



# Engaging with older adults

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# Tools for Engagement

- Response to slow uptake of new Assisted Living Technologies (ALT's)
- Developing new ways of working with stakeholder groups to encourage adoption of ALT's
- Putting end-users – older adults, managers, commissioners and staff in H&SC - at the heart of the process
- Including designing and organising dissemination programme



AGE UK  
2014 - 2018



Technology Strategy Board  
Driving Innovation



## *What do older adults love about technology?*

- Show & Tell: Participants bring along loved and abandoned technologies
- Technology Interactions: Pairs of participants choose a technology and 'pitch' it to the group
- Technology tours – what people really use in daily life
- Instruct a novice user – how do experts instruct novice users?



# Pioneer Groups

- Designed as a series of practical workshops where older adults could provide their unique perspectives into the technology invention, adoption and diffusion process
- Participants 'pioneered' new techniques and helped steer the groups - central to the research.
- Different products in St Andrews and Sheffield



# COBALT Pioneer Groups - Framework

- 10 week interactive course
- Modelled the development or redesign of a new or pre-existing assisted living product and its supporting services
- Supported by external expert advisors
- Different activities designed for each session
- Activities central to success

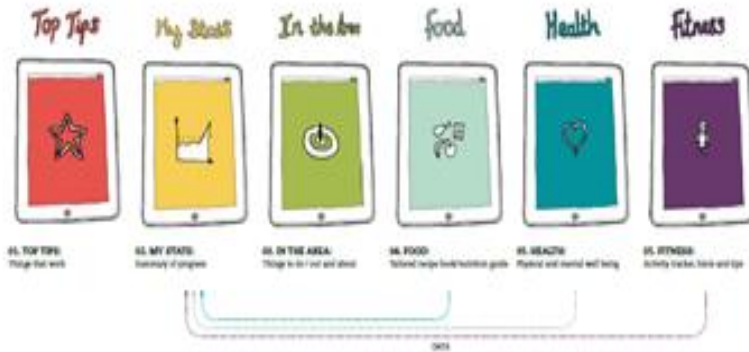
Session no.	Topic	Aim
1	Introductory session	Introduce the project and the aims of the Pioneer Groups
2	The 'company'	Setting up a fictional company to develop ALT's
3	Designing the 'product'	'Company' designs an ALT 'product'/redesigns an existing technology
4	Collecting evidence	'Company' identifies evidence collection strategies for the 'product'
5	Business models	'Company' develops a business model for the 'product'
6	Promoting the 'product'	'Company' develops methods and materials to communicate evidence of the effectiveness of the 'product'
7	Partnership development	'Company' develops strategies for creating partnerships to spread the impact of the 'product'
8	Technology champions	Participants decide on the best technology champion and his/her role
9	Coaching users	'Company' develops strategies for training the user of the 'product'
10	Communicating with industry	'Company' develops ideas for dissemination events

# Sheffield: Redesign an existing technology (NANA)



What did the Sheffield Pioneer Group come up with?

**NANA APP** Portable tablet based, low browser platform. Customizable text, vibrant icons and format to cater for all users.



**01. Top Tips**  
Things that work for others

**A user-curated best practice feed.**

**Tip of the Day**  
Based on users' categorizations, the most popular from the previous day is featured.

**Top Recipe Tip**  
Great tips - based on recipes best liked by users.

**Best to do**  
Top activity for the day, often linked back to locations, events, offers or recommendations.

**Best Healthy Recipe**  
Best healthy recipe, using ingredients, highest rated or newly recommended.

**Links and Tips**  
Change your world for the good and your - good health advice, holiday spots, social, and articles is tagged according to user relevance, "what's in" or "what's out".



"I'd like to see things that work for you and me, nice holiday spots or hotels would be a helpful too."



**04. Food**  
Tailored recipe book/recipe guide

**Food monitoring and revenue streams**

**Inputs**  
\* Repetitive purchase behaviour that enables use in habits for consistent analysis.

**Feedback**  
\* Personalized personal, visualization of their food consumption, diet and strategies for how maintain a healthy lifestyle.  
\* Alerts a guide of your status, providing suggested eating, healthy, products etc.

**Revenue**  
\* Food products are recommended through social systems or others in their home network or local (near specific) locations.  
\* Offer recommendations based on user's status, relevant recommendations.  
\* Revenue generated either by selecting "buy", "share" or "recommend".



"Buy in-store, send data home to device, see the outcome"



**03. In the Area**  
Things to do / near and about

**An enabling network encouraging activity**

**Locality map**  
\* Real-time location map showing nearby services or services including: restaurants, local shops, activities, support, pharmacy etc.

**Things to do**  
\* List of activities based on user status, status, preferences. Users can sign up, join or register their interest in local clubs or events.  
\* Alerts and reminders to get involved, benefits in real-time to users (local meetings).  
\* Motivation and inspiration - the greatest generation, helping clubs, volunteering, building, shared events to meet others and spread others to local networks or services.

**Real good connections**  
\* Locality status, offers, resources, share, books, documents, make up tips for older adults, green, prices, beauty treatment, connections, more etc.



"Things to do to prevent feelings of isolation, depression or loneliness."







# St Andrews: Design a new ALT product

- Think of a piece of technology that you would like to see invented



# The 'Product'

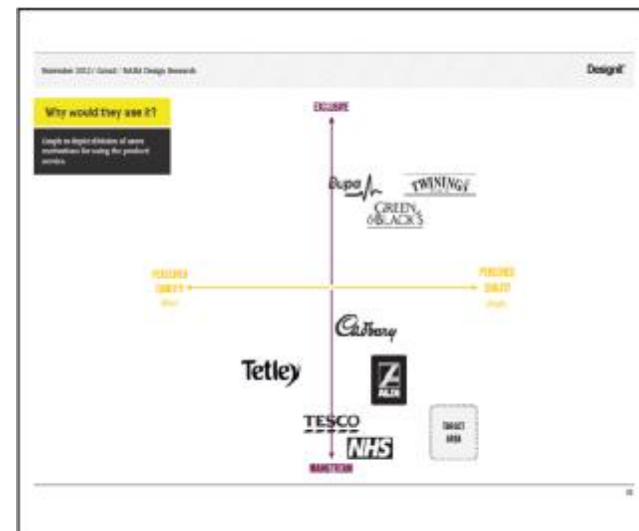
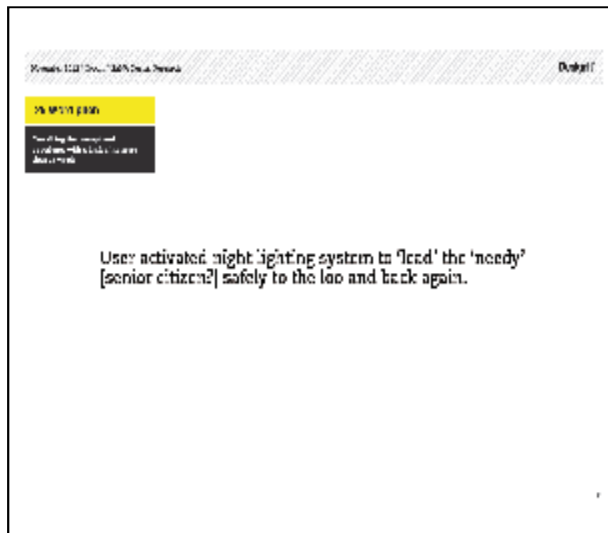
- Subtle night-time lighting to help reduce loss of orientation and falls
- Thinking about
  - design
  - power supply
  - price
  - installation





# Marketing the 'Lightway' System

- How will we communicate the benefits of our product to our customers?



- A jingle?





# Pioneer Groups Reflections

- Older adults keen to use technology when they see the benefit
- Very much in charge
- Had lots of ideas and steered the activities
- Clear about what they wanted and didn't want
- Happy to be involved in design process
- Want technology which is easy to use
- Costs need to be justifiable
- Want local technology champion and training
- See the benefits of local services working in partnership to increase ALT adoption
- Eager to be involved in dissemination process





## How do people with MCI perceive 'value' in relation to AAL?

- Series of workshops in Sheffield (start Jan 2016)
- A 'Dragons' den' method to understand how people with MCI make decisions about the value of different technologies
- A workshop for each 'class' of AAL tech (Rashidi & Mihailidis, 2013):
  - Smart homes; Assistive robots; Mobile & wearable sensors
- 2 products from each class presented by experts (eg tech developers, researchers); participants to decide which (if any!) to invest in, and explain their decisions.



# Questions for participants

- How much would you invest in this technology business idea? (out of £100,000)
- Would you like to use this technology in your own life? Please explain your decision.
- What benefits could you gain from using this technology?
- What risks or drawbacks do you think there could be?
- Can you think of any ways to improve this technology?



- Partners

- University of St. Andrews – Arlene Astell, Maggie Ellis
- University of Sheffield – Liz Williams, Sarah Harney-Levine
- University of Reading – Faustina Hwang, Tom Smith
- Age UK – Matthew Norton, Dave Wright

- Subcontractors:

- Designability (previously Bath Institute of Medical Engineering [BIME]) - Tim Adlam
- South East Health Technologies Alliance (SEHTA)  
Richard Curry





- University of Toronto  
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- Rajjeet Phull
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Thank you



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