Urban-Stanford Conference –“Long List” of conference ideas – 10/16/15

**Delivering Preventive Services**

**New Services**

AirBNB VRBO for senior travel

Assuring easily available and affordable transportation to the coffee house and other non-senior social spots

Promote small group homes in existing houses with social worker support

Food trucks

Re-introduce settlement house model to create supports that are cross-population, intergenerational, class neutral, etc.

Angie’s list/Yelp for senior health needs

“Senior safe” home exchanges on line

**Housing**

“Sleepovers” in independent living and assisted living for community

In house visiting for senior caregivers

Encourage “Golden Girls” group in existing family homes – prohibit zoning restrictions

Redesign senior housing to create communal kitchen areas and gardens

Meals by seniors – potluck style

Uber platform for volunteer drivers for seniors

TIPS – health and screening in the place

Increase awareness and support for working caregivers

Honor for post hospital stays

Innovate to make sure meals are eaten

“Deliver” prevention through online services

Community health worker model where CHW can connect with seniors who can assess for other risks – falls, self-neglect

Cognitive Impairment immersion lab

Designing with Seniors – Design courses for seniors to participate in this

**Community Level**
Pop-ups at NORCs
Supportive communities
Mobility review tours of cities – video results

**Staying Active**

Re-design Tai Chi for western tastes
Planning for second careers – like the Stanford Distinguished Careers Institute
Colleges and Universities using resources for seniors

**Pets**

National campaign – SPCA with pet adoption program for seniors. With PSAs, etc.
Have building/community pets
Pet walking programs with senior centers, assisted living, SNFs

**Training**

Volunteer structure for corporate employees
In-service for primary, middle, high school teachers – re aging
Community health education leaders
Caregiving and aging curriculum for all ages – middle school and up
Thinking about it even sooner than we need to – education on aging, importance of exercise, financial planning
Training of preventive service professionals (Like EMT training)
Train family members to provide low intensity caregiver support, including high school students
Re-envision the hospital “candy stripers” in the community
Standardize and regulate training of non-skilled caregivers – should have benefits

**Fitness/Exercise**

Toddler/senior Tai Chi
TV interface to connect with other services – play games
Physical activity in public spaces for all ages
Long-term – use urban design to reconfigure communities to increase opportunities for interaction and connectedness
Public dancing and exercise – plazas, parks, etc.
Walk and talk meet-ups

**Transportation**

Travel for intrepid travelers who are mobility limited
Uber to community centers
Leverage suburban mall retail
Golf carts vs wheelchairs in airports, shopping, etc.

**Housing**

Align with existing federal programs
Integrating evidence-based practices into affordable senior housing and NORCs
Financial incentives for seniors to move out of single family house to congregate housing with services
Require new, large residential projects to set aside senior housing units based on local need. So cross-subsidized privately.

Comprehensive wellness in affordable housing. Walking clubs, exer-games. EBPs through college volunteer programs. Developing telehealth kiosks/booths in housing, paid for by CMS.

**Medical**

Ready access to medical care providers. Continuity.

House call providers
MDs take sexual history
Group preventive visits
Patient determined goals of medical management
Rational policy for paying for hoyer lifts, etc.
Prescription for eating fruits and veggies
Prescription for getting a pet
Change entire discharge planning process
Exercise prescription with reliable follow-up
Have an assessment done on everyday life – before you have a problem. Aging plan.

**Home Modifications**

Make home modification as easy/prevalent as weatherization
Falls risk assessment days at shopping malls
Finance home modifications to permit continued independent living
Expansion of me-capable US wide to improve access to OT services and home modifications
Awareness campaign about the need for investment in affordable housing services for seniors

**Increasing Social connectedness**

**Coordinating existing services**

New version of libraries – Social, learn tech, storytelling
Virtual senior center
Development of hubs in communities using CCRCs, SNFs, congregate housing as connector to health and social services
Schools
Ys
Churches, mosques, temples
Redesign community centers in rural areas
Senior camps through YMCA
Use available roofs and land for community gardens in congregate living
More pre-school/senior center combos
“Back to school” nights – older adults, grandparents network, tutor signups
Use park district programming to connect seniors and kids

**Volunteer Opportunities**

Art (learning and teaching
Training and support for peer leader activation
Seniors as trainers for workforce (caregiving, trades, etc.)
Skype with a cause – getting volunteers matched up with seniors in affordable housing
Focus on what connects senior men

**Intergenerational**

Intergenerational programs – History students and journalism students documenting oral histories of seniors in their community
Create partnership with local schools for reading 2 kids
Creating reciprocity of tasks, chores, across ages

“City pals” – social version of pen pals

Growth of senior housing on college campuses

Nursing and medical students assigned to senior communities

Art and photojournalism students document older seniors in their communities

**PSA/Communication**

Create a line of “TED” talks by and for everyone, but about ways to enhance life for older adults

Older adult city guides

Asset mapping

Make negativity a taboo – constructive criticism the norm

Once person launch a cultural change of policy – eg Gavin Newsome and gay marriage

Change culture to make social connections, create incentives. A responsibility not a choice.

Change the language and attitudes re older years of life. “Care” will improve if we stop segregating people by age and infirmity.

**Education/Public Education**

One minute training videos on TV channels – PSAs with purpose

Link seniors with youth, teens, via many exchanges

Get famous artists/photographers involved in portraits of aging

Urgent call line – (not emergency – help I’ve fallen) rather – Help I need my light bulb changed, etc.

National Cable TV show on senior lifestyle issues

Reality show on aging

PSA about seniors as assets

Seniors as models in clothing ads

Support extended family – perhaps TV sitcom – making it cool

Short U-tube videos aimed at relatives who look at You Tube, so they call over to the senior to have a look at it

Education physicians about aging

**Culture Change**

Story Corps
Realities of growing older

Info/Learn. Change the conversation, mind-shift. Open the dialogue.

Ambitious aging

“on the road”

Taboo topics

Myth busting

One size does not fit all

**Technology**

**TV**

Deliver evidence based services for health promotion using TV

Simple TV with easy channel navigation

Low tech – remote control for TVs with audio/virtual feedback

**Broadband**

Special emphasis on rural communities to expand broadband access and reimbursement for telehealth

Expand broadband access in assisted living and affordable housing

Subsidized devices and connectivity for low income or “high value” seniors

Medicare supports through broadband

Free wireless for low income seniors, esp. in congregate settings

**Voice/Simplified Technology**

Build a snapchat for seniors – grand challenge. Connect them with their grandchildren. Asynchronous video sharing platform.

Tablet or TV screen where version of skype/facetime pops up automatically so it’s one touch

Voice activation – might work for some – “TV on”

Music – loading and making Ipod/MP3 with speakers easy to use. Voice activated.

Call Center benefits screening with warm referral to local providers

Caregiver teleconnection

Using tech to help empower seniors to take control of healthcare

“Care at hand” electronic health and social service records
Training
Genius bar coaching during low peak hours
Technology training in clinic waiting rooms
Virtual classrooms – video conference in multiple communities
Develop web based “app” programs to teach families and staff skills to deal with challenges of aging
Distinguish between 85+ and younger seniors
Expand language and translation services for low income seniors. (volunteers, technology)
Partner with task rabbit for tech training
National network of tech-enabled solutions centers
Let’s not forget about low tech innovation (eg lifeware)
Developing technology based on the actual needs, skills and competencies of frontline workers

Intergenerational
Seniors as ambassadors of change (eg sustainability)
Partner high schools and middle schools with seniors
“Game offs” – old and young teaching each other real and virtual games
Build partnerships with local schools and elderly housing
Teenage grandchildren as tutors (and motivators)
Get seniors and kids playing games online (Scrabble, etc)
Exchange teen teaching by the young with knitted classes by seniors

New Technologies
Affordable watch that monitors vitals
Voice activated portal for senior needs
Passive data collection using bed

Policy
Council of mayors to redesign rust belt cities
Requiring zoning to permit Granny Flats home modification
No senior segregation but universal friendly environments
Neighborhood based elder support networks to permit/encourage mutual support with social worker support

How do you measure it? How so you define the intervention?

Government mandate on integration of seniors

Single point of advice and qualification for assistance programs

Require representatives and directors on not-for-profit boards

Research/evidence – Value capture to prove that it matters, for policy and funding outcomes. Getting more specific about what we mean.