

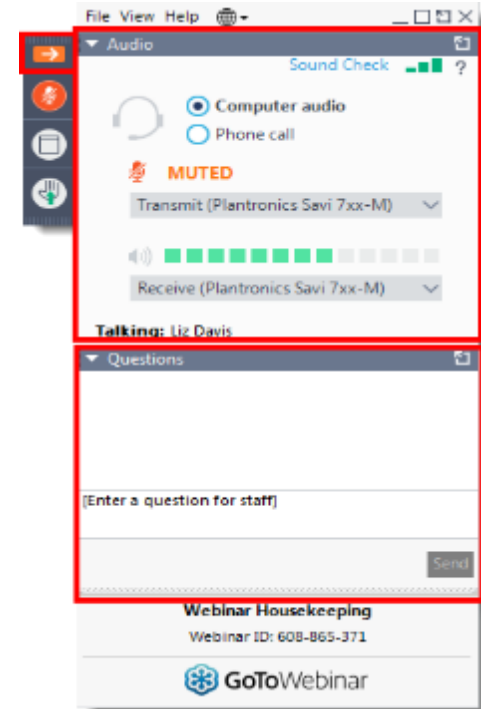
# Social Engagement During the Holidays: Creative Initiatives and Resources

December 9, 2020



# Webinar Instructions

- **Audio options**
  - Use your computer speakers or dial in to the conference call
- **“Questions” box**
  - Q&A session will be at the **end** of the presentation, but feel free to submit your questions at any time during the presentation. Click on the dropdown arrow icon “▼” to pop out the questions box where you can type and submit your questions.
- **Webinar recording will be available**



# engAGED National Resource Center

- National effort to increase social engagement among older adults, people with disabilities and their caregivers
- Administered by the National Association of Area Agencies on Aging (n4a)
- 17 Project Advisory Committee members:  
[www.engagingolderadults.org/partnerships](http://www.engagingolderadults.org/partnerships)
- Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living

# Presenters



**Sara Tribe Clark**

Director, Eldercare Locator, National Association of Area Agencies on Aging

**Alex Glazebrook**

Director of Operations, Older Adults Technology Services (OATS)

**Jill Hall**

Division Chief, Senior Centers and Community Services, Baltimore County Department of Aging



**Kathleen Young**

Director, Seven Oaks Senior Center, Baltimore County Department of Aging

**Juliet Simone**

National Health and Program Director, Oasis



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Connecting You to Community Services

# **The Eldercare Locator's 2020 Home for the Holidays Campaign:**

***Staying Connected and Healthy During the COVID-19 Pandemic: Resources for Older Adults and Caregivers***

**December 9, 2020**

# About the Eldercare Locator

- Established in 1991, the Eldercare Locator is a service of the U.S. Administration on Aging and is administered by the National Association of Area Agencies on Aging (n4a).
- For over 25 years, the Eldercare Locator has connected older adults and their caregivers to critical local services and programs.
- The Eldercare Locator's Call Center can be reached via:
  - **Phone:** 800-677-1116
  - **Email:** [eldercarelocator@n4a.org](mailto:eldercarelocator@n4a.org)
  - **E-Chat:** [eldercare.acl.gov](http://eldercare.acl.gov)



# The Eldercare Locator: [eldercare.acl.gov](http://eldercare.acl.gov) Database of Key Local Resources



[Home](#) [About](#) [Resources](#)

1-800-677-1116 

Find help in your community by entering your zip code OR city and state.

Zip Code

City/State

Enter zip code

Search



Welcome to the **Eldercare Locator**, a public service of the U.S. Administration on Aging connecting you to services for older adults and their families. You can also reach us at [1-800-677-1116](tel:1-800-677-1116).

## Have A Question?



Speak with an  
Information Specialist  
Monday - Friday  
9am - 8pm ET

## Caregiver Corner



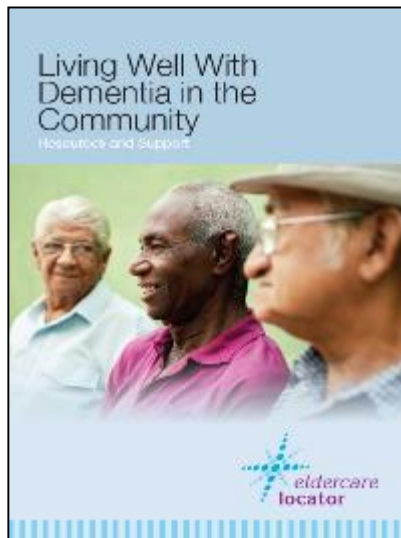
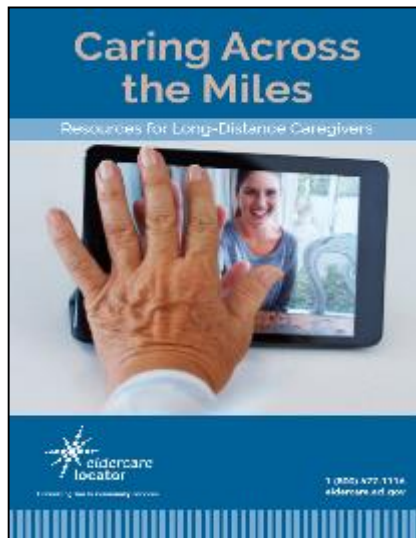
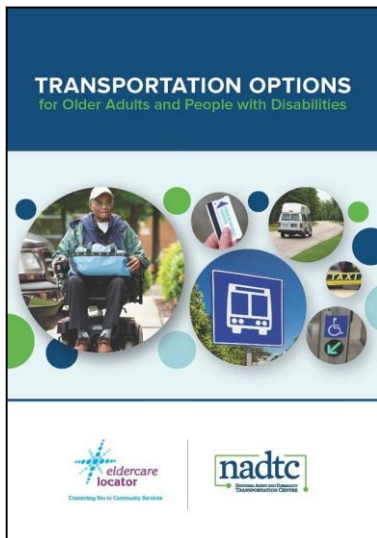
# Service Listings in the Eldercare Locator Database

1. Information and Assistance
2. Aging and Disability Resource Center
3. Area Agency on Aging
4. Title VI American Indian, Alaskan Native and Native Hawaiian Program
5. State Unit on Aging
6. Elder Abuse Prevention
7. Health Insurance Counseling
8. Legal Service Program
9. Long Term Care Ombudsman





# The Eldercare Locator's Publications



**Available online at [eldercare.acl.gov](http://eldercare.acl.gov).**

# What is Home for the Holidays?

- **An annual campaign by the Eldercare Locator to:**
  - Provide consumer-friendly tools to start sometimes-difficult conversations among families during the holidays on a timely topic
  - Elevate a key aging issue at a national level, earn media and spotlight the work of AAAs and the Aging Network on that topic
- **It's also...**
  - A chance for Aging Network organizations to highlight their programs locally, with consumers and the media
  - A toolkit to do all of this!



# n4a.org/H4H2020

## Staying Connected and Healthy During the COVID-19 Pandemic

Resources for Older Adults and Caregivers



(800) 677-1116  
eldercare.acl.gov

## Mantenerse Conectados y Sanos Durante la Pandemia del COVID-19

Recursos para Adultos Mayores y Cuidadores



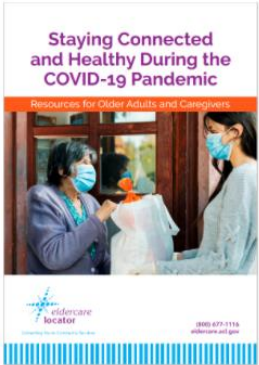
(800) 677-1116  
eldercare.acl.gov

## 2020 Home for the Holidays Campaign

*Staying Connected and Healthy During the COVID-19 Pandemic:  
Resources for Older Adults and Caregivers*

# The Campaign

- [n4a.org/H4H2020](http://n4a.org/H4H2020)
- Key Components
  - Brochure
  - Media outreach to promote existing programs
  - Toolkit to help AAAs and others in the Aging Network promote their programs and participation in the campaign



Each year, the **Eldercare Locator's** annual Home for the Holidays campaign encourages discussion of important issues affecting older Americans at a time of the year when family and friends often gather. The COVID-19 pandemic has changed the way we live and interact with one another. This year, holiday gatherings will be different due to the COVID-19 pandemic, which encourages physical distancing, particularly for older adults who are most susceptible to the negative health impacts of the disease. For many older adults, the COVID-19 pandemic has resulted in a loss of social connections that, if left unaddressed, can have serious negative mental and physical health consequences. To address these concerns, the Aging Network has helped ensure older adults have a place to turn for social engagement opportunities.

To help educate the public and key stakeholders about this year's campaign, n4a produced a consumer brochure, *Staying Connected and Healthy During the COVID-19 Pandemic: Resources for Older Adults and Caregivers*, which highlights the importance of social connection, its impact on our health—and ways the Aging Network can help older adults connect to their communities during this time of limited in-person social interactions. To order the **brochure**, please visit the **Eldercare Locator online store**.

# Home for the Holidays Campaign Toolkit

- Sample social media posts
- Newsletter article template
- Press release template
- Shareable graphics

Contact your local **Area Agency on Aging** for information on staying connected to your community through **wellness, technology, arts programs** and more. Visit [eldercare.acl.gov](https://eldercare.acl.gov) or call **1 (800) 677-1116** to find one near you.



# What You Need to Do Now

- **Plan to Participate:** Pre-order brochures or plan to customize and print locally; think about how to promote locally during the holidays and beyond
- **Consider Media:** Use our template to issue a press release on your agency's participation highlighting the programs and services in your community that assist with increasing connection while decreasing social isolation and loneliness.

[www.n4a.org/H4H2020](http://www.n4a.org/H4H2020)



**National Call Center**  
**1-800-677-1116**  
eldercare.acl.gov  
eldercarelocator@n4a.org

**Sara Tribe Clark**  
Director, Eldercare Locator  
**stribeclark@n4a.org**



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Connecting You to Community Services

***It's More Than Just Tech!:**  
**Combating Social Isolation during  
the holidays through Virtual  
Programming Solutions***





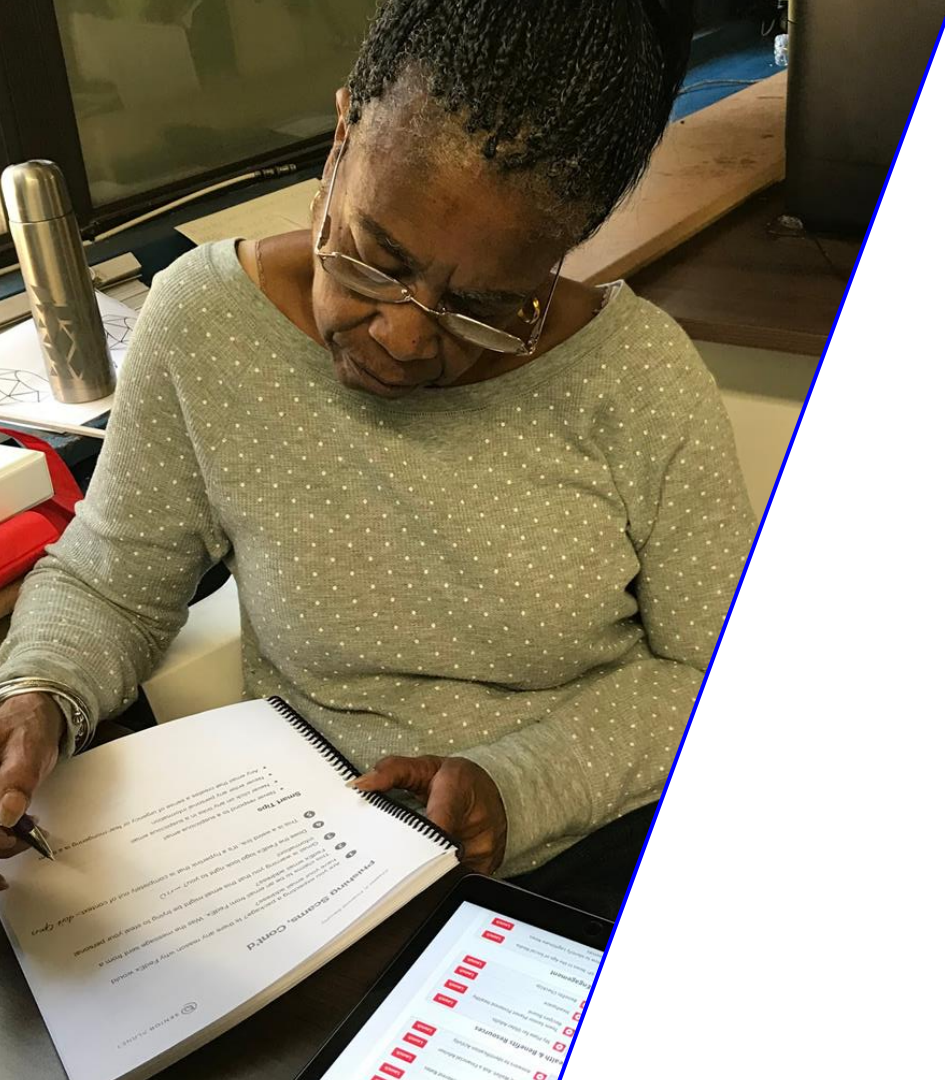
# Social Isolation & Loneliness

- Approximately 22% of the U.S. Population is 60+ (roughly 73 million people)
- American Community Survey (2019) found that 42.8% of households 65+ lived alone
- National Academy of Sciences report data:
  - 24% of “community-dwelling Americans” aged 65 and older are considered to be socially isolated
  - 43% of those 60+ report feeling lonely
  - 19% frequently feel lonely



## So What?

- Social isolation significantly increases a person's risk of mortality from all causes, a risk that may rival the risks of smoking, obesity, and physical activity ([Holt-Lunstad et al., 2017](#))
- Social isolation has been associated with a 29 percent increased all-cause risk for mortality and a 25 percent increased risk for cancer mortality ([Fleisch Marcus et al., 2017](#); [Holt-Lunstad et al., 2015](#))
- Loneliness has been associated with higher rates of clinically significant depression, anxiety, and suicidal ideation ([Beutel et al., 2017](#))



# COVID Response

## Pivot to digital

- OATS locations across the country ceased in-person program activity as of 3/16
- By early-April, we had converted 20+ lectures for delivery through SeniorPlanet.org; now 100+ lectures and workshops are available for free
- Developed a virtual programming framework to help shape our digital response - lectures, workshops, phone support, social events, guest speakers, and more

# Virus Resource Guide

[Basics](#) · [Upcoming Events](#) · [Stuck-at-Home Guides](#) · [Connect with Friends](#) · [Health & Wellness](#)

...ion? Call the Senior Planet Hotline at 920-666-1959. Or, [take this](#)

...e at home and stay connected to the Senior Planet community!



## COVID Response

### Crisis outreach

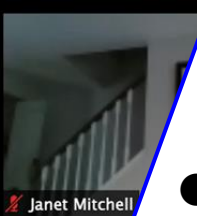
- Phone calls made as of 11/1: 8,200+
- Developed resource guides and pages
  - <https://seniorplanet.org/coronavirus>
  - <https://seniorplanet.org/online>
  - Senior Planet Stuck-at-Home-guides
  - Zoom instructions in three languages
  - [Tech Tips Video Tutorials](#)
  - National Tech-Help Hotline: 920-666-1959, plus local hotlines
  - Mainstream device recommendations
  - Low-cost internet options
  - [Zoom FAQs](#)



Fiona - Team Senior Planet



DW-NYC



Janet Mitchell



Carol Neustadt



Milton Abramson's iPad



iPad



HEAL 027



Hazel



Jan Libow



Diane Levin



Sari Kaye



Diane Gazzano

# Senior Planet Engagement

- 55+ virtual lectures converted from existing Senior Planet content; 45 virtual workshops
- Online Programming Framework: Developed best practices for virtual delivery
  - Explore Tech Lectures & Workshops
  - Online program series
  - Social activities, tech-talks, local special events
- Operationalized national and local hotline support systems
- Hotlines provide wraparound support before and after virtual program participation, allowing first-time technology users to build skill before participation
- Experimented with several video platforms (Zoom, Google Hangouts, OneClick.chat, Teams)
- Worked through ease-of-access and security considerations
- Increased trainer support with new guides and increased practice
- Revised and supplemented all curriculum

# Taking Senior Planet Virtual



# Pre-Covid

- Nearly **40,000** older adults trained in-person since 2004



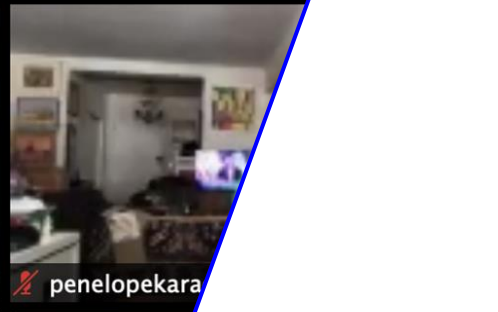
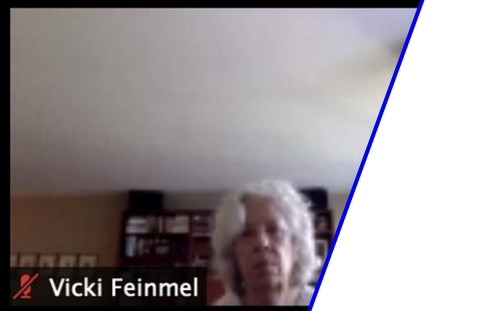
NPS  
**81**

# Post-Covid

- More than **100,000+** older adults engaged in virtual programs since 3/16



NPS  
**94**



## Impact Post- Covid

- 86% more connected to the world around them
- 78% more confident connecting with friends and family online
- 82% better equipped to find resources online
- 80% felt less alone

○ \*n = 4,134





# Impact Post- Covid

*I hope all is well with you and your family and that you are enjoying the summer.*

*I just finished an assignment as poll worker for the Board of Elections and had been assigned work for all of the early voting days and the actual primary day. We used the iPad, and it reminded me of our class, because without the class, I would not have been comfortable using an iPad. I have already been selected to work in the Nov. Presidential Elections, if it is not conducted by mail-in ballots, due to the virus.*

*Now, another milestone, with a portion of my earnings, I just bought a 1997 Chrysler Sebring Convertible so that I can get to my pool club in New Jersey and be able to interact with people again, as no one wants to come into the city in the summer.*

*So, Jeanette, a big shout out for your help in getting me here. Many people are depressed because of the conditions today, but I am of a positive state-of-mind because with knowledge all is possible to improve one's life!*

*Best regards,  
Marcia Lee*



# Social Engagement During the Holidays: Creative Initiatives and Resources

Baltimore County Department of Aging





## Pre-COVID:

- 20 senior centers, 20 monthly newsletters, staff operating separately with own budgets for programming
- Served over 20,000 members annually
- No virtual programs offered; everything in-person

## During COVID:

- 1 virtual senior center, 1 monthly newsletter, staff working together to find programs and instructors, shared budget
- Offered 3,400 virtual classes so far, with 34,765 participants (duplicated - hard to track)
- 31% of members have participated in a virtual program
- 41% want virtual programs to continue after COVID

## Best Practices for Virtual Engagement:

- Staff created a shared Google Document with all the programs, ZOOM/webex links and meeting IDs/passwords so everyone can see the most current information
- Link given out to senior center members so they can get information without having to contact staff

### Zoom Classes from BCDA Senior Center – Ongoing classes Scroll down to input One time Workshops/Programs

Link for the google doc that you should be sharing with your members!

<https://docs>

[\\_TIRg/edit](#)

Highlight deletions in Red.

Highlight additions or changes in yellow.

Sue will then change the highlights or remove a program once the County's website is updated.

Class	Saturday/ Time	Center	Link/Passord
Gentle Mat Yoga	Saturdays, 9:00 am	Bykota	<a href="https://us02api.zoom.us/j/96001232709">https://us02api.zoom.us/j/96001232709</a> / 0121 2709
Class	Sunday/ Time	Center	Link/Password
Gentle Mat Yoga	Sundays, 8:00am	Jacksonville	<a href="https://us02api.zoom.us/j/96001232709">https://us02api.zoom.us/j/96001232709</a> / 1406

- All programs and events publicized in monthly online newsletter and weekly Facebook posts, emails from staff/instructors, phone calls and Remind texts
- So far almost 1.5 million contacts made in 8 months (emails, phone, classes, social media)



## Best Practices to Avoid Technology Issues When Going Virtual

- Offer 1 on 1 instruction from staff and student interns
- Attach “How to Connect to Zoom” instruction sheet with each registration confirmation
- Offer referrals to non-profits and other sources of technology instruction (i.e., YouTube, Senior Vitality)
- Do a “Class 0” for ongoing programs to resolve issues with access, cameras, microphones before 1<sup>st</sup> class
- Send reminders or call before classes and encourage them to practice logging in beforehand
- Encourage participation by phone if no computer
- Instructors logon 30 minutes before class to get the “chatter” out of the way
- Practice with instructors to test their technology, screen sharing, microphones, lighting, video links
- Have 2 staff on at all times - one to handle chat, be a “spotter”, and offer tech support while the other concentrates on teaching
- Loan or grant out computer tablets to those with financial barriers
- Send links to programs out even if they have not been requested
- Encourage presenters/instructors to promote through their networks

## Large Scale Special Events for Any Holiday

- No Senior Eats Alone Day
- Creative Arts Contest



- Restaurant Initiative



- Virtual Talent Show



# Having a Routine Makes the Holidays Easier

## Transitioning from In-Person Classes to Online Classes

- Choose classes that were well attended at the center
- If possible, offer classes at no cost to your participants
- Stay consistent with the platform you use
- Include evening or weekend classes and programs
- Seek out partnerships to offer classes and programs

## Successful Online Classes through BCDA

- Fitness Classes - Tai Chi, Chair Exercise, Strength Training, Zumba, Qigong, Power Up & Cardio, Core & Stretch
- Line Dancing & Gotta Dance
- Yoga (Chair, Hatha, Restorative, Somatics)
- Art classes (Drawing, Watercolor, Sculpture, Stained Glass, Zentangle, World Art)
- Spanish Classes
- Memory Enhancement, Meditation, TimeSlips, Mind Your Mondays



## Slowly Build Your Online Programs

- Offer programs by staff to get started like Coffee and Conversation, Lunch & Social hour with Games
- Encourage groups to get together (Knitters, Musicians, Crafters, etc.) using a Zoom link provided by the senior center
- Expand into one time lectures or programs
- Offer a Facebook Live Program (Cooking, Around the Farm, Quail Egg Hatching)
- Ask current instructors/presenters to now offer their classes on Zoom
- Start offering new classes on Zoom based on interests/fidelity approval

## Successful Special Events and Programs Offered through BCDA

- Musical Programs
- Cooking Demos
- History Programs
- Nutrition
- Nature Programs

## Offer Programs with Prizes!

- Trivia for Treats, Virtual Bingo
- Dress up for the Holiday programs
- Mail gift cards, scratch offs, masks, or send gifts through Amazon



# Celebrating the Holidays: Schedule a Whole Day of Events!

## Friendsgiving In November:

- Virtual Games, Bingo, Cooking Demo and Musical Entertainment

## December Holiday Events:

- Holiday Crafts
- Tips for Stress Eating
- Holiday Eating Strategies
- Holiday Musical Performances
- Music and Dance Party
- An Early American Christmas
- History of Chanukah
- Ugly Sweater Day Social Hour
- Holiday Safety with Police & Fire Dept.

## Future Events:

- Valentines, St. Patrick's Day



## Drive Through Events

- Ask Your Board Members or Volunteers to Help
- Schedule enough time to chat with your members for a few minutes
- Member Appreciation
- Volunteer Appreciation
- Donation Drive
- Celebrate a Holiday
- Distribute items for a program or a contest





# Questions?

Jill Hall, Division Chief

Baltimore County Department of Aging

[jphall@baltimorecountymd.gov](mailto:jphall@baltimorecountymd.gov)

410-887-5548

Kathleen Young, Director

Seven Oaks Senior Center

[kyoung@baltimorecountymd.gov](mailto:kyoung@baltimorecountymd.gov)

410-887-5192

# Oasis Holiday Programs

Juliet Simone, MPH, MBA

National Health and Program Director

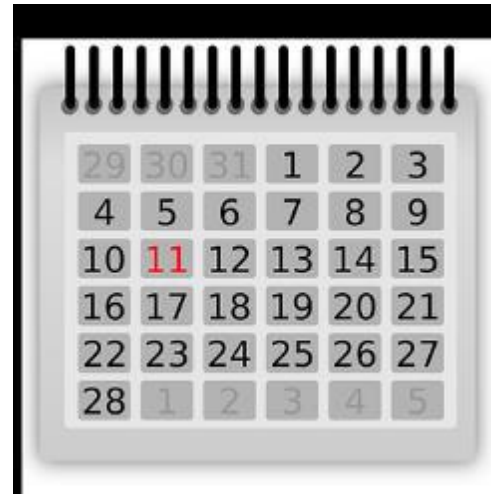
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# Brief Oasis Overview



# Oasis Holiday Programming

- Oasis is offering free programs on holidays over the winter 2020-2021



# Upcoming Programs

12/12

- Exploring Hanukkah's Culinary Traditions

12/23

- Secular Holiday Season Traditions

12/23

- My Favorite Holiday Present

# Upcoming Programs

12/24

- Sharing and Remembering Your Favorite Holiday Movies

12/25

- Celebrating Christmas During a Pandemic

1/1

- New Year's Resolutions (with exercise demonstrations)



# How to Register

- Visit [www.oasiseverywhere.org](http://www.oasiseverywhere.org)
- New users will have to create a My Account
  - Create Your Profile
  - Use navigation bar to find “Oasis Everywhere Classes”
  - Scroll to find Free Holiday Programs or use the filter located to the right and click on “Free Holiday”

# Thank you!

Happy and Safe Holidays to All!

Juliet Simone, [jsimone@oasisnet.org](mailto:jsimone@oasisnet.org)



# Connect With Us!

- [www.engagingolderadults.org](http://www.engagingolderadults.org)
- Facebook: @engAGEDCenter
- Twitter: @engAGEDCenter
- [info@engagingolderadults.org](mailto:info@engagingolderadults.org)

# engAGED Poll

- Intended to identify current social engagement needs and priorities
- Responses will shape future work
- Open through December 18
- Poll link will be shared in follow up email

# Questions and Discussion

Please use the questions tab in your GoToWebinar module to submit your questions or comments.

# Thank You!

- Thank you for attending today's webinar!
- The recording will be available on [www.engagingolderadults.org](http://www.engagingolderadults.org).