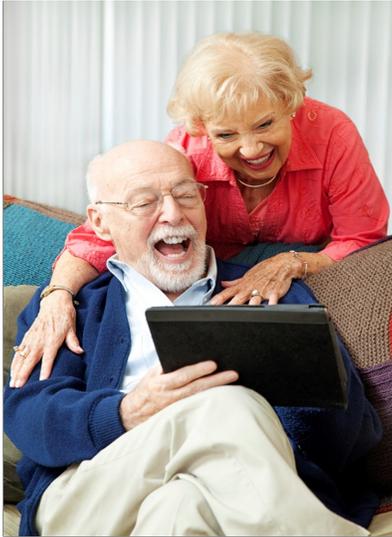


Changing the Way Wisconsin Ages

Connected Aging Communities



Why should we be concerned if elderly are online?

- The elderly are becoming a growing demographic
- Utilization of the internet and technology are important to participating fully in society
- Utilization can improve elder health
- Utilization can save money
- Utilization can enable elderly to remain independent longer

Older adults and the internet

- 67% of adults ages 65+ use the internet
- 42% adults ages 65+ report owning smartphones

(<http://www.pewinternet.org/2017/05/17/tech-adoption-climbs-among-older-adults/>)

Connected Aging Communities is a groundbreaking new initiative that's using a unique "high tech, high touch" holistic approach to enable aging residents to live independently at home.

Rural Connected Aging Communities:

An 11 month journey conducted by UW-Extension Broadband & E-Commerce Education Center and funded by Bader Philanthropies to research best practices to encourage elderly adoption of the internet and technology, understand barriers and motivations for elderly adoption and develop the roadmap to create Connected Aging Communities in two pilot communities.

A framework for Understanding Technologies that Support Older Adults Aging in Place:

Body: Products that support monitoring and management of an older adult's physiological status and mental health for maintaining wellness and managing the chronic conditions

Home Environment: Products that support monitoring and maintaining the functional status of older adults in their home environments

Community: Technologies that enable older adults to stay socially connected to their families, friends, and local communities

Caregiving: Technologies and products that support both informal and formal caregivers in providing timely and effective care and support to older adults and persons with disabilities in their homes. The final category in particular highlights how many technologies can be used both to empower older adults in managing their own health and remaining independent while also enabling them to be monitored by either professional or informal caregivers.

Findings:

- **Digital literacy** programs are the most common approach for reaching seniors.
- Programs with a high degree of **human support** are the most successful.
- Seniors need to see a **cost benefit** to participate.
- Healthcare programs that are successful are often center around **specific health concerns**.
- Providing **incentives** encourages participation.
- Health Care institutions are most engaged in specific telehealth monitoring and treatment not strategies for self-monitoring and senior engagement.
- Programs generally have one purpose and not a community holistic approach.