Bridging the Digital Divide: Connecting Consumers to Technology and Engagement

July 13, 2023
Webinar Instructions

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- All participants are muted.

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- The Chat feature allows webinar attendees, the host, co-hosts and panelists to communicate for the duration of the webinar.

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- The recording will be available on www.engagingolderadults.org.
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USAGing

- USAGing represents and supports the national network of Area Agencies on Aging and advocates for the Title VI Native American Aging Programs that help older adults and people with disabilities live with optimal health, well-being, independence and dignity in their homes and communities.
- https://www.usaging.org/
Overview of engAGED

• National effort to increase social engagement among older adults, people with disabilities and their caregivers
• Administered by USAging
• Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living
• Broad-based Project Advisory Committee
• www.engagingolderadults.org
Connect With Us!

- www.engagingolderadults.org
- Facebook: @engAGEDCenter
- Twitter: @engAGEDCenter
- info@engagingolderadults.org
Presenters

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Ellen Forbes
Program Specialist, Digital Equity, Older Adults Technology Services (OATS) from AARP

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Executive Director, Association of Assistive Technology Act Programs (ATAP)

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Connecting Older Adults to Technology

Alex Glazebrook
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The Key to the Door

Jolynn Bailey
Hilton, TX

and mentally, physically sound without Senior Planet.
OATS teaches 10,000 class sessions at over 70 partner sites + 30 new computer labs in NYC

2004
Tom Kamber and a group of volunteers launch OATS in NYC to help seniors learn and use technology to live better in the digital age.

2013
Launch of the Senior Planet Exploration Center in Manhattan—America’s first technology-themed community center for older adults.

2014
2015
Expands programs outside of NYC to Plattsburgh, New York, and partners with local sponsors in Maryland, Florida and California.
Foundation grants of more than $3M help expand Senior Planet to Texas and Colorado.

2020:
$3M grant from the Humana Foundation helps launch Aging Connected, a national campaign to bridge the digital divide.

2021:
OATS became a charitable affiliate of AARP, leading to increased reach and impact of partnerships and training.

Great things to come this year!
Senior Planet Nationwide Presence

Senior Planet Centers
New York City, New York
Plattsburgh, New York
Denver, Colorado
Miami, Florida (Opening Fall ’23!)

Partner Sites

Find a licensed partner near you:
www.seniorplanet.org/map

Online
www.seniorplanet.org
Senior Planet Metrics: Scale

In 2022, Senior Planet served:

- In-person Engagements: 33,000
- Active licensing sites: 160
- Virtual Engagements: 348,784
- Contact center calls: 35,364
Online Offerings and Support

- Free virtual classes, Monday – Friday. Variety of topics including tech basics, stretch and strength, finance, and more!
- Virtual discussion groups
- Multilingual programming in Spanish, Mandarin, and Vietnamese
- Articles for 60+ readers
- Tech Tip videos
- 1:1 tech support and coaching
- Toll-free national hotline: **(888) 713-3495**

www.seniorplanet.org
CLOSING THE DIGITAL DIVIDE

A Social Justice Crisis

- Low Income under $25K to be offline: 10x
- Latino seniors likelier to be offline: 3.3x
- Black senior likelier to be offline: 2.5x
- Rural older adults likelier to be offline: 1.6x
What is the Affordable Connectivity Program?

Government program to help low-income households pay for internet and connected device

- Up to $30/month discount on internet
- $75/month if on qualifying Tribal lands
- One-time discount of up to $100 on a device per household
- Discount is given by ISP

50+ ACP enrolments per state – click here!

*As of June 2023
Many ISPs offer $30 programs

“It helps a lot. Even if it's $30, it helps somewhat... when you live on a Social Security check a month, and it’s monthly, not weekly or every two weeks, sometimes you have to cut many things...”
- Silvia

“...sometimes you don’t believe in savings, but little by little, you see the difference in the month, that you have some left over, that it can be used and saved for something else.”
- Serapio
Get your community connected!

OATS/AARP resources

- Review the Senior Planet ACP page
- Read through the step-by-step guide
- Share the step-by-step guide video and promo video (English) (Spanish)
- Attend an Affordable Home Internet and ACP workshop class
- Share our ACP hotline number (877) 745-1930

FCC resources

- ACP application site (online)
- ACP application form – print (English) (Spanish)
- Participating Provider search tool
- FCC Community Resources
OATS launched a new report that details how access to technology devices and innovative training programs can yield transformational social outcomes for older adults.

- **Over 50%** of trainees reported making a new social contact via email, social media, or text. More than twice the rate of the control group.

- **60%** of trainees reported participating in “something new” like an event or social group. More than double the rate of the control group.

- Gains in social connectedness to friends and family during the program were approximately **20 percentage points** higher among trainees.
Thank you

www.oats.org
@OlderAdultsTech

www.seniorplanet.org
@SeniorPlanet
Partnering with Assistive Technology Act Programs

Presented to:
engAGED: The National Resource Center for Engaging Older Adults
Linda Jaco, Grant Manager, ATAP
Audrey Busch, Executive Director, ATAP
What is ATAP? What is the AT3 Center

The Association of Assistive Technology Act Programs (ATAP) facilitates the coordination of state and territory assistive technology (AT) programs nationally to maintain and enhance a strong, effective, and efficient national network of state and territory wide AT programs. As part of this mission and effort, ATAP also provides technical assistance and support to its members through the Assistive Technology and Training Technical Assistance (AT3) Center.

Funded by the Administration for Community Living, the ATAP/AT3 Center provides training and technical assistance for State/Territory Assistive Technology Act Programs. The goal is to improve the ability of all 56 programs to serve persons with disabilities through increased access to and acquisition of needed AT.
Aging in Place with Assistive Tech Survey

U.S. News and World Report - 2023

- By 2034, U.S. Census Bureau estimates, for the first time ever, more adults in the U.S. than children.

- With the nation aging, adults over 55 report the following with regard to incorporating health-related technologies into daily routines:
  - General aging (49%)  
  - Mobility impairment (28%)  
  - Hearing impairment (22%)  
  - Vision impairment  
  - Cognitive impairment
• Older adults increasingly embracing AT in last 2 decades.
• Medical or health-related mobile apps (25%)
• Wearable or health-related trackers (17%)
• Service-related apps - grocery and food delivery (24%)

• These technologies provide relief/assurance to the individual and the senior’s children/caregivers
• Recent pandemic increased numbers in an effort to stay connected
Aging in Place with Assistive Tech Survey, cont.

U.S. News and World Report - 2023

• Barriers to overcome when adopting new technologies:
  • Easy to use (75%)
  • Easy to set up (50%)
  • Accessibility (38%)
  • Wireless (37%)

• How to best tackle the learning curve:
  • Product guides, family and friends, health care workers
What is Assistive Technology (AT)?

• AT is any item, device, or piece of equipment used to maintain or improve the functionality of people with disabilities, allowing them to be more independent in education, employment, and community living activities (as defined by the Assistive Technology Act).

• Includes no/low-tech, mid-tech, and high-tech

• Services that assist with the selection, acquisition, and use of those items/equipment/software/product systems
AT Category Overview

- Computer Access
- Daily Living
- Environmental Adaptations
- Hearing
- Learning, Cognition, and Development
- Recreation, Sports, and Leisure
- Seating, Positioning, and Mobility
- Speech Communication
- Vehicle Modifications
- Vision
AT Examples

Computer Access

Daily Living
Environmental Adaptations

Hearing
AT Act Program Core Services

• State Level Activities Include:
  • Device Demonstration
  • Device Short-Term Loan
  • Device Reutilization
    • Device Reuse
    • Device Exchange
  • State Financing Activities
  • Digital Accessibility

• State Leadership Activities Include:
  • Information & Assistance
  • Training
  • Public Awareness
Core Programs

Core Programs Related to AT

- Device Demonstration: See, touch, and try AT devices to help aid you in the decision-making process.
- Device Short-Term Loans: Borrow AT to determine if a device meets your needs before making a purchase.
- Device Reutilization: Receive gently used AT devices and durable medical equipment to use for as long as you need.
- Financial Loans: Purchase your own AT device or equipment with a low-interest loan.
What services can AT Act Programs provide?

- State Level and State Leadership services are provided by almost all 56 programs. There may be additional services in your state or territory as well.

- The best way to connect and learn more about your AT Program is to use the State/Territory AT Act Program Directory at https://at3center.net.
Device Demonstration Activities

- Device Demonstrations let people explore different types of AT. They can try out and compare various devices. They can see the similarities and differences between devices to assist them in making an informed decision.

- AT Act Programs have an entire library of different categories of devices that trained staff can demonstrate for individuals to decide which ones work best for them.
Device Short-Term Loans

• Device Short-Term Loans let people borrow AT for a limited time. By borrowing a device, people see if it is a good fit for them. Loans let people "try before they buy" to use in any environment (i.e., education, employment, community living).

• Most programs have an online library where you can see what specific devices are available to borrow.

• While programs differ, individuals can typically borrow a device for 5-7 weeks.
Device Reutilization

- Reutilization supports new homes for used AT and durable medical equipment (DME). When an original owner no longer needs AT/DME, the donated, gently used AT/DME is retrieved, repaired, refurbished, and reassigned to someone in need who cannot otherwise afford the needed equipment.

- Reutilization programs also provide for the exchange of assistive technology devices. This program is a person-to-person exchange, which functions like a free classified online marketplace.

- Most programs have an on-line library of AT/DME available for reutilization.
State Financing Activities

- State Financing Activities help people procure AT. Through non-AT Act Programs, grants, or cash loans, people can get the AT they need. In some instances, people get AT for free (i.e., 3D printing, AT fabrication).

- Most AT Act Programs provide lower interest financial loans to purchase needed AT for vehicle modifications or home modifications. AT Act Programs are aware of other types of funding, and free services to help individuals get needed equipment.
Explore AT

• Explore AT is a clearinghouse for information related to AT devices and services. Each webpage contains: case studies including people of all ages and disabilities in all environments of education, employment, and community living; tips; financial/funding information; videos; and links. These webpages will help you find AT solutions to help individuals do tasks that would otherwise be difficult or impossible to do.

• Explore AT
AT ACCESS Interface

• ATAP will soon launch a new AT ACCESS database network of AT.

• The goal of the AT Access interface will be to quickly, reliably and effectively connect the AT Act Community and consumers with appropriate Assistive Technology solutions. Individuals need a simple and intuitive way to search for AT. The AT ACCESS database will use an algorithm to better match the user with AT resources that are more likely be useful for the person’s specific situation and needs.
Are there ways to Partner with your AT Act Program to better serve Older Adults?

Get together with your state or territory’s AT Act Program director to identify common missions and priorities.

- For example, could there be ways to partner so older adults can get better access to appropriate AT as they age in place in their home or assisted living residence? Are there ways to make it easier for older adults to find what kinds of AT can help them when they are visiting with family or friends? Are there ways to make persons more accepting of AT as a way to help them to enjoy their communities when they volunteer or socialize?
What is a good next step?

• The State/Territory AT Act Programs Directory at https://at3center.net provides:

• The name and contact information for your state/territory AT Act Program director and other key activity staff.

• The program website which can show you how to access the AT Act Program’s services in your area.

• You may also contact the AT3 Center to arrange an introduction to your AT Act Program director or to answer questions you may have.
Contact Information

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Website(s): www.ataporg.org ; www.at3center.net  and www.at3center.net/explore-at/
Baltimore County has over 200,000 older adults over the age of 60, roughly 25% of the population.

Coming out of the pandemic, Baltimore County Government leadership asked our agency at the end of 2022 to create a digital inclusion initiative for older adults based on the adverse affects of not being connected through technology.
Our Digital Inclusion Initiative for older adults was developed with a three pronged approach:

- Devices
- Resources
- Training
A February report by the nonprofit Older Adults Technology Services, for example, found that 22 million older Americans lack internet access and that older adults with less than a high school degree or an income of less than $25,000 are 10 times more likely than the general population to be offline.

Also, the report found, Black and Latinx older adults are, respectively, more than 2.5 and 3.6 times more likely than the general population to lack computer access.
Device Giveaways

- Over the year and a half of the initiative in Baltimore County, we have distributed the following through grants:
  - 320 Samsung tablets
  - 250 Apple iPads
  - 300 of 600 Chromebooks
Device Giveaways

- Financial Assistance: 123 (30.67%)
- Health Promotional Workshop: 7 (1.75%)
- Transportation Programs: 84 (20.95%)
- Food Resources: 48 (11.97%)
- Housing Resources: 17 (4.24%)
- BCAUSE Program: 108 (26.93%)
- Employment Resources: 7 (1.75%)
- Substance Abuse: 7 (1.75%)
Device Giveaways

- Every person that received one of our devices received the following at our Distribution events:
  - Device Set Up
  - Email Creation or Connection
  - A Basic Training with handouts for later use
  - Connection to resources like training and tech support
  - Assistance in apply for the Affordable Connectivity Program (ACP) and scheduling installation
Affordable Connectivity Program

- Every person that received one of our devices were qualified for the ACP program
  - Assisted the individual with the online application
  - Conducted training for professionals in the area as well as general public
  - Paired assistance events with representatives of popular providers of Wi-Fi in the area so individuals could leave with a device, ACP and a scheduled installation of equipment.
Knowledge about technology is also very important to capability, and lack of this is a factor that stops many older adults from participating in communication technology.

As many as 77 percent of seniors that have a device to use report that they would require assistance were they to try and learn how to use it according to a Pew Research study.
Tech Support

- Virtual Tech Support by Zoom or phone – weekly

- In-Person Tech Support in senior centers throughout the County for people to drop by between 9 a.m. – 2 p.m.
Tech Support

- Our Tech Support was able to be accomplished through key partnerships and, when needed, staff support:
  - Colleges
  - Workforce Development
  - Public Libraries
It is important to be prepared to face the challenges of tech support:

- Being knowledgeable about a wide array of devices from old time computers to iPads to Chromebooks
- Answering questions ranging from privacy settings for Facebook to uploading a book they have written to their printers website
- Dealing with a broad spectrum of people
Training

- Research indicates that 65% of older adults indicate that they need more training to feel confident to use their technology.

- There are many challenges to older adults using technology that we have taken into account in building our training in Baltimore County.
  - Unfamiliarity – Didn’t have growing up and don’t think they need
  - Negativity about social media
  - Fear and anxiety (identity theft, scams, etc.)
  - Physical changes (vision, hearing, dexterity, memory, etc.)
Training

- Started offering virtual training during the pandemic through a partnership with the University of Maryland Extension 4H
- High school students as part of a summer jobs program developed curriculum for various topics.
- Presented during five weeks of the summer
- Proved to be a very popular training tool as an intergenerational approach
- Limited by high school student availability—during school year, students could only do on holidays
Training

- Applied for a Senior Planet license
- Senior Planet curriculum is developed by OATS – Older Adult Technology Services by AARP
- Clear and easy to follow instruction
- Offers five and ten week courses as well as one time hour lectures on a multitude of topics
- Baltimore County offers approximately 75 classes each quarter of the year
Training Partners

How to build capacity into the program to find the following:

• Instructors
• Locations for training that would have computer labs
• Access for older adults to training
Training
Success Stories

“Now, I don’t have to call my grandson for help anymore!”

“With the tools I have learned in this five week course, I am confident enough to sign up for online college courses to finish my degree, 40 years in the making.”

“I am not afraid anymore to connect with friends and family on social media. I have the knowledge to protect myself and still have fun!”

“I think I am more proud of this diploma than my high school one as I chose to do it and stuck with it even when it was challenging.”
Baltimore County also opened our 21st senior center, the Online Programs for Adult Learning (OPAL) Center.

A virtual senior center, OPAL combines all the wonderful hybrid classes and online programs offered by our senior centers along with a variety of upcoming programs provided by our partners.

Membership in OPAL is open to those 50 years and older.
GetSetUp Program

- Baltimore County secured a membership for GetSetUp for all older adults using our code.
- Users had access to over 300 Free virtual classes a week
BCDA Facebook Page

- Baltimore County Department of Aging has a Facebook page to share information about activities, scams, trends, programs and more
- We post four times a day
- Occasionally, livestream important lectures and announcements
- We currently have over 3K followers and many that just visit the page
BCDA YouTube Channel

- Latest addition to our technology tools for older adults
- Created a YouTube channel
- Post on-demand classes and lectures of interest to older adults in Baltimore County
Tech Tools E-Newsletter

- BCDA provides a monthly e-newsletter to those that have taken a class, received a device or have registered independently from the County website.

- Updates on all classes, resources and more

- Provides great practice for those interested in using their email
CONTACT INFORMATION

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Baltimore County Department of Aging

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Website: www.baltimorecountymd.gov/techresources
engAGED and OATS Resources

- Virtual programming manual
- Hybrid programming manual
- Consumer booklet
- Online safety fact sheets (coming soon!)
engAGED Resources

• New! Connecting Generations: Finding Intergenerational Activities Within Your Community
• New! 2023 What Works: Social Engagement Innovations and Best Practices
• Other resources:
  – Social Engagement Innovations Hub Community Awareness Toolkit
  – Videos
  – Consumer brochures
  – Monthly newsletter and blog
• www.engagingolderadults.org
Commit to Connect

- Aim is to connect people living with isolation with programs and resources to build the social connections they need to thrive.
- Fostering a nationwide network of champions who are committed to addressing social isolation and loneliness
  - Online discussions
  - Communities of practice
  - Webinars and peer Networking opportunities
  - Newsletter and resources
- Commit to Connect is funded primarily by the U.S. Administration for Community Living
- USAging serves as the Coordinating Center
- https://committoconnect.org/
Commit to Connect – Upcoming Webinar

• Date: Tuesday, August 1
• Join Commit to Connect for a webinar highlighting innovative volunteer models to promote social connection.
• Find out more information about the event and how to register on our website: www.committoconnect.org
Questions and Discussion

Please submit your questions or comments through the Q&A.
Thank You!

- Please complete the survey which will be displayed in your browser after Zoom closes. There is also a brief 3-month survey.
- The recording will be available on www.engagingolderadults.org.