Innovation 4 an Aging Population: Race, Tech-Equity, and Building Age Friendly Cities and Livable Communities w/ our Nation's Most VP

February 25, 2020

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(SOUL)
SOCIAL INNOVATION AND URBAN OPPORTUNITY LAB

Streetwyze

Streetwyze

(SOUL)

SOCIAL INNOVATION AND URBAN OPPORTUNITY LAB

Human Centered Design, Participatory Technologies, Real Time Data

Areas of Expertise =

Community Driven Data

Big Data

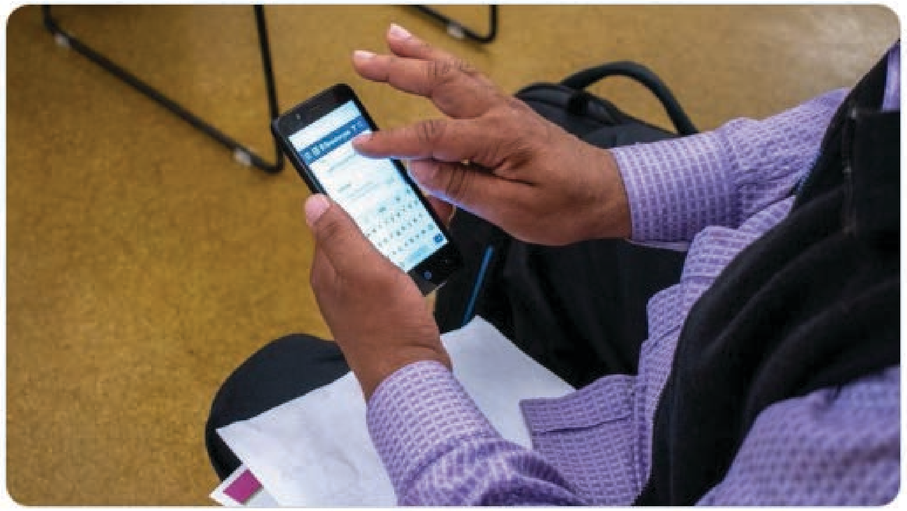
Social and Structural Determinants of Health

Social and Spatial Epidemiology

We've been working in the area of Healthy Aging and Age-friendly cities for quite sometime

St. Anthony's @stanthonysf · Jun 26, 2019

We are grateful to have hosted @strtwyze today as they taught guests about their platform to map healthy food in the Tenderloin. Larry, whose hands we see here, wrote reviews of 2 social services organizations that give out food, 2 corner stores, & a restaurant. @eatsfvoucher



1 5

Streetwyze Retweeted

Social Innovation @SSIReview · Feb 16, 2018

.@strtwyze, "a Fitbit for neighborhoods" gathers user-generated data on communities, integrating the power of local knowledge with official knowledge. Equitable cities must have equitable access to data, says @AntwiAkom #SSIRdata

9 13

Streetwyze Retweeted

Stanford Medicine X @StanfordMedX · Sep 16, 2017

East Oakland is a food oasis? @AntwiAkom helped create @strtwyze to ground truth official data on the social determinants of health. #MedX

Darren Bates @DLBLLC · Jan 1, 2017

@AntwiAkom Excited about @strtwyze Want to chat w/you about equity-mapping & inclusion 4 people with disabilities.

Darren Bates LLC | Building a Global Culture of Access and Inclusion™

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darrenbatesllc.com

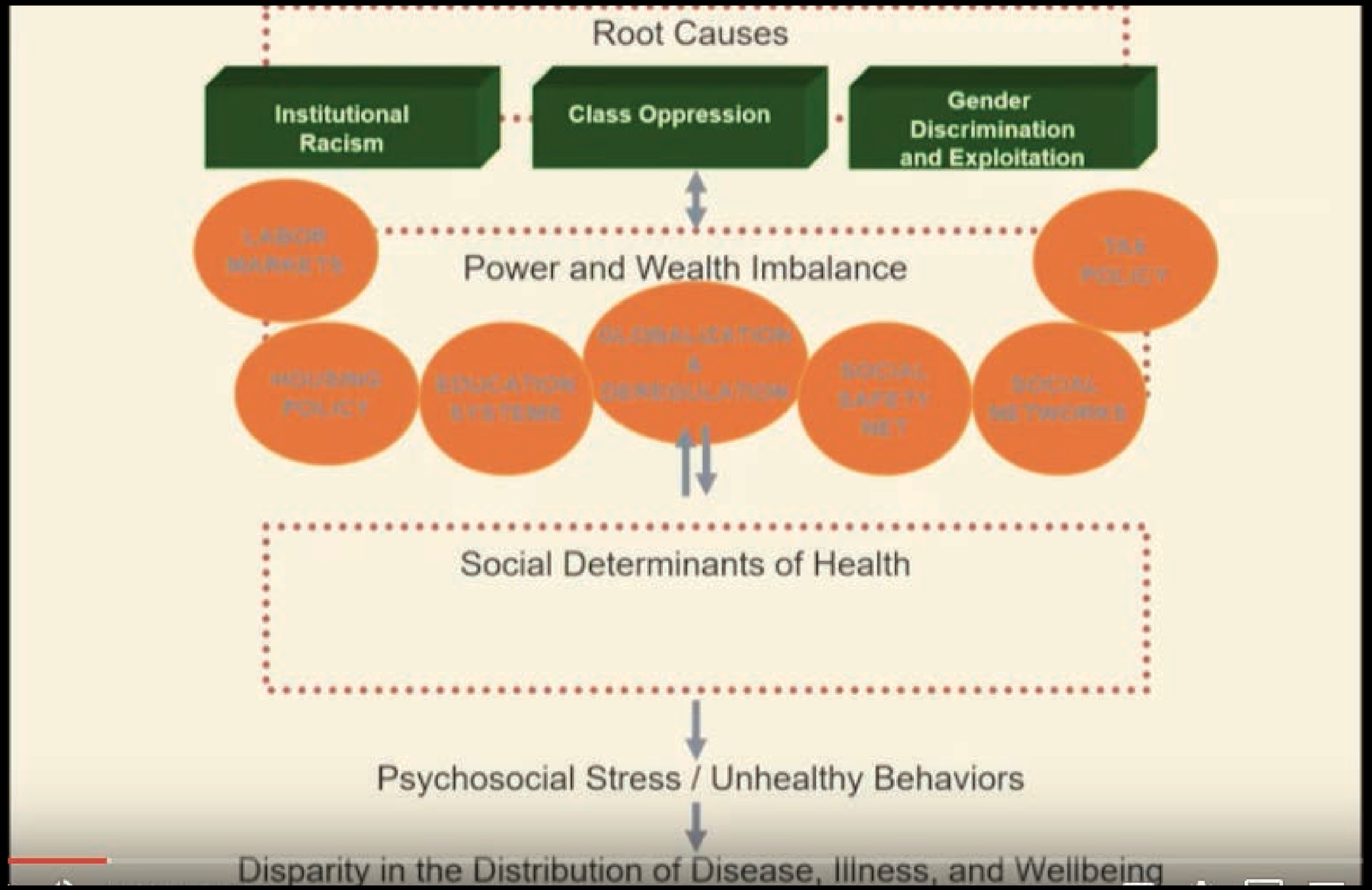
Work on SDoH

The Social Determinants of Health

Definition: Argues that it is not just people's genes that determine their health or their bad choices it’s the conditions in which ppl are born, live, learn, work, play, pray, age, and die

Joia Crear-Perry, 2018

The Structural Determinants of Health



Lots of work has been done on the Social Determinants but far less work has been done on the Structural determinants that drive the social determinants

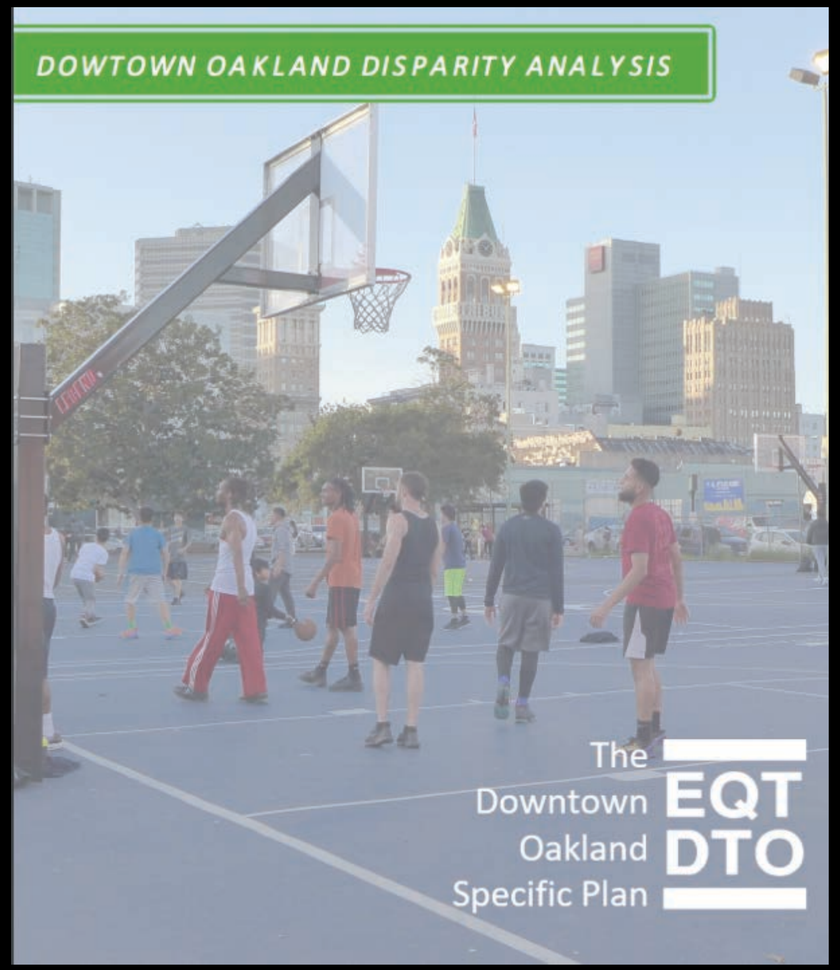
Joia Crear-Perry, 2018

The Structural Determinants impact not only access to IRP for aging populations but also older populations' needs and unmet needs, and the effectiveness of related interventions

Our Local Work Creating Age-Friendly Cities

Started when we lead the Racial and Social Equity Plan for the Downtown Oakland

And an important part of the equity work was thinking about how to create an age friendly communities in across the entire city



City officials gather community input on issues facing seniors in Oakland

Key Questions

* How can tech solutions be used to build age-friendly cities with the most vulnerable populations?

* How do you create a plan for all aging services, that promotes equity among seniors? and creates new funding mechanisms for long term services and supports?

* How do you address social isolation with increasing aging population?

* How can you all work more effectively with stakeholders to build capacity, fill research gaps, and provide meaningful data to stimulate innovative local responses?

* How do you create a data dashboard to track different aspects? in terms of implementing the plan, creating livable communities, improving health and affordable health care, etc?

WHO 2020: Department of Aging and Life Course

The work focused on Eight Age-Friendly Domains for Livable Cities

Health & Wellness
Parks/Outside Spaces
Transportation
Social Participation
Employment
Civic Engagement
Volunteering
Housing
Community Information

Oakland Mayor's Commission on Aging

What We Learned

When it comes to Technology, lots of ppl have developed a bad habit of treating old folks like babies (ironic)

$800 Hip'Air "smart" airbag belt for fall prevention

0 Hip'Air airbag belt for fall prevention | Photo: Hip'Air

"Smart" companion connected to apple watch

Either we treat aging pop like babies Or we don't think about them at all…

TC

We are leaving older adults out of the digital world

Jessica Fields 6:30 am PDT • May 5, 2019 Comment

TikTok

BBC Sign in

NEWS

The generation that tech forgot

By Jane Wakefield
Technology reporter

DIGITAL TRENDS

Emerging Tech

Get old, tune out: Is technology leaving the elderly in the dust?

By Scott Sterling

Google

We came here today to offer some tech-driven solutions that can help our State's most VP build better:

1. Age-Friendly Cities/Communities (Rural etc.)
2. More Targeted Resources 4 Aging in Place
3. Diversify Power and Leadership
4. Transform popular media portrays
5. Change the Narrative

What we know

California is projected to age faster than the nation

The number of older ppl in California, those over 65, will double over the next 20 years 4.3M to 8M

THE FUTURE IS ... FLORIDA?

As more Californians reach retirement age, the Golden State will start to more closely resemble what Florida looks like now.

	Florida 2017	California 2030
Total population over 65	3.93 million	9.04 million
Percent of population over 65	19.3%	21%
Total population over 75	1.76 million	4.38 milion
Percent of population over 75	8.7%	10%
Ratio of working-age population to seniors	3.1 to 1	2.9 to 1

Source: 2017 American Community Survey, Public Policy Institute of California

BAY AREA NEWS GROUP

Aging Report, 2019

80% of growing elder pop = forgotten middle

- 10% will be at the top income bracket who can afford their own care
- 10% for the bottom which qualify for MediCal
- but 80% of older individuals in the middle will not have any MediCal services

Health Affairs

RESEARCH ARTICLE ELDER CARE

HEALTH AFFAIRS > VOL. 38, NO. 5: SOCIAL DETERMINANTS, CHILDREN & MORE

The Forgotten Middle: Many Middle-Income Seniors Will Have Insufficient Resources For Housing And Health Care

Caroline F. Pearson, Charlene C. Quinn, Sai Loganathan, A. Rupa Datta, ... See all authors

We know that this 80% of low-income older populations
will need access to
great community resources and social services.

Pew, 2018

We know that this 80% of low-income older adults currently

face barriers

in accessing IRP and these barriers vary significantly by Race, Class, Gender, Disability, LGBQT etc.

Pew, 2018

Why this Matters to you?

Two Reasons:

1

Decision makers currently lack crucial information on the health status and functioning of older people, their needs and unmet needs, and the effectiveness of related interventions.

2

And where data does exist, it is rarely collected in a form that allows comparisons or even comparisons over time in the same setting.

What we are facing:
Data Invisibility Gap

Secondary Data doesn’t tell the whole story

This lack of information is a major barrier to the development and evaluation of appropriate policy and programs on population aging.

Addressing these gaps is therefore another priority area of work

In Other Words

What gets measured, gets done!

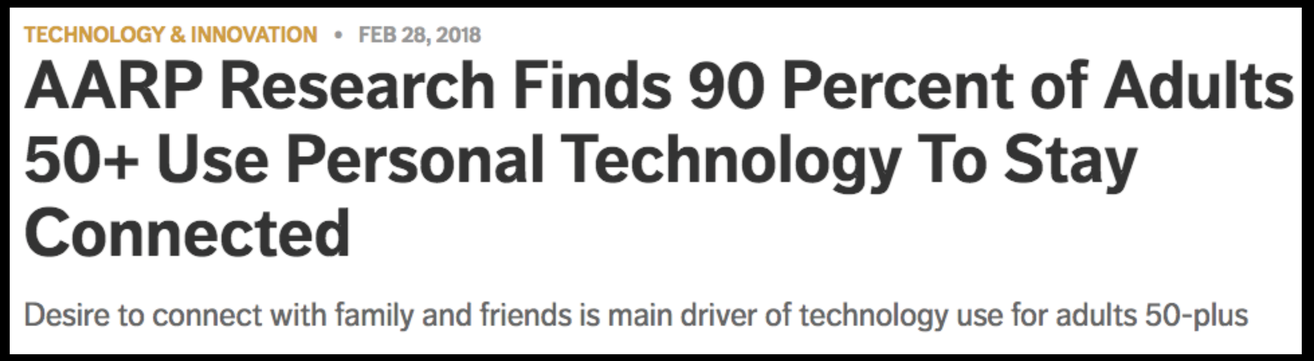
So we need to be more mindful and innovative about what we are measuring, for whom, and how we are measuring it

We need to think about new ways to move beyond static data towards integrating CDD, RTD, LBD, DV with BD and Predictive analytics so that we DD and DM from the bottom-up

To Achieve this Goal:

What Role can Technology Play in Helping to Build a More Equitable and Inclusive Master Plan for Aging?

AARP found that 90% of Americans age 50+ regularly use smartphones to stay connected

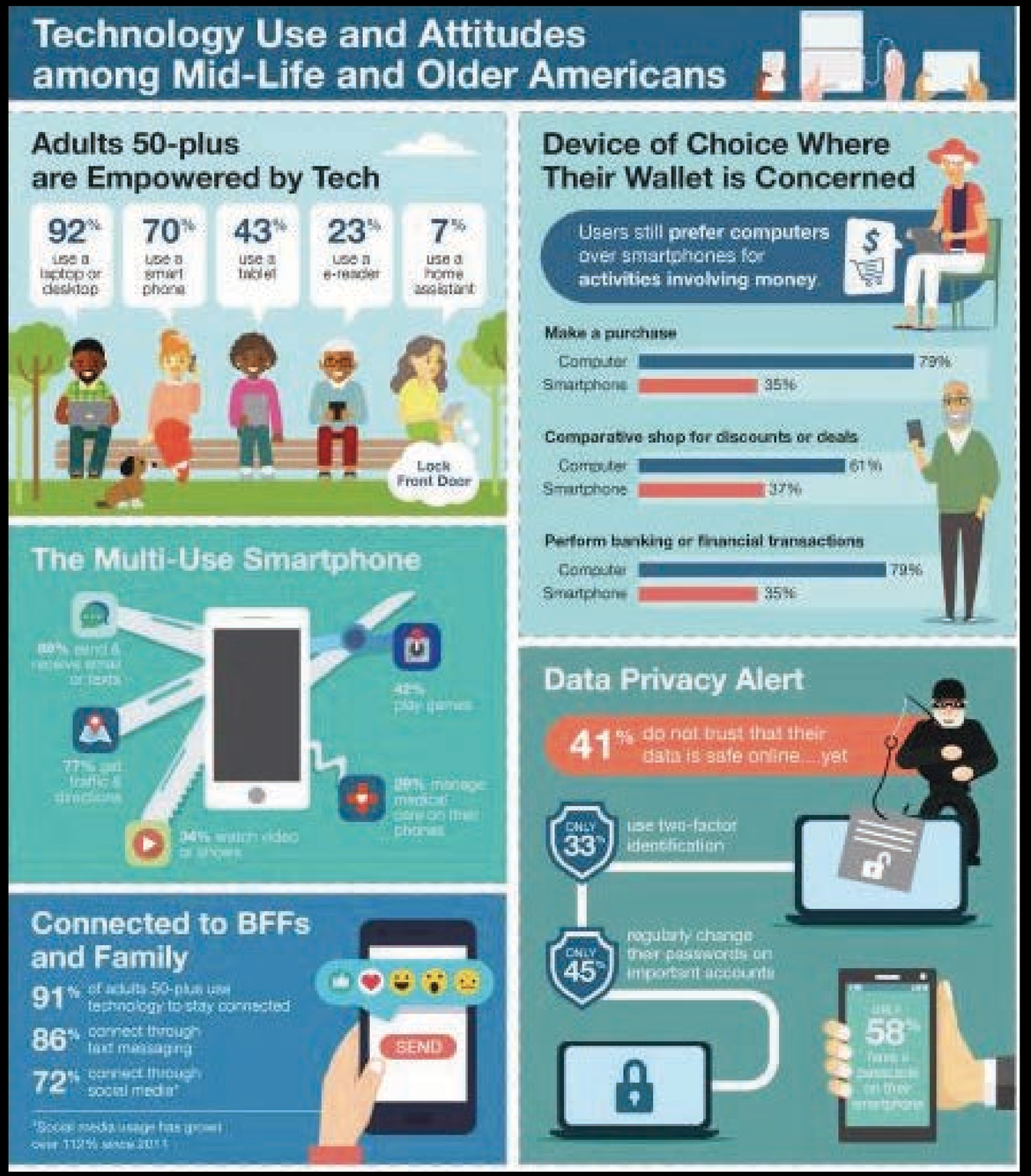


Pew, 2017; AARP, 2018

Check emails, get directions, browse, shop, get news, comedy, unwind etc…with more than half using their smartphones to play games and make purchases…

Tech is both fundamental 4 aging populations now… and more of what it will be in the future!

AARP, 2018



Challenge

How do we integrate LE and CV into existing planning processes to build age-friendly communities with populations who have been

LOCKED OUT

Sustainability conversations
Shareable cities convo
Smart Cities Conversations
Socially Just Cities

We have not correctly identified the problem

AARP, CDPH, CDC, Census, HUD, EPA, and other cert/rating systems

HARDWARE

We've done a brilliant job of setting TOP DOWN ambitious goals for the design of systems

SOFTWARE

THE POWER OF PLACE what people care about and know to be happening on the ground

Challenge: 21st Century Health Data Revolution

How do you bridge the gap between official knowledge and local knowledge in ways that make data more valid, reliable, authentic and meaningful?

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Missing Link = TECH-EQUITY

People Powered Placemaking

Real-time, two-way communication with communities with senior pop so they can participate in design solutions that meet their local needs

Bottom up innovation
CD from the ground-up

Discover the Power of Local Knowledge

Streetwyze is a mobile, mapping and SMS platform that collects real-time information about how people are experiencing cities and turns them into actionable analytics.

Addresses 2 Questions:

1. How can we have more inclusive community engagement processes
2. How can we use data to make better and more community-informed decisions? (Democratizing data, Decision making processes)

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360 Degree Holistic View

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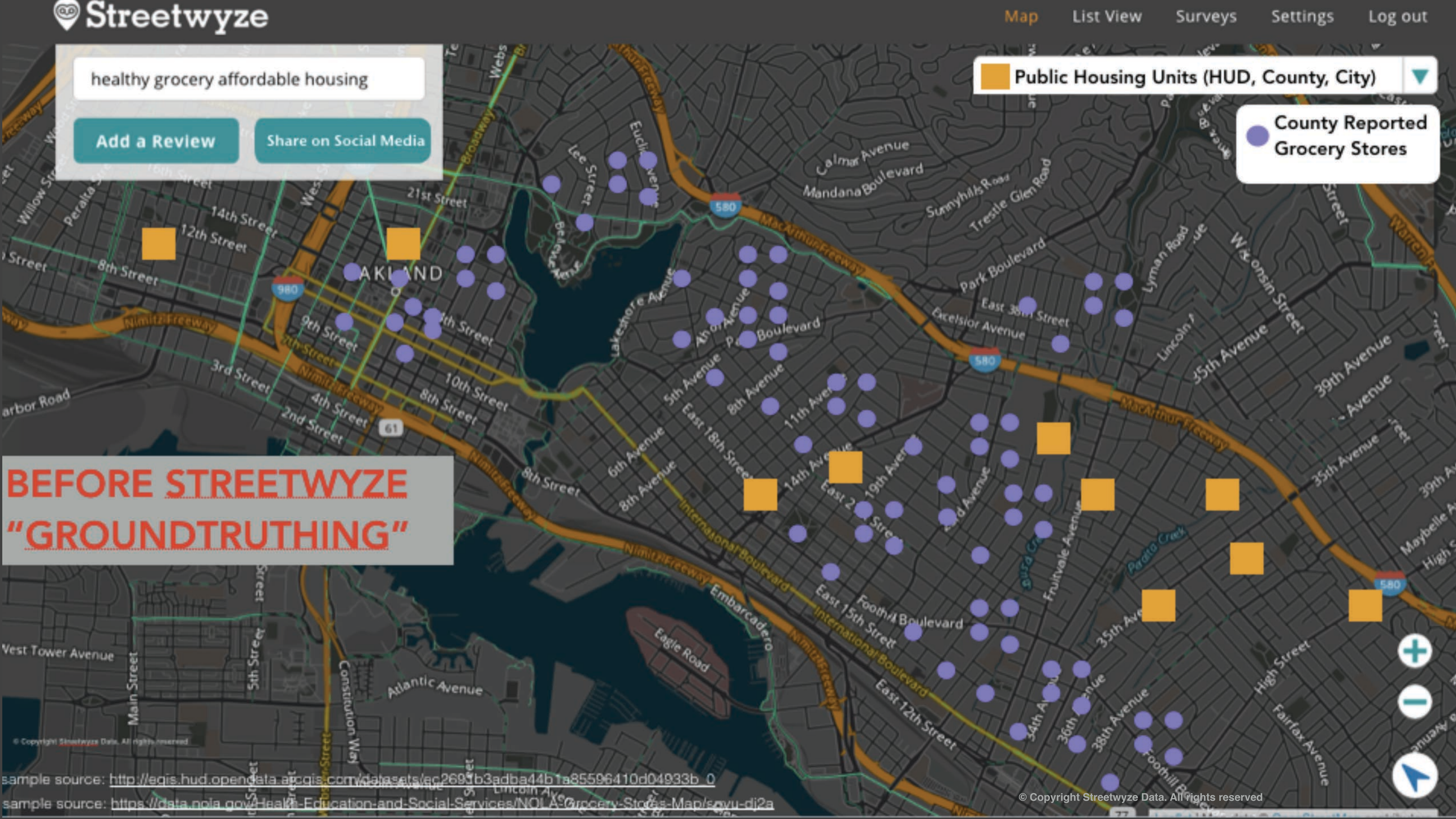
How does it work?


Streetwyze
Map
List View
Surveys
Settings
Log out
healthy grocery affordable housing
Add a Review
Share on Social Media
Public Housing Units (HUD, County, City)
County Reported Grocery Stores
BEFORE STREETWYZE
"GROUNDTRUTHING"
sample source: http://egis.hud.opendata.arcgis.com/datasets/ec2695b3adba44b1a85596410d04933b_0
sample source: https://data.nola.gov/Health-Education-and-Social-Services/NOLA-Grocery-Stores-Map/sawu-dj2a
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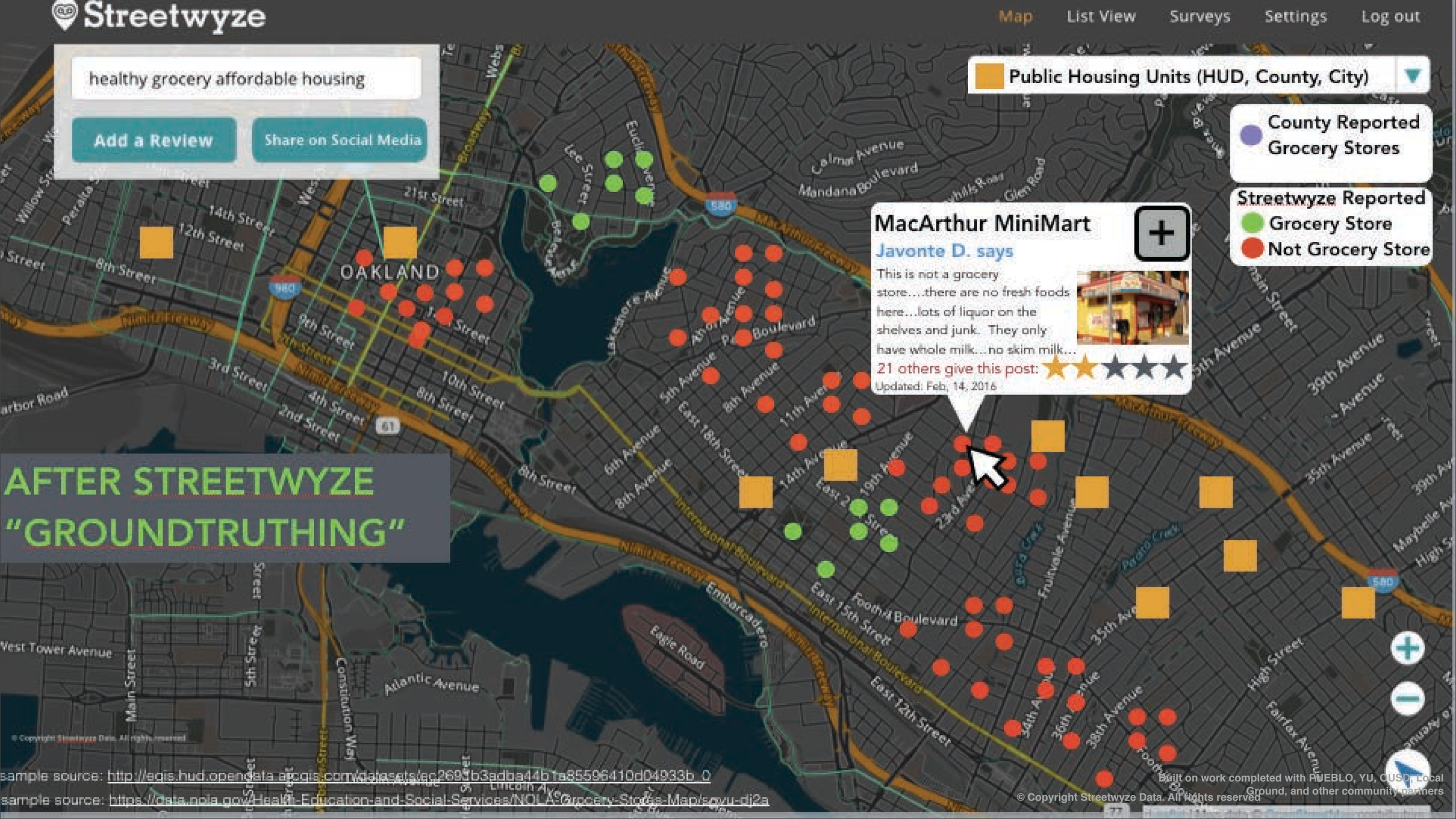
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healthy grocery affordable housing
Add a Review
Share on Social Media
Public Housing Units (HUD, County, City)
County Reported Grocery Stores
Streetwyze Reported
Grocery Store
Not Grocery Store
MacArthur MiniMart
Javonte D. says
This is not a grocery store….there are no fresh foods here…lots of liquor on the shelves and junk. They only have whole milk…no skim milk…
21 others give this post:
Updated: Feb, 14, 2016
OAKLAND
AFTER STREETWYZE
"GROUNDTRUTHING"
sample source: http://egis.hud.opendata.arcgis.com/datasets/ec2693b3adba44b1a85596410d04933b_0
sample source: https://data.nola.gov/Health-Education-and-Social-Services/NOLA-Grocery-Stores-Map/sqvu-dj2a
Built on work completed with PUEBLO, YU, CUSP, Local Ground, and other community partners
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Streetwyze

Map | List View | Surveys | Settings | Log out

healthy grocery affordable housing

Add a Review | Share on Social Media

Public Housing Units (HUD, County, City)

County Reported Grocery Stores

Streetwyze Reported
Grocery Store
Not Grocery Store

AFTER STREETWYZE "GROUNDTRUTHING"

OAKLAND

sample source: http://egis.hud.opendata.arcgis.com/datasets/ec2693b3adba44b1a85596410d04933b_0

sample source: https://data.nola.gov/Health-Education-and-Social-Services/NOLA-Grocery-Stores-Map/sqvu-dj2a

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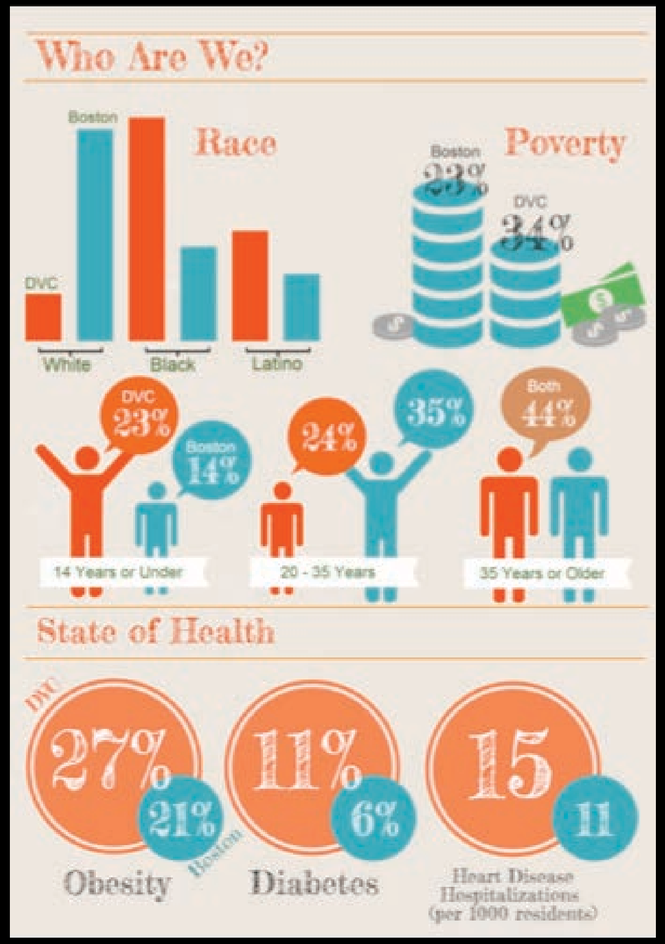
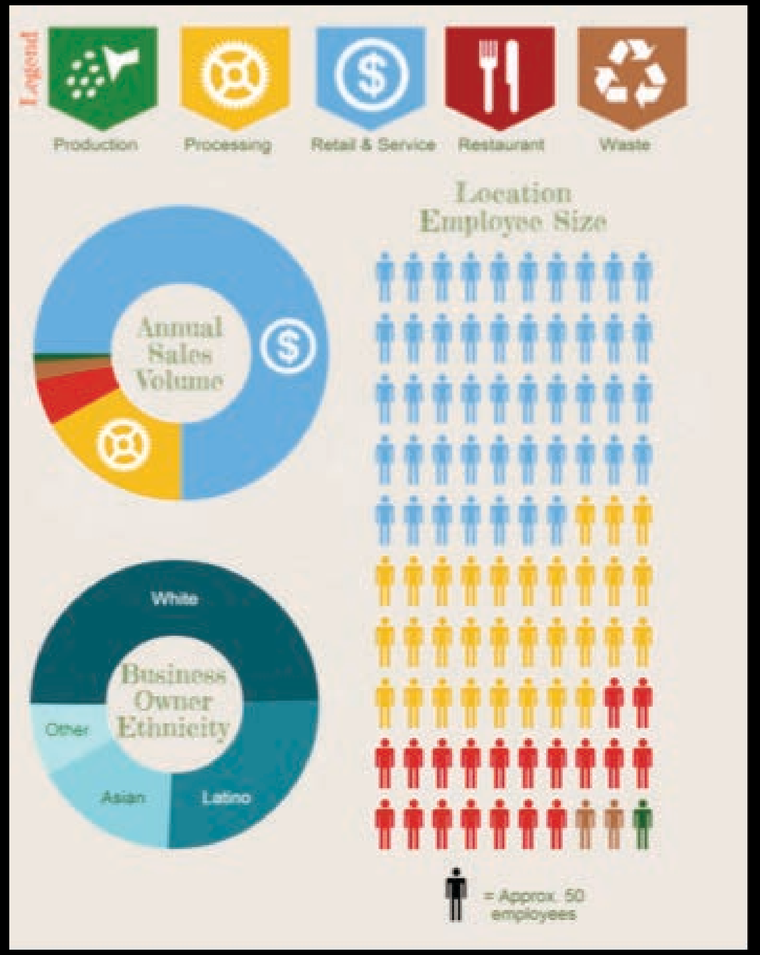
Built on work completed with PUEBLO, YU, CUSD, Local Ground, and other community partners

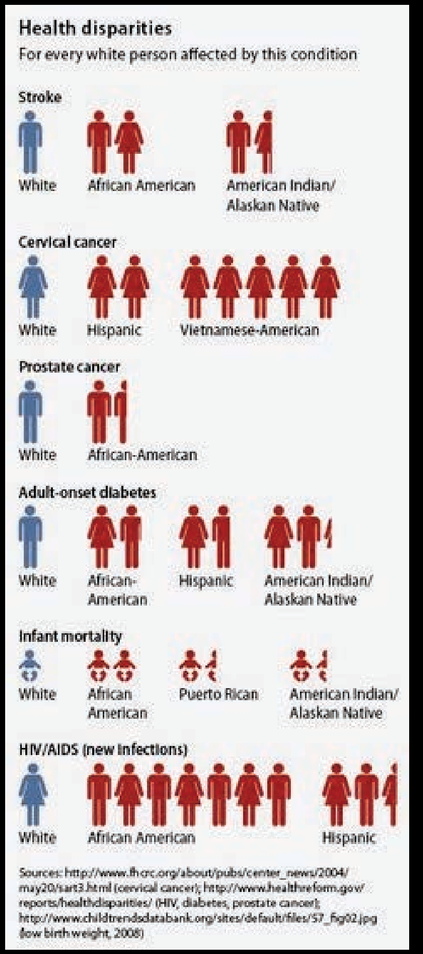
Streetwyze

Yelp for the People
Fitbit for neighborhoods
Waze for communities

- RTD
- CDD integrated with Big Data
- Predictive Analytics
- Early Warning System and Upstream solutions for the SDH for Aging Populations







Our Success

A Few Examples of work across the SDoH

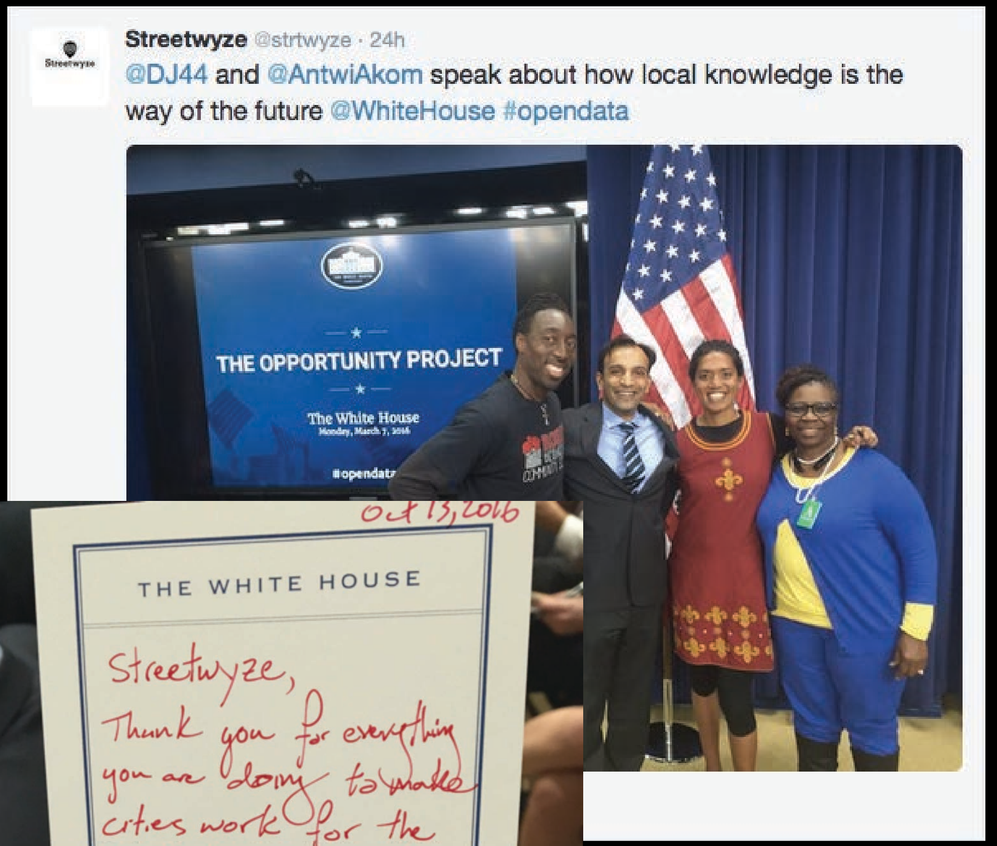
Back in the day…

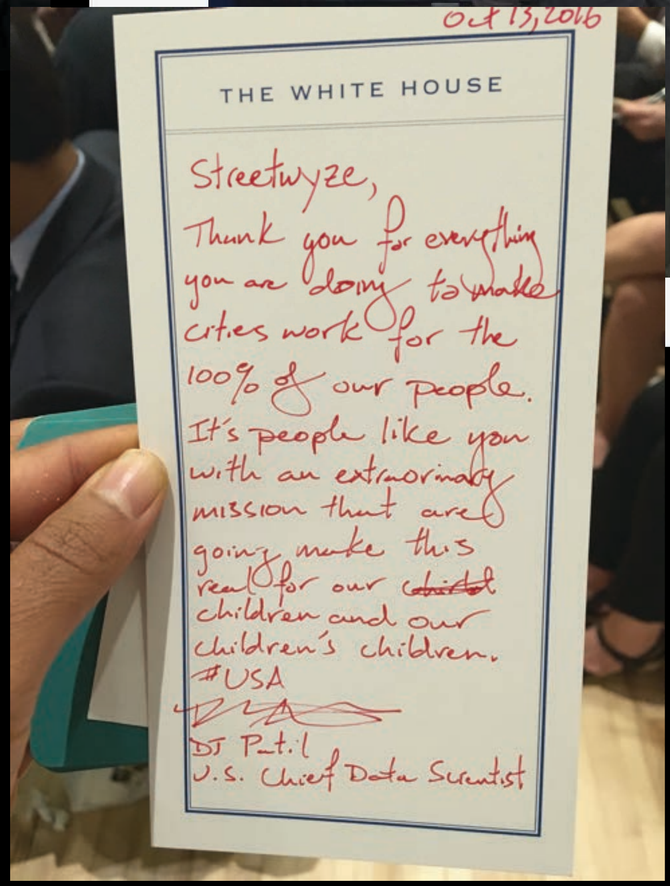
Obama at SXSW: Tech Isn't Just About the Next Cool Thing; It's About Creating Opportunity

THE WHITE HOUSE

FRONTIERS

CONFERENCE





More Recently...

Knight Foundation
@knightfdn

Follow

"People closest to the problem are often the people closest to the solution." — @AntwiAkom on importance of designing Smart City initiatives with, for and by residents #smartcities18

11:05 AM - 18 Sep 2018

10 Retweets 19 Likes

You, Ellen Hwang, Paulette Brown Hinds and 2 others

1 10 19

From *The Atlantic* CITYLAB

NAVIGATOR CITYFIXER MAPS PHOTOS

COMMUTE WORK HOUSING WEATHER

12 Data Tools to Help Americans Climb the Economic Ladder

The White House's "Opportunity Project" pushes the pursuit of social mobility "from information to action."

TANVI MISRA | @Tanvim | Mar 8, 2016 | 2 Comments

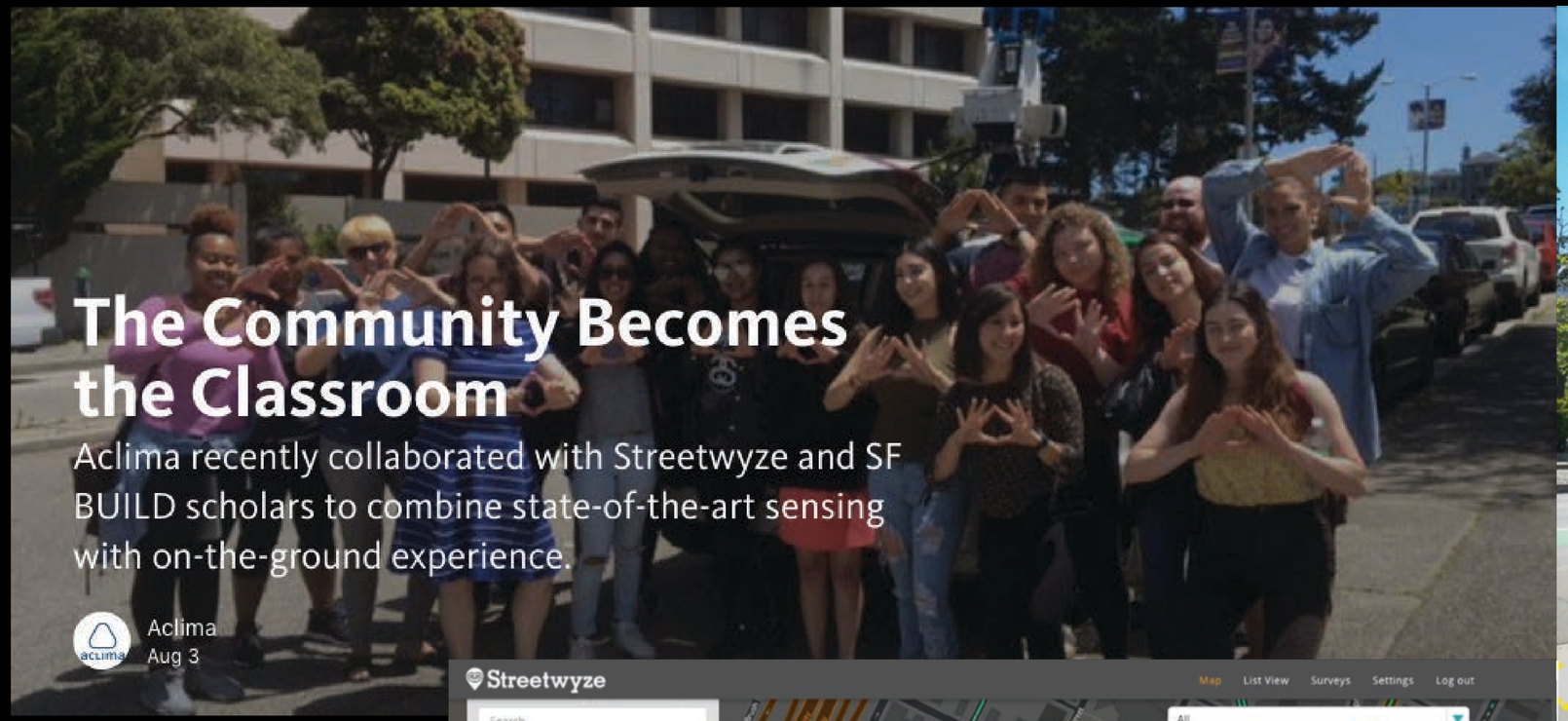
THE ROOT

GreenBiz Insights Events Videos Sustainability Energy More +

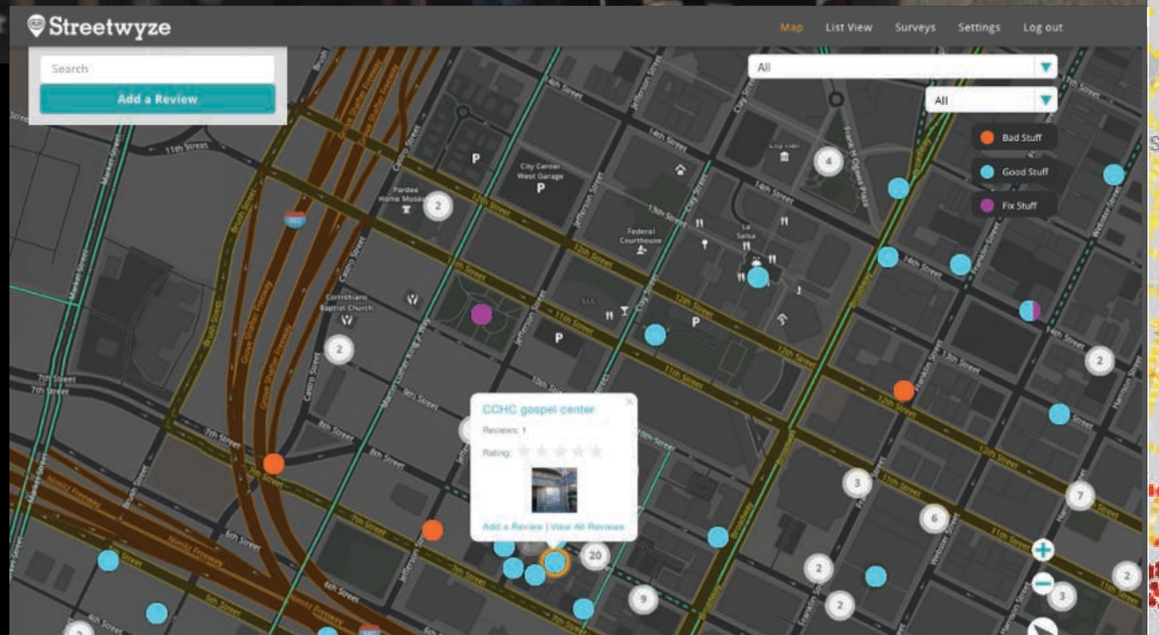
Urban resilience? There's an app for that

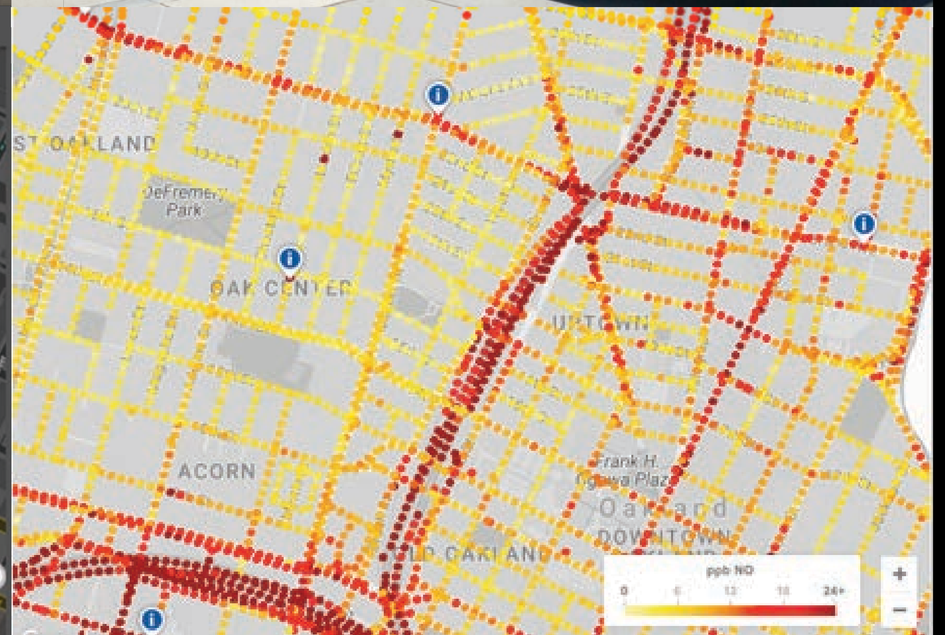
Barbara Grady
Thursday, March 31, 2016 - 2:00am

Google + Streetwyze + Aclima = Collaboration on Air Quality



Mapping
Hot Spots
and
Cool Spots





Mapping the Geography of Homelessness in Oakland

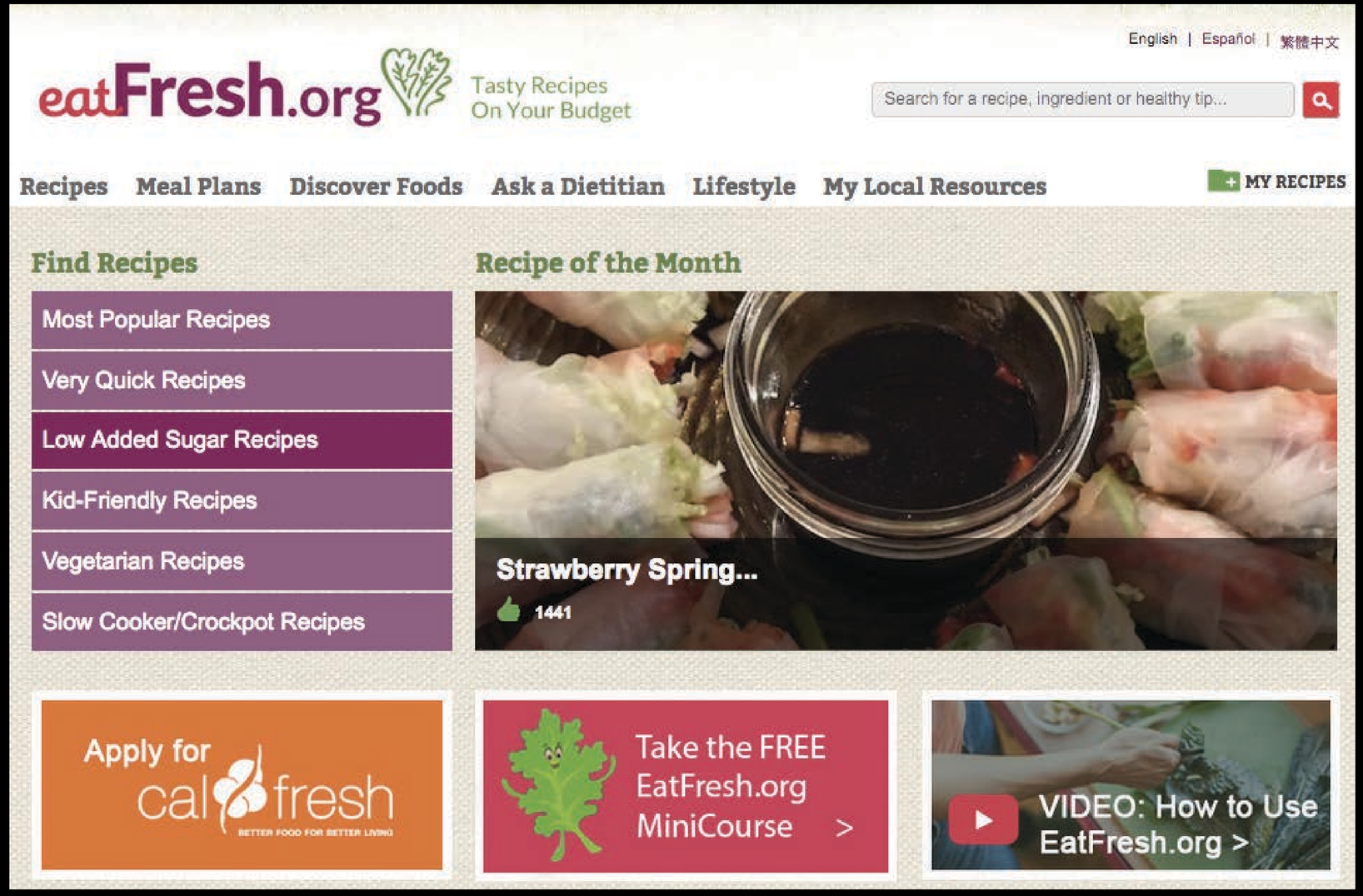
A New Vision for Measuring Opportunity

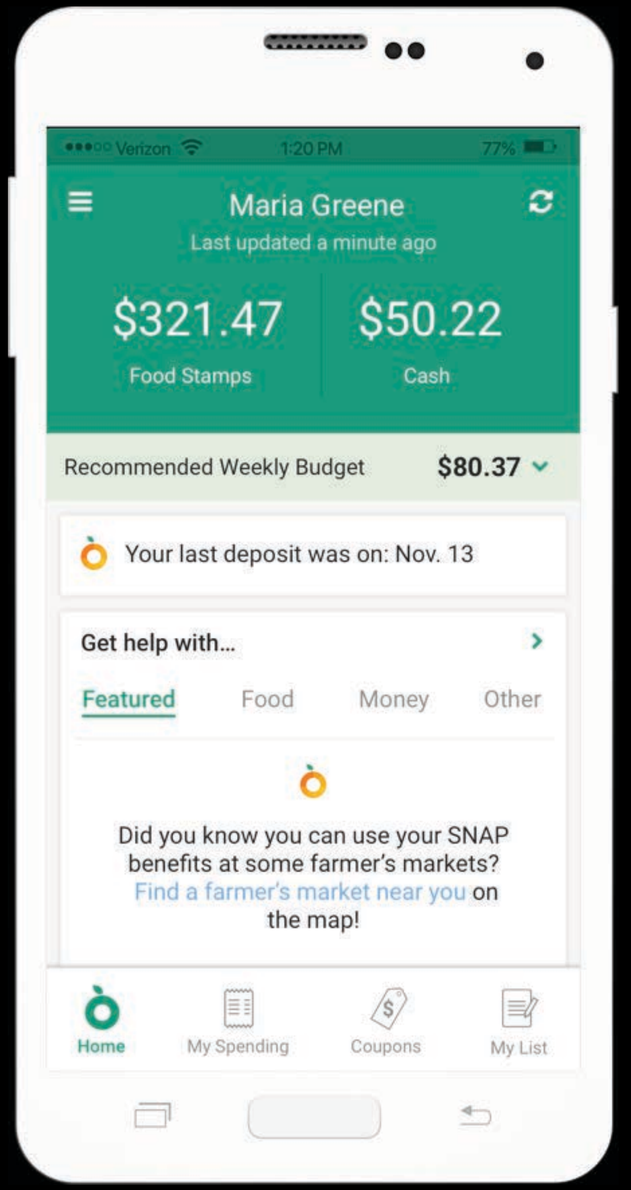
Providing a new resource & framework for measuring opportunity

Courtesy: Tiffany Manuel, KIS

CalFRESH

FRESHEBT





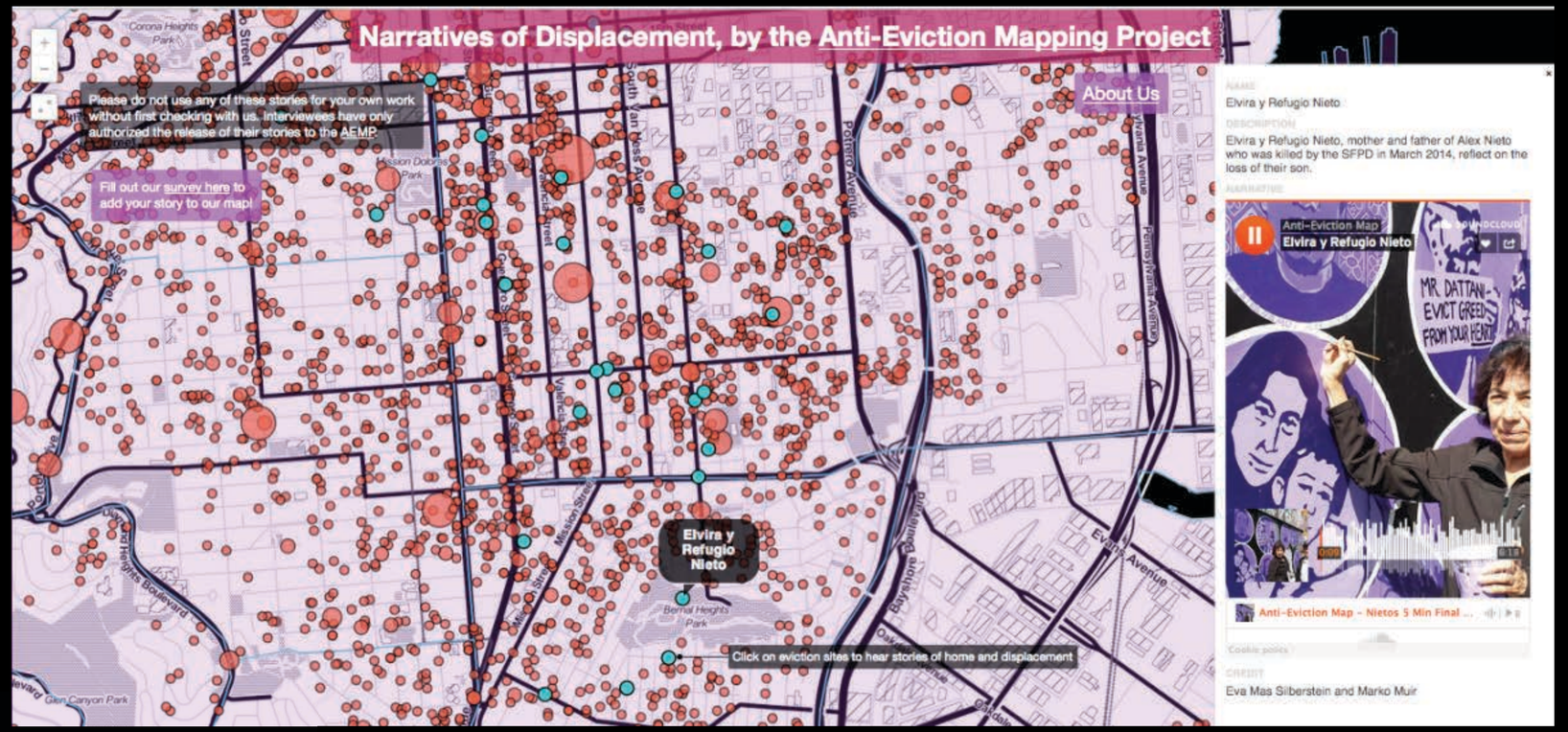
SF Planning & Tenderloin: Anti-gentrification Mapping

GOALS

1. Preservation of affordable units
2. Production of affordable housing
3. Economic development

solutions focus on keeping jobs, healthy food, businesses, artists, and nonprofits in the neighborhood.

4. Community planning
5. Homelessness



SAN FRANCISCO
PLANNING
DEPARTMENT

Conclusion

Key Gaps & Barriers
We have discovered across our work:

A lack of knowledge about # of resources for elder pops in communities
A lack of experiential data on *quality* of resources for elder populations
A lack of culturally and community responsive/elder appropriate services
A lack of Data around DEI, Dignity of Care/Respect, Race & Place with aging populations
A lack of Community-Driven Data that can be integrated w Big Data and predictive analytics beneath regulatory data sets on healthy aging and well-being

Pew, 2018

As a Result: Key Recommendations

Recommendations

1. Build Community Power

Communities that bear the brunt of health inequities must be at the forefront when creating data tools to advance health equity. Community knowledge is paramount to accurately understanding problems and crafting solutions that work. Intentional community partnerships and thoughtful design processes strengthen community capacity and can result in stronger advocacy and better data tools.

2. Address the Root Causes of Inequity

Online data tools for aging populations should acknowledge the root causes of inequities, which are not primarily individual behaviors but rather stem from structural inequities and systematic differences in the social, economic, and environmental resources and assets that affect health and well-being.

3. Lead With Your Equity Goal, Not the Data

The broader equity outcome—e.g., preventing displacement of older populations, building diverse healthy communities, or ending police violence— should drive the design of the tool rather than the data or technology. Be clear about the tool's purpose, then provide data, maps, and analysis to help users achieve that goal.

4. Make Data Actionable & Culturally and Community Responsive

Ensure that your tool inspires and supports community actions toward policy and systems change. Offer viable solutions to improve material conditions that incorporate the experiences of marginalized people, including those for whom data may not be readily available.

Recommendations

5. Develop an Interactive Database & Disaggregate Data

Understanding how conditions and opportunities vary for different groups, including their histories and the policies affecting them, is critical to developing and advancing tailored equity solutions. Disaggregate data by race/ ethnicity, gender, nativity, ancestry, income, and other factors to the extent possible.

6. Link CDD w/ BD and new Pop Health Data

Surveys and statistics are important staples of equity data tools, but different types of visualizations and qualitative data can help convey information that builds political will, supports community action, and provides a more comprehensive view of an equity issue.

7. Emphasize Assets (ABCD) and Opportunities

While uncovering disparities can be valuable for compelling action, it can have the unintentional effect of perpetuating inaccurate and negative stereotypes about communities. Data tools should also focus on community assets and strengths that can be b

8. Promote Research that addresses Current and Future needs of Older Populations

Make your tools as user friendly as possible by providing clear explanations of what the data shows, why it matters, and what users can do about it. Provide definitions of indicators and data sources.

9. Democratize Data & Create a Bottom-up Knowledge Network for Healthy Aging

Open access to public data is critical for fair representation and transparency, and to allow advocates access to the data they need. Ensure that the data and metadata are affordable and available to impacted communities to ensure long-term accountability.

10. Honor Indigenous Data Sovereignty

Sovereign tribal nations have the right to govern the collection, ownership, and application of data about indigenous nations and people. Data on or about indigenous people should be subject to the laws and governance of indigenous nations.

THANK YOU
GRACIAS

Streetwyze

END