“ENABLING PERSONAL MOBILITY ACROSS THE LIFE SPAN”

longevity3.stanford.edu/designchallenge

www.facebook.com/RedesignLongLife

#movedesign • #scldesign
To the extent that people arrive at old age mentally sharp, physically fit and financially secure, individuals and societies will thrive.”

- Mind
- Mobility
- Financial Security

Laura L. Carstensen, PhD
Director, Stanford Center on Longevity

Thomas A. Rando, MD, PhD
Deputy Director, Stanford Center on Longevity

140+ Faculty Affiliates
Tonight’s Program

5:50 - 6:20 Kick-off Welcome
  - Ken Smith, Stanford Center on Longevity
  - Stephen Johnston, Aging 2.0

6:20 - 7:30 Thought Leader Presentations
  - Dr. Laura Carstensen, Stanford Center on Longevity
  - Dr. Leila Takayama, World Economic Forum Global Agenda Council on Robotics and Artificial Intelligence

7:30 – 8:00 Ideation Workshop Senior User Insights Panel
  - Dr. Lauren Grieco, Stanford Center on Longevity
  - Dr. Katy Fike with Workshop Panel and Audience Discussion

8:00 - 8:30 Wrap-up and Networking Reception
Why a Design Challenge for Aging?

• Aging populations - one of the mega-trends of our time
• Happening much faster than our cultures can adapt
• A student design challenge provides:
  1. Fresh eyes, new solutions
  2. Educating a new generation in aging opportunities
  3. A path for promising designers to drive change in the world
Why a Mobility Challenge?

![Graph showing the relationship between age and quality of life. The graph indicates a typical and desired quality of life curve.](image-url)
Benefits of Physical Activity

• Lower risk of early death
• Lower risk of coronary heart disease
• Lower risk of stroke
• Lower risk of high blood pressure
• Lower risk of adverse blood lipid profile
• Lower risk of type 2 diabetes
• Lower risk of metabolic syndrome
• Lower risk of colon cancer
• Lower risk of breast cancer
• Prevention of weight gain
• Weight loss, particularly when combined with reduced calorie intake
• Improved cardiorespiratory and muscular fitness
• Prevention of falls
• Reduced depression
• Better cognitive function (for older adults)

Source: Federal Guidelines for Physical Activity, 2008
Key Collaborator
A design challenge looking for solutions to:

- Reduce sedentary lifestyles
- Encourage and enable physical movement and exercise
- Reduce barriers and increase mobility in the home and community

Prizes

- $10,000 for 1st, $5K for 2nd, $2K for 3rd
- $1000 for finalists teams (5-8 selected in January)
- Present to companies and investors interested in solutions for aging populations
2013-2014 SCL Design Challenge Entries
“Maximizing Independence for Those with Cognitive Impairment”

52 Entries Total
Indicates the # of entries from a single university

Thanks to our Sponsors:

Platinum: New Retirement Forum
Gold: Brookdale / Institute for Optimal Aging, Direct Supply, Eskaton
Silver: Home Instead, Silverado, Benchmark Senior Living, Home Care Assistancez

In collaboration with Aging 2.0

THE WINNERS:

1<sup>st</sup> Place: EATWELL

Sha Yao
Academy of Art Institute (San Francisco)

2<sup>nd</sup> Place: Taste

Keio-NUS CUTE Center
National University of Singapore

3<sup>rd</sup> Place: Memory Maps

Ritika Mathur
Copenhagen Institute of Interaction Design
Perspectives in Assistive Technology

• Perspectives in Assistive Technology (ENGR110/210) is a Winter Quarter course for students from every discipline that explores the design and use of technology that benefits people with disabilities and older adults.

• The course consists of semi-weekly lectures by experts working in the assistive technology field and individuals with disabilities, field trips to local facilities, and an assistive technology faire.

See Dave Jaffe if you:

• Have an ongoing interest in learning about technology that benefits people with disability and older adults

• Would you like to get expert assistance and academic credit for participating in the Design Challenge

• Have a suggestion for a project that addresses a disability or aging problem
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