Grantmakers In Aging Webinar

Applications of Technology in Enhancing Social Action for Older Adults

July 29, 2010

**The SCAN Foundation &
The Center for Technology and Aging**

Agenda

- Introduction

- Background on **The SCAN Foundation RFP: AGEnts for Change**

- Highlights from **The SCAN Foundation Technology Summit: Enhancing Social Action for Older Adults Through Technology**

- Q&A

Introduction

Applications of Technology in Enhancing
Social Action for Older Adults

Presenters:

The SCAN Foundation
Erin Westphal, Program Officer
René Seidel, VP Prog. & Operations

Center for Technology & Aging
David Lindeman, Director
Ange Wang, Sr. Research Associate
Andrew Broderick, Research Director

Context

- Mission of The SCAN Foundation

- Annual Themed RFPs

- Board Challenge on integrating disruptive technologies → Technology Summit

Center for Technology and Aging

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Definitions

• Civic Engagement: *Encompassing a set of actions wherein persons participate in activities of personal and public concern that are both individually life enriching and socially beneficial to the community.*

• Advocacy is a growing area within civic engagement and has been termed "Social Action".

•Social action: *Individual and collective actions designated to identify and address issues of public concern.*

Long-Term Care Reform Strategy:

- Build a community of constituents and advocates supporting long-term care (LTC) reform.

- Supporting this initiative in two ways:

  - Developing a "California Collaborative," which will bring together aging organizations and networks at regional and statewide meetings to develop consensus around key issues of aging and LTC. The goal of the collaborative is to create a united voice for LTC reform and the development of a cohesive, senior-centered home-and community based-service system in California.

  - Engaging community service provider organizations and their volunteers in social action around LTC advocacy in their communities and California.

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AGEnts for Change Initiative

- Three overarching goals:

  - Strengthen the infrastructure of community service provider organizations by supporting them in developing or expanding their volunteer programs, and assist them in identifying their role and the opportunities for using volunteers to engage in social action as part of creating a community of constituents and advocates for LTC reform.

  - Support the development of a community of constituents, seniors and caregivers who engage in social action to improve home-and community-based services, as part of a larger social movement.

  - Utilize broadly accepted technologies and communication to support, enhance and strengthen the development of a social movement in California.

AGEnts for Change Initiative

- Twenty-four month Project

- Two Requests for Proposals:

  - Selection of a Partner – to provide advocacy training and technical assistance to the participating community service providers

  - Selection of 4-5 community based organizations to engage in social action

AGEnts for Change Initiative Development

- **Commissioning of Perspectives Papers**:

  - Components of a Successful Volunteer Program
    Janet Seckel-Cerrotti, Executive Director, FriendshipWorks'

  - The Value of Engaging Seniors and Volunteers in Advocacy
    The Women's Foundation of California

  - Expert Panel Summary: Enhancing Social Action for Older Adults through Technology
    The Center for Technology and Aging: Public Health Institute

  - Strengthening Nonprofit Advocacy
    Gary D. Bass, Founder and Executive Director and Lee Mason Director of Nonprofit Advocacy, OMB Watch

  - Overarching Advocacy Issues Related to Aging and Solutions & Where and How Community Based Organizations Can Play a Role in the Larger Advocacy Community
    Rigo J. Saborio, President & CEO, St. Barnabas Senior Services

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Highlights from The SCAN Foundation Technology Summit: Enhancing Social Action for Older Adults Through Technology

Generational Differences in Online Activities: 2009

Generations Explained

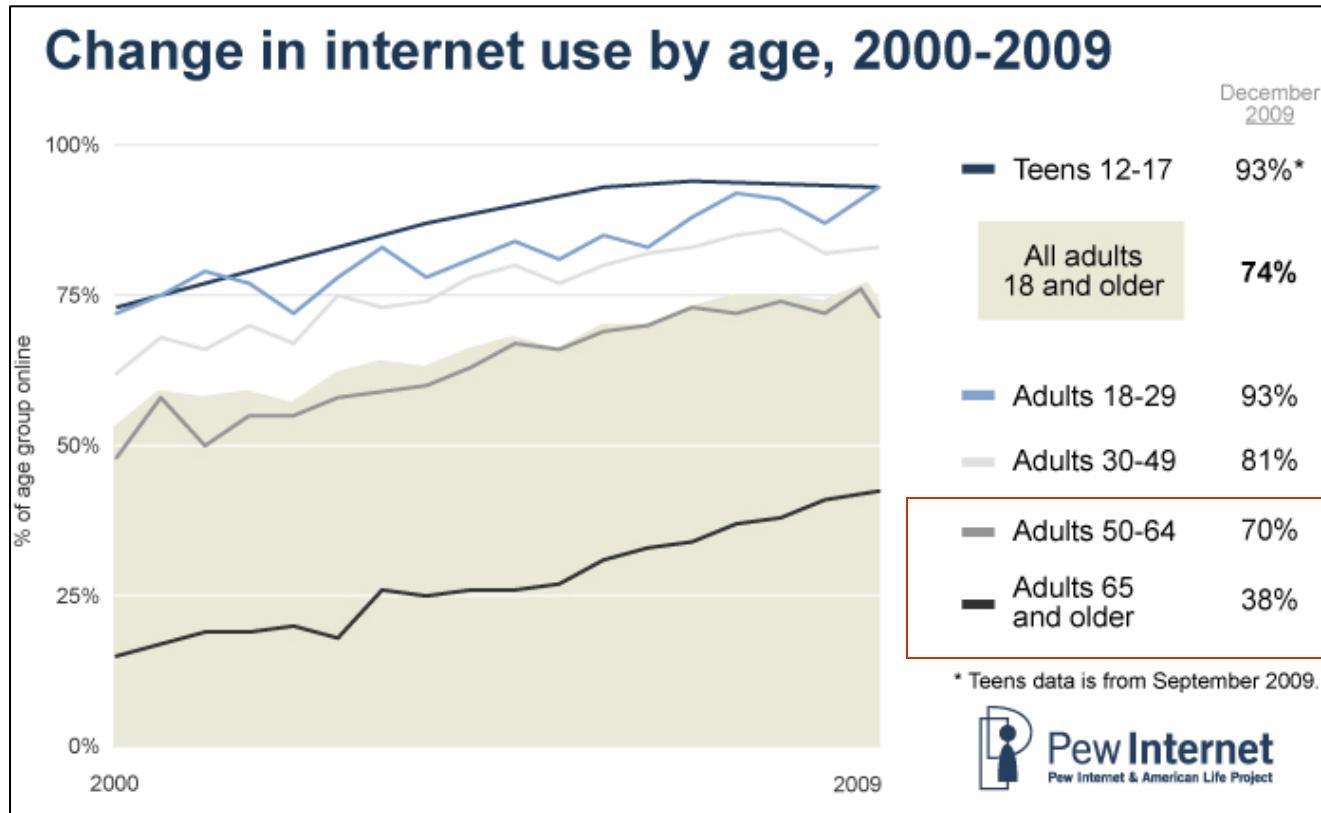| Generation Name*	Birth Years, Ages in 2009	% of total adult population	% of internet-using population
Gen Y (Millennials)	Born 1977-1990, Ages 18-32	26%	30%
Gen X	Born 1965-1976, Ages 33-44	20%	23%
Younger Boomers	Born 1955-1964, Ages 45-54	20%	22%
Older Boomers	Born 1946-1954, Ages 55-63	13%	13%
Silent Generation	Born 1937-1945, Ages 64-72	9%	7%
G.I. Generation	Born -1936, Age 73+	9%	4%

Source: Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is ±2%. N=1,650 total internet users, and margin of error is ±3%.

*All generation labels used in this report, with the exception of Younger - and Older - Boomers, are the names conventionalized by Howe and Strausss book, Generations: Strauss, William & Howe, Neil. Generations: The History of America's Future, 1584 to 2069 (Perennial, 1992). As for Younger Boomers and Older Boomers, enough research has been done to suggest that the two decades of Baby Boomers are different enough to merit being divided into distinct generational groups.

Pew Internet
Pew Internet & American Life Project

- *The focus of the panel discussion was primarily on older boomers, the silent generation, and the G.I. generation (ages ~60+)*
  - *Younger boomers are also important given their role as caregivers and the next group of older adults*

- *Internet usage decreases with age in general (see next slide)*

- *Older adults are more likely to get health information, make purchases, and bank online but less likely to play games, watch videos, and social network, blog or instant message online*

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Change in Internet Use by Age and over Time: 2000-2009

Change in internet use by age, 2000-2009

December 2009

Teens 12-17	93%*
All adults 18 and older	**74%**
Adults 18-29	93%
Adults 30-49	81%
Adults 50-64	70%
Adults 65 and older	38%

* Teens data is from September 2009.

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Internet usage decreases with age (the percentage of adults 65 and older has by far the lowest usage rates, ~38% in 2009), though all groups have been increasing from 2000-2009

Current Use Trends With New Media Tools

- **Cell phones**
    - Penetration is ~80-90% in US
    - 152B SMS messages are sent every month; estimated 188 per subscriber per month in the US

- **Email**
    - 91% of all online adults use email

- **Online Video Sharing**
    - More than 1B videos viewed daily on YouTube
    - Every minute, 24hrs of video is uploaded to YouTube

- **Social Networks and Virtual Worlds**
    - 193M people are active Facebook users
    - More than 5B content items shared weekly
    - Surveys have shown that some nonprofit organizations are likely use Facebook and Twitter as social networking options
    - 18 M accounts registered on Second Life as of January 2010

- **Blogs**
    - Since 2006, blogging has dropped among teens and young adults while simultaneously rising among older adults
        - 14% of online teens now say they blog, down from 28% of teen internet users in 2006
        - Since 2005, roughly ~10% of online adults maintain an online journal or blog, though there has been some increase among older age groups

Source: Pew Internet Project, M+R, CTIA, Facebook, YouTube, SecondLife

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Online Activities By Age

	Online Teens^ (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-54)	Older Boomers (55-63)	Silent Generation (64-72)	G.I. Generation (73+)	All Online Adults^^
Go online	**93%**	**87%**	**82%**	**79%**	**70%**	**56%**	**31%**	**74%**
Teens and Gen Y are more likely to engage in the following activities compared with older users:								
Play games online	78	50	38	26	28	25	18	35
Watch videos online	57	72	57	49	30	24	14	52
Get info about a job	30~	64	55	43	36	11	10	47
Send instant messages	68	59	38	28	23	25	18	38
Use social networking sites	65	67	36	20	9	11	4	35
Download music	59	58	46	22	21	16	5	37
Create an SNS profile	55	60	29	16	9	5	4	29
Read blogs	49	43	34	27	25	23	15	32
Create a blog	28	20	10	6	7	6	6	11
Visit a virtual world	10	2	3	1	1	1	0	2
Activities where Gen X users or older generations dominate:								
Get health info	28	68	82	74	81	70	67	75
Buy something online	38	71	80	68	72	56	47	71
Bank online	*	57	65	53	49	45	24	55
Visit govt sites	*	55	64	62	63	60	31	59
Get religious info	26~	31	38	42	30	30	26	35
And for some activities, the youngest and oldest cohorts may differ, but there is less variation overall:								
Use email	73	94	93	90	90	91	79	91
Use search engines	*	90	93	90	89	85	70	89
Research products	*	84	84	82	79	73	60	81
Get news	63	74	76	70	69	56	37	70
Make travel reservations	*	65	70	69	66	69	65	68
Research for job	*	51	59	57	48	33	9	51
Rate a person or product	*	37	35	29	30	25	16	32
Download videos	31~	38	31	21	16	13	13	27
Participate in an online auction	*	26	31	27	26	16	6	26
Download podcasts	19	25	21	19	12	10	10	19

Summary data points

- The **top online activities for older adults** compared to other generations are getting health information, purchasing, banking, visiting government sites, and getting religious information

- The **least likely online activities for older adults** compared to other generations are playing games, watching videos, job listings, the use of instant messaging and social networking, downloading music, reading and writing blogs, and virtual worlds

- **Online activities with less generational variation** include using email, search engines, news, travel reservations, research downloading videos

Context: The SCAN Foundation Expert Panel: Enhancing Social Action for Older Adults Through Technology

- The SCAN Foundation convened a Technology Summit to discuss the potential of using **information and communications technology to facilitate social action & advocacy for older adults**

  - Older adults, particularly the vulnerable and frail, have **lacked a strong voice and grassroots organizing on bringing awareness to their issues**

  - Older adults are **highly politically active in terms of voter turnout**, but have lower rates of technology usage than other population segments

  - The **rise in information and communications technology applications and platforms** presents an opportunity to facilitate social action for older adults

Panelists: The SCAN Foundation Expert Panel: Enhancing Social Action for Older Adults Through Technology

• Panelists included experts in the areas of older adults, social action, and technology:

   • **Richard Adler** *(Research Affiliate, Institute for the Future)*

   • **Tyrone Grandison** *(Program Manager for Core Healthcare Services, Healthcare Transformation Group, IBM Services Research)*

   • **Evonne Heyning** (*Interactive Producer*, *TechSoup Global*)

   • **Rey Muradaz** (*Founder, Interactive Aging Network*)

   • **Paola Tonelli** (*Executive in Residence, UC Berkeley's Center for Entrepreneurship and Technology*

   • **Cecili Thompson Williams** (*Outreach Director, Campaign for Better Care at National Partnership for Women & Families)*

   • **Moderator: Dr. Molly Coye** *(Senior Advisor, Public Health Institute)*

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What One Thing will be the most important factor in promoting technology for social activism?

Panelist responses:

- Ease of use

- Appropriate technology for older adults

- Ability to access information through connection to the cloud

- Personalized experience

- Natural fit of technology in terms of audience, medium, and workflow

- The presence of local champions for technology.

Technology Considerations/Trends

- Technology facilitates **recruitment and mobilization in social activism but falls short in engagement**

- **Data analytics and filtering** are important enabling functionalities that support technology for social activism

- **Advances in technology platforms and applications** will promote their use in social activism (Video, SMS text, social networking)

- **Future technology trends**:

    - Data analytics

    - Platform integration

    - Embodiment

User Considerations

- **Ease of use and user-centric design** that meets the needs, interests, and wants of older populations

- Leveraging learnings from **technology use in other fields and existing applications**

- **Personalized engagement strategies** (including offline strategies)

- Transparency on **data and privacy issues** related to technology use

- **Technology champions** as advocates

- Ability to reach **ethnic minorities and lower socioeconomic classes**

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Policy Considerations

- **Expansion of broadband and mobile access**, particularly in rural areas

- Systems that encourage **open innovation in the development of infrastructure technology**

- Addressing **privacy and data security** concerns

- **Coalition building** among nonprofit groups
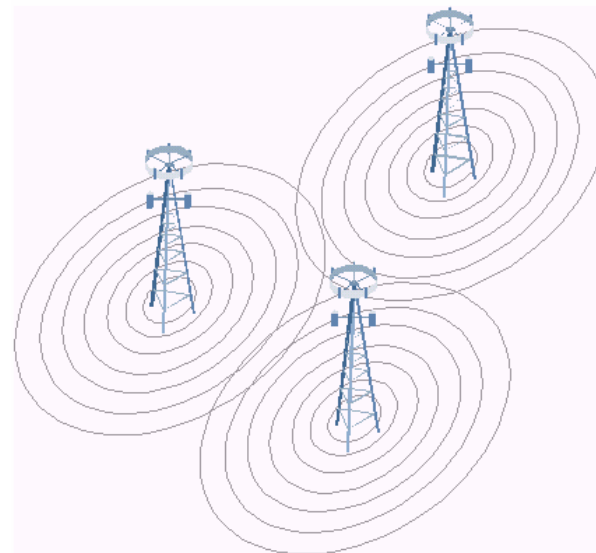
Recommendations for Foundations

- **Share technology best practices and resources**, and promote collaboration among grantee organizations

- **Carefully vet organizations** in regards to their technology use and planning

- Empower **intergenerational initiatives** and caregivers

- Focus on **user benefits/outcomes** from use of technology

- Use **personalized communications approaches** involving both online and offline strategies

- Improve **understanding of older adults' technology use**

- Improve **public perception** of older adults and technology

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Q&A

To access the full report, please go to
http://www.thescanfoundation.org/commission
ed-supported-work/enhancing-social-action-
older-adults-through-technology

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Appendix

Key Technology Summit Definitions

• **Technology**: Information and communications technology including, but not limited to, mobile phones and web-based applications (i.e. websites, social networking, blogging, video sharing).

• **Social activism:** Individual and collective actions designated to identify and address issues of public concern (Referring to older adults, caregivers, individuals, and organizations).

• **Older adults:** An older adult is typically defined by age for specific programs or services. AARP's age requirement for membership is 50, Older Americans Act services define eligibility for services as 60, except for the Title V program which is 55 and Medicare defines age eligibility as 65.   For this discussion an older adult is defined at 60, as it is anticipated that the advocacy efforts will focus on home and community based services, which the bulk of are provided through the Older Americans Act. This may also include Baby Boomers in some cases.

• **Service Provider Organizations:** A service provider is an organization that provides services and supports for older adults in the community.

• **Volunteer:** A volunteer can be an older adult, family caregiver or other person who provides support to service provider organizations.

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Older adults are highly politically engaged compared to other age groups

Older adults are highly politically involved (with higher rates of voter registration and turnout than other age groups)

In general, voting participation increases with age

Source: Older People and Political Engagement: From Avid Voters to "Cooled-Out Marks"

Table 1
Percentage of Voting-Age People Who Voted in Presidential Elections, 1980–2004

Age Group	1980	1984	1988	1992	1996	2000	2004
18–24	40%	41%	36%	43%	32%	32%	42%
25–44	59	58	54	58	49	50	52
45–64	69	70	68	70	64	64	67
65+	65	68	69	70	68	67	69

SOURCE: U.S. Bureau of the Census, *Current Population Survey*, November 2004 and earlier reports.

Table 2
#### Percentage of People Registered to Vote in Presidential Elections, 1980–2004 by Age Group

Age Group	1980	1984	1988	1992	1996	2000	2004
18–24	49%	51%	48%	53%	49%	45%	52%
25–44	66	67	63	65	62	60	60
45–64	76	77	76	74	74	71	73
65+	75	77	78	77	77	76	77

SOURCE: U.S. Bureau of the Census, *Current Population Survey*, November 2004 and earlier reports.

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Political Activity is Highly Correlated with Income

Political activity is highly correlated with income, whether that activity takes place online or offline

The proportion of adults within each income category who have participated in two or more online/offline political activities within the last twelve months.
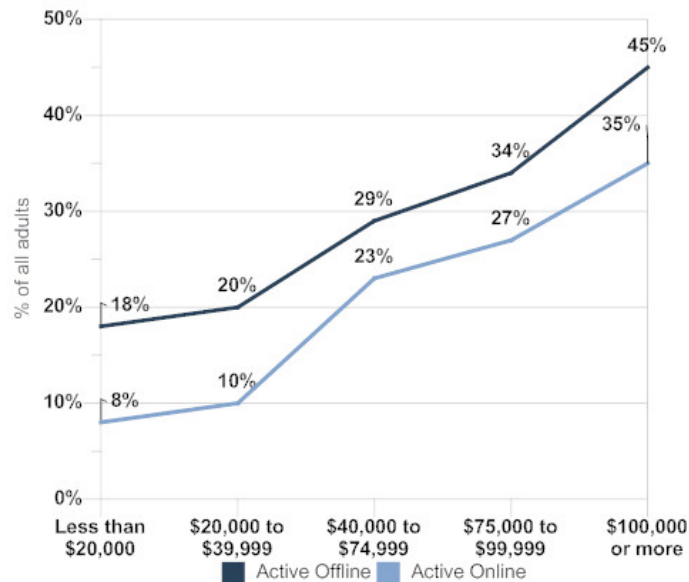
Pew internet & American Life Project August 2008 Survey. Political activities include contacting a government official (via email or in person, by phone/letter); signing a petition (online or on paper); sending a letter to the editor (via email or US Postal Service); making a political contribution (online or offline); and communicating with a civic/political group (using digital tools or non-digital tools).

Pew Internet
Pew Internet & American Life Project

• The **fundamental socio-economic nature of online participation in political and civic engagement**, such as contributing money, contacting a government official, or signing an online petition, remains dominated by those with high levels of income and education.

• The **strong positive relationship between socio-economic status and most of the measures of internet-based political engagement** suggests that the lower level of online political activity among those who are lower on the socio-economic ladder may be a **consequence of limited internet and broadband access at home**