

LeadingAge California engage™

Connecting People

New Innovations to Address Loneliness in Older Adults.



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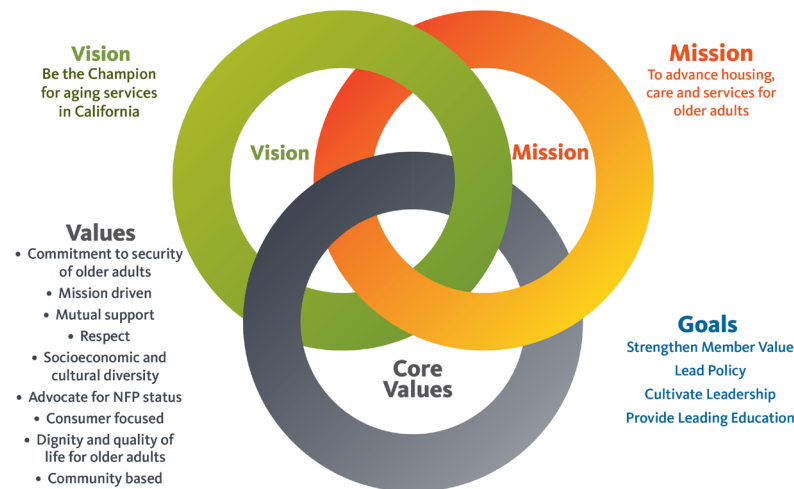
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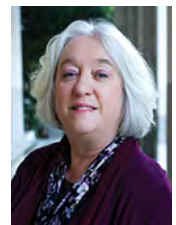
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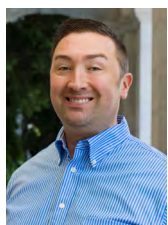
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Community and Connectedness: What We Do Best

This issue of *Engage Magazine* examines the issue of social connectedness among older adults both locally and globally. Our members are well aware of the importance of reducing isolation and its benefits in improving health outcomes and quality of life. As a community of communities, LeadingAge California hears every day how our members thrive on robust resident involvement, valued staff relationships and a celebrated community atmosphere. This issue focuses on the new developments in bringing people together as well as a look at current legal and regulatory requirements. We also look at ways member organizations promote community through art, events, and via technology.

Our feature article comes from the co-founder of Aging2.0, Stephen Johnston. He offers his perspective on global trends in promoting social connectedness. The Institute on Aging's Patrick Arbore talks to us about the effects of loneliness. Our members' current efforts are highlighted in this issue, including Christian Church Homes' (CCH) resident art program, "FAB" – or "Family, Friends, Art and Bonding."

Our own Brenda Klütz offers a regulatory perspective on requirements for providing socialization and enrichment activities in a licensed setting. Jillian Somers Donovan and Diane Marie O'Malley with Hanson Bridgett, LLP round out this issue with a discussion on best practices for providers to consider when implementing social media in their communities. Lola Rain with Eskaton provides tips for providers to connect with their audience by producing videos for social media.

Watch for our Summer 2018 issue focusing on emergency preparedness. If you have feedback on this issue or would like to contribute story ideas, feel free to contact me at any time at edowdy@leadingageca.org. We hope you enjoy this issue!

– **Eric Dowdy**
Editor-in-Chief

A NOTE FROM THE
editor



Eric Dowdy

Editor-in-Chief

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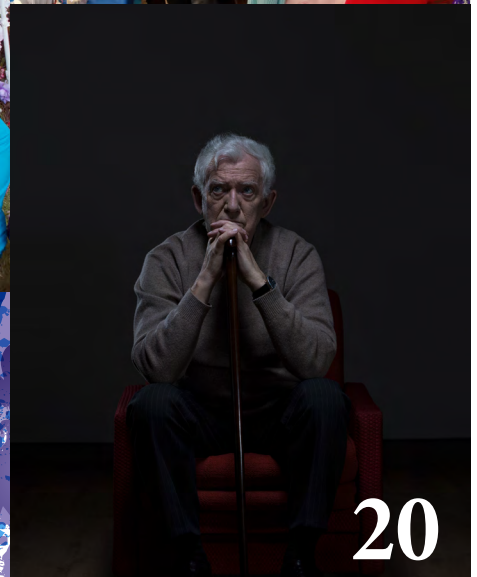
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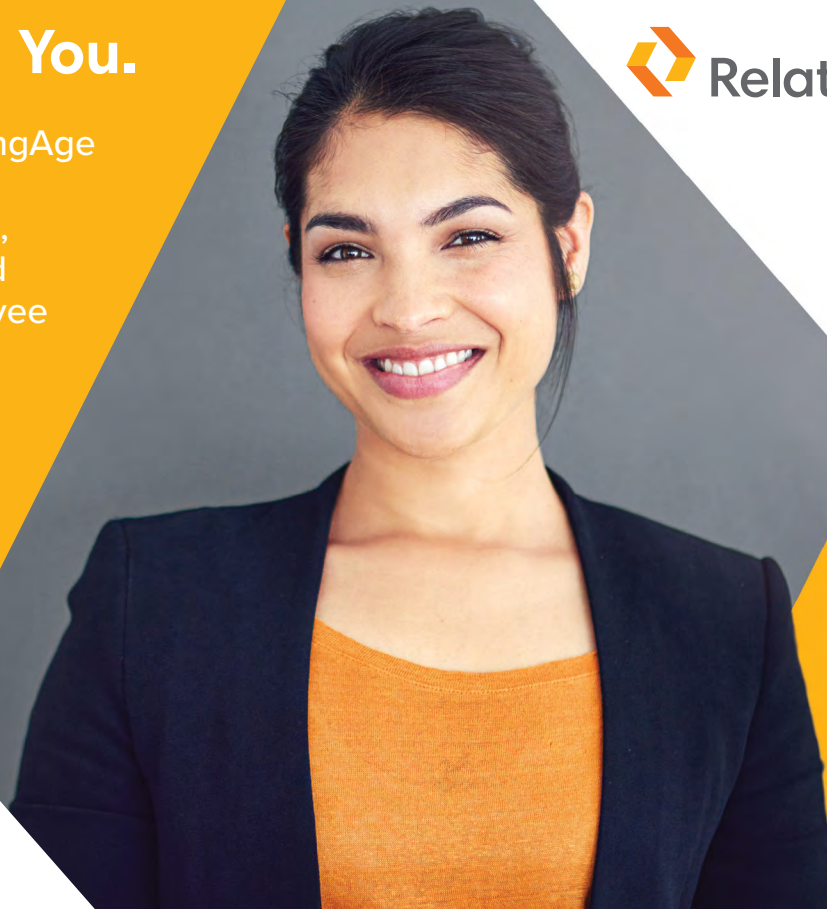
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From The CEO



My Girls

“Alexa, what time is it?” “Siri, call Jeanne.” My mother referred to her “girls” during our conversations, so as not to ‘wake them.’ This term of endearment is an indication of how devices can increase socialization, improve one’s mood, and help older adults stay connected despite visual and tactile impairments. It brings a smile to my face thinking of her sitting in her favorite chair, calling out to one of her “girls.” As you read forward in this amazing issue, I hope you find yourself pondering the devices, apps, and other ideas that might improve socialization in your community. Many are within reach, and will be ubiquitous in the years ahead.

You may have heard that we are busy working on our Strategic Plan for 2019-2021, and considering a public relations campaign to increase awareness about the growing demand for long-term services and support (LTSS) financing in California. Our Board of Directors, Planning Committee, and Strategic Planning Sub-Committee are working together to build the right plan for our future. These are exciting efforts, and we need your help with two upcoming surveys. Our first brief survey will go out in May – it will be posted on our Engage Communities site and sent via email. We will ask you to identify what you value most about your membership with LeadingAge California. We will also be sending out a brief workforce survey to help us better understand why you work in our field, and what drives you to work in aging services. Both surveys will help inform our strategic initiatives for the years ahead, and influence messaging in our proposed public relations campaign.

As we round the bend on our Annual Conference, we hope that you have registered to attend! This is our new and improved 2018 Annual Conference with a fresh new focus on the attendee experience. So, come and network with colleagues, meet up with friends, and challenge yourself to learn new information in Pasadena.

– **Jeanne P. Martin**
President & CEO



Have **YOU** Heard?

Eskaton is [celebrating](#) their 50th anniversary this year and the 15th anniversary of Eskaton Lodge Granite Bay.

Institute on Aging's [Friendship Line](#) is celebrating its 45th anniversary.

Relation Insurance Services is the new moniker for Ascension Insurance. Read more about the name change at relationinsurance.com.

Covia, formerly Episcopal Senior Communities, announced a new affiliation with Bethany Center Senior Housing of San Francisco. Learn more at covia.org.

Plymouth Village held a grand "re-opening" celebration of their [newly renovated](#) Grove in April.

Channing House recently promoted Rhonda Bekkedahl to the position of Chief Operating Officer. She had previously held the position of Director of Finance and Information Technology.

Front Porch was mentioned in an article in the *Washington Post* titled "[New Technologies Help Seniors Age in Place and Not Feel Alone](#)" in March.

Front Porch welcomed Susan Lea Whittaker, Vice President of Sponsorship for Providence St. Joseph Health, to their [Board of Directors](#).

Mercy Housing California broke ground for phase two and three of [Mather Veterans Village](#) in Rancho Cordova. Once construction is complete, there will be 50 new transitional homes and 50 new permanent homes for veterans experiencing homelessness.

Claremont Manor Retirement Community residents and staff at [Summer House Memory Care](#) were interviewed by award-winning PBS filmmaker Mason Mills from WCVE for his upcoming film on transforming dementia care.

ACC Senior Services celebrated Dr. Donna Yee's [retirement](#) after 17 years of service as CEO at a Retirement Gala in April.

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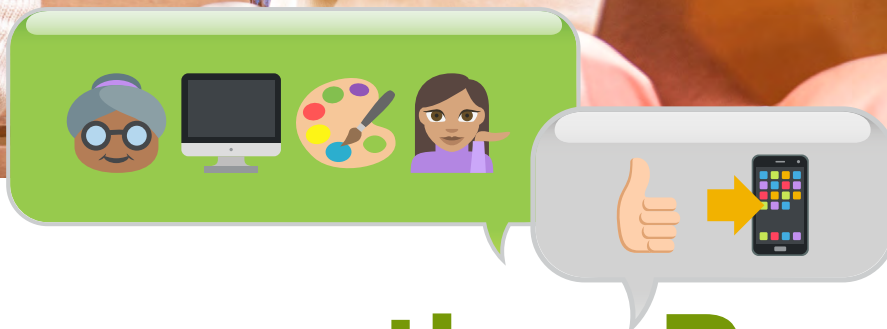
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Welcome to the LeadingAge CA Team!



Connecting People

New Innovations to Address Loneliness in Older Adults

by **Stephen Johnston**

Co-founder, Aging2.0 & Founder, Fordcastle

One of the more noteworthy [government appointments](#) in recent weeks was that of 42-year old Member of Parliament Tracey Crouch to be the new UK 'Minister of Loneliness.' Although it initially sounds a bit like part of a "[Monty Python](#)" sketch, this is no joking matter. One might assume this role would be unique to the land of stiff-lipped and buttoned-up Brits, but the move resonated [far and wide](#); there's increasing awareness of the dangers of isolation - some even going so far as to call it a [global epidemic](#).

In a time of exponential technology and near ubiquitous connectivity, why are [people feeling ever more isolated](#) and further apart? The problem is particularly acute in aging populations, caused, according to a recent IBM report on the topic, by [six forms of loss](#), made up of both individual and societal factors. This article highlights some recent innovations in the field, both in the U.S. and abroad, that aim to balance technology with humanity, and conclude with some thoughts on the coming data revolution that will take things to the next level.

Embedded Communications

It's often easier to use things that people are already familiar with, rather than learning a whole new user experience. As such the humble television is becoming a useful platform: California's Independa has been leading this charge, while UK startups [Daisy](#) and [Sentab](#) and Israel's [Uniper](#) are adding "smart" boxes (devices plugged into existing devices) to make television better at connecting older people.

Innovative Interfaces

[Results](#) of a recent test of Alexa devices by Front Porch found it improved the lives of all pilot respondents, and 71 percent "felt more connected to friends, family and the community." Marvee (among others) has built a dedicated 'skill' (app) for Alexa. Others are building their own hardware, with 'social-robots' – such as [Jibo](#), [Elli-Q](#), AV1 from Norwegian startup [No Isolation](#) and [Catalia](#) - promising more emotional connections via a novel, more human-like interactions.

Joining the dots

New services join up social and medical inputs, so the 'social determinants' of health are captured and can provide a better understanding of activity and engagement levels. Best Buy has moved into this space with their \$30 per month [Assured Living](#) service, while numerous other startups have developed easy to use platforms, including: [K4 Connect](#), [Cubigo](#), [CarePredict](#), [Echocare](#), [Alcove](#), [Canary](#), [Uniper](#), [T7](#) and [Birdie](#).

Connecting the generations

Technology can unlock stories and memories, providing immediate benefits to older people, drawing families together and helping staff and caregivers provide more personalized and relevant care. A number of startups are enabling 'legacy' - making it easier to capture and share people's narratives - such as [OneDay](#) (see case study), [Memory Well](#), [Remarkable Lives](#) and [Storyglory](#). [Keepy](#) is an app that enables easy day-to-day sharing of children's' artwork with grandparents, while [Picniic](#) helps families collaborate.

Case study: Resident storytelling driving measurable impact with OneDay

[OneDay](#), launched in 2016, is an app targeted to senior living operators. It is now live with 780 communities in the U.S. and Europe. It creates resident engagement by enabling a staff member to make a short video each month, which is then shared with the family. Interviewed for this article, founder John Boaz says that communities report more visits and phone calls from family members who receive these updates, which they attribute to families knowing more about their family member's past experiences and having more questions to make conversations easier. It has been a hit with visitors too; communities who show a resident video during tours for prospective clients reported a 45 percent increase in their close ratio. In follow up calls, 90 percent of those surveyed report seeing the video – and the high levels of family engagement – was a strong motivation for them to move in.

Co-living

[Humanitas](#) in Deventer, Netherlands is one of several Dutch nursing homes that have opened their doors to students, benefiting both the residents and students. Lifestyle focused senior living is emerging: Jimmy Buffet-inspired [Margaritaville](#) sold 10x off plan, LGBT-focused ([Fountain Grove Lodge](#)) has seen strong demand and other themes are attracting interest: active adult ([Canvas Valley Forge](#)), vocation ([The Actor's Home](#)), education ([Vi](#)), luxe (London's [Auriens](#)) and travel, arts and culture ([The Wylde](#)). Montreal's [YIMBY](#) is testing a shared living approach aimed squarely at Millennials.

Boosting local communities

The power of connections to radically improve a community's health has been demonstrated in the village of [Frome](#) in Somerset, England. Where emergency admissions rose 29 percent in surrounding areas, in Frome they fell 17 percent, driven mostly by efforts to deliver a tighter, more integrated community. In London, The Common Room, created by an organization called [The Age of No Retirement](#), is looking to establish local intergenerational innovation hubs. In Los

Angeles, Anthem's CareMore has [turned care centers](#) into more welcoming 'social spaces,' and across the US, Engage is connecting older adults by [unleashing their creativity](#) and co-creation. A number of projects are combining offline and online local communities, such as the popular [NextDoor](#) app, and a new social network focused on healthy ageing, [Iris](#), is being launched in Orange County. New York-based [OATS](#) has started working with [Age Friendly New York](#) to help older adults leave Facebook reviews, creating a data layer that could be used to help inform policy makers.

Going forward: harnessing data for good

Some of these services mentioned are just good ideas and don't lend themselves easily to being measured and tracked. However, in particular for those living in long-term care and expensive residential communities, there will be growing interest in learning about what works and what doesn't, and a key to that will be data.

Case Study: Personalized engagement with Linked Senior

Washington, DC-based [Linked Senior](#), an engagement platform used by hundreds of US residential communities, is taking a data-driven approach to engagement. Their software enables providers to build personalized plans based on the resident's unique profile and interests, drives engagement through its platform and tracks participation levels. The data enables staff to measure engagement and share reports where relevant. Users get up to 46 minutes of personalized engagement per day, compared to a national average of 11 minutes, and some clients are reporting their platform helps reduce dependence on antipsychotics ([in Kendal's case](#) this went from 17 to zero percent on antipsychotics within one year).

Linked Senior is just one of a number of companies creating and capturing data about engagement and using it to improve the quality of life and business outcomes. Going forward expect to see innovation around the data trending in three areas: personalization, performance and proactivity.

Personalization

Gone are the days when it was okay to provide a one-size fits all service to everyone. Group activities have their place and are unlikely to disappear completely anytime soon, but now there is no excuse in not knowing more about the unique preferences of people and using technology to measure how engaged people are, then tailoring services accordingly. Service providers will increasingly be able to tell what percentage of activities an older adult is participating in truly matches their unique needs and preferences. Important note: given the recent furor over Facebook's use of user data and the personalized targeting of political messages, the onus will be on those with the data skills to also ensure rock-solid security, transparency, easy to use instructions and above all, a mentality that puts the individual's needs first and foremost.

Performance

What is measured can be improved, and as families and staff have more data about the type and levels of engagement, it will be easier to see what works, and why. A key consideration here will be integrating the engagement data into the other data streams, such as their medical record, to create a holistic picture. We will soon be able to understand what activities are having the most and least impact in improving the quality of life, and alter plans accordingly.

Proactivity

With information about the most effective parts of personalized care, we will increasingly be seeing tailored proactive 'life plans' - not just care plans, but also recommendations for non-medical interventions around engagement that should have biggest impact. This is already happening in a fairly ad hoc way, with the use of 'social prescribing' in the UK (profiled by [The Economist](#)). Expect to see more specific recommendations for ways to engage with the mind, body and soul.

No amount of smart, data-driven technology can – or should – replace family, friends and genuine connection. However, for the increasingly large numbers of people who are feeling lonely and isolated, it's likely that new services and new approaches to using data can help mitigate the effect of loneliness and be effective compliments to the vital 'human' side of connection.



SCENE



1 Gubernatorial candidate John Chiang at LeadingAge California's 2018 Policy & Leadership Summit Town Hall event in February.

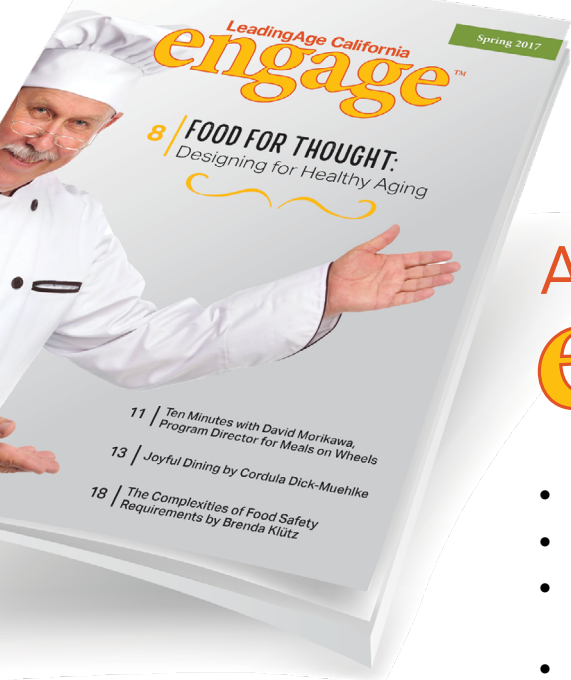
2 Eskaton Village Roseville resident Lynn Nelson visits with her Kids Connection buddy.

3 LeadingAge California's Jesus Mata, Jedd Hampton and Jeanee Parker Martin during LeadingAge's PEAK Leadership Summit in March.

4 Tuan Nguyen, Relation Insurance Services, at the L.A. Valley Region's half-day Education Summit on Disaster Preparedness, held at Monte Vista Grove Homes, in April.

5 Eskaton Lincoln Manor resident Francisco Rodriguez celebrating the Easter holiday.





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Solheim's Easter Egg Hunt

An interview with Kathy Rust, Director of Community Engagement, Solheim Senior Community

Who would have imagined hosting an Easter Egg Hunt at a continuing care community? We did! This idea captured the imagination of the residents and staff of Solheim Senior Community. Easter egg hunts are loved by kids of all ages. It is a perfect venue to bring children and the young at heart together. The twinkle in the eye of a child spotting their “first” colorful egg in the grass is equaled by the sparkle in the eyes of our residents watching the folly of the egg hunt unfold. I was asked by LeadingAge California to address specific aspects of the Solheim Senior Community Easter Egg Hunt and how it benefitted our residents.

What are the issues around isolation, depression, loneliness that you're trying to combat with social activities?

Providing quality care for our residents helps us deal with issues like depression and loneliness. These feelings are lessened by keeping residents active and engaged. The Easter Egg Hunt is one opportunity for the residents to participate from start to finish. Stuffing the plastic eggs with candies and filling the goodie

bags for the children may be simple tasks, but when shared with other residents around a table lead to some fun conversations about Easter egg hunts from their own childhoods. Even the more reserved and quiet residents enjoyed doing something for children. Each prep activity was to build not only support from the residents but grow their excitement for the upcoming event. They were making an investment of their time and energy and it was important they saw the end results – a terrific Easter Egg Hunt!

How did you develop the ideas and who manages the coordination details?

Prior to working as Director of Community Engagement at Solheim, I served on the White House staff for three presidents. Over those many years, I witnessed firsthand the “thrill” of the White House Easter Egg Roll – a tradition loved by all ages – rain or shine! Solheim Senior Community may not have a South Lawn, but under the leadership of our Executive Director Jim Graunke, what we do have is a brilliant and creative management team who

dared to dream largely. We successfully created an experience which included many elements of fun: food, crafts, the egg hunt, entertainment, petting zoo, face painting, representatives from the police and fire department and our very own Easter Bunny. From conception to completion this was truly a team effort with a shared vision for the day. The final decisions rested with me as the Director of Community Engagement, and Linda McMenam, Director of Marketing. In tandem, we reviewed the details, coordination of tasks and followed up with an “after action report” to adjust for next year’s egg hunt.



How did you approach outside groups and what resistance did you encounter?

When you mention Easter Egg Hunt it resonates well with most people. For some, the challenge may be with calling the event an “Easter Egg Hunt,” as some felt the word “Easter” was too religious. Solheim is a faith-based community, so we took it to our residents and Board, and both agreed we should call it an Easter Egg Hunt. Now, in our second year, we continue to build the event and its outreach to the community; drawing upon the continued support of organizations such as Rotary Club and the Eagle Rock Neighborhood Council.



How did you overcome any resistance?

You build a successful event and the naysayers go away. What is important is homegrown support from the residents and board members. We also have support from our neighborhood city council, local police and fire department. Building friendships and advocacy with local leaders in the community is crucial.

Were you able to change the attitudes towards seniors through your activities?

People have mixed experiences about continuing care communities. Some believe it

to be a place where everyone is in a wheelchair or bed bound. Our residents may have some physical limitations; however many are still very vibrant and active. Solheim Senior Community is a beautiful setting. When members of the community come to the Easter Egg Hunt and meet the residents, their misconceptions about retirement communities go out the window. A common response from young parents not affiliated with Solheim is, "I feel my kids are safe here!" In this day and age, this is huge!

Is this something you'll continue in the future? What would you have done differently?

Absolutely, we are setting a tradition for the Solheim residents and for people in the community. It's on the calendar for Saturday, April 13th, 2019! We want to enlarge our footprint in the community by doing press kits and outreach with our local media. It's a wonderful story bringing together all ages at a special time of year.

What new ideas are brewing for the future?

The Easter Egg Hunt will be followed by our second annual Summer Day Camp program for children in the community. This is a one-week program for first through sixth-graders taking place at Solheim from 9:00 a.m. to

4:00 p.m. daily. With an innovative activity schedule, we will engage kids with the residents playing Bingo, storytelling, crafts, or just having conversation over ice cream. Developing relationships between generations does a world of good for everyone involved. The start of the holiday season at Solheim is the Tree Lighting Ceremony the first Friday of December. The event features live entertainment, photos with Santa, a hot chocolate bar and treats – and yes, we even have snow! We make the most of the season by celebrating this most wonderful time of year!

I love Walt Disney's quote, "We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths." Solheim continues to move forward finding the best path which will inspire and engage each one of our residents. Will we be better at this next year? You bet, because I am surrounded by a curious and dynamic management team, staff and volunteers, who are always looking for new ways to be better at what we do, serving our great residents at Solheim Senior Community!



** Photos courtesy of Solheim Senior Community*

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Dear Brenda

Brenda Klütz has 30 years of experience in California state service; with over eight years of working in the Legislature as a consultant on Aging and Long-Term Care issues and 15 years with the Department of Health Services serving as the Assistant Deputy Director and Deputy Director. Currently, she provides LeadingAge California members technical support on issues related to reimbursement, licensing, and regulation interpretation.

Successful social connection via a robust activity program can be different for each resident. This article summarizes the regulatory requirements related to activity programs for RCFEs and SNF/NFs. The full text of requirements can be accessed through the link at the end of this article.

Basic/Required Service: Planned Activities are defined as a basic service for RCFEs, and a condition of licensure • An Activity Program is a required service for SNF/NFs, and a condition of licensure • Federal ROPs require SNF/NFs to provide an ongoing program of activities based on the comprehensive assessment and on preferences of each resident.

Notice of Planned Activities: RCFEs licensed for seven or more residents, must post notices of planned activities in a central location. The notices must be retained for six months • State licensing requires SNF/NFs to have a written, planned schedule of social and other purposeful independent or group activities.

Choice of Activities/Maintaining Full Potential: RCFEs are required to obtain sufficient information about each prospective resident's likes and dislikes, and interests and activities • RCFE, SNF/NF requirements [both state and federal] emphasize that the activity program must meet resident needs, maximize independence and self-direction and support resident well-being • Federal ROPs require the preferences of each resident to be considered, and residents be given a choice of activities.

Personal Rights Related to Activities: Residents of RCFEs have the right to be encouraged to maintain and develop their fullest potential for independent living through participation in activities designed and implemented for this purpose; the freedom to attend religious services or activities of choice – noting that attendance at religious services are on a completely voluntary basis; and the right to leave the facility at any time, in accordance with house rules. Under state licensing requirements, residents of SNF/NFs have the right to an activity program that is staffed and equipped to meet their needs and interests; encourage self-care and resumption of normal activities; and to participate in activities suited to individual needs.

Scope of Activity Program: State licensing requirements for both RCFEs and SNF/NFs have specific, minimum requirements for activities made available to residents.

Activities for Residents with Dementia: RCFEs are required to train staff by explaining activities available to resident to decrease effects of sundowning; address needs/limitations of residents with dementia and include large motor activities and perceptual and sensory stimulations.

If you have any questions about this, or any other regulatory issue, please contact Brenda Klütz at: bklutz@leadingageca.org or (916) 469-3377.

Activity Plan: RCFEs who advertise, promote or otherwise hold out to have special care, programming and/or environments for resident with dementia, must include in the facility Plan of Operations a brief narrative that describes specific features of the activity program for residents with dementia. Under state licensing regulations, SNF/NFs are required to have an activity plan developed/implemented for each resident and integrated with an individual care plan. The plan must be reviewed quarterly and approved in writing by the attending physician as not in conflict with treatment plans.

Activity Program Staff/Director/Lead: Both RCFEs and SNF/NFs [under state licensing and federal certification] have specific requirements for the staff person responsible for the facility activities program • Requirements for RCFEs vary with the number of residents permitted under facility license.

Activity Equipment and Supplies: State licensing requirements for both RCFEs and SNF/NFs include the provision of sufficient equipment and supplies, including special equipment to meet the needs of residents with special needs.

Activity Space: RCFEs are required to have sufficient space for indoor and outdoor activities • SNF/NFs are required to have a designated activity area to meet the needs of residents for independent and group activities.

Charging for Activities: Under state licensing requirements for RCFEs and SNF/NFs, admission agreements must specify services and supplies that are included and excluded in the daily rate, as specified.

- The Federal ROPs prohibit facilities from charging a resident for an activity program, as defined; but may charge to resident funds if they are requested by a resident, if they are not required to achieve the goals stated in the resident’s care plan, the facility informs the resident of the charge and if payment is not made by Medicare or Medi-Cal.

View and download a [side-by-side comparison chart](#) with the statutory and regulatory text for Activity Programs.



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CCH's "FAB" Resident Arts Program

We chatted with Iris Murillo, Director of Marketing for Christian Church Homes (CCH) about their new resident arts program.

Watch the video at [youtube.com/leadingagecalifornia](https://www.youtube.com/leadingagecalifornia)

What is "FAB"?

Christian Church Homes' (CCH) new arts program, FAB (Family, Friends, Art and Bonding) began in 2017 with a grant from the San Francisco Foundation. After a first attempt as an art exhibit, we decided to open it up to friends and family, so residents are not only stimulated by exercising their creativity, but they can enjoy the time socializing as well.

Food, beverages and all the supplies are provided. All they have to do is show up, spend a few hours with auntie, grandma, or uncle, and have a wonderful time.

What are your primary goals for the program?

The primary goal is to bring family and friends into our communities to have a shared experience with our residents. It stimulates creativity, gets people talking, and releases positive endorphins. There's a bonding moment that happens between family and friends, and in the end, they have a souvenir that they can take with them – whether it's from the photo booth, or the art piece they collectively or individually worked on. It's been a well-received program from the beginning. Our intent is to repeat the event at the same location, so the more often we do it, people will be accustomed to hearing about the event and we'll draw bigger crowds. It's all part of the evolution of the event, and we keep getting a little bit better about how to promote it and getting more people on board. So it's really been an awesome journey.

Have their been any surprises?

I think what's really surprised us is how involved the residents and their families get once they're immersed in all the materials, colors and conversation. What's really been awesome to watch is – in many of these instances – we have the grandmother, the mom, and the granddaughter – three generations coming together for a few hours to connect. It just gives me chills to see that come about. It's the fruition of a dream, of a hope that we had when we started this whole program.

Do you use themes for the events?

We don't have specific themes for the artwork because we don't want to limit any kind of creativity. Every individual in here has a unique experience that is causing them to choose a particular media, whether it's wood pieces, water colors, collage – it's all from their unique perspective. We want everyone's minds to just explode with creativity and not put any limitations on it – then just let people go to town and have a great time.

What are your plans for the program for the rest of 2018?

Our vision for the program, as we have rolled it out to just a few communities and we start to learn how to make it more efficient, is expand it to more of our communities. It's a little bit of a process, because we started out with communities that CCH solely owns and then plan on rolling it out to communities where we are just the property managers, and then bring in the board members, and the owners of that community into it, to come in and sit with the residents they serve. So hopefully we can find a way to sustain it with grants, donations and art scholarships. It's just a matter of finding more ways to reach more people.

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LONELINESS MATTERS



*by Patrick Arbore,
Founder and Director,
Center for Elderly
Suicide Prevention
& Grief Related Services,
Institute on Aging,
San Francisco, Calif.*

My interest in loneliness and social isolation began in 1970 as the result of discovering an older man who had died by suicide. He was, at the time, only in his early 60s. Although he lived with his younger brother, he was socially isolated. Since I was profoundly shaken and disturbed by this experience, I was determined to find a way to decrease loneliness and social isolation in an older population. With a small grant, the Friendship Line, a 24-hour crisis intervention hot-line and warm-line, was created in 1973 to respond to the needs of older people, caregivers, and younger disabled. Now a program of Institute on Aging, Friendship Line (800-971-0016), has been serving lonely, isolated, bereaved, distressed, and/or suicidal individuals for 45 years. Currently, Friendship Line responds to approximately 12,000 contacts per month from people throughout California as well as across the county.

Many older adults live alone. According to the Population Reference Bureau, one-fourth (27 percent) of women ages 65 to 74 lived alone in 2014. This percentage jumped to 42 percent among women ages 75 to 84, and to 56 percent among women ages 85 and older. With the population of older adults expected to reach 71 million by 2030, it has left an increasing number of men struggling to cope with isolation and chronic illness in later life. Growing rates of divorce and dysfunctional relationships are also thought to contribute to the numbers of older men who are living on their own. Men are often less willing than women to try to make new friends or join clubs and groups – a reluctance which increases the risk of loneliness. Because the suicide rate for men over age 80 is six times the overall suicide rate, there is urgency in identifying these individuals before they make a suicide attempt.

John T. Cacioppo, Ph.D., founder of Social Neuroscience and researcher in the field of loneliness, writes that there are roughly 60 million Americans who currently suffer from loneliness. Cacioppo refers to both the acute bouts of melancholy we all feel from time to time, as well as a chronic lack of intimacy – a yearning for someone to truly know you – that can leave people feeling seriously distressed.

Carla Perissinotto, et al (2012) M.D., geriatrician and researcher in the field of loneliness, states that loneliness is associated with accelerated functional decline and increased mortality in older people. Numerous researchers suggest that loneliness may be a behavioral response resulting from neurobiological

changes. Or, loneliness may contribute to the progression along neural pathways to cognitive impairment.

Social isolation is a public health problem whose damages have been compared in scale with cigarette smoking. Researchers have confirmed that isolation can be a deadly affliction – [as lethal as diabetes or smoking 15 cigarettes a day](#). Isolated older people are at high risk for poor health outcomes, especially those with diabetes, obesity, cancer, and coronary-heart disease. According to Perissinotto, “Loneliness is the new smoking.”

What many community people and practitioners do not realize is that older people who experience greater loneliness are associated with accelerated cognitive decline. Researchers discovered that the estimated rate of cognitive decline was 20 percent faster in lonely older people compared to a non-lonely group.

Loneliness is different from being alone. Cacioppo asserts that we, humans, as social creatures not only want the presence of others but also need the presence of significant others whom we can trust, and with whom we can plan, engage, and work together to increase our quality of life. Non-lonely people have the capacity to connect in a meaningful way with significant others. Comedian Robin Williams, who died by suicide, said: “I used to think the worst thing in life was to end up all alone. It’s not. The worst thing in life is to end up with people who make you feel all alone.”

Social isolation has many causes and numerous defining characteristics: absence of supportive significant others; lacking purpose or challenges; aloneness imposed by others; withdrawal because of hearing deficits; feelings of rejection; limited mobility; vision impairment; and hoarding behaviors. Older adults are susceptible because of loss of family members or friends and an inability to perform certain activities.

Perissinotto (2014) urges those who work with older adults to inquire about activities of daily living. “It is paramount,” she writes, “to remember the interplay between social support and an individual’s functioning.” Whether someone has difficulty dressing, bathing, or ambulating are just as important as the traditional medical review. Instrumental activities are equally important to question. An older adult’s capacity to take their medications, pay their bills, or prepare their taxes may yield important information about their social isolation.

For Perissinotto, it is not only an older person's social support that is crucial, it is also their ability to function, which can be a predictor of premature death.

Due to rising healthcare costs and limited time with primary care physicians, the assessment of loneliness is not a routine part of medical practice. Thus, family members, community agencies, senior centers, social workers, case managers, in-home service providers, volunteers, caregivers, and other professionals must be trained to evaluate the role that loneliness and social isolation play in the lives of older people. We must pay particular attention to vulnerable populations such as isolated older women and men, people of lower socioeconomic status, and the LGBT elderly. All of us must be prepared to respond empathically to any older person who tells us that they are lonely, isolated, or do not feel as if they belong anymore.

Effective communication is an integral way in which to connect with older people who are lonely and/or socially isolated, depressed, and possibly suicidal. However, as Cacioppo suggests, the lonely person may not respond positively to referrals to senior centers or other social program organizations because they have withdrawn and have grown suspicious of the motives

of other people.

What can we do? We must focus on our capacity to build connections among community members. We need to engage everyone in our aging networks to continue the discourse about loneliness and social isolation. Identifying programs and services such as Friendship Line or Well-Connected (formerly Senior Center Without Walls) and other programs that create opportunities for people to engage in a meaningful way with others will go a long way in reducing negative physical and mental health consequences of loneliness. Remember: Connections are what bind us to life.



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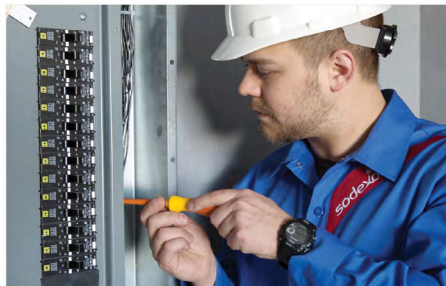


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QUALITY OF LIFE SERVICES



OVER THE RAINBOW FOR AN LGBT SENIOR PROM

*by Tripp Mills, Deputy Director, Senior Services
Los Angeles LGBT Center*

Spring is upon us! Warm weather, flowers in bloom and Senior proms!

For most older adults, memories of senior prom are filled with feelings of joy and nostalgia. Prom marks the first official social event of young adulthood where boys and girls go as a couple on their prom date. Prom traditions include tuxedos for men, gowns and corsages for women, and the crowning of a prom king and queen - usually the most popular seniors in the class. This rite of passage between a young man and young woman is as American as apple pie.

But for most of the older adult LGBT (Lesbian, Gay, Bisexual, or Transgendered) community, prom was anything but joyful or nostalgic. For many LGBT older adults, memories of senior prom were filled with fear, trepidation, isolation, and uncomfortable feelings of not being one's own authentic self. Many LGBT older adults did not attend prom with their date of choice or the person they were attracted to because it was strictly forbidden in many school districts. LGBT older adults stayed deep in the closet because being discovered carried real consequences that could affect college admissions or job opportunities. Other LGBT men and women didn't attend their senior prom because they feared harassment by other students. They were ostracized and often bullied for being different.

In 1980 things began to change when a man named Aaron Fricke won a landmark civil lawsuit in Rhode Island, allowing him to bring his boyfriend to his senior prom. Although this received a lot of national attention and paved the way for other LGBT students to bring their same-sex partners to prom, many older LGBT people could only look on with hope for future generations. They never imagined another opportunity for themselves. And then something happened.

In 1998, a small group of LGBT older adults approached the L.A. Gay & Lesbian Center (now called the Los Angeles LGBT Center), and asked the Cultural Arts department to provide some social events for them. Senior Services was created to provide social meet ups including hikes, movies, dinners, and dances. Inspired by a LGBT youth prom in New York that year, Cultural Arts Director Jon Imparato asked, 'Why don't we have our own prom?' A prom that would allow us to be who we are! LGBT older adults who can dance with their partners of choice and experience prom all over again the way it was meant to be enjoyed!

The first Senior Prom was held in the courtyard at the LGBT Center's Village in central Hollywood. About 80 LGBT men and women attended. The Village was decorated with lights, light refreshments, hors d'oeuvres were passed, dinner was served on paper plates, dance music played through a sound system, and the oldest man and woman were respectively crowned queen and king. A small grant was awarded for the event to continue for three years from the Schutrum Piteo Foundation.

2018 marks the 20th Anniversary of our Senior Prom. Since that first small affair 20 years ago, the Senior Prom has become the main annual event for Senior Services at the Los Angeles LGBT Center. With more than 300 LGBT men and women in attendance, this year's event will be held at Pickwick Gardens in Burbank on Saturday, June 30, 2018, making it the last event of Pride Month in Los Angeles.

This year's theme, titled "Senior Prom - Studio 50+" will highlight the 20-year anniversary event celebrating the diverse community of LGBT older adults with a tribute to disco! So grab your Rainbow Flag, velvet bellbottoms, silky shirts, disco party dresses, platform shoes and dance the night away! ♡



by *Lola Rain, Director of Digital Media, Eskaton*

You've probably seen dancing seniors lip syncing to a famous song by [Justin Timberlake](#), [Taylor Swift](#) or [Pharrell Williams](#), and if you are like me, you wonder: How can I get my videos seen by millions of viewers?

Video is the most consumed content on the web nowadays. More than [300 hours](#) of video is uploaded each minute on YouTube compared to [48 hours](#) a minute in 2011. Facebook gives preference to videos and pushes them higher in people's feed. Research shows people are more likely to purchase from your brand after watching a video.

As a video creator, it's important to remember to not get so caught up in the production portion. Yes, you want a great quality, short video that tells a story or conveys a message about your brand or the people you serve. But if you don't strategize early on about HOW you will distribute your video, you have little chance of success.

Follow these five steps when planning a video that will impact your business goals:

Step One: Know what success looks like and write a plan to get there.

Step Two: Develop a script and list the people and places you will film.

Step Three: Recruit passionate people who want to be in your video.

Step Four: When you upload it to your preferred channel, don't forget the captions if you have them.

Step Five: Promote, promote, promote!

Spend equal time creating the video and promoting it. Identify people, peer organizations or companies who you can ask to share. Tag other brands in your videos. If it's shot in your dining room, cross-promote your food service vendors. If it's filmed outside your building, tag the landscaper, architect and influencers who specialize in gardening, landscape design, etc. Examples of influencers (or "Tastemakers") include Oprah, Jimmy Fallon and the Property Brothers, but try to find influencers in your own geographic region who can actually help you attract your target audience.

Take these six things in to consideration when making your next video:

- 1. Know WHY you are creating a video before you start.** The WHY may be you want to enrich the lives of your residents or increase staff morale. Or you might be going for a marketing video that highlights the features of your community and benefits of your service.
- 2. Always get consent from those in your video.** Ask for permission and follow your company's procedure when it comes to signed consent forms. Be conscientious of HIPAA regulations and don't share Personal Health Info (PHI). When in doubt, consult your risk management/compliance officer or legal counsel.
- 3. Check the rights to your music selection.** Be aware that there are huge restrictions on Facebook and Instagram when using copyrighted music. Remove the risk of being in violation by purchasing a license or use royalty free music.
- 4. Make sure your video's TITLE is attractive and uses keywords to maximize its reach.** It's what will get YouTube viewers to click on it. And *always* deliver on your headline's promise.
- 5. Post it to the channels that hit your target audience.** Facebook is perfect for those 65 and over, and Instagram hits the children and grandchildren of older adults. The majority of YouTube viewers are male, and 27 percent are over 45 years old.
- 6. Boost and advertise.** On Facebook, use the paid "Boost" feature to reach more people in your target audience. You can pin point those in your geographic region and write messages that are specific to the age group you select. YouTube video ads are purchased through Google AdWords and you can select to have your video 'pre-roll' as an ad – a commercial to drive traffic to your site.

Often it's an accident when something goes viral. The term "viral" was previously defined as one million total views, but more recently it was redefined as five million in three to seven days. Neither of these definitions resonates with me as a digital marketer. If I get *a lot* of views from my target audience, I am satisfied. If I get click-thrus and drive leads to my site, I am ecstatic. And when I prove conversions come from social channels, I'm doing my job right.

Note, there is a downside to viral. Just like in healthcare, a virus can make us sick. Video creators can borrow – or steal – our content and turn it into something it was never intended to be. This is a risk of the new digital economy. So consider this: If you are only getting a few hundred or thousand views by the right audience, a viral video is not necessary for you to meet your business objectives. Remember, the most important part of your business is the quality of life of the people you serve. Make sure your video accurately reflects the importance of your business and the overall importance of the senior service industry.

More Resources



Fact Sheet: Social Connectedness in Older Adults

Connect2Affect, powered by the AARP Foundation, discusses risk factors and common characteristics of older adults suffering from loneliness and how to prevent it.

https://connect2affect.org/wp-content/uploads/2017/02/C2A-Social-Connectedness-Factsheet_0217.pdf



White Paper: Social Connectedness and Engagement Technology for Long-Term and Post-Acute Care: A Primer and Provider Selection Guide

LeadingAge CAST explores the uses/benefits of social connectedness and engagement technologies.

<http://www.leadingage.org/white-papers/social-connectedness-and-engagement-technology-long-term-and-post-acute-care-primer-and>



Listen: Easing Old People's Loneliness Can Keep Them Healthy

This 2017 segment from NPR focuses on the growing problem of loneliness and isolation among older adults in the San Francisco Bay Area and what some people are doing to change that.

<https://www.npr.org/sections/health-shots/2017/01/01/506724900/easing-old-peoples-loneliness-can-help-keep-them-healthy>



Video: TEDx Talk - Healing the Epidemic of Loneliness for Senior Citizens

Author and food blogger Elissa Altman explains the importance of sharing time at the dinner table with older adults.

https://www.youtube.com/watch?v=g-1Aag_q4ls&t=27s



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













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 <p>JEWISH HOME \$135,920,000 Fixed Rate Bonds SOLE MANAGER November 2016</p>	 <p>WOODS PLAZA \$36,055,000 Fixed Rate Bonds SOLE MANAGER November 2016</p>	 <p>MOUNTAIN SHADOWS SUPPORT GROUP \$13,240,000 Fixed Rate Bonds SOLE MANAGER October 2016</p>	 <p>CHERRY HILL HOME OF CALIFORNIA \$71,429,000 Bank Financing INVESTMENT BANKING ADVISOR July 2016</p>	 <p>blue of california Has acquired Care1st BUYSIDE M&A ADVISORY October 2015</p>
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Social Media: Connections with Residents and Employees – Issues and Concerns

by Jillian Somers Donovan and Diane Marie O'Malley, Hanson Bridgett LLP

Senior living providers are seeking and allowing "social connectedness" – with their residents, employees and communities. Providers use new technologies such as video monitoring. With these advances is an employment overlay when employees use social media to comment upon their workplace. Providers must consider employment and regulatory requirements regarding social media when implementing any social media in their communities.

I. EMPLOYEES AND SOCIAL MEDIA

A. Employees Engaging in Social Media About The Employer

The National Labor Relations Act (NLRA) gives employees the right to engage in "concerted activity" for mutual aid and protection, which

includes discussing or encouraging group action among coworkers¹ and prohibits employers from terminating employees for engaging in concerted activities.² During the Obama Administration, the National Labor Relations Board ("NLRB"), which enforces the NLRA, permitted employees to post negative comments about supervisors,

the company and co-workers with no employment consequences.³ That might change. On December 1, 2017, the new NLRB General Counsel issued a memorandum directing field offices to submit first certain issues to "Advice" for review; including the holding in *Pier Sixty, LLC*, 362 NLRB No. 59 (2015), which involved an employee discharge related to a social media posting. In *Pier Sixty*, the Court of Appeal agreed with the NLRB that the employer violated the NLRA when it discharged the employee for the following Facebook post:

"Bob is such a NASTY MOTHER F_____ don't know how to talk to people!!!! F_____ his mother and his entire f_____ family!!!! What a LOSER!!!! Vote YES for the UNION!!!!!!!"⁴

The appellate court found the employee's Facebook post was protected activity.⁵

In another NLRB decision, the NLRB reviewed an unfair labor practice charge ("ULP") former employee James Damore filed against Google after Google fired him for statements he authored in an internal memorandum circulated throughout social media outlets. In a January 2018 Advice Memo, the NLRB Associate General Counsel advised dismissal of Damore's ULP because Damore's memorandum opposing Google's diversity initiative was *not* protected activity.

B. Employees Voicing Opinions on Social Media

Tweeting as a means of communication has exploded, including in the employee ranks. For example, last October, ESPN suspended anchor Jemele Hill for violating ESPN's social media guidelines by calling for a boycott of the Dallas Cowboys and its sponsors on Twitter because owner Jerry Jones would not let any athlete play who "disrespects the flag" by kneeling during the national anthem.

It is questionable whether such discipline would be legal in California. California Labor Code Sections 1101 and 1102 prohibit employers from making rules or policies that forbid or prevent employees from participating in politics or running for public office, or that control or direct employee political activities. The Code prohibits coercing or attempting to influence employees' political decisions by threats of discharge.

Based upon these examples, Members should exercise caution when they (1) become aware of information posted on employee blogs, Facebook pages, in tweets and other social media platforms and (2) want to issue discipline as a result of that post.

C. Employees Putting Residents on Social Media

As noted below, social media has the potential for resident abuse and thus Members should have clear policies in place prohibiting employee posting of any resident information.⁶

II. SURVEY ISSUES SURROUNDING RESIDENTS, STAFF, AND VISITORS' SOCIAL CONNECTEDNESS

A. Privacy & Confidentiality

Federal Regulations provide residents the right to privacy and confidentiality.⁷ The State Operations Manual ("SOM") provides that nonconsensual photographs or recordings of a resident, or his/her private space violate the resident's privacy and confidentiality.⁸ Any unauthorized photographs or videos taken of residents by residents, staff, or visitors – regardless of further use – could result in a federal deficiency.

B. Freedom from Abuse

Skilled nursing facilities must be aware of the potential for abuse through social media. SOM provides that distributing demeaning or humiliating resident photographs or videos through social media is abuse with the potential for regulatory action.⁹ Even if the photograph or recording was *taken consensually*, it could still be a violation if it is used in a manner that has the potential to demean or humiliate the resident.¹⁰ Photographs or recordings of the following are automatically considered demeaning or humiliating and will prompt an investigation:

*nudity, sexual and intimate relations, bathing, showering, using the bathroom, providing perineal care . . . agitating a resident to solicit a response, derogatory statements directed to the resident, showing a body part . . . [even without the resident's face], labeling resident's pictures . . . in a demeaning manner, directing a resident to use inappropriate language, and showing the resident in a compromised position.*¹¹

Inappropriate recordings may also trigger sexual or physical abuse concerns and the corresponding need for reporting, investigation, and resident protection.¹² Because of significant concerns related to social media use, facilities must provide training regarding abuse and abuse reporting, which must include the potential for social media and electronic abuse.¹³

C. Quality of Life

Finally, residents must receive necessary care and services.¹⁴ Pervasive social media or electronic noncompliance could be viewed as a regulatory violation in addition to other areas of potential noncompliance.

Both the labor rules and regulatory guidance makes clear that Members need to monitor the electronic culture within their community. When faced with an employment situation or potential noncompliance related to social media use, Members should consult counsel.



¹¹ 29 U.S.C. § 157 ("Section 7 Rights").

¹² 29 U.S.C. § 158 (employer unfair labor practice).

¹³ The NLRB issued its first complaint against an employer for social media related discipline in 2010 against American Medical Response of Connecticut (AMR) for its firing of an employee who posted on her Facebook page negative comments about her supervisor. The NLRB found that AMR's blogging and internet posting rules, which included social media use, standards of conduct relating to discussing co-workers and superiors, and solicitation and distribution, were overbroad, interfering with employees' right to engage in concerted activities for mutual aid and protection under section 7 of the NLRA.

¹⁴ Pier Sixty, LLC, 362 NLRB No. 59 (2015).

¹⁵ In re Google, Inc., a subsidiary of Alphabet, Inc. (Case No. 32 – 205351)

¹⁶ See <https://www.propublica.org/article/inappropriate-social-media-posts-by-nursing-home-workers-detailed-1> (employee misuse of social media that involves the posting of pictures of residents in compromising situations.)

¹⁷ 42 C.F.R. § 483.10(h).

¹⁸ State Operations Manual, Appendix PP, Guidance F583.

¹⁹ State Operations Manual, Appendix PP, F600.

²⁰ Id.

²¹ Id.

²² See California Health & Safety Code § 1418.91, 42 C.F.R. 483.12(c)(4), California Welfare & Institutions Code § 15630, and 42 U.S.C.A. § 1320b-25.

²³ 42 C.F.R. § 483.12.

²⁴ 42 C.F.R. § 483.24.

²⁵ State Operations Manual, Appendix PP, F675.

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