Building the Four T's of Resident Engagement: Time, Trust, Transparency and Technology.



Ruben Rivera-Jackman, MNPL Director of Supportive Services (425) 576-5190 ext. 20

rubenr@imaginehousing.org

 Older-adult population expected to double to 28% of the U.S. population by 2050.

 More diverse in terms of ethnicity, sexual orientation, National origin, social and economic status, etc.

 Rapid growth in the proportion of the population aged over 65.
 (Baby Boomers)

• Life expectancy (78.6) continues to rise due to medical advances.

- Devastating to personal well-being, life chances, and life expectancy.
- Anticipated dramatic cuts to social, health and mental health services means that there is an even greater need for residents to do more for themselves.

In anticipation of resident demographic trends and cuts in Medicare, Social Security, and other safety nets, housing providers will need to be:

- Flexible in the way they do things.
- Open, honest and transparent.
- Utilize a range of resident engagement strategies.

 Housing providers will need to consider investing in resident engagement and building community strategies.

 Outside of the box solutions to address social and physical distancing related to Covid-19.

Low-income or Disadvantaged People are

- •Often isolated in neighborhoods where affordable housing is not aligned with public transportation.
- Disconnected from employment opportunities, child-care, education, recreation, health care, and quality food resources.

Resident Engagement

- The message is clear; involve your residents in your business and you'll increase satisfaction and drive down costs.
- One of the first steps of resident engagement is to determine what your community needs and how you can help them.

Resident Engagement Defined

- The term resident engagement means different things to different people.
- Achieved when "Residents feel that they have a voice that they're part of the decision-making for what their community should look like."

Resident Engagement Defined

- Process that leads to action and creates an environment that enables participation and involvement.
- Working with the residents who live in the community, in their space, where they are, and around the issues that they care about.

Resident Engagement Defined

One of the basic rules of community engagement is to "Meet people where they are."

Community Building

- Building a strong connection with residents is vital to the success of any community.
- By getting out from "behind the desk," housing providers can engage with residents as they come and go. Build rapport & trust, get to know their "normal/baseline"

Community Building

 Creating the space literally through physical space, food, and child care for all residents, to identify solutions they feel will most benefit them.

•It fundamentally comes down to a belief that only the community can solve its own problems.

Ideas for Building Community

We want residents to live in strong vibrant communities by supporting them to be good neighbours, and encouraging activities that connect them to one another

- Residents groups and social clubs
- Ambassadors that welcome new people to the community A community noticeboard
- Projects that help residents get online and use the internet
- Helping residents attend local events and activities
- Adult learning opportunities

Art and Creativity

Some forms of community engagement are particularly good at encouraging participation and generating interest and ideas.

These include:

• Photography: disposable cameras can be given to people of all ages to capture their likes and dislikes in an area. The results can be exhibited to generate further discussion or to promote additional events.

Art and Creativity

- Songs, poems, artwork: invite people to submit (possibly for a prize) a song, poem or art piece which describes their area, changes they would like to see, their ideal home or environment.
- TV game shows: adopt and adapt popular TV game or quiz shows to generate interest and ideas, test local knowledge and/or understanding of policies, procedures, and processes. (Jeopardy)

Food, Fun, and Friends

 Bringing your neighborhood together is the cornerstone of a good community.

•As housing providers, it is also a great way to build bonds within your housing community and ensure residents find value outside the walls of their apartment.

Food, Fun, and Friends

 One of the easiest ways to encourage residents to join building events is to offer food. (Happy Hour)

 Be it breakfast, lunch, a community cookout, or just some small snacks, food can go a long way in uniting a community.

Food, Fun, and Friends

•Plan fun activities that create a unique community vibe and reinforce the benefits of living in your housing community.

•Essential way to bond with residents and take their happiness temperature.

Community building activities that may reduce social isolation

- Nacho Night
- Wine Down Wednesday
- Watch the Big Game
- Potlucks
- Coffee/Ice Cream Social

- Chili Cookoff
- Explore the Outdoors: Community Gardens, dog park, etc.
- Community garage sale
- Door decorating contest

- Empowers residents to play a part in strategic, long term programs and services in their community. (Capacity building)
- Reduces social isolation. (Social engagement)
- Empowers residents to play a part in coordinating community building activities and engage in services in their community. (Community building)

 Increases resident and staff satisfaction, harmony and personal contentment.

Reduces staff retention and unit turnover.

 Increases a sense of belonging for residents.

 Helps residents to feel valued, and that it's worthwhile participating both in shaping services and community activities

• Imparts a greater sense of security as residents feel more in control of the services they receive.

 "Social connections are as important as money and health to a good later life."

Study published by the Center for Aging Better.

 An important approach in addressing and reducing social isolation.

Building Community Decreases Isolation

- Not just a time to party, but also an opportunity to talk face to face with renters about their living satisfaction and need for improvements.
- •Cultivate closeness in your community and ultimately develop a sense of camaraderie among neighbors.

- •8 million+ adults ages 50 and over are affected by social isolation.
- At greater risk for depression
- Social distancing practices can make social isolation problems more severe.

 During times of pandemic when social distancing is necessary, it's important to reach out older adults who are in isolation.

• Even before the pandemic began, National studies indicated that nearly one quarter of older Americans were socially isolated and one third experience loneliness.

COVID-19 safety guidelines to self-isolate have created new health risks by leaving many older adults even more socially isolated and inactive than before.

30% of older adults live alone so when they're socially distancing themselves, they are in fact, socially isolating,"

- Well-established research links social isolation and loneliness to an increased risk of high blood pressure, heart disease, a weakened immune system, depression, anxiety, cognitive decline, dementia and even premature death.
- Older adults face loneliness and research shows that loneliness and social isolation can damage their health.

Social Distancing May Lead to Loneliness

"Loneliness acts as a fertilizer for other diseases. The biology of loneliness can accelerate the buildup of plaque in arteries, help cancer cells grow and spread, and promote inflammation in the brain leading to Alzheimer's disease. Loneliness promotes several different types of wear and tear on the body."

Dr. Cole, NIA

 Time is critical to building trust between residents and the housing provider.

 It takes time to identify leaders within the community who could provide insights and help build relationships with other residents.

 Authentic and inclusive resident engagement requires time to build relationships with community members and to eventually establish partnerships.

 The timing of community engagement activities avoids events such as school holidays and religious festivals and takes into consideration best day and time for majority of residents.

- Remove distractions, give your undivided attention, and utilize empathetic listening skills.
- •It's all about the relationship!!

Just do it!!!....(Nike)

Ask yourself the following when it comes to serving your residents in a person-centered and therapeutic way:

- 1. How many minutes are you engaging with your residents?
- 2. Are residents engaged based on their unique interests and current abilities?
- 3. Are you focused on the residents that needs engagement the most?

Laying the Foundation

- 1. Agree on your reasons for involving residents.
- 2. Get buy-in from board, senior staff and residents
- 3. Make it everyone's job

4. Build trust.

Building Trust is Essential

 Relationship and trust building are central to resident engagement strategies.

•Once relationships are established, they can be leveraged to address other issues in the future.

Trust

Housing providers (PMs & RSCs)
 coordinates, facilitates and supports
 resident-driven efforts, it builds relationships
 with residents and becomes a trusted
 partner in the community.

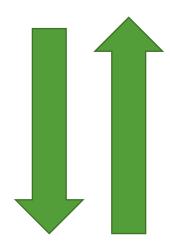
 It provides confidence that all parties are working towards the same goals.

Trust and Rapport

Community engagement works best where it is an ongoing cumulative process enabling relationships and trust to build and strengthen over time.

- Being Informed
- Being Asked
- Commenting on Decisions
 Providing Feedback
 Evaluating Services

- 1. Consultation
- 2. Engagement
- 3. Partnership



- •Good customer service and strong resident relationships begin with building rapport.
- •Requires knowing your resident, understanding their situation, and providing an empathetic ear for them to voice their concerns. (baseline/normal)

- •Leads to great resident relationships between individuals as well as the organizations they represent.
- •When interacting with residents always remember to watch for clues, ask openended questions, listen carefully to the answers the resident provides and learn from every resident interaction.

Steps to successful rapport building:

- 1. Breaking the Ice: Start a conversation in a way that puts the resident at ease. Ask about their pets, hobbies/interests, favorite foods, loved ones, etc.
- 2. Listen with an Empathetic Ear: Engage by utilizing active listening skills and focus all of your attention on the resident.

3. Asking Questions is the single best way to establish rapport. Ask questions that show a genuine interest in what they want, what they need and what their interests are.

4. Be Genuine:

Residents can sense when we are not taking them seriously, or when we are not being sincere in our comments or efforts. To be genuine you must be yourself.

Greeting Residents (Hello

•Basic function of communication and triggers positive conversations and interactions.

•Allows you to connect with your residents at a more personal level and maintain a welcoming environment.

Positive Conversations and Interactions

To accomplish this:

- Remove distractions and give your full undivided attention.
- Acknowledge a resident even if you are busy.
 (Make the time)
- SMILE ©, they can hear it in your voice.

Positive Conversations and Interactions

To accomplish this:

Ask how you can help.

- Be polite.
- Be courteous.

Conveying Respect

- Ask residents with difficult to pronounce names, how to pronounce them.
- Avoid terms of endearment.
 (sweetie, honey, sugar, etc.)
- Use the name the resident prefers even if it is different from name used in application and other documents.

Transparency

- •Transparency about the process, the goals of resident engagement, and community building events to gain community buy-in.
- Engaging with the community requires first being clear about the reasons for engaging.

Transparency

Housing providers actively engage with, and listen, to the diverse range of needs and expectations of the community and commits to considering community feedback in an open and transparent manner.

- Collaborate
- Involve
- Consult
- Inform

Transparency

 Housing providers need to be clear about what they are engaging for, and what approaches will suit those reasons.

 Open, honest, and transparent in all we do for our residents.

Benefits of Transparency

Resident satisfaction

Repair satisfaction

- Satisfaction with handling antisocial behavior
- Satisfaction with handling complaints

- Ask residents how they wish to be involved.
- Provide a range of opportunities, activities, events, etc.
- •Involve residents in complaints handling.

- Allocate residents positions on your advisory board, resident's councils, nonprofit board, etc.
- Help residents to share their thoughts online.
- Act upon resident feedback quickly and communicate the impact.
 (Complaint & Grievance Process)

- Involved residents in high profile activities including procurement, staff interviews and complaints panels.
- Let residents take leadership roles in scrutiny projects and determine which parts of the business are scrutinized and when.

- Consult residents in the early stages of strategy and policy development and grant them opportunities to revise draft versions.
- Allocate spaces on your board to residents; transparency then extends right to the top of the organization with no scope for perceptions of a hidden agenda.

 Work with residents to design easy-touse performance reports.

 By knowing what makes residents tick, housing providers can plan events and celebrations that residents want to attend.

- Whether it's fitness classes, cooking classes or sports viewing parties, hosting activities that draw residents out of their apartments to interact with each other leads to community building and better friendships.
- The challenge starts with getting residents to attend.

- There's no guarantee what events, technology or even amenities will resonate most with residents.
- That's why it's vital for housing providers to make getting to know residents, their city and surrounding neighborhood/community a priority.

- Cultivate closeness in your community by ensuring that residents have activities to help them engage with your property and with each other.
- This will ultimately develop a sense of camaraderie among neighbors.

Technology

•If you're not engaging residents via social media, you're missing out on the opportunity to interact with them daily.

It's a free, immediate and fun way to create a conversation and a sense of community. Technology has provided residents the ability to communicate with property management at their convenience.

- •Goal: create a stress-free living for residents, which these communication strategies do.
- Challenge:, with decreased face-to-face interactions, it does challenge property managers to be more creative in how they develop relationships with and among residents.

Technology

- Applying the best practices of communication, connection and comradery will lead to the creation of a strong, vibrant community that reaches beyond the walls of the building.
- Providing online channels for engagement can help residents share their thoughts online and engages younger generations of residents, many of whom would rather participate remotely than come to meetings.

Technology

Giving residents the opportunity to get involved via their smartphone, tablet, desktop, or TV is a great way to broaden your offer and deliver value for money. It means residents can:

- have an influence from the comfort of their own home
- participate at a time that suits them
- pick and choose how they wish to be involved.

Housing providers can create a culture of engagement that allows resident populations to flourish by adopting a dozen practices:

- Include residents in decisions that affect their lives early in the process.
- Create a variety of channels for resident feedback to be heard.

- Strengthen the role and responsibilities of the resident council/association.
- Add resident representation with voting rights to the corporate board.
- Don't overlook the obvious. Make sure your residents feel safe and secure in the community.

- Recognize that well-being is multidimensional and includes good mental health. Support the mental health of residents through counseling, stress management, spiritual offerings and other resources.
- Develop an inventory of resident talents, skills, interests and gifts, and put that inventory to use.
- Encourage and organize volunteering efforts both inside and beyond the building walls.

- Assess how inclusive your campus is perceived to be by residents and family members.
- •Encourage full acceptance of all residents through policies, practices and behaviors.

Issues to consider

- Need for independent facilitation
- Location and accessibility of the venue
- The number and type of engagement events
- Transport requirements
- Childcare needs
- Format and content of communication and publicity materials
- Use of interpreters and signers
- Need for outreach activities

Anticipate Potential Barriers

- Capacity and ability of different stakeholders to participate
- Hard to reach groups' such as young people, older people, minority groups or socially excluded groups
- Levels of community infrastructure

Anticipate Potential Barriers

- Contested or divided communities
- Rural isolation
- Gaps in information
- Literacy and numeracy levels and dominance of oral culture

Key protocols when conducting community building and resident engagement

- Community surveys
- Community meetings
- Written correspondence

Key protocols when conducting community building and resident engagement

- Newsletters/blogs Calendars
- Sign-up sheet

Social media

Resident Engagement Activities Funding Opportunities

- Resident's Activity Fund (RAF)
- Resident Social Committee

- Voluntary Activities (Resort) Fee
- Fundraising/Developer fees

Resident Engagement Activities Funding Opportunities

- Corporate Sponsorships (Starbucks, Safeway, Whole Foods, Mariner's/Sea Hawks)
- Neighborhood Development Grants
- CDBG Grants
- Rotary/Eagles/Chambers of Commerce

1. Stay connected with friends and family

- One of the best ways to stay mentally well is to stay connected to the people who mean the most. The comfort of close relationships offers soothing and reassurance.
- May not be able to see loved ones in person, but there are all sorts of ways to stay connected: FaceTime (iPhone), WhatsApp, and Zoom and good old' fashion telephone.

2. Keep a daily routine

- Routine can help to bring a little order to the chaos.
- A daily routine means that you essentially do similar activities around the same time every day.
- A daily routine helps to provide a sense of security and predictability, it helps to reduce stress and anxiety, and it has the added benefit of helping you sleep better at night.

3. Maintain a healthy diet

- Essential to staying both physically and mentally healthy.
- Helps our organs to function at their best, helps to maintain memory and cognitive ability, helps to manage chronic conditions (like blood pressure, diabetes, cancer, etc.), helps to strengthen the immune system, and promotes muscle and bone health.

4. Stay physically fit

- Options for staying physically fit at home, stretch or do yoga in your living room.
- Take a walk or a hike.

 Pump up the tires, put on a helmet, and go for a bike ride.

5. Get fresh air

- Fresh air and sunlight are essential to maintaining physical and mental wellness.
- •Some ideas for taking in fresh air while also keeping your distance from others:
 - Take a walk
 - Read a book outside
 - Garden

6. Limit your media intake to a couple of credible sources

•Getting caught up in the coronavirus news frenzy can be overwhelming and cause unnecessary stress and anxiety.

•Limiting the amount of time spent in front of the media can help.

7. Spend time on a hobby

•Not only helps to pass the time, but it also helps to reduce stress, lowers risk of depression, and improves quality of life.

 Consider learning a language with online courses, trying out gourmet recipes, or working on your family genealogy.

8. Complete projects around your home

 Social distancing offers the perfect opportunity to complete those household tasks you've been putting off.

• Just be mindful of how many trips to the store you'll need to make and pace yourself (slow and steady wins the race).

9. Stimulate your mind

- Keeping your brain stimulated is important during social distancing.
- Missing your book club? Consider reading your monthly book, then setting up a video call with your book club friends to get together online and talk about the book.
- Wondering how to keep your weekly chess match going? Call up an old friend and see if they're up for a chess match on the phone.

10. Try something new

 Take a break from the TV and listen to a podcast.

 Podcasts are essentially online radio shows ranging from educational to entertaining.

 Typically free. Here are a couple to get you started.

- Human beings are social creatures, our connection to others enables us to survive and thrive.
- As we age, many of us are alone more often, leaving us vulnerable to social isolation, loneliness and related health problems such as cognitive decline, depression and heart disease.

- Social distancing during the pandemic was never meant to thwart social connections, but many family members, friends and neighbors of older adults are staying away to avoid exposing their loved ones to the virus.
- While that protects older adults from some health risks, the limited physical interactions reduce feelings of connectedness with others. It can also exacerbate other health risks.

- Without frequent and meaningful social interactions and stimulation, older adults' cognitive functioning can decline. As the days of isolation wear on, older adults are especially susceptible to depression and anxiety, and even suicidal thoughts.
- Remaining at home also makes it harder to engage in healthy lifestyles, including physical activity and eating well.

- Access to healthy food is also necessary for staying healthy and for preventing and managing chronic conditions.
- Without exercise, muscles can weaken, leaving older adults more prone to falling. Inactivity can also lead to weight gain and other health problems, including declining heart and lung capacity.

- Remaining connected is especially important for people who live alone.
- Communicating regularly and expressing support: Ask how they are doing during this period of time, how their routines might have had to change, and what kinds of things they are doing to cope with the stress.

- Major risk factors include physical limitations which can impact mobility and their ability to do things by themselves.
- Already feel disconnected living on their own not having support from relatives or social connection to others (forming friendships, involvement in regular social interaction, etc.).

Fear

Worried about their health

 Worsening of chronic mental health and physical health conditions

Changes in appetite or sleeping

Increased use of tobacco, alcohol, drugs

Feelings of hopelessness

Difficulty concentrating

 Anger, uncertainty, or frustration may also mimic symptoms of depression

Increased somatic complaints

Persistent sadness

Increased report of physical ailments

 Loss of interest in things they used to enjoy

Weight loss or loss of appetite

Expressing hopelessness or helplessness

Decreased motivation and energy

Changes in normal sleep patterns

Low self-worth

Increased use of substances, like alcohol

Persistent sadness

Talking about death excessively

Expressing suicidal thoughts

 Changes in memory, movement, or speech

Neglecting self-care

- Physical activity such as walking or light stretching helps calm tension.
- Eating healthy, well-balanced meals.
- Avoiding alcohol and drug abuse.
- Getting adequate sleep.
 (6-8 hours or more)

- Using calming techniques: such as deep breathing, stretching, meditation, or prayer.
- Taking a warm bath or shower. (bubble bath)
- Walking your pet.
- Creating a virtual book club: read to each other, virtually.

- Finding ways to laugh, watch a TV show/comedy.
- Chatting with friends or family members who brings joy.
- Creating short personal videos that can be shared between family and loved ones and the older adult.

- Pets help combat loneliness, and have been linked with owners' longevity.
- Caring for pets or plants provides a sense of purpose and improved health.
- WHO has determined that dogs cannot get coronavirus. Wash hands after contact with pets.

- Take a break from news stories and social media, hearing about the pandemic repeatedly can be upsetting.
- Talk with trusted friends and family members about concerns and express feelings.

- Talk to family and friends to develop a plan to safely stay in touch during social distancing.
- Identify individuals you can help accessing food, medicine and other medical supplies.
- Regularly scheduled phone calls and video conferences along with texting and emails can help compensate for a lack of in-person contact.

- Community rooms at <50% capacity have adversely impacted community programming and events.
- Aging service providers may go out of business or operating at limited capacity.
- Identify community resources: grocery delivery services, virtual visits from doctors/specialists (Tele-Health) and transportation access barriers due to rerouting, elimination of routes, worker stoppage, etc.

Resident Engagement in the Age of Covid-19

•Amid all the challenges presented by COVID-19, social distancing is limiting how we engage with communities and requiring innovation and creative thinking to continue to reach our residents.

Resident Engagement Activities

Although maintaining engagement without in-person contact may seem like a daunting task, there are a lot of free or low-cost, easy-to-use tools to maintain contact with affected populations, including social media, web meetings, survey tools, and collaborative content programs.

Resident and Community Engagement Activities

- Informing residents
- Listening to residents
- Working with residents
- Seeking input from residents
- Bringing residents together
- Empowering/coaching residents



Service Coordination Activities

- •Identify community resources: social service providers may go out of business or operating at limited capacity.
- Coordinate grocery delivery services/Meals on Wheels
- Assist with home visits/medicalconferencing from doctors and specialists

Service Coordination Activities

•Identify alternative transportation options, e.g., Uber Health.

Conduct regular wellness/welfare checks

 On-site pantry to provide basic needs, including PPE

Service Coordination Activities

- Limited programming, community rooms at <25-50% capacity and has adversely impacted community programming and activities.
- Post CDC guidelines on physical distancing, PPE, signage, etc.
- Setup companion/buddy phone calls

Technology Crucial During Covid-19 Pandemic

- Like everyone else, older people face loneliness, and research shows that loneliness and social isolation can damage their health.
- As the coronavirus numbers rise, so too may that loneliness.
- Technology can help reduce feelings of loneliness and even improve health.

- Utilize the power of technology with daily or weekly check-ins.
- Use social platforms, such as Instagram or Facebook Live, for example. People love to feel important and a part of their community.
- Check in on how everyone is doing and keep them updated on current events and neighborhood information.

- Host an online book club. Let residents vote on a book to read online or listen to on a platform like Audible.
- Create a Facebook group to discuss the book virtually once a month.
- Host separate clubs for different age groups or book choices.

- Encourage healthy competition at an online game center; nothing beats a competitive game of neighborhood scrabble.
- There are thousands of games your residents could play together online.
- You can play chess, find all sorts of virtual reality games or find card and other puzzle games.

If your fitness center is closed, encourage your residents to continue putting their health at the forefront of their confinement by recommending online fitness apps, such as Peloton and Beachbody, to name a couple.

 Create a photo scavenger hunt online. List missions in different categories to allow residents to post pictures of objects they find inside their apartment homes.

 Residents can also solve riddles and complete fun photo challenges to share with neighbors.

- Design your own community potluck cookbook. This is an awesome twist on a classic resident event.
- Have residents submit recipes for their favorite dinner.

 Compile the recipes into a community cookbook and share all recipes on Dropbox or Google Drive.

- Send out daily trivia to residents.
- Random trivia can productively kill time by teaching residents new facts.
- You can make this into a competition among neighbors by publishing a weekly leader scoreboard.
- Take this a step further by giving out prizes such as e-gift cards for winners.

- Make a music playlist on a platform, such as Spotify, to share with residents.
- Energetic music will help motivate residents to exercise, clean, and even dance around their house.
- You can even ask residents to make suggestions for music to add to the list to increase community participation.

- Share online learning websites designed for children from preschool to middle school that encourage positive distant learning while schools are closed.
- Age of Learning and Scholastic Magazine are just two examples of online programs providing free home access.
- Even when schools are closed, you can keep the learning going with these special cross-curricular journeys and parents will appreciate the help while they navigate the balance of work and childcare.

Self-Care

- Remember to take care of yourself.
- Don't try to control people or events.
- If you see something, do or say something.
- Take relaxation breaks.

- Exercise
- Allow yourself some playtime every day.
- Practice positive self-talk. (mantra)
- Take a vacation/staycation.
- Tend to your garden of friends.
- Its OK to ask for help

Toolbox of Support

- Set aside time for extra sleep.
- Talk with a friend or loved one.
- Talk with your health care professional. (EAP)
- Attend a peer support group.
- Watch a funny movie.

- Spend time in nature or with a pet.
- Write in a journal.
- Spend time on a hobby.
- Volunteer for your favorite organization or help someone else.
- Cut back on a few nonessential responsibilities.

- Friendship Line: Call 888-670-1360 for 24/7 support if you are 60 years or older, or an adult living with disabilities.
- California Aging and Adult Information Line: Call <u>800-510-</u> <u>2020</u> for help finding local assistance.
- NAMI California 800-950-NAMI
- Adult Protective Services: Call <u>833-401-0832</u> 24/7 for concerns about adult abuse, neglect, or exploitation.