Innovations in Virtual Program Delivery: Lessons Learned Through COVID-19

The webinar will begin promptly at 3:00 p.m. CDT.
WELCOME

Dr. James Stowe, Ph.D.
Director, Aging and Adult Services
Mid-America Regional Council (MARC)

PRESENTERS
Kathleen Zuke, M.P.H., senior program manager, NCOA's Center for Healthy Aging
Tane Lewis, B.A., evidence-based program coordinator, MARC
Victoria Jackson, M.S., health and wellness coordinator, Liberty Parks and Recreation Dept.
Who We Are

We believe every person deserves to age well

OUR VISION
A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

OUR MISSION
Improve the lives of millions of older adults, especially those who are struggling

OUR STRATEGY
Talk About and Measure Aging Well
Innovate and Curate Proven Solutions
Scale Through Policy, Partners, and Social Enterprise
NCOA’s Center for Healthy Aging

**Goal:** Increase the quality and years of healthy life for older adults and adults with disabilities

**Two national resource centers** funded by the Administration for Community Living
- Chronic Disease Self-Management Education (CDSME)
- Falls Prevention

**Other key areas:** behavioral health, physical activity, immunizations, oral health
We’re here to support you!

Serving 44 CDSME and falls prevention grantees in 30 states + any organization implementing evidence-based programs

One-on-One Support
- Tailored technical assistance based on your needs

Networking & Peer Learning
- Work groups
- Learning Collaboratives
- Listservs for professionals

Online Tools and Resources
- Ongoing webinars
- Best practices from organizations across the country

National Databases
- Data collection & management
- CDSME & falls prevention
Older Adults Served Nationwide: Chronic Disease Self-Management Education

Since 2010, more than 417,000 CDSME participants and over 307,000 completers!

<table>
<thead>
<tr>
<th>Demographics</th>
<th>% of Participants Reporting Relevant Data</th>
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<tbody>
<tr>
<td>Average Age</td>
<td>66</td>
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<tr>
<td>Female</td>
<td>68%</td>
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<tr>
<td>Lives Alone</td>
<td>47%</td>
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<td>Disability</td>
<td>16%</td>
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<td>Caregiver</td>
<td>11%</td>
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<tr>
<td>Most Frequently Reported Chronic Conditions</td>
<td>Hypertension</td>
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<td></td>
<td>Arthritis</td>
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<td>Diabetes</td>
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**AVG NUMBER OF CHRONIC CONDITIONS**

2.42

**AVG RATING IN MANAGING CHRONIC CONDITIONS**

8.12
Since 2014, ACL grantees have delivered evidenced-based falls prevention programs to more than 118,000 participants.

<table>
<thead>
<tr>
<th>Demographics</th>
<th>% of Participants Reporting Relevant Data</th>
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<tbody>
<tr>
<td>Average Age</td>
<td>73.5</td>
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<tr>
<td>Female</td>
<td>81%</td>
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<tr>
<td>Lives Alone</td>
<td>46%</td>
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<tr>
<td>Disability</td>
<td>35%</td>
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Most Frequently Reported Chronic Conditions:
- Arthritis
- Heart Disease
- Other (not identified)
- Diabetes
From In-Person to Virtual

- Scheduled workshops canceled across the country
- Loss of evidence-based programs that provide peer connection, support managing chronic conditions, and physical activity
- Faced with the need to decide if and how to implement workshops online
What’s Possible?

  - Each evidence-based program has their own set of guidance on how to proceed with virtual delivery when in-person is not possible.
  - Some programs have been approved for remote delivery, while others are not allowable.
  - If you have a question and don’t know who to ask, email healthyaging@ncoa.org.

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**Track Health Promotion Program Guidance During COVID-19**

*Posted on March 23rd, 2020*

- **Events**
  - During a period of physical distancing due to COVID-19, community-based organizations are canceling health promotion programs and exploring options for connecting remotely. Check this page regularly for updates from individual programs on whether it’s feasible to continue implementation when in-person gatherings are not possible.

- **Behavioral Health**

- **Chronic Disease Self-Management Education**
The Self-Management Resource Center provided guidance on ways to continue programs, including (View detailed information here):

1. **Online Better Choices, Better Health®**

2. **Transition in-person workshops to videoconference (e.g. Zoom, GoToMeeting, etc.)**
   - May be used for CDSMP 2020, CDSMP 2012, Workplace CDSMP, Chronic pain, DSMP, Cancer survivors, Building Better Caregivers, Positive Self-Management Program, all programs in Spanish

3. **Mailed Tool Kits (delivered alone or with telephone contact)**

*Track Health Promotion Program Guidance During COVID-19*
Current Program Guidance

Track Health Promotion Program Guidance During COVID-19

Always or Temporarily Allowable Remotely (Mail, Phone, Videoconference):

**Behavioral Health**
- Healthy IDEAS (Identifying Depression Empowering Activities for Seniors)
- PEARLS (Program to Encourage Active, Rewarding Lives for Seniors)

**Caregiver Support**
- Stress-busting Program for Family Caregivers
- Powerful Tools for Caregivers

**Chronic Disease Self-Management Education**
- EnhanceWellness
- HomeMeds

**Wellness Recovery Action Plan**
Always or Temporarily Allowable Remotely (Mail, Phone, Videoconference):

**Falls Prevention, Nutrition & Physical Activity**

- Active Choices
- Eat Smart, Move More, Weigh Less
- FallsTalk
- Otago
- Walk with Ease (self-directed format)
- EA Arthritis Foundation Exercise Program
- Active Living Every Day
- Bingocize
- CAPABLE

- EnhanceFitness
- FallScape
- Geri-Fit Strength Training Workout
- HealthMatters Program
- On the Move
- Stay Active and Independent for Life (SAIL)
- Tai Chi for Arthritis and Falls Prevention
- Tai Ji Quan: Moving for Better Balance
- YMCA Moving for Better Balance

Pilots in progress for additional programs!
Program Updates from ACL CDSME and Falls Prevention Grantees During COVID-19

Virtual Delivery Forms

Hello, my name is __________________________.

I am calling from the community program you took through the Your Organization.

We are just calling to check with you and provide some basic information that may assist you during this time related to the Covid-19.

We hope you are well and safe.

Be sure you are prepared:

Instructions for Accessing Your Virtual Workshop through Zoom

Virtual Juniper Class Toolkit

Welcome to the Virtual Juniper® Class toolkit. The toolkit compiles processes and resources to support Juniper providers implementing virtual Juniper classes in communities across Minnesota.

The modules in the toolkit contain resources and information focused on implementing, evaluating, and sustaining virtual Juniper evidence-based health promotion program classes.

1: Introduction

The social distancing guidelines needed to curtail the COVID-19 Pandemic carry the unintended consequence of social isolation among older adults, and service disruption for the community-based organizations that serve them. This toolkit identifies options and models for virtual implementation of Juniper classes, as well as other resources for health and wellbeing.
It’s happening!

- Video-conference workshops
- Telephonic Programs
- Facebook Live Broadcasts
- Mailed Programs
- Online data collection

Connection & Support
A Remote Rebirth

Number of Remote CDSME Workshops Conducted from March-September 20, 2020, by number of ACL Grantees
Successful Strategies: Outreach & Recruitment

• Outreach methods:
  • Social media (posts or paid ads)
  • Newspaper ads
  • E-mail newsletters
  • Waiting lists from in-person implementation
  • Referrals from partners and health care providers
• New opportunities reach broader geographic area with workshops
• If possible, identify options for different types of engagement:
  • Mail
  • Phone
  • Videoconference
  • Limited in-person
Successful Strategies: Data Collection

• Online: Consider using HIPAA compliant form or survey options like JotForm or Survey Gizmo
• Some organizations are mailing data collection forms with postage to return
• Some are mailing forms for reference and completing the forms together by phone
• Additional follow-up is needed to ensure the pre-/post-surveys are completed
• Process to transfer data collected from paper form or online survey to the necessary databases
Successful Strategies: Technology Access & Education

• Schedule a “session zero” to introduce the workshop and address technology-related questions
• Include an additional staff member on workshops to assist with technology questions
• Hold one-on-one calls to walk-through the process of joining a videoconference
• Consider purchasing devices for participants to use through a lending library
• Provide training and practice sessions for leaders

Resources:
• Webinar: Tools and Tips for Reaching a Remote Audience (Download the slides/View tip sheet)
• Instructions for Accessing Your Virtual Workshop through Zoom
• 7 Sources of Low Cost Internet for Seniors (specific to COVID-19)
• Senior Planet hosts free online classes for older adults on topics including, introduction to social media, how to use zoom, and virtual social gatherings.
• How to Become Tech Savvy Seniors in 10 Days
• AARP TEK workshops are free of charge to the public
How do we share?

• **Weekly grand rounds webinars**, sharing best practices for participant registration, virtual delivery platforms, data collection, and more. View the recordings [here](#).
  - Data collection
  - Comfort with technology
  - Registering participants
  - Training leaders

• **Frequently Asked Questions**: COVID-19 and health promotion programs – Questions from community-based organizations on how they can continue offering health promotion programs during the pandemic.

• **Frequently asked questions: Data collection & management for health promotion programs during COVID-19** – Learn how community-based organizations are collecting participant data during this time period.

• **This is ongoing! We’re continuing to learn from each other!**
What is the MA4 Network?

- Statewide AAA network
- Coordinated programming
- Regional networks
- Central administration and quality oversight
How the MA4 Network works

*Mid-America Regional Council provides administrative support for Network Hub activities.*
MARC’s Regional Network for delivery of evidenced-based programs.
The challenge:

Transitioning from in-person to virtual EBPs

- Determine which EBPs can be offered virtually (licensing organization has offered an online version of program)
- Provide training to facilitators
- Determine technical assistance needed to transition
Virtual evidence-based programs MARC currently supports

- AGING MASTERY PROGRAM (AMP)
- AMP FOR CAREGIVERS
- CHRONIC DISEASE SELF-MANAGEMENT EDUCATION (CDSME)
- TAI CHI FOR ARTHRITIS
- WALK WITH EASE (WWE)
<table>
<thead>
<tr>
<th>Program Name</th>
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<tr>
<td>Building Better Caregivers (BBC)</td>
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<tr>
<td>Chronic Disease Self-Management Program (CDSMP)</td>
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<td>Workplace CDSMP</td>
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<tr>
<td>Tomando Control de su Salud (Spanish Language CDSMP)</td>
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<tr>
<td>Chronic Pain Self-Management Program (CPSMP)</td>
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<tr>
<td>Diabetes Self-Management Program (DSMP)</td>
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Successful Strategies: Administration

- Facilitator Training
  - Network Hub covers cost of training if required by program developers
  - Network Hub distributes Leader manuals and books as needed
- Centralized access to virtual workshop materials and guidance
- Virtual Program Delivery Checklist
- Emergency & Crisis Management Plan for virtual programs
- Ongoing Support & Guidance
- Quality Assurance
  - Fidelity Checks
  - Peer Leader Evaluations
  - Monthly Network Partner Conference Calls
  - Annual audits
  - Internal Tracking
Creating Community Connections

Liberty Parks & Rec (LPR) is powered by a team of dedicated professionals who are committed to community impact, improvement, and innovation. We believe that creating community connections by providing the highest quality parks, programs, services, and facilities is essential to a prosperous and healthy community.
Building Healthy Communities

VISION

To create a community where healthy behaviors are the easy and preferred choice

• There are three key performance areas:
  • Promoting Healthy Eating
  • Increasing Physical Activity
  • Advancing Social Inclusion
Building Healthy Communities

NRPA Instructor Training Grants (2018)
- Provided funds to support training two facilitators in Walk With Ease, Fit & Strong and Active Living Everyday

NRPA Healthy Aging in Parks – Integrating Healthy Communities Grant (2019)
- Liberty Hospital and LPR work together as part of the NRPA Evidence-Based Physical Activity Pilot Program
- Included a point-of-care referral process for patients of 7 Liberty Hospital clinics to the evidence-based wellness programs offered by LPR
LPR’s partnership with the Liberty Silver Center lead us to a relationship with the Mid-America Regional Council (MARC) that allowed us to expand our community-based health & wellness services in 2019.

**Expanded Evidence-Based Program Capacity**
- Chronic Disease Self-Management (CDSMP)
- Chronic Pain Self-Management (CPSMP)
- Diabetes Self-Management (DSMP)
- Workplace Chronic Disease Self-Management (wCDSMP)
- Aging Mastery Program (AMP)
- Walk With Ease

**Provided Sustainability**
- MARC provides program materials and a per completer reimbursement which covers the partner organizations cost to offer the program allowing our organization to keep the programs free for participants.
Programs Currently Offered

- Chronic Disease Self-Management
- Chronic Pain Self-Management
- Diabetes Self-Management
- Workplace Chronic Disease Self-Management
- Aging Mastery Program
- Walk With Ease
- Active Living Everyday
- Fit & Strong
- SilverSneakers Group Exercise Classes
- Aqua Arthritis
From In-Person to Virtual Workshop Pre-Planning

Aging well means caring for the whole you. Join us online for our upcoming, free Aging Mastery classes.

Address Fidelity
- Consider closely current guidance for adapting the program to a virtual platform from the license holder and/or program developers

Choose a Platform
- Zoom, GoToMeeting, Webex, Facebook etc.

Program Recruitment and Registration
- Establish a timeline
  - Program Dates/Times
  - Marketing
  - Registration Deadline
- Develop and distribute marketing materials to promote in various formats
Workshop Pre-Planning

Determine Leader Roles & Responsibilities

- Registration paperwork completion
  - Registration and release form
  - Pre-workshop questions
  - Determine participant technological capacity
- Workshop material distribution
- Participant Communications
  - Participant check-ins between sessions
  - Supplying virtual workshop access link
- IT support/spotter
- Confirm all leaders have:
  - An appropriate device
  - Reliable internet connection
  - Understand how to use the chosen virtual platform
- Hold at least one virtual “practice session”
  - Review crisis plan
  - Practice managing tech during the workshop (e.g. brainstorm, breakout rooms, problem solving, screen sharing, audio sharing, etc.)
Participant Management

Troubleshoot Technology
- Distribute a Virtual Platform Tutorial document prior to the zero session
- Host a Zero session (small group or one-on-one)
- Questions for consideration:
  - What device are they using?
  - Do they have a reliable internet connection?
  - Does the participant have a webcam and does it work properly?

Program Material Distribution
- Mail
- Drive-thru pick-up

Support & Engagement
- Send a weekly reminders with the link to the virtual workshop
- Log in early to connect with participants in casual discussion
- Utilize breakout rooms
- Give frequent breaks
- Check-ins by phone
- Encourage participants to communicate with each other between workshops

Addressing Safety
- Crisis Plan
- Emergency Contacts
- Provide guidance and best practices for exercising safely at Home
- Utilize the Chat Box
The Virtual Experience

Create opportunities for participants to give you feedback

Virtual Experience Survey Feedback

- ALL program completers who submitted the survey stated that in the future, they could see themselves using Zoom to keep in touch with family and friends
Participant Feedback

“The Zoom format actually allowed us to meet each participant on a different level than would be possible in a live classroom setting. I particularly liked the break-out sessions. Thanks to all the instructors.”

“I received my package yesterday in the mail, and thank you for the “special gift” as well as the certificate of being part of the class. Let me express my appreciation to you all for your time in preparation before and during our class. It has been enlightening, and have enjoyed meeting all the parties via Zoom.”
Final Thoughts and Takeaways

Technology is Here to Stay - The Bigger Impact

• Addressing Digital Literacy as a barrier
• Creating opportunities community connectedness and engagement
  • Reaching those that are homebound

Opportunities for Collaboration and Partnership

• Additional opportunities for organizations to work together
  • Spatial capacity building
QUESTIONS?
Thank you for attending!

Contact Information

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Kathleen Zuke, senior program manager, NCOA's Center for Healthy Aging, kathleen.zuke@ncoa.org
Tane Lewis, evidence-based program coordinator, MARC, tlewis@marc.org