

As the devastating impact of COVID-19 continues to affect the country it has never been more important to improve the experience provided to millions of older adults in senior living and long-term care. It is clear that isolation and a lack of meaningful engagement can be detrimental to quality of life for older adults. As the country reopens the economy, the senior living industry must come together to rebuild its resident engagement standards and strategy.

To respond to this need, the #ActivitiesStrong Initiative seeks to acknowledge, educate and empower activity and life enrichment professionals in senior living. By gathering, analyzing and sharing exclusive insights about the state of resident engagement, the initiative offers the first of its kind data-driven approach to the discipline.

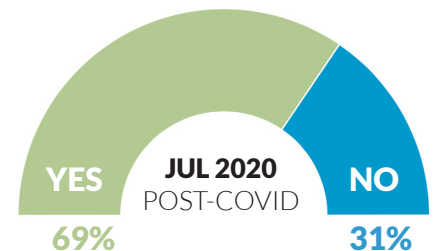
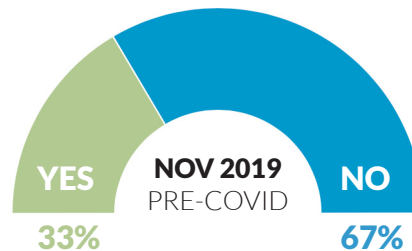
“IF YOU CAN NOT MEASURE IT, YOU CAN NOT IMPROVE IT.”

- Peter Drucker

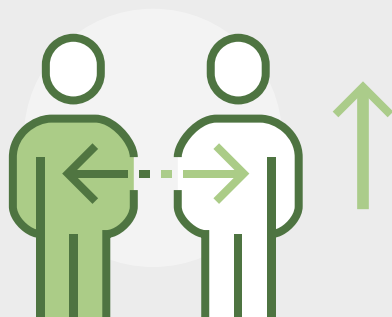
As a result of the COVID-19 pandemic, the concept of interdisciplinary work and the idea of the universal worker was unlocked in senior living. A November 2019 Linked Senior survey showed that only 33% of activity and life enrichment professionals received help from other departments. As COVID unfolded, that number has doubled! In a July 2020 Linked Senior survey 69% reported getting help from other departments.

ACTIVITY AND LIFE ENRICHMENT PROFESSIONALS ARE GETTING MORE HELP AS COVID UNFOLDS

Based on a July 2020 Linked Senior Survey



On the other hand, because of the need for physical distancing to protect health and well-being, program delivery has mainly been conducted through one-on-one activities versus group engagement, which had been used as the standard prior to COVID-19. According to a Linked Senior survey from July 2020, activity and life enrichment professionals shared that in the last 30 days, nearly 90% of engagement was conducted through one-on-one activities. Although this method is great for personal interactions and quality engagement, it isn't a sustainable model from a staff efficiency perspective and the broader need older adults have for consistent social engagement to prevent loneliness and isolation.



Close to
89% of ENGAGEMENT
was conducted through
one-on-one activities as opposed to groups
Based on a July 2020 Linked Senior Survey

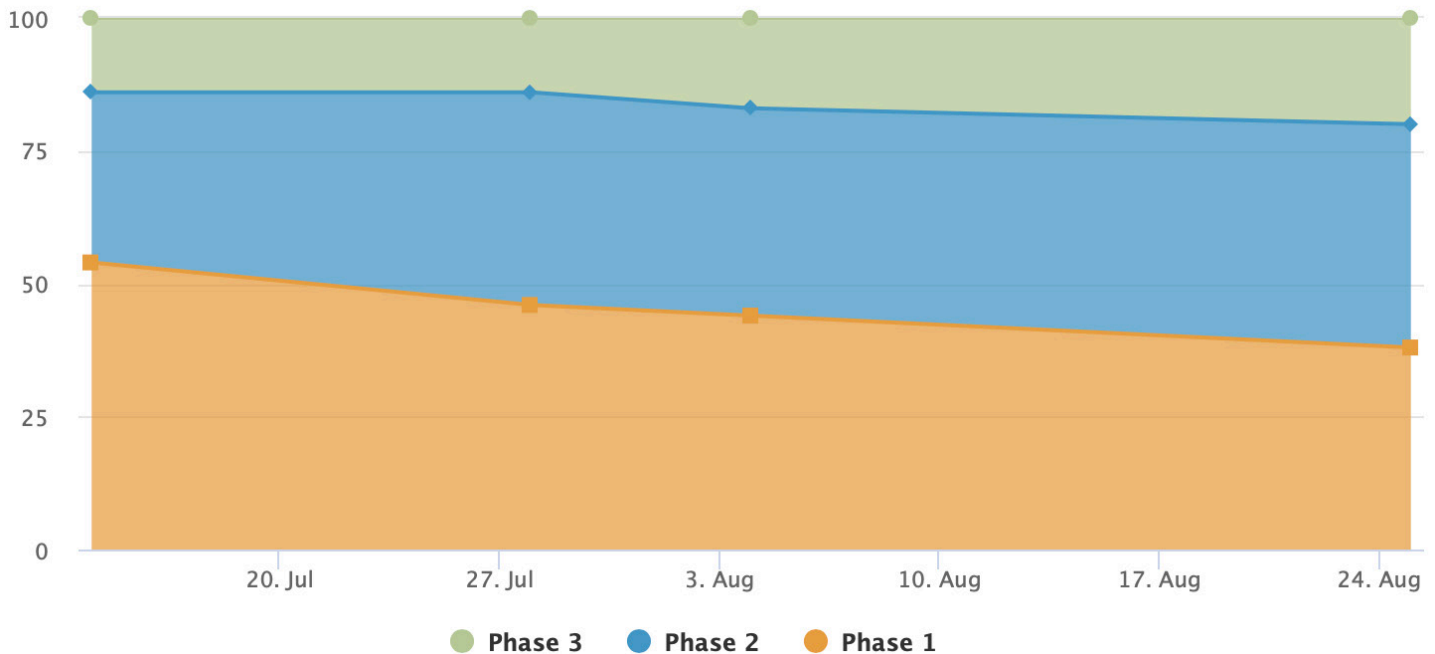


PHASES OF REOPENING

As resident engagement is being rebuilt, it is important to remember that senior living communities are all in different stages of reopening. Linked Senior conducted surveys in July and August 2020 to determine which communities were in what phase of reopening:

REOPENING SURVEY RESULTS

Based on a July 2020 Linked Senior Survey



93%

OF SURVEY RESPONDENTS BELIEVE THAT THEIR RESIDENT ENGAGEMENT PROGRAM WILL BE THE SAME OR STRONGER COMING OUT OF COVID-19

Based on a July 2020 Linked Senior Survey

