

# Lessons from Lighthouse:

## Operationalizing Technology to Support Older Adults in Affordable Housing Communities

Thursday, April 22, 9:00-10:30am PT



UNIVERSITY  
OF  
CALIFORNIA

BERKELEY  
DAVIS  
MERCED  
SANTA CRUZ



CENTER FOR INNOVATION  
AND WELLBEING

**ESKATON**<sup>®</sup>  
Transforming the Aging Experience

# 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

# CITRIS Health: Mission & Goals

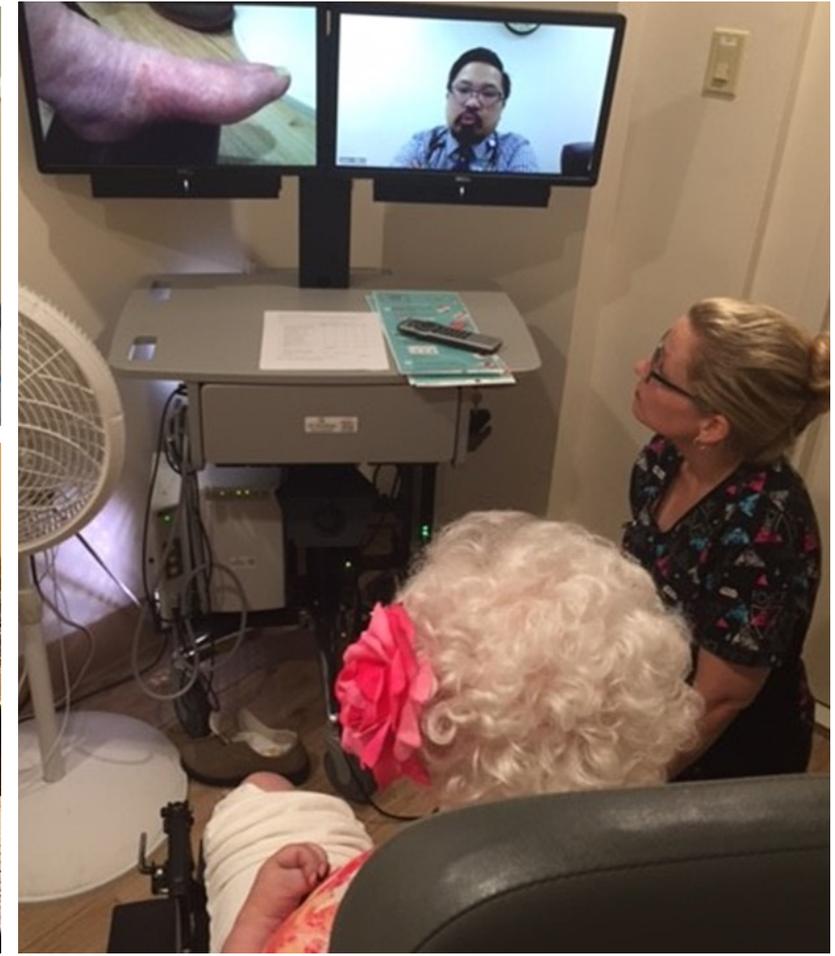
CITRIS and the Banatao Institute — creating technology solutions for society's most pressing challenges.

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**.



CENTER FOR INNOVATION  
AND WELLBEING

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



- ✓ 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](https://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.**

# Lighthouse for Older Adults: A Unique Innovation Approach



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

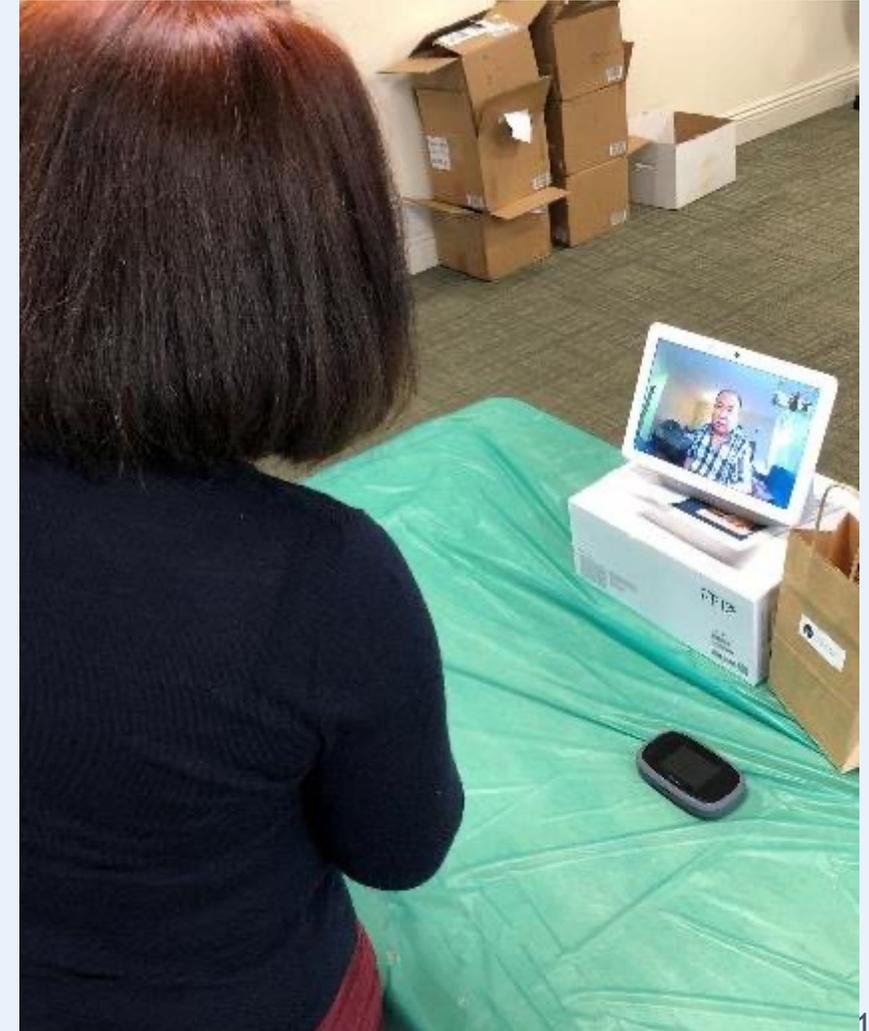
## Research Insights:

- 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

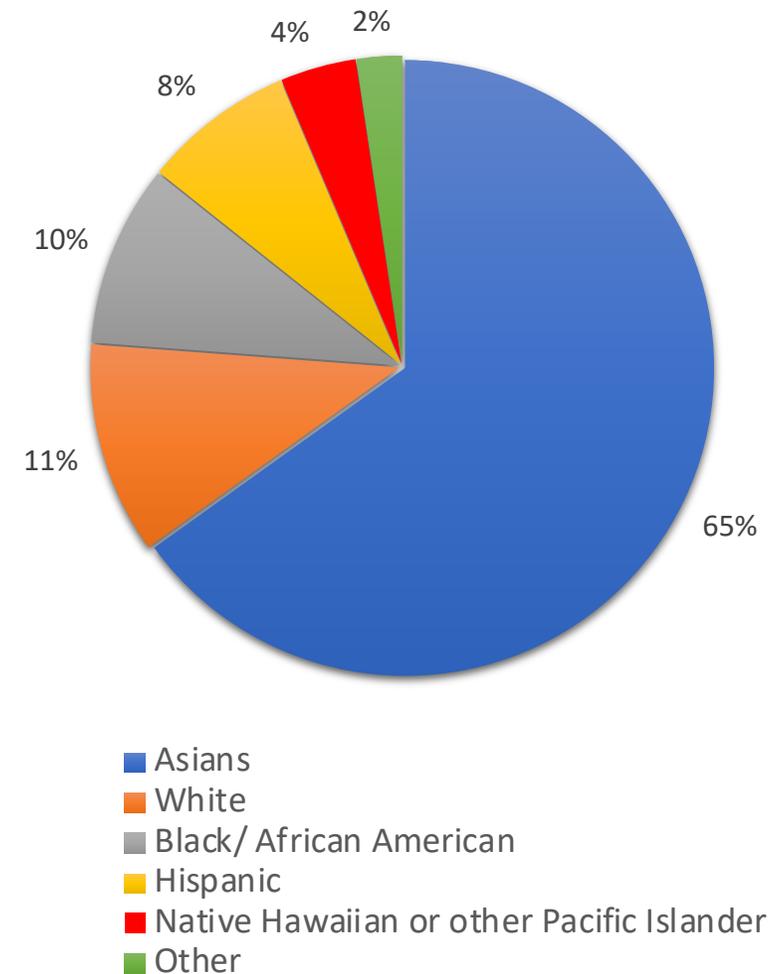
- Personal experience in training of residents and resident interactions
- First-hand perspective of impact of RPD

# Lighthouse Project at Eskaton Jefferson Manor



# Jefferson Manor Community

- 104 units, 126 residents
- Diverse community
- 9 Languages at EJM



# 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

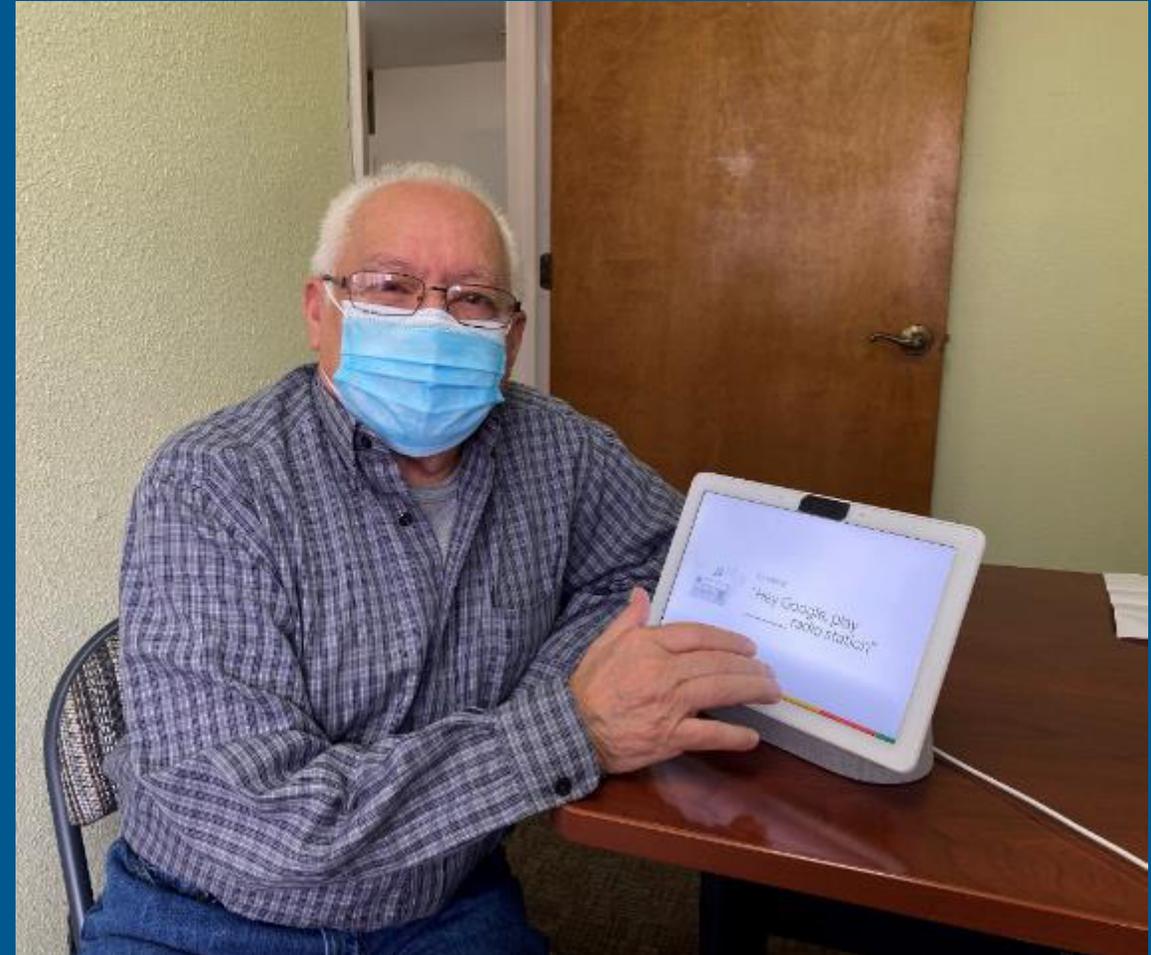
- Difficulty with apps such as Zoom to stay socially engaged and connected with their families, friends and health care providers
- Technology was complicated and residents needed extra support

# 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)

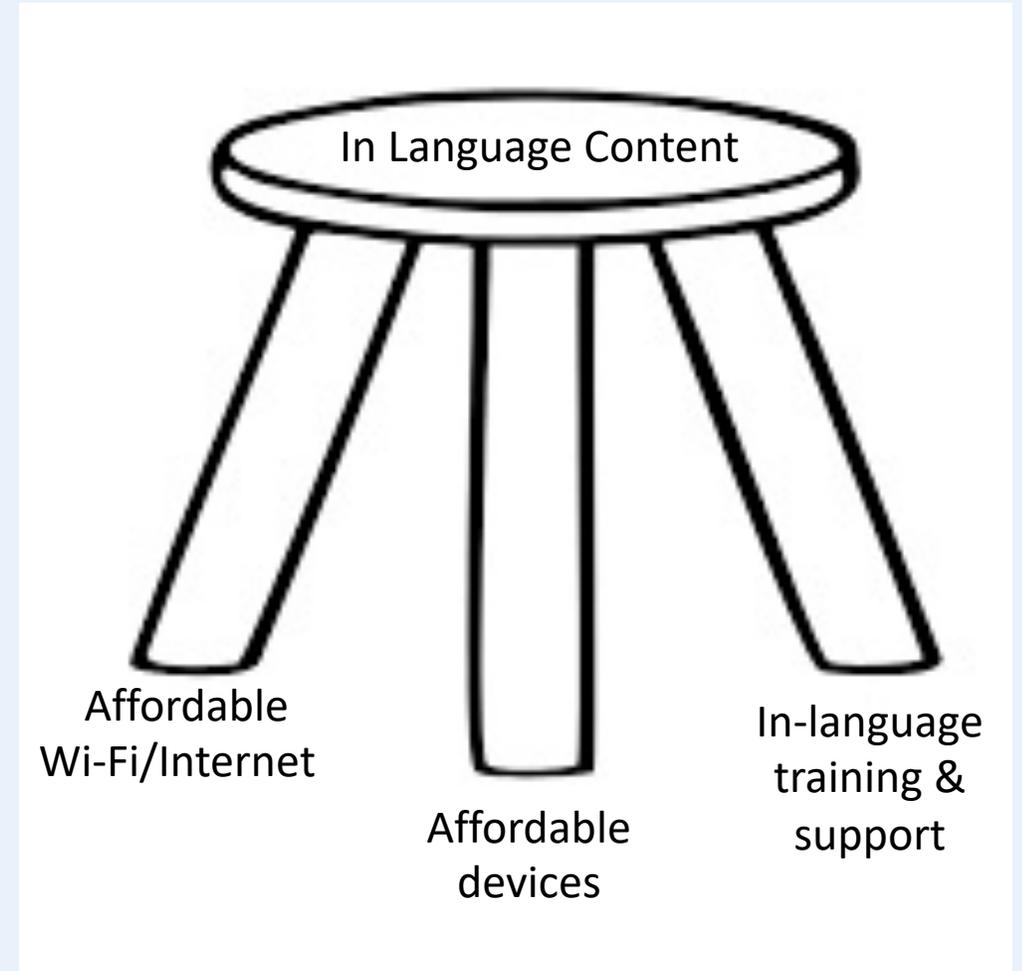
# Infrastructure

- 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



# 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”

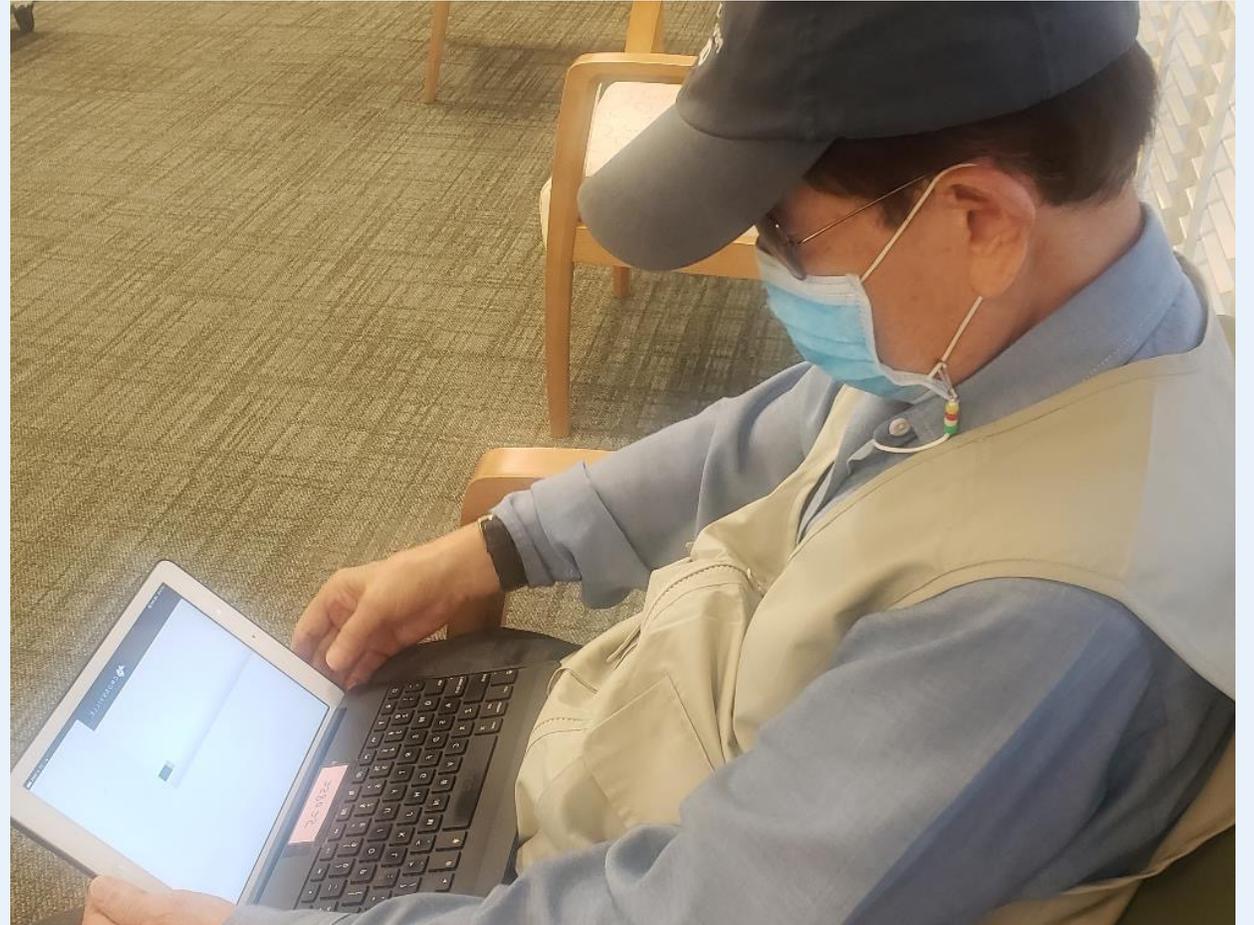
- Home based broadband is essential for older adults
- Who provides and where is the focus of debate
  - Household, building, neighborhood, city,
  - Cellular or Wi-Fi

## 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

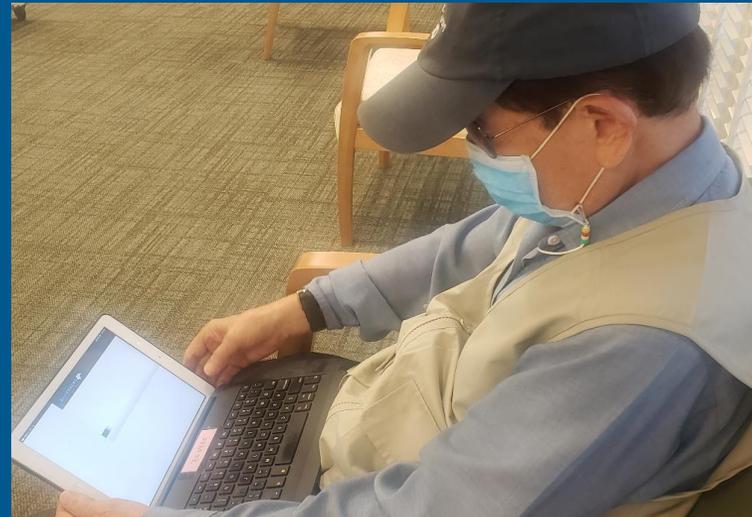


# Considerations for Sustainable Digital Connectivity

- 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**?

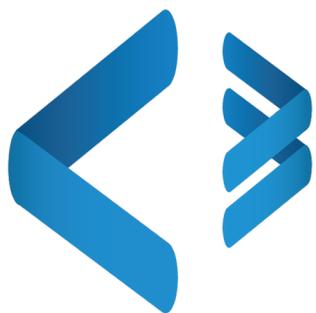
# Q&A

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



**CITRIS**  
AND THE  
**BANATAO**  
**INSTITUTE**

## Visit our website:

[citris-uc.org/research/health/](http://citris-uc.org/research/health/)

## Learn more about our partners:

[Eskaton.org](http://Eskaton.org)

[Fpwic.org](http://Fpwic.org)

## Subscribe to our newsletter:



## Project Team Contact:

**David Lindeman, PhD, MSW**

Co-lead, Director of CITRIS Health

UC Berkeley

[dlindeman@citris-uc.org](mailto:dlindeman@citris-uc.org) [LinkedIn](#) | [Twitter](#)