Today's Panelists:

David Lindeman

Director of CITRIS Health and Director of Lighthouse for Older Adults

Davis Park

Vice President of the Front Porch Center For Innovation & Wellbeing

Trau Vang

Social Services Coordinator at Eskaton Jefferson Manor

Kari Olson

Chief Innovation and Technology Officer for Front Porch and President of the Front Porch Center For Innovation and Wellbeing

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CITRIS Health: Mission & Goals

CITRIS and the Banatao Institute — creating technology solutions for society's most pressing challenges.

At CITRIS Health we believe investing in telehealth and digital health technology and purposeful, community-led delivery empowers individuals to improve their access to health care and better manage their health and well-being. We focus on developing sustainable and scalable pathways to greater **health equity**.

Exploring innovative uses of technology to empower individuals to thrive, especially in our later years

CENTER FOR INNOVATION AND WELLBEING

front porch

ESKATON
Transforming the Aging Experience

- ✓ 50+ years in NorCal
- ✓ 15,000 served annually
- ✓ 34 Communities and services
- ✓ 2,500 Team members

Vision

Transforming the aging experience

Mission

To enhance the quality of life of older adults through innovative health, housing and social services.

Housekeeping Details

- All participant lines are muted. Please submit your questions through the Q&A box at the bottom right of your screen. Panelists will answer questions during the Q&A session.

- Clicking "thumbs up" on a question will help bring it to the top of the Q&A window.

- The chat window raised hand feature has been disabled.

- After the webinar, slides will be available at citris-uc.org/research/health

Today's Agenda:

Welcome and Introductions

- Introducing Front Porch and Eskaton
- Lighthouse for Older Adults

Lessons from Lighthouse

- Community engagement empowers residents
- Need for flexible and affordable solutions
- Sustainability and Replication

Q&A Session

Closing

- Lessons from Lighthouse recap
- Learn more

Lighthouse for Older Adults

Why Lighthouse: Increasing Broadband Access for Affordable Housing Communities

- **22 million American older adults (65+) do not have broadband access at home** – the second largest demographic group of Americans left behind in the digital age.

- Older adults (62+) with an income below $25,000 are **ten times more likely to be offline at home.**

- **During COVID-19: An estimated 40% of individuals over 65 years of age who died from COVID-19 lacked technology resources for communication, social support, and health information.**

Older Adults Technology Services (OATS) from AARP

Lighthouse for Older Adults: A Unique Innovation Approach

Lighthouse
FOR OLDER ADULTS

Improving Access to Technology Enabled Health & Wellbeing Support for Older Adults in Affordable Housing Communities

- Install internet, provide user friendly technology to residents, and **establish a multi-lingual digital literacy peer training and support program.**

- Conduct rigorous evaluation to measure our success, identify strengths and areas for improvement.

- Design a replicable, sustainable program that can **scale across CA and the United States.**

Lighthouse for Older Adults: A Unique Innovation Approach

Progress to date:

- Initial empathy research completed

- First Rapid Pilot Deployment complete: distributed technology to reduce social isolation over the holidays

- Residents in project locations will have technology in next month

- Infrastructure being addressed and devices secured to scale to 500 residents in project locations now

Lesson 1:

Community Engagement Empowers Residents

Davis Park

Davis Park

Vice President of the Front Porch Center For Innovation & Wellbeing

Empathy Research

"Empathy research" across all community residents assessed residents' thoughts on physical environment, health and well-being, social connectedness, and comfort with technology.

Goal: Assess community needs and barriers to health care and wellbeing

Structure:

- Deep dive review of AASC data points (n=416)
- Personal interviews residents & staff (n=42)
- Small group technology demos (n=16)
- Surveys in 9 languages (n=363)

Findings:

- Understanding of resident needs to improve "healthcare and digital" literacy and access
- Insights into the needs and approach for delivering mental health support to residents
- Need to facilitate more social connectedness for residents

Empathy Research: Research Insights From Communities

Environment

- Safety and Security
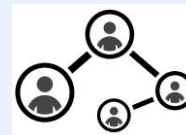
- Transportation

Health and Well-being

- Healthcare Access

- Physical and Emotional

Technology

- Literacy

- Adoption and Support

- Resident Attitudes

- Demonstration Feedback

**Social Connectedness**

Empathy Research

Research Insights:

- Residents feel increased feelings of isolation and loneliness during COVID-19

- COVID-19 has impacted resident environment and behavior

- Residents have safety concerns about falling in their home

- Half of Residents report their physical and emotional health as fair or poor

- Staff provide some support, but don't have enough time to help all residents

Empathy Research: Research Insights Inform Project Development

Opportunities:

- Multi-lingual communications platform where residents can communicate with each other and staff

- Software supported on multiple devices (IOS/Android, Windows/Mac, Alexa/Google)

- Technology with capability to call for help and hail rides

- Education and support to help residents identify and access online resources from their health plans and providers
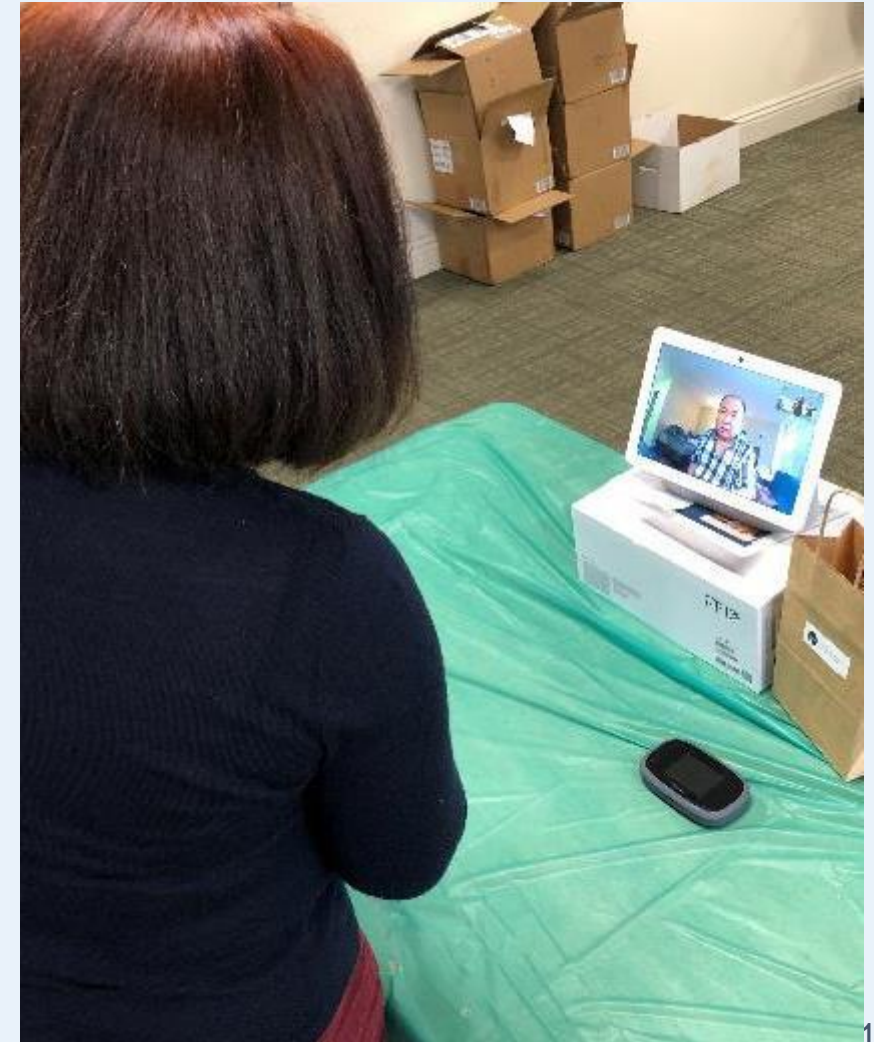
Train-the-Trainer Model: Building a model of Digital Literacy sustainability

- "Wellness Club" to focus on goal-oriented learning

- Ongoing, continuous trainings

- Community- and Peer-based technical support

- Partnerships with outsourced volunteer and public resources

Lighthouse Rapid Pilot Deployment: Using Technology to Connect Older Adults With Friends and Family

Project Background:

- During the 2020 holiday season, older Americans especially, due to their increased vulnerability to the virus, were likely to feel increased isolation and loneliness.

- The isolation and loneliness was compounded for adults in affordable housing communities by stricter California social distancing measures and limited access to social technologies.

Lighthouse was uniquely positioned to help address the needs of older adults, and saw an opportunity to help and to learn valuable information that could inform long term plans.

Lighthouse Rapid Pilot Deployment: Using Technology to Connect Older Adults With Friends and Family

- **20 residents + "staff champions"** at two housing communities

- **Free broadband provided to residents** through personal hotspot devices.

- **Google Nest Hub Max + Volara software to connect residents** to friends, family and caregivers
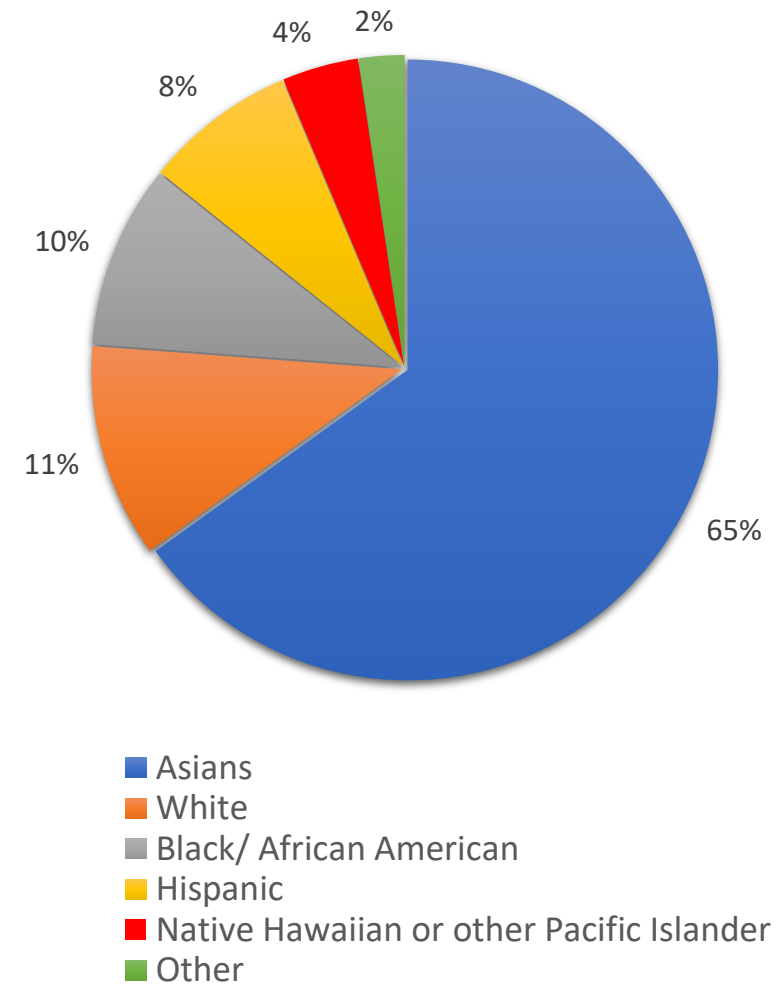
Social Services Coordinator

Trau Vang

- Personal experience in training of residents and resident interactions

- First-hand perspective of impact of RPD

Lighthouse Project at Eskaton Jefferson Manor

Jefferson Manor Community

- 104 units, 126 residents

- Diverse community

- 9 Languages at EJM

Pie chart legend:
- Asians — 65%
- White — 11%
- Black/ African American — 10%
- Hispanic — 8%
- Native Hawaiian or other Pacific Islander — 4%
- Other — 2%

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The Impact of COVID-19 at Jefferson Manor

Social isolation

- Little/No social interactions with families, friends and neighbors

- Isolated in their homes with nothing to do

Physical and emotional health

Leisure activities restrictions (Exercising, bingo, daily groceries, arts and crafts)

"I have high cholesterol problem. I really enjoy exercising in the gym we have here but with the virus going on it's closed and I cannot do my daily exercise. I am stressed and I am worried about my health" *EJM resident*

Technology

- Difficulty with apps such as Zoom to stay socially engaged and connected with their families, friends and health care providers

- Technology was complicated and residents needed extra support

Introducing Residents to the Lighthouse Project
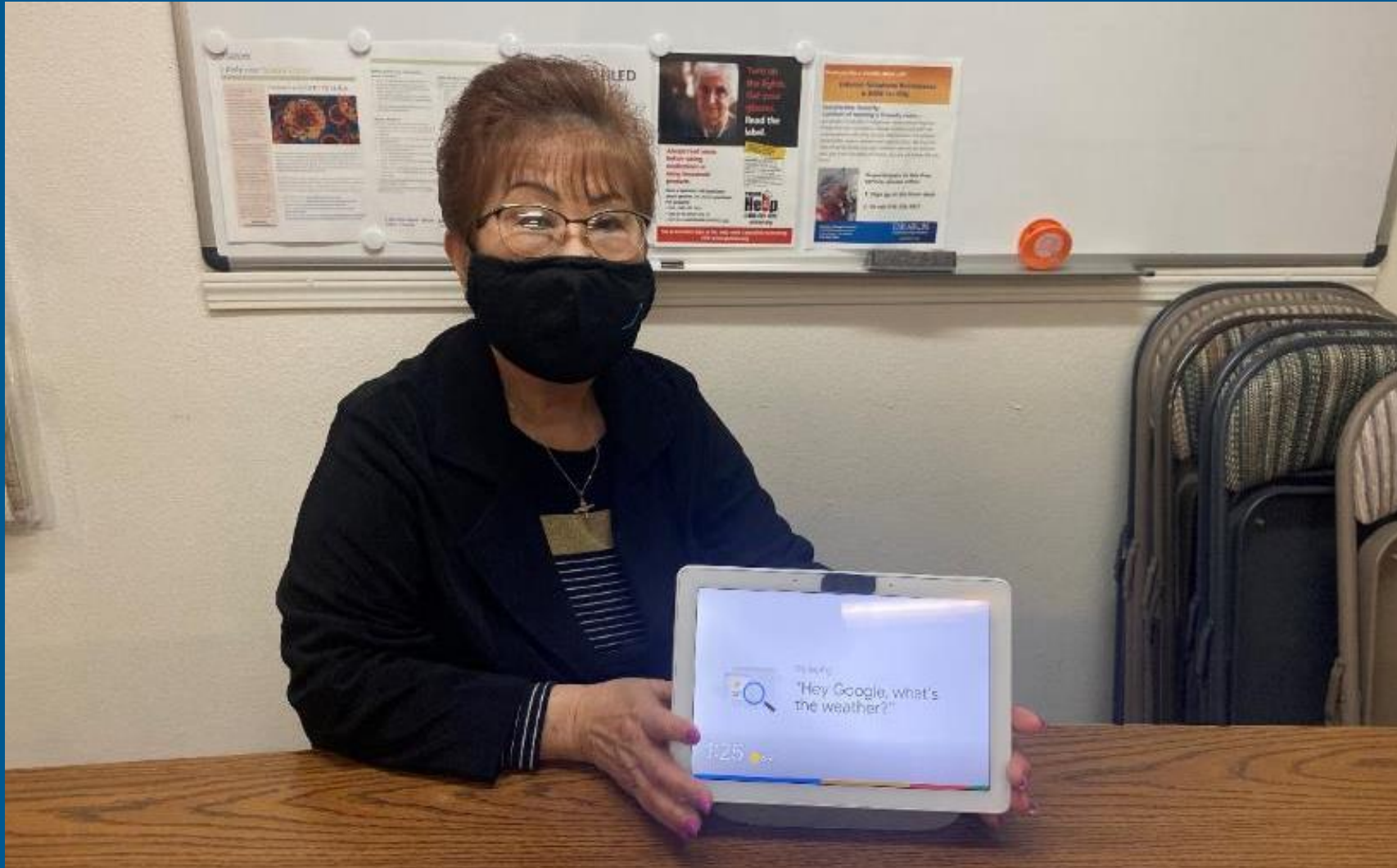
Lighthouse Rapid Pilot Deployment Process

- 3 total surveys distributed

- Small in-person focus group

- Lighthouse Project RPD linked residents with a volunteer "Call Buddy"

- EJM staff did weekly check-in calls
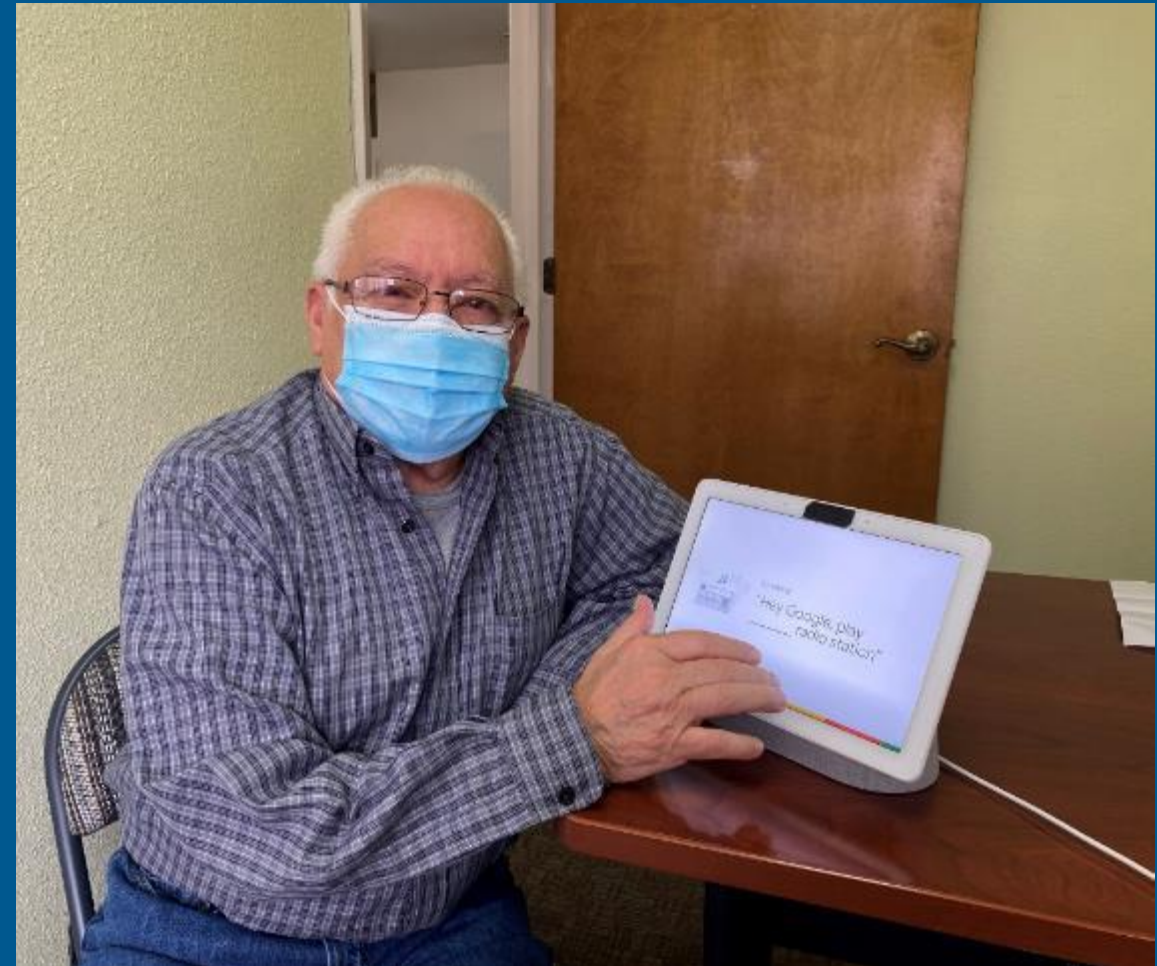
Lighthouse and RPD: Successful Outcomes

Translation

- Materials provided in multiple languages
- EJM staffs were provided with a Pocket Talk translation device

Surveys

- $20 gift card incentive (81% response rate)
- Most surveys were completed by residents without help

Lighthouse and RPD: Successful Outcomes (cont'd)

Trainings

- Staff reviewed the device and features with residents
- Device user guide in multiple languages
- Weekly check-in calls to answer resident's questions and concerns
- One-on-one person training when available
- In-language "Call buddies" who also reported resident issues and concerns

Technology

- Residents stayed socially connect with their friends and family
- Residents and EJM staff able to video call each other
- Residents enjoyed video calling, listening to music, watching YouTube videos, playing the news and games
- Provided with Google commands to try different apps and features

Most Challenging Issues Residents Faced

- Language barriers
- Wi-Fi connection drops
- Electricity conservations concerns
- Physical health
- Technology/Technical support
- Family members needing to download the "Google Duo" app

"The difficult thing about using this tablet is there is no language translation and it will be difficult for those that don't speak English especially for the Chinese and Vietnamese residents. You cannot talk with the device when you don't speak much English." – *EJM Resident*

How the RPD Impacted EJM Residents Day-To-Day Life

"It's been 5+ years since I've seen my son and I am thankful to receive this device because he's just a click away. I get to see him on the screen and it feels like he's here with me. This device is convenient and saved me tons of money" *EJM resident*

"Every morning when I wake up, I tell Google to put relaxing music on and it helps me throughout the day to keep me calm. I feel great and happy."

EJM resident

"Being able to connect visually with families and friends. And visually means a lot. Being able to get update with sport. Being able to listen to music. It gives me a lot of confident" *EJM resident*

Lesson 2:

Need for Flexible and
Affordable Solutions

Kari Olson

Kari Olson

Chief Innovation and Technology Officer for Front Porch and President of the Front Porch Center For Innovation and Wellbeing

Languages & Cultures

- Arabic
- ASL
- Chinese (Cantonese & Mandarin)
- Hmong
- Hindi
- Korean
- Russian

- Spanish
- Thai
- Vietnamese
- Tagalog
- Farsi/Persian
- Japanese
- English

"We are the only Hmong couple and there is a language barrier that prevents us from socializing with others. Can get a bit lonely."
– *Jefferson Manor Resident*

Technology Support & Linguistically Appropriate Tools

Residents need ongoing support to fully utilize technology

- Human & financial resources in affordable housing are constrained

Linguistically appropriate tools, multi-lingual applications, and culturally sensitive program design are rare but critical

- Foreign-born older adults (62+) are 2.3 times as likely to be offline (OATS)

Infrastructure

- Low income communities & affordable housing communities face **unique barriers to broadband access** including:

  - Expensive wiring costs

  - Monthly internet costs

  - Blocked signals due to building age/design.

Achieving Flexibility & Affordability

- **Affordability** (upfront & ongoing)
  - Broadband
  - Wireless Infrastructure
  - Devices & Apps
- **Training and support** (staff light & peer to peer)
- **Multi-lingual and multi-cultural capabilities**, sensitivities and content

In Language Content

Affordable Wi-Fi/Internet

Affordable devices

In-language training & support
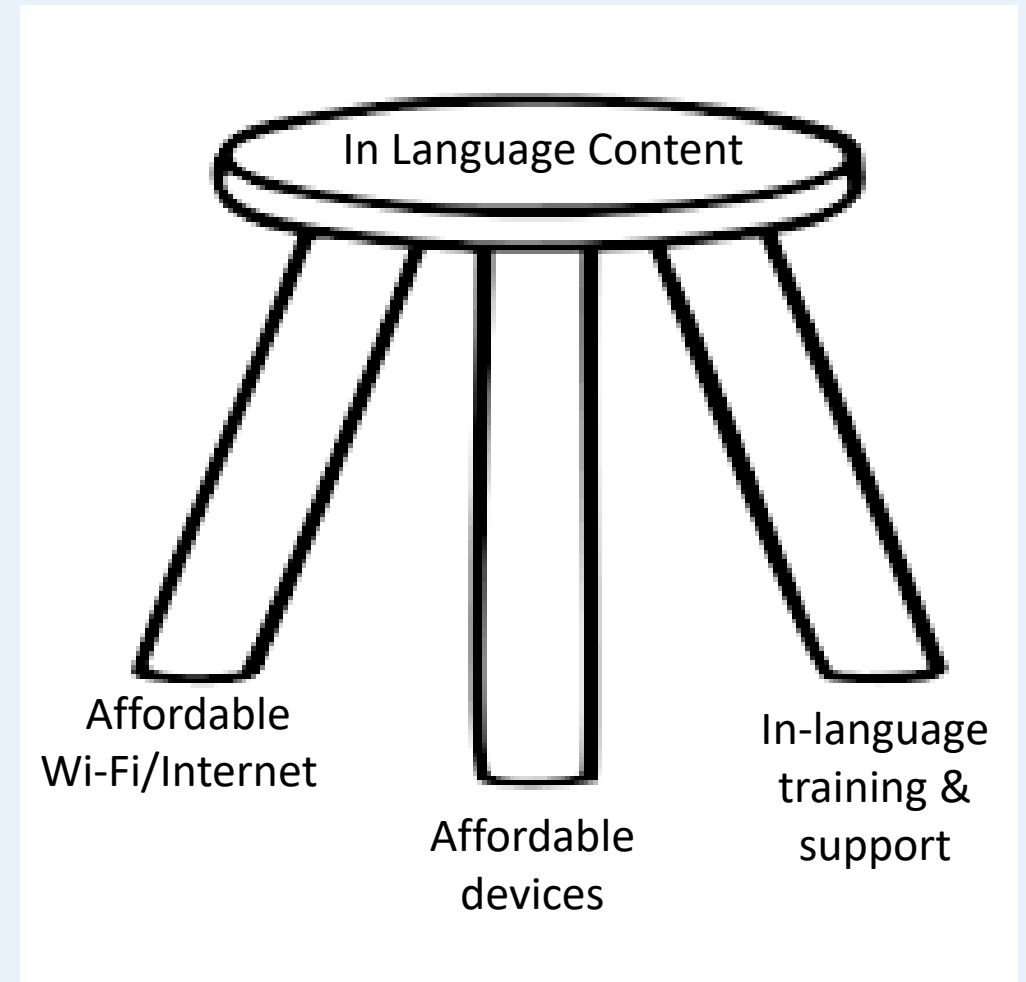
Lesson 3:

Sustainability & Replication

David Lindeman

David Lindeman

Director of CITRIS Health and
Director of Lighthouse for Older Adults

Replication: Affordable Broadband EVERYWHERE Is A Must Have

High speed broadband is a must-have "utility"

- Home based broadband is essential for older adults
- Who provides and where is the focus of debate
  - Household, building, neighborhood, city,
  - Cellular or Wi-Fi

Focus of many **collaborations**

- Humana/AARP OATS

- AARP Foundation Working Group

- LeadingAge Working Group

Sustainability: Who is going to pay?

- Philanthropy
- Affordable Housing Providers
- Government
- Residents
- Internet Service Providers (ISPs)
- Public/Private Partnerships
- Other unique funding sources
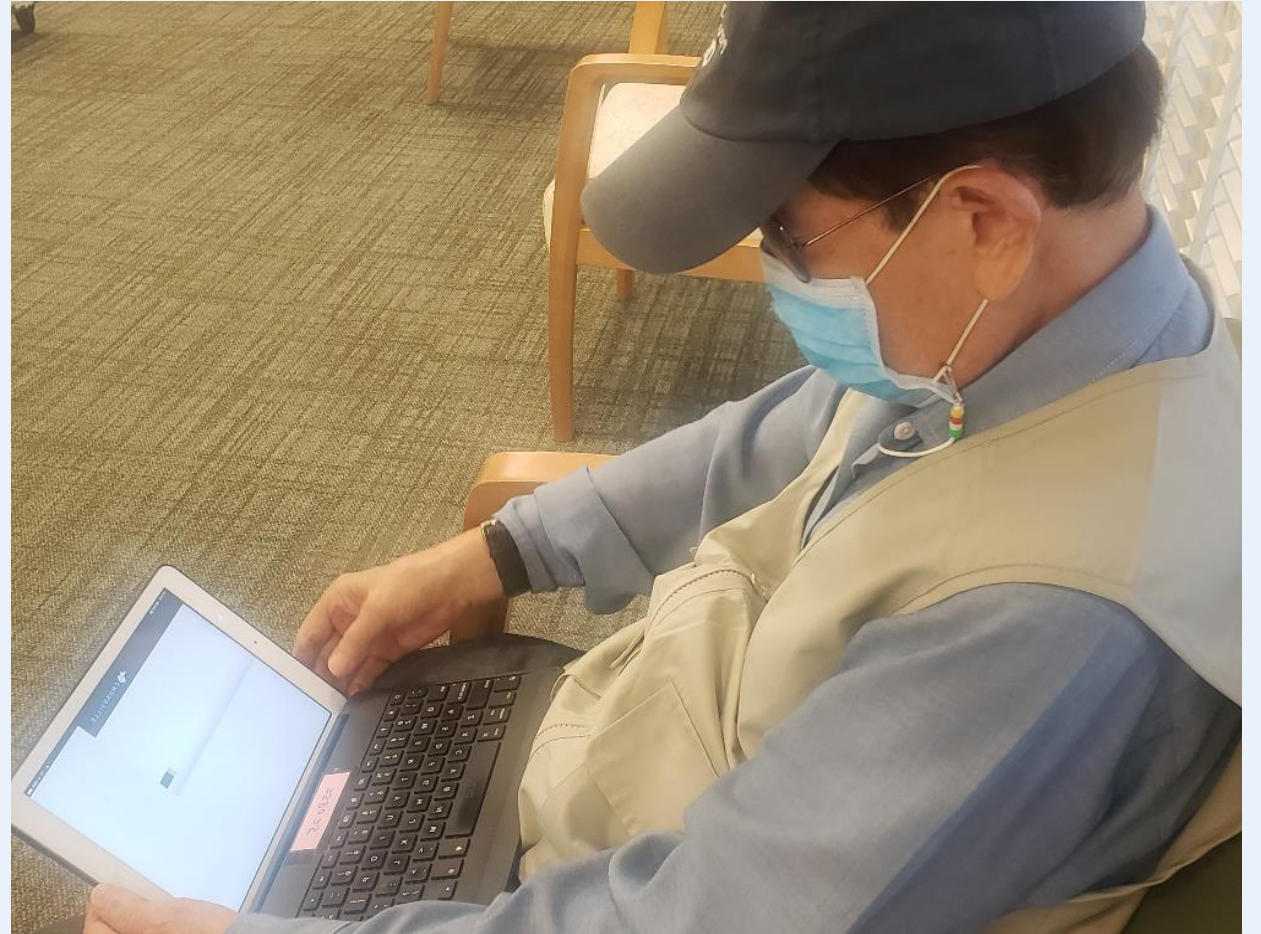
Sustainability: The role of public policy

Federal & State Policy

- State Legislation
  - Broadband
  - Telehealth
- Federal Legislation/Regulations
  - FCC
  - HUD
- The American Jobs Plan
- Other state/federal funding

Considerations for Sustainable Digital Connectivity

- How can we **overcome affordability barriers** to increase broadband and technology access in affordable housing communities?

- How can we start innovation to address the absence of health and wellness apps and content that are **multilingual**?

- How can we build an **in-language peer support digital literacy training**, adoption and ongoing support model?

- How can we find **funding streams** to support and sustain this work?

- How can we update, replace and **maintain digital technology**?

Q&A

Please share any questions for our panelists in the Q&A chat.
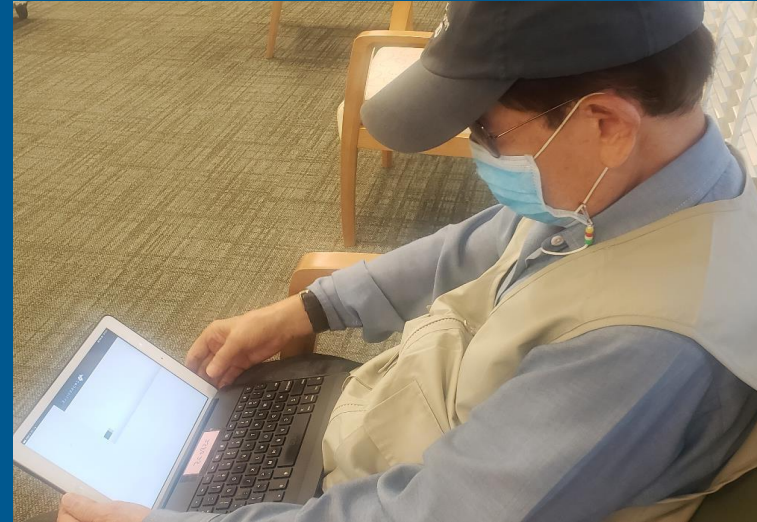
Recap: Lessons from Lighthouse

1. Community engagement empowers residents
2. Affordable housing providers need solutions that meet a broad set of variables and diverse populations
3. Sustainability & replication of digital connectivity projects require affordable infrastructure and technology investments

Visit our website:

citris-uc.org/research/health/

Learn more about our partners:

Eskaton.org

Fpwic.org

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