

Affinity Group on Aging

Social Isolation & Loneliness Forum

September 30, 2020



Maryland Philanthropy Network's mission is to maximize the impact of giving on community life through a growing network of diverse, informed and effective philanthropists.

Participating via Ring Central

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- Participating and Asking Questions
 - Please share comments and questions via the chat feature
 - All lines are muted to avoid background noise
- Please Introduce yourself in the chat with your name, organization and location
- We will be recording this event
- We will share the presentation slides with you after

To send a chat message, type it into the text box at the bottom of the chat area, and press "enter"

Welcome!

Cathy Brill, Executive Director, Stulman Foundation

Leonard & Helen R. Stulman

The Harry and Jeanette Weinberg Foundation, Inc.

Maryland Philanthropy Network's Affinity Group on Aging

Intentional collaborations among funders increases the impact of philanthropy by connecting the knowledge and expertise of diverse funders with a wide range of funding interests.

The Affinity Group on Aging is focused on promoting and strengthening grantmaking for an aging society.

Connecting, COVID-19, and Aging: Challenges and Opportunities

Thomas Cudjoe, MD MPH, Geriatrician, Assistant Professor Johns Hopkins University, Department of Medicine, Division of Geriatric Medicine and Gerontology:

Connecting, COVID-19, and Aging: Challenges and Opportunities

Maryland Philanthropy Network: Social Isolation and Loneliness Forum September 30, 2020

Thomas K.M. Cudjoe, MD, MPH Assistant Professor of Medicine Core Faculty at JHU Center on Aging and Health



Objectives

•Discuss the state of the evidence regarding social connections and health

•Discuss the intersection and opportunities associated with social connection, COVID-19, and Aging



Mrs. B



- Religious woman
- Unable to attend church
- Lives alone in senior housing
- Minimal contact with others
- Mental and physical health issues
- Frequent hospitalization
- Really enjoyed home visits





Mrs. B is socially isolated



- Religious woman
- Unable to attend church
- Lives alone in low-income housing
- Minimal contact with others
- Mental and physical health issues
- Frequent hospitalization
- Really enjoyed home visits



Worsening of Social Isolation due to COVID-19



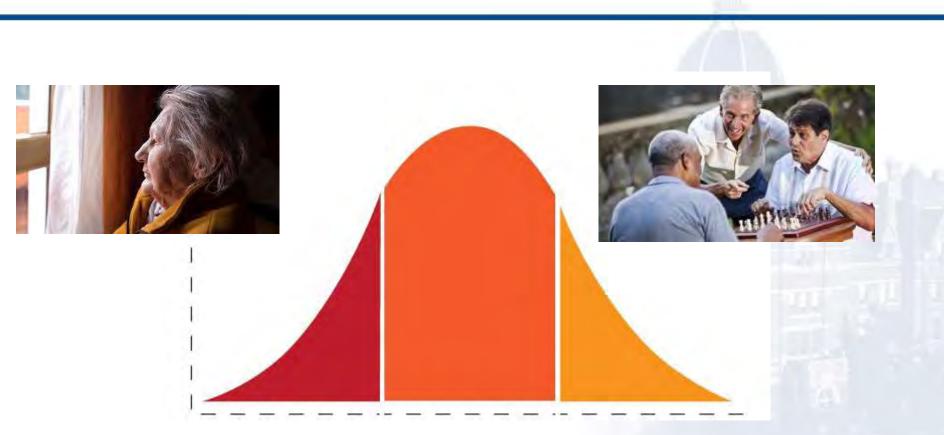
- Mrs. B and many others have become more socially isolated due
 - Lock down
 - Intention to follow public health guidelines
 - Anxiety about going out
 - Transportation challenges
 - Senior center closures











Social Connection



Considering the Pandemic











What is Social Isolation?

 the objective lack of (or limited) social contact with others.

Measures: Lubben Social Network Scale



NationalAcademiesofSciences,Engineering,andMedicine2020.SocialIsolationandLonelinessinOlderAdults: OpportunitiesfortheHealthCareSystem.Washington,DC:TheNationalAcademiesPress. https://doi.org/10.17226/25663.



Lubben Social Network Scale

FAMILY: Considering the people to whom you are related by birth, marriage, adoption, etc... How many relatives do you see or hear from at least once a month? How many relatives do you feel at ease with that you can talk about private matters? How many relatives do you feel close to such that you could call on them for help?

FRIENDSHIPS: Considering all of your friends including those who live in your neighborhood How many of your friends do you see or hear from at least once a month? How many friends do you feel at ease with that you can talk about private matters? How many friends do you feel close to such that you could call on them for help?

0 = none 1 = one 2 = two 3 = three or four 4 = five thru eight 5 = nine or more



What is Loneliness?

•the perception of social isolation or the subjective feeling of being lonely

MEASURES: UCLA Loneliness Scale



NationalAcademiesofSciences,Engineering,andMedicine2020.SocialIsolationandLonelinessinOlderAdults: OpportunitiesfortheHealthCareSystem.Washington,DC:TheNationalAcademiesPress. https://doi.org/10.17226/25663.

UCLA Loneliness Scale

How often do you feel that you lack companionship? How often do you feel left out? How often do you feel isolated from others?

Responses: Hardly ever Some of the time Often



What is Loneliness?



The need to connect: Acute social isolation causes neural craving responses similar to hunger

L.Tomova, K.Wang, T.Thompson, G. Matthews, A. Takahashi, K. Tye, R. Saxe doi: https://doi.org/10.1101/2020.03.25.006643

This article is a preprint and has not been certified by peer review [what does this mean?].

- Functional MRI- midbrain
- Acute isolation causes social craving...
- Loneliness is a biological driver like hunger and thirst



What is Loneliness?



Biological cue similar to thirst

Pandemic challenges this desire



Distinctions

Social Isolation	Loneliness
Objective: being isolated– like quarantine	Subjective: feeling isolated
Low levels of social contact	Mismatch between actual and desired social relationships
Not necessarily unpleasant	Emotionally distressing and unpleasant
May be chosen: "solitude"	Low sense of control or choice



Why this matters...

"constitute(s) a major risk factor for health rivaling the effect of well established health risk factors such as cigarette smoking, blood pressure, blood lipids, obesity and physical activity".

House et al. Science. 1988



Why this matters...

Socially isolated older adults...

- Have 30% higher risk of death¹
- Are 3.4 times as likely to have depression²
- Are 2 times as likely to develop cognitive impairment³

Social isolation increases annual Medicare costs by <u>an additional \$6.7 billion</u>⁴

I. Holt-Lunstad et al, PLoS medicine.(2010); 2. Heikkinen, et al. Archives of gerontology and geriatrics.(2004); 3. Wilson et al. Archives of general psychiatry (2007); 4. Shaw et al. Journal of aging and health, (2017).

Burden of social isolation Socially isolated¹ Low income, 2x

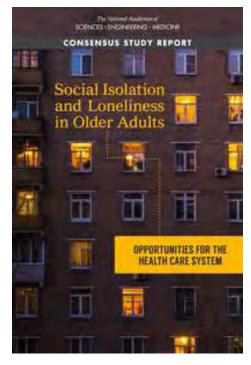
Death, 3.7 times Hospitalization, 1.7 times ED visit, 1.6 times²

Advance Care Planning³



I. **Cudjoe** et al. JGSS, 2018; 2. Manemann et al. JAHA 2018; 3. **Cudjoe** et al, JAGS 2020, 4. **Cudjoe** et al. in preparation

National Academies of Medicine Report



Develop a more robust evidence base

Translate current research into healthcare practices

Improve awareness

Strengthen ongoing education and training Strengthen ties b/w healthcare systems and community based networks and

resources



Public Health Response

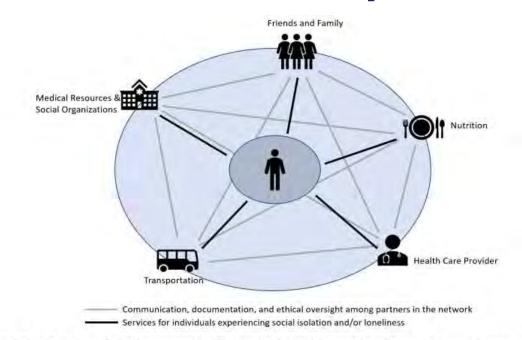


FIGURE 7-1 Sustained intervention for social isolation and loneliness depends upon a social and technological infrastructure for coordinated action.



Address Social Isolation with Social Connection

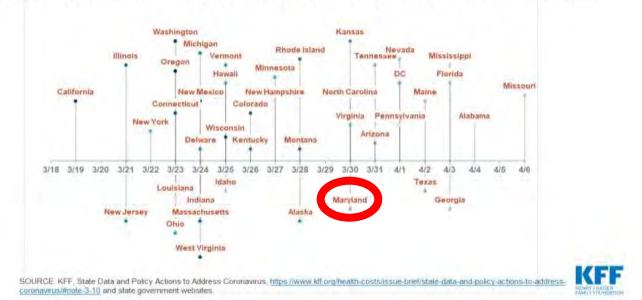


In-person and Virtual



A Changing World

State Mandated Stay-At-Home Orders by Date of Implementation





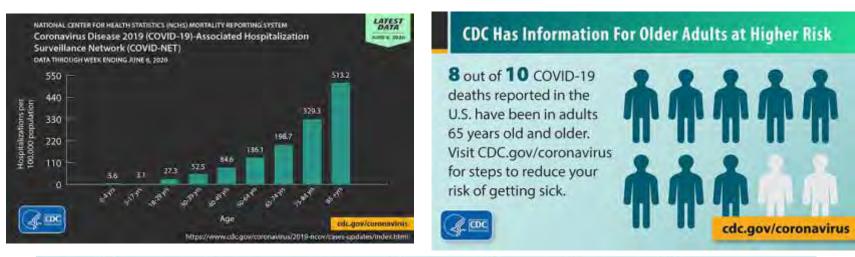
A Changing World

- Feb 28, 2020 3 Marylanders meet CDC criteria for testing of Coronavirus
- March 1, 2020 Maryland colleges cancel study abroad
- March 5, 2020- Governor Hogan declares a state of emergency, 3 cases confirmed positive
- March 13, 2020- All senior citizen activities centers shall be closed
- March 16, 2020- Schools close, closure of public places





A Changing World





















- Physical Distancing & Stay at Home Order
- Higher levels social isolation and loneliness
- Social/Religious gatherings impacted
- Closure of senior centers
- Visitation policies
- Forced Retirement
- Use of public transportation
- Funerals, Grief
-many others





Opportunities

- Awareness of the impact of social isolation on health
- Communities coming together to help
- Alignment of resources for communities, care, and scientific advancement
- Technology, Telemedicine, Virtual interactions and content
- Time and Attention



Conclusion

- Increase awareness
- •Assess Social Isolation and Loneliness
- Meet people where they are
- •Engage those impacted to devise solutions



Acknowledgements

- Cynthia Boyd
- Carl Latkin
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- Sarah Szanton
- Jenifer Wolff
- David Roth
- Joseph Gallo
- Division of Geriatric Medicine
 and Gerontology

- JHU Center on Aging and Health
- Baltimore Commission on Aging and Retirement Education
- JHOME Team
- Community Partners
- Funders: NIH/NIA GEMSSTAR
 and RWJF



Thank you!







Image references

- <u>https://blog.ioaging.org/aging/scam-alert-financial-abuse-of-older-adults-expected-to-skyrocket-during-pandemic/</u>
- <u>https://www.wspa.com/news/ny-governor-ends-daily-briefings-claims-success/</u>
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- <u>https://www.nytimes.com/2016/12/22/upshot/how-social-isolation-is-killing-us.html</u>
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Overcoming the Challenges of COVID

Tim Carpenter, Founder/CEO, engAGE



CREATING COMMUNITY FOR ALL AGES

Tim Carpenter CEO/Founder, EngAGE



The EngAGE Model

- Affordable Housing
- Like College
- Professional Teachers
- Semester System
- Culminating Events
- **Physical Amenities**





Creating Community for All Ages

COVID-19 PHASE ONE:

- Food Delivery
- Direct Resident Communication
- Phone Tree Check-Ins





COVID 19 PHASE TWO:

- Virtual Programs
- Mini Task Forces







Tim@EngAGEdAging.org



Baltimore Neighbors Network: Connecting our Neighbors to Community

Amy Greensfelder, LMSW, Executive Director Pro Bono Counseling Project

Baltimore Neighbors Network

The Baltimore Neighbors Network: Combatting Social Isolation, One Phone Call at a Time

Amy R. Greensfelder, LMSW (she/her) Executive Director, Pro Bono Counseling Project

It all started with a phone call...



The Numbers

- 579: Trained volunteers
- 13,615: Number of calls placed to older adults (as of 9/20/2020)
- 2,768: Number of Baltimoreans reached
- 545: Referrals to 211 and MAP
- 10: Referrals to Pro Bono Counseling Project
- 5: Referrals to Baltimore Crisis Response (Here2Help)

The stories

- Today as our 10-minute conversation was winding down, before I had a chance to ask if she wanted a call next week, she said, 'Well we'll catch up again next week.' I felt lit up."
- "She loves getting calls from people checking in on her! Look forward to talking to her next week."
- "Neighbor is doing fine. She declined any resources. Just bored and is glad we call!"
- "Doing really well, having spaghetti dinner with daughter tonight. Has central air which is working well and considering remodeling house's original bathroom. Was really excited about the idea of taking before and after pictures. We talked about our dogs."
- We talked about cooking. She gave me some tips for a pot pie I was making. Love talking to her!
- Really enjoys when I call. He told me that he likes to go fishing, and that he has a fishing trip planned next week. He doesn't get to go much now with the virus, and he doesn't drive anymore. His son lives with him so he isn't too lonely, but he would still like me to check in on him next week.

Stay in Touch!

- Amy Greensfelder, LMSW
 - 410-825-1001
 - <u>amy@probonocounseling.org</u>
- www.baltimoreneighborsnetwork.org
 - 410-324-2917
- <u>www.probonocounseling.org</u>
 - 410-825-1001



Quick Stretch Break!

Loneliness and Social Isolation: A Crisis We Can Solve Together

Scott Kaiser, MD, Chief Innovator Officer, Director of Geriatric Cognitive Health at Pacific Brain Health Center

ISOLATION AND LONELINESS: A CRISIS WE CAN SOLVE TOGETHER

MPTF Connect CatHub

and the second





IMPACT OF LONELINESS

Loneliness is the "New Smoking," considered equivalent to smoking 15 cigarettes perday.



Holt-Lunstad, J., Smith, T. B., & Layton, J. B. (2010). Social relationships and mortality risk: a meta-analytic review. Plos Medicine, 7(7), e1000316-e1000316.

"Loneliness kills. It's as powerful as smoking or alcoholism." -ROBERT WALDINGER, DIRECTOR OF THE HARVARD STUDY OF ADULT DEVELOPMENT



WHY NOW?

- Social isolation is is perhaps the most significant secondary adverse consequence of the COVID-19 pandemic
- Loneliness was widely prevalent before the pandemic, and now greatly exacerbated by social distancing practices
- Immediate demand for effective engagement strategies and urgent need for a safe and scalable infrastructure to reduce loneliness
- Convergence of these two epidemics (Covid-19 and Loneliness) are magnifying the scope, intensity and scale of the problems
- Opportunity to support and distribute efforts across multiple organizations actively working to stand up volunteer driven, telephone connected solutions



"We both really look forward to our calls and it means so much to me that I can do something to make a difference for somebody as we're all isolated during this pandemic." – PATRICIA, DAILY CALL SHEET VOLUNTEER





WE'RE ALL CONNECTED

Help reduce the burden of loneliness and social isolation. Offer your time to listen, share and connect.

CONNECT

Daily Call Sheet is an innovative social program that seeks to alleviate chronic loneliness and social isolation. Mounting evidence suggests an epidemic of loneliness that disproportionately impacts older adults. Connecting volunteers strengthens the bonds between generations that make our industry what it is.

BE THE ONE

Our industry is only as strong as every member we keep in the fold. Our community needs you, your energy and your experience. Regular interactions have been proven to foster a sense of well being and even improves physical and mental health. Each and every one of us brings value to an industry with an amazing history.

MAKE THE CALL

A friendly phone call from you can make all the difference in someone's day or even week. MPTF staff will help coach and teach you how to share your stories and experiences with our participants, or how to listen to someone tell you about theirs. Play YOUR part and sign up today.



WE'RE IN THIS TOGETHER

Share in the benefits of an industry that values each and every member.

CONNECT

Daily Call Sheet is an innovative social program that connects members of our community and strengthens the bonds that make our industry what it is. Each and every one of us brings value to an industry with an amazing history. A personal connection encourages a sense of well being and even improves physical and mental health.

TAKE THE CALL

A friendly phone call from an industry volunteer helps keep our community vibrant and strong. Share stories of your experiences, your thoughts about the day; or just listen to some one tell you about theirs. Together we share our collective stories and experiences of how we have played our part in the entertainment industry.

J L

JOIN US

Our industry is only as strong as every member we keep in the fold. Our community needs you, your energy and experience. If you or someone you know wants to stay connected and make an impact to the industry, then play your part and join today. When we all work together, the benefits are exponential.



At MPTF we believe in taking care of our own. Be a part of what makes our community great and join us in facing this challenge.

Volunteer today or refer an industry member who may be in need. Call 818 876 1190 or contact Maureen.feldman@mptf.com







We all benefit from a sense of connection to others. Try it today. A warm, expected call can make a world of difference.

Please email Maureen.Feldman@MPTF.com or call 818 876 1190 to learn more





AGENCY TOOLKIT For Social Call Programs





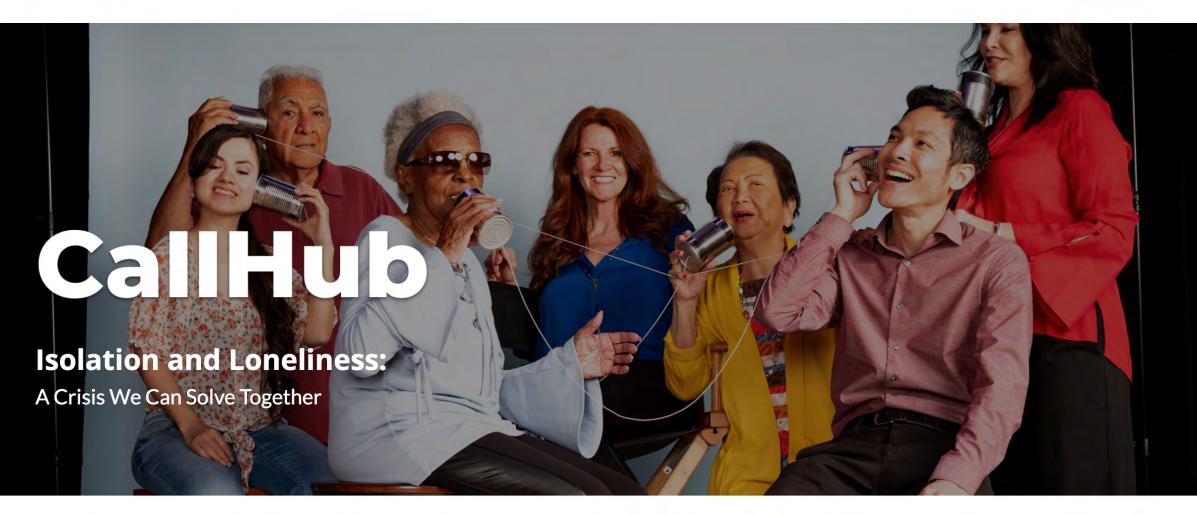
VOLUNTEER TOOLKIT For Social Call Programs



CallHub

FAQs Login

Join Us



www.joincallhub.com

WHAT IS MPTF's *CallHub*?

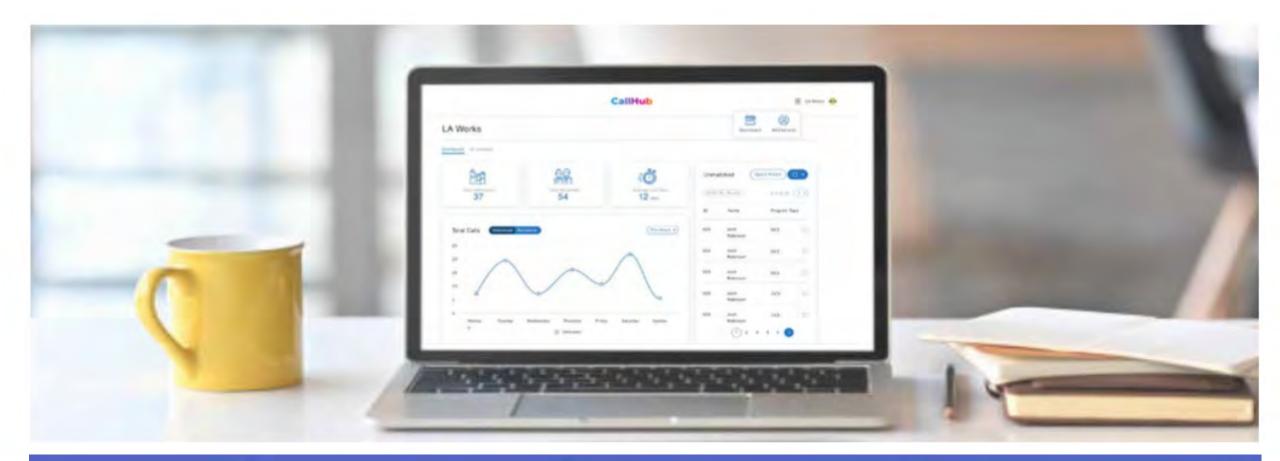
- Enables a broad network of organizations to rapidly mobilize a solution for older adults struggling amidst the global pandemic and volunteers looking to contribute from the shelter of their own home
- A platform to facilitate safe, telephonic connections between volunteers and isolated older adults by leveraging, coordinating, and amplifying trusted networks
- A customizable utility allowing organizations to focus their efforts on managing their volunteer resources and effectively deploy them to the highest need without having to focus on underlying technical components or management of data



"It's so nice to have someone to talk to on the phone. A verbal hug is what these calls are to me... it's so important these days." - FRANCES, 94 YRS



SINGLE TOLL-FREE NUMBER, END-TO-END SOLUTION FOR ANY ORGANIZATION ADDRESSING SOCIAL ISOLATION



To get started, complete an online training, upload contacts, and you're off!



Easily manage matches between pools of volunteers and individuals in need



Monitor on-going activity to ensure everyone is getting the attention they deserve.

MANAGE CALLERS & RECIPIENTS

The CallHub allows for efficient coordination and management of program outreach through an easy to use platform that that allows for safe connections via the phone

			CallHu	ıb		😸 LA Works 🚸	Josh Robinson		
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Recipient	Volunteer Email Cont	acts			Add Cor	ntact 🔲 •	Name	Phone	
Dider By: Na	ine Sourch					0-5 01 20 (Josh Robinson	+1 310 456 6578	
ID	Name	Preferred Name	Phone	Email	Program Type		Preffered Name	Type	
023	Josh Robinson	Josh	+ 1310 454 6575 Los Angeles, CA	jash robinson gmail com	DCS		viteot	Resintent	×
							Email Address	Program Type	Pin
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023	Julia Darcy	Julia	+1 310 456 6578 Los Angeles, CA	jdarcy@gmail.com	DĊS		Kelly Smith Don Patterson		
023	Alice Crenshaw	Alice	+ 1 010 456 6578 Los Angeles, CA	.acrénsłtaw⊜gmail.com	DCS		Andrew Tucker		



The opportunity to build a trusted network of valuable connections that can be leveraged to address a range of social determinants of health

MANAGE CALLERS & RECIPIENTS

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Dashboard All Contacts					
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IMPACT

Social Isolation was its own pandemic even before COVID-19. Join us as we discuss the implications and potential course changes to this devastating and growing problem in America.

Social Isolation Impact Summit: 07.01.20



Confronting Loneliness in a Turbulent World

Acting now to prevent a social recession amidst the greatest health, economic, and social challenges of our time.

MPTEI



Kim McCoy Wade







Sachin Jain

Ina Jaffe, Moderator

Identifying and Filling Loneliness Gaps Across California

Government and non-profit roles and initiatives to increase opportunities for social connection among older adults













Laura Trejo

Donna Benton

Connecting the Dots - Social Prescribing, Social Justice, and Social Connection

Carla

Carla Perissinotto

Jennie Chin Hansen

Nora Super, Moderator

Exploring the intersection between social isolation and other social determinants of health; promising approaches to catalyze meaningful social connections while addressing fundamental inequities and building more resilient communities.











Tim Carpenter

Romilla Batra

Dora Hughes

Sheila Shapiro

Lisa Marsh Ryerson, Moderator



PERCEPTION

.



CONNECTION







EXPRESSION



Scott Kaiser, MD info@joincallhub.com

Overcoming the Digital Divide for Older Adults

Kelly Hodge-Williams, Director PCs for People



SOCIAL ISOLATION & LONELINESS

Digital Access Can Improve Connections

Maryland Philanthropy Network Affinity Group on Aging

Kelly Hodge-Williams Development Director khodgew@pcsforpeople.org www.pcsforpeople.org





TECHNOLOGY & OLDER ADULTS



- Of the Americans over the age of 65:
 - * One-third report never using the internet
 - * 50% do not have internet in their home
 - * 40% do not have digital literacy skills
- This translates into 15 million older adults who:
 - * Can't use email
 - * Can't follow family/friends on Facebook
 - * Can't participate in online activities/events





BARRIERS TO ADOPTION



- The cost of a computer and internet access
- Lack of computer knowledge or skills
- Lack of self-efficacy
- Mistrust of internet systems, privacy concerns
- Functional impairments
- Visual deficits





BENEFITS OF DIGITAL ACCESS



- Connect with family and friends
- Build new communities (book clubs, game clubs)
- Discover online support groups
- Engage with outside world (news, blogs, podcasts)
- Visit foreign countries, cultural sites, museums
- Watch plays, music performances, movies
- Participate in webinars and online classes





PROVIDING HELP GETTING CONNECTED



- Finding an affordable computer
- Signing up for internet service
- Setting everything up
- Introduction to using the technology

help

save

- Assistance navigating the web
- Instruction on software or apps



YOUR SUPPORT CONNECTS

People to Technology





Friendship Line, an Alternative to the Traditional Suicide Prevention Hot-line Model

Patrick Arbore, Founder of Institute on Aging Friendship Line and Director and Founder of the Center for Elderly Suicide Prevention and Grief Related Services



Institute on Aging's Friendship Line

Maryland Philanthropy Network Social Isolation and Loneliness Forum September 30, 2020

IOA Confidential and Proprietary



Institute on Aging

The Institute on Aging is a leading advocate for adults as they age, and those who care for them. Our aim is to seek every opportunity to nurture independence, dignity, health and sense of self for those in our care, as well as those in the communities we serve.



IOA Confidential and Proprietary



Friendship Line®

We support individuals who find connecting within the community challenging 800-971-0016

Institute on Aging's 24-hour toll-free Friendship Line® is the only accredited crisis line/warm-line in the country for people aged 60 years and older, and adults living with disabilities.

Friendship Line® provides round-the-clock crisis support services including:

- Providing emotional support
- Elder abuse reporting
- Well-being checks
- Grief support through assistance and reassurance (zoom grief meetings provided every Saturday morning – Contact Patrick for info: parbore@ioaging.org
- Active suicide intervention
- Information and referrals for isolated older adults, and adults living with disabilities

"Our connection to others is what binds us to life." - Patrick Arbore

IOA Confidential and Proprietary



Service Model

Inbound and Outbound Calls

- Primarily serve inbound callers
- Outbound offers targeted, ongoing engagement

Communication Modes

- Currently phone only
- Other forms of connection are on the roadmap

Call Basics

- 24/7 availability
- 10-15 minutes typically
- Frequency is highly variable

- Counselors are extensively trained and comprise both staff and volunteers
- Calls are social in nature and primarily directed by the caller though counselors use motivational interviewing techniques and other approaches to engage
- Crisis intervention, grief counseling or other interventions are sometimes necessary



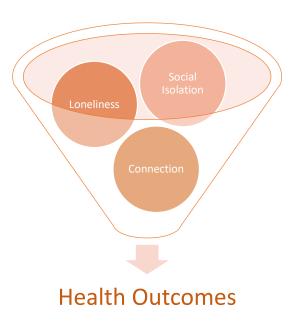
Caller Profiles

- 250,000 calls annually has been typical, averaging around 800 – 1,000 calls per day currently -- calls are from a diverse population of people
- California is currently the core service area due to existing partnerships and program history; we accept calls from anywhere in the United States
- Older adults comprise the vast majority of callers, but adults with disabilities are also a target population
- People are referred to the service, warm transfers, or outbound regular clients
- Callers are primarily experiencing loneliness, social isolation, grief, physical and/or emotional pain
- Typically callers live independently, facility residents comprise a small share



Measuring Impact

- Caller information currently collected is primarily demographic
- Information on calls such as reason for calling, topics, etc. also stored in a database
- Caller satisfaction is always extremely high
- Working with UCSF on a full measurement and evaluation strategy
 - Will include qualitative survey and analysis of self-reported health outcomes
 - Payer partnerships offer first opportunity to truly assess impact through health data





Program Customization

- Some existing partnerships include customization of numerous program elements, including:
 - Specific program designs (inbound/outbound, call length, escalation, assessment)
 - Awareness campaigns and referral pipelines
 - Unique 800 number
 - Dedicated counselors
 - Privacy and security needs
 - Co-branding on calls and materials
 - Surveys and data reporting
 - Coordination and collaboration with partner staff or programs



Questions?

 Thank you for the opportunity to present to this esteemed group of leaders today, we look forward to continuing the conversation



Closing Remarks

Earl Millett, Program Director, The Harry and Jeanette Weinberg Foundation



Thanks to our Event Sponsors

The Harry and Jeanette Weinberg Foundation, Inc.

Leonard & Helen R. Stulman

CHARITABLE FOUNDATION