7,889 (from AARP events)

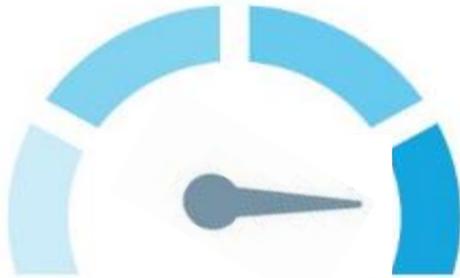
Going Virtual

Pre-Covid Programs



OATS' NPS:
81

Virtual Programs



THANK YOU

www.oats.org

info@oats.org

FB: [@OlderAdultsTechnologyServices](#)

LI: [@OlderAdultsTechnologyServices](#)

www.seniorplanet.org

FB: [@SeniorPlanet](#)

TW: [@SeniorPlanet](#)

IG: [@senior.planet](#)



National Council on Aging

Susan Stiles, PhD

Senior Director, Product Development and Strategy



*IMPROVING THE LIVES OF 40 MILLION OLDER
ADULTS BY 2030*

How To: Interactive/Inclusive Conversations

1. Plan Ahead

- ***Define the purpose: What should participants do as a result of attending?***
- ***Choose your technology (high tech/no tech/hybrid)***
- ***Determine size and length of class/session***
- ***Send any read, watch, or listen-ahead materials***

2. Favor Experiential Learning

- ***Toss out the lecture, if possible***
- ***Have participants lead discussions and class activities***
- ***Ask individuals for remarks/insights/personal examples***
- ***Assign “homework” for a multi-week class***
- ***Ask more questions than you would normally do in an in-person environment (and use the chat feature to encourage multiple responses at once)***

How To: Interactive/Inclusive Conversations

3. Mix it Up

- *Use polls and pop quizzes*
- *Insert interesting facts and data points (“Did you know?”)*
- *Chunk the material into smaller bites*
- *Make use of breakout rooms for real-time, small group conversations*
- *Actively “manage” the session (may require two people)*
- *Call on people specifically and encourage them to ask/type questions*

4. Continue the Conversation

- *Communicate via email, phone, chat groups, social media, buddies, etc.*
- *Recruit participant “champions” to lead these conversations*

Zoom Meeting

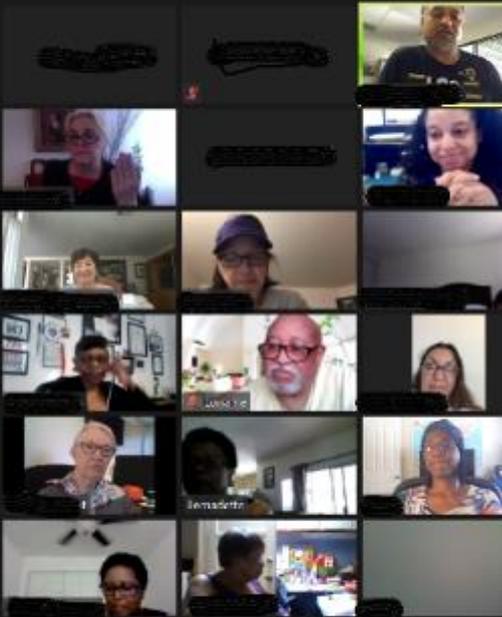
In-Class Activity: Identifying Sleep Problems

Sleep

- **Identify why it's hard for you to sleep:**
 - ▶ Write down the symptoms and underlying causes.
 - ▶ Share what you have written with the class.

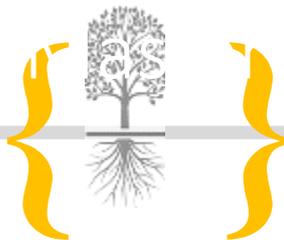


ncoa.org | Improving the lives of 40 million older adults by 2030 | © 2019 National Council on Aging



Windows taskbar: Type here to search | 4:57 PM 5/25/2019

Aging Mastery Program® Classes



Initially, I was doubtful that the virtual Aging Mastery Program® sessions could be as effective and interactive as an in-person class. However, I was pleasantly surprised to find that not only were the videos, workbook, and expert speakers engaging, but these stimulated participants to discuss their impressions, share their experiences, and learn from each other in a virtual environment.

--Aging Mastery participant from Springfield, OH (United Senior Services)

Aging Mastery via Phone

- *I look forward to the calls each week.*
- *This has helped me to be more mindful of the things I know I should be doing.*
- *Many of the activities show it is important to continue to exercise, budget, connect socially, eat healthy, and drink more water.*
- *I have enjoyed the sessions. What you are doing is important. (92-year-old, former ADRC director.)*



Connected Communities™

Connects older adults to their senior housing communities by enabling them to access community information using just their voice.

- *Shared journey of learning*
- *On-demand access to information, resources, and events*
- *Empowerment/independence/engagement*

Includes a social check-in survey to risk for isolation on regular basis and offers tips for staying connected.



<https://connectedcommunities.aarpfoundation.org/>



Senior Planet: “All Things Zoom”

Instruction on how to use Zoom video conferencing software to chat with friends & family, and take virtual classes with Senior Planet.

I am not currently a "Solo-coVider", but since no one knows what tomorrow brings, I want to be informed about choices when/if that time arrives. I look forward to the Zoom sessions Senior Planet offers... So much info to keep the brain active!! Thank you!!!

<https://seniorplanet.org/event/all-things-zoom/>

Senior Planet: “Morning Stretch”

Nearly 200 participants log on daily to start their day together with gentle stretching and breathing meditations, then stick around after class to connect and talk.

I stay to hear others' comments about the class or to gather information. This is helpful to make me feel connected as my exposure to the world currently is super limited to very infrequent shopping for necessities. I still stay anonymous.

But I am getting more familiar with the exercise routines and the participants. This is a daily go-to experience, and a life saver for me. Wish I had known about it during the first 2 1/2 months of isolation. I am now a member. My best and most life enhancing membership that I have.

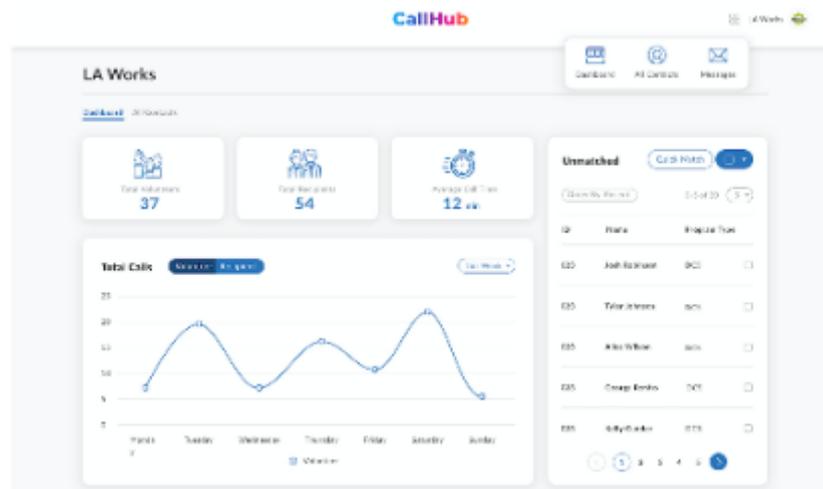


<https://seniorplanet.org/event/morning-stretch/2020-07-06/>

Motion Picture Television Fund: Call Hub

Developed from The Daily Call Sheet, a social call program, during the pandemic.

- ***Enables organizations to launch and manage their own social call programs***
- ***Has single toll-free number for all volunteers and recipients to use; designed for convenience, safety, and privacy***
- ***Offers access to administrative dashboard where organizations can manage their volunteers and recipients, track call data to know who is and who may not be receiving calls***



Resources

- **AARP Foundation: *Connect2Affect***
 - <https://connect2affect.org/>
- **Georgia Tech: *Tools for Life***
 - https://gatfl.gatech.edu/tflwiki/index.php?title=Main_Page
- **LeadingAge: *Social Connectedness and Engagement Technology Tool***
 - <https://www.leadingage.org/social-connectedness-and-engagement-technology-tool>
- **N4A: *engAGED***
 - <https://www.engagingolderadults.org/>
- **NCOA: *Tools for Reaching a Remote Audience***
 - <https://www.ncoa.org/resources/tools-for-reaching-a-remote-audience-webinar-tips/>

Resources (cont'd)

Senior Planet: www.seniorplanet.org/coronavirus

- **Step-by-step guides for Zoom (English | Spanish | Chinese)**
- **Over 50 free, secure virtual programs each week**
 - **“Explore Tech” –online food delivery, banking, scam prevention**
 - **Daily virtual fitness programs and social gatherings**
- **Video tutorials demonstrating essential tech skills, like downloading apps**
- **“Stuck at Home” guides—online entertainment, telemedicine, avoiding isolation**
- **“Stay Connected” program pairs seniors with one another for weekly check-ins**
- **Guides to low-cost internet and best devices for seniors**
- **Local hotlines for seniors feeling isolated**
- **A national tech-help hotline, staffed 9am-5pm, M-F: 920-666-1959**

Questions?