

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the slide, framing the central text area.

Building Bridges: The Power of Intergenerational Connections

A Strategic Imperative for Senior Living Communities

Welcome

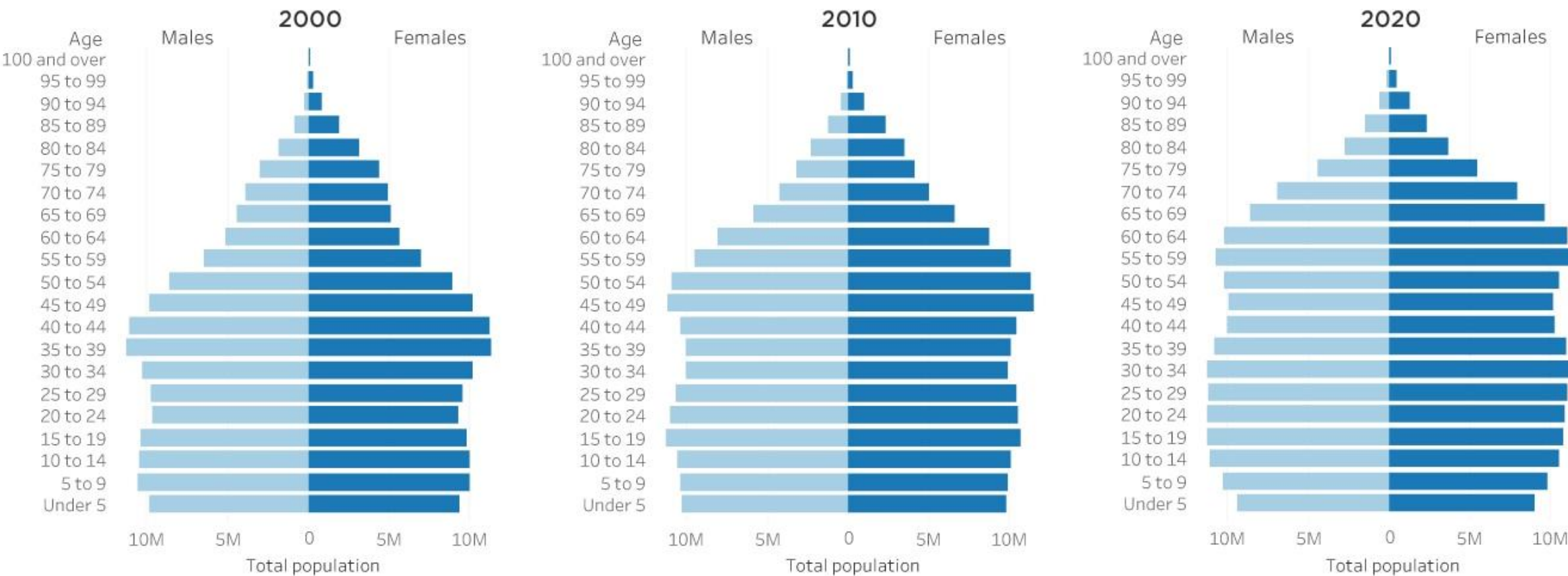


Why Intergenerational Connections Matter Now

- Demographic Trends
- Social Isolation among Older Adults
- Burnout and Retention Issues in the Long-Term Care Workforce
- Urgency of Innovative, Human-Centered Solutions

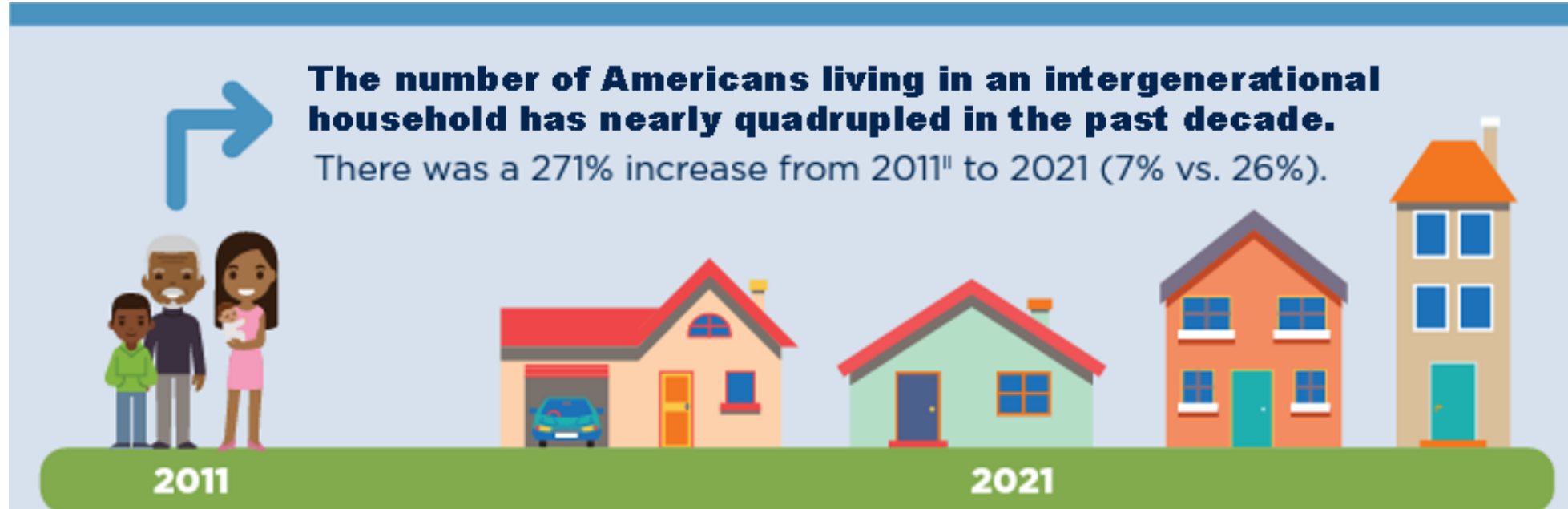
Demographics

Figure 2.
Population Pyramids for the United States: 2000, 2010 and 2020
(In millions)



Source: U.S. Census Bureau, Census 2000 Summary File 1 (SF1), 2010 Census Summary File 1 (SF1) and 2020 Census Demographic and Housing Characteristics File (DHC).

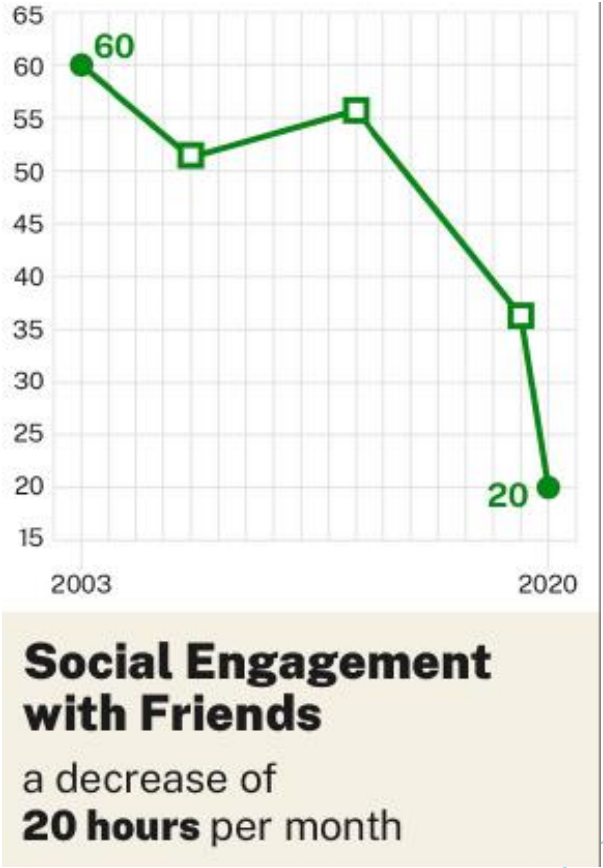
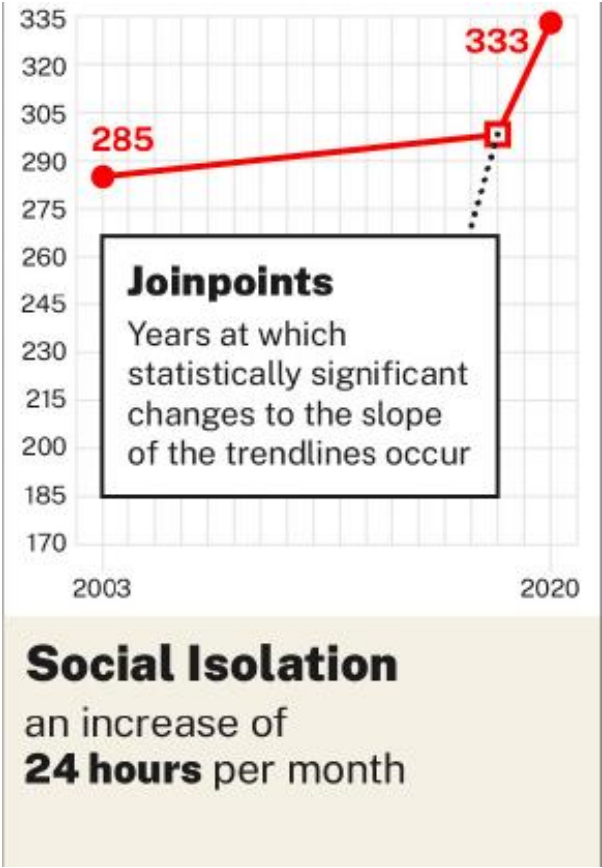
Demographics



Generations United 2021

National Trends for Social Isolation

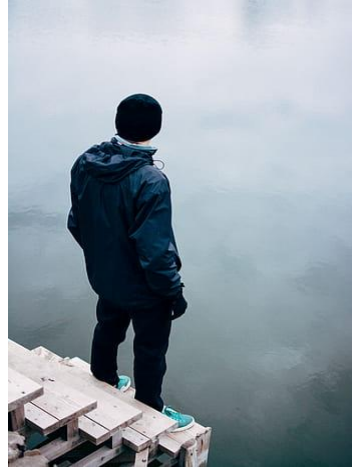
From 2003 to 2020, time spent alone increased, while time spent on in-person engagement decreased



Social Isolation



Loneliness and social isolation were concerns before the COVID-19 pandemic and worsened between 2020 and 2022. Since then, most age groups have reported lower levels.



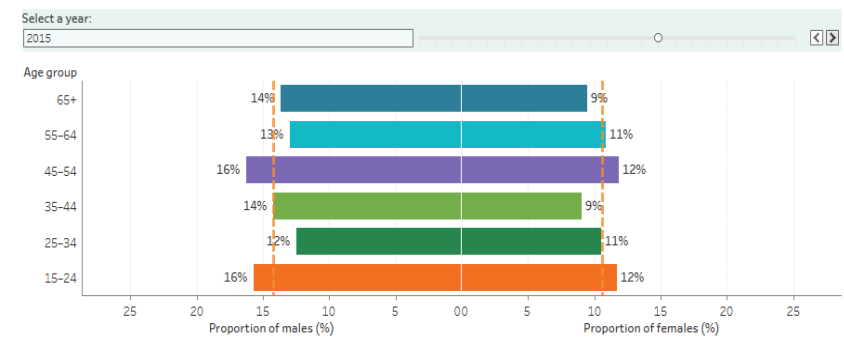
In 2023, among those aged 25–54, males experienced more social isolation while females reported more loneliness.



In 2023, among those aged 55–64, males experienced higher levels of both social isolation and loneliness.

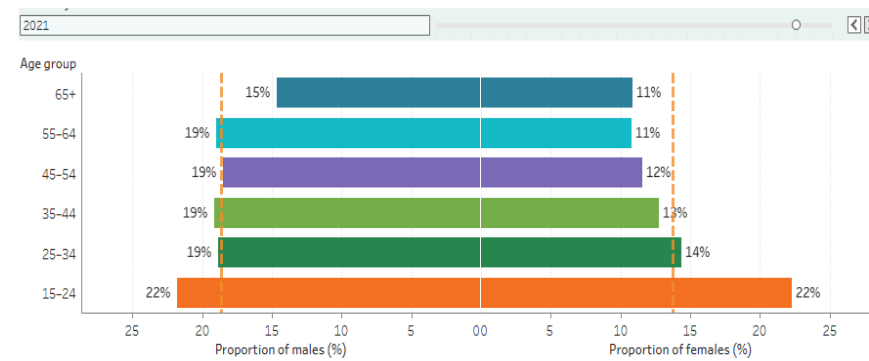
Social Isolation Changes over Time & Age

2015



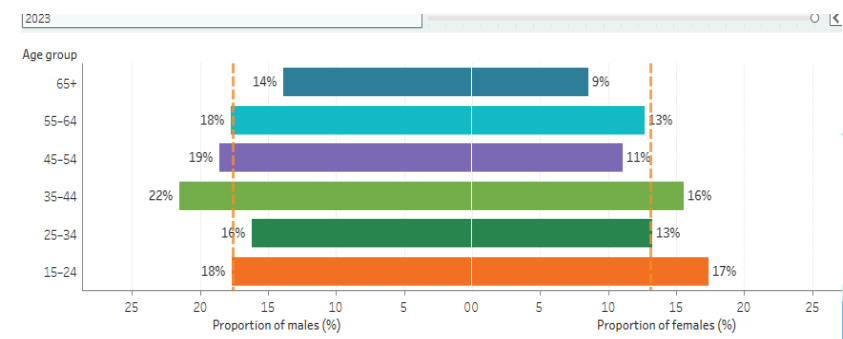
Note: The orange dashes represent the average proportions for people aged 15 and over in the selected year, shown separately for males and females.

2021



Note: The orange dashes represent the average proportions for people aged 15 and over in the selected year, shown separately for males and females.

2023

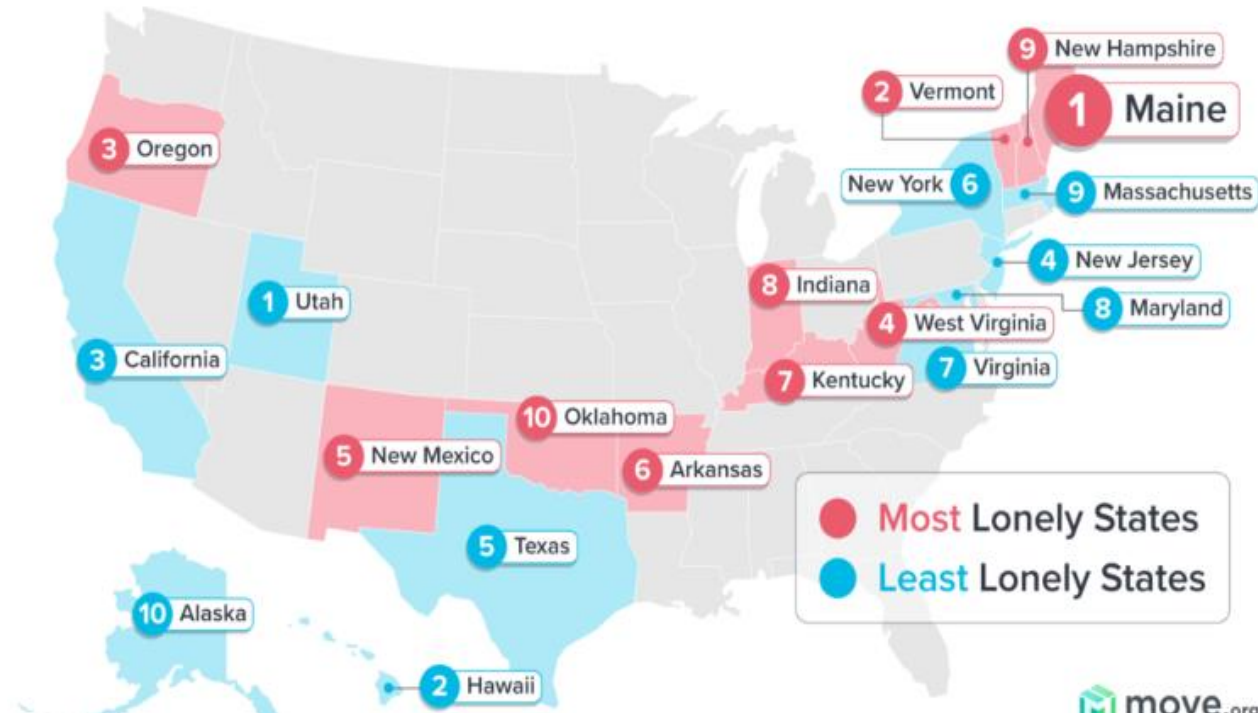


Note: The orange dashes represent the average proportions for people aged 15 and over in the selected year, shown separately for males and females.

Loneliness



The **Loneliest States** in America



Loneliness

- **Generation Z (ages 18-22) is the loneliest generation, with 79% reporting loneliness (Cigna).**
- **Millennials (ages 23-37) also report high levels of loneliness, with 71% saying they sometimes feel lonely (YouGov).**
- **Adults aged 45 and older are more likely to report feeling lonely than younger adults; 34% of this group reported feeling lonely (AARP Foundation).**
- **Older adults aged 65 and over are particularly vulnerable to chronic loneliness due to factors such as retirement, loss of social connections, and mobility limitations.**

Long Term Care Workforce

- Concentration in Urban Centers
- Wages
- Administrative Burden
- Burnout
- Diversity Needs
- High Turnover



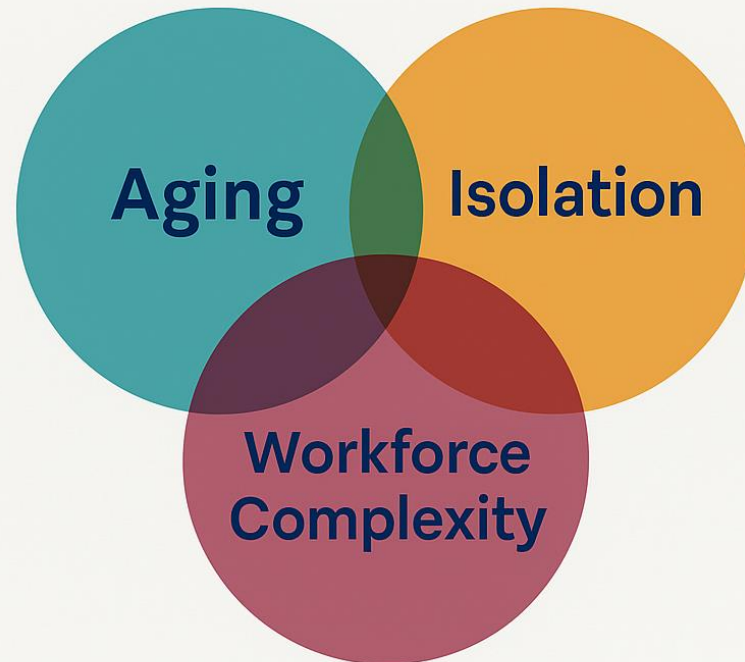
Urgent Need for Human-Centered Design Solutions

Why?

- Staff Shortages
- Staff Burnout
- Vocal Consumers about Quality of Care

The Value of Using an Intergenerational Lens

STRATEGIC RATIONALE: THE WHY



Age - Friendly Health System



The Strategic Power of an Intergenerational Lens

Intergenerational Engagement is...

“intentionally unite the generations in ways that enrich participants’ lives and help address vital social and community issues while building on the positive resources that young and old have to offer each other and to their communities.” *Generations United*



Benefits

Elders:

- Reduced Loneliness
- Increased Purpose

Youth:

- Empathy
- Civic Engagement

Organization:

- Sense of Community
- Resilience



Level of Intergenerational Engagement







Level of Intergenerational Engagement	Description and Example
Learn about the other age group 	<p>There is no contact, just learning about the issues and lives of those in a different generation.</p> <p>Reading an article about what issues are important to local high school students or high school students learning about careers in assisted living centers.</p>
Seeing the other age group but at distance 	<p>Younger and older people meet one another once without a formal program.</p> <p>A pen pal program where younger people and older people exchange letters.</p>
Meeting each other 	<p>Annual or regular meetings organized as part of established events.</p> <p>An annual park clean up day in the neighborhood.</p>
Demonstration Projects 	<p>Regular meetings and shared activities to promote the formation of relationships, with dialogue, sharing and learning among different age groups.</p> <p>Elders and younger members of church coming together to share readings about Haiti</p>
Regular Intergenerational programs 	<p>Programs demonstrated to be successful or valuable from the perspective of the participants. Integrated into their general activities and maintained as part of working practices and approaches.</p> <p>Foster Grandparent tutoring program reading to elementary school children</p>
Intergenerational Community Settings 	<p>The values of intergenerational interaction are introduced into the planning, development and functioning of communities</p> <p>The many opportunities for meaningful intergenerational engagement are embedded into social norms and traditions.</p>

Chart Courtesy of Matt Kaplan, PhD

Multigenerational Workforce Solutions



Today's Workforce Landscape

- 5 Generations in the Workforce
- Communication Preferences Differences
- Differing Worldviews
- Different Outside-of-Work Responsibilities

Intergenerational Leadership

- Peer Mentorship Models
- Intergenerational Team-Building Activities
- Recognition and retention strategies that appeal across the generations

Resident Centered Framework



Programs that Elevate Resident Well-Being



Technology Tutoring Programs



Connecting over Technology



Arts & Storytelling



Opening Minds through Art (OMA) is an intergenerational art program designed for people living with dementia aimed at promoting their social engagement, autonomy, and dignity through the experience of creative self-expression. Since 2007, OMA's mission is to build bridges across age and cognitive barriers through art.



PALETTE

Promoting Art for Life Enrichment Through Transgenerational Engagement

Shared Campuses

Shared Day Care Program



Universities



Intergenerational Communities



**BRIDGE
MEADOWS**



**TREEHOUSE
FOUNDATION**
ReEnvisioning Foster Care



School Partnerships





Partnerships with College, High School, and Elementary Schools

- Program Activities
- Periodic Social Engagement
- Housing for College Students

Becoming a Community Hub

- Host Intergenerational Events
- Volunteer and Internship Pathways
- Facility as a Civic Place





The Hokey-Kokey!

“

Every day, I know I am needed,
and I am no longer invisible.

”

Bridge Meadows Elder

Overcoming Barriers to Implementation



Anticipating Challenges
Sustainable Strategies

Anticipating Challenges

- Ageism
- Program Sustainability
- Time
- Staffing
- Liability & Safety



Sustainable Strategies

- Cross Training and Internal Champions
- Partner Agreements
- Evaluation & Feedback Loops





Marketing Intergenerational Engagement

Telling the Story

Positioning for Competitive Advantage

Your Leadership Role

Intergenerational Culture Starts at the Top
Modeling, Resourcing, and storytelling



What You Can Do Tomorrow

- Identify One Partnership
- Start small: pilot a single program
- Measure impact and celebrate success



Resources



Because we're stronger together®



World Health
Organization





Thank you for all you do!