



# SENIOR CENTERS CONNECT

Promoting social connection while practicing  
physical distancing

## AN EVOLVING TOOLKIT

If your center is temporarily closed and offering essential services during the Coronavirus outbreak, you may be searching for ideas to promote social connection to your participants. This compilation of programs, webinars and resources has been shared by aging service professionals over the past few weeks for you to use. We intend to update this toolkit as more resources become available.

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## Senior Center Professionals are Essential

NCOA's National Institute of Senior Centers (NISC) has reached out to senior center professionals to gather operating ideas during the COVID-19 crisis. We have found that much has changed in the course of a few weeks, but the one constant has been the ability of senior center professionals to think creatively, practically and decisively to continue to promote wellness for older adults in their communities.

Maintaining food security was an immediate and top concern they addressed. Senior center professionals have stepped up and into the roles held by volunteers for the congregate and home delivered meals programs. They have stood in line preparing meals, developed new drive-up delivery meal programs and driven to participants homes to deliver food.

They've also reached out to check on their participants. Making thousands of phone calls to ask: How are you? Do you need anything? How can we help? And letting older adults know they are not alone and that someone cares.

And, if this pandemic has taught us anything it is that we are social creatures and that connecting to others is crucial. So senior center professionals are creating holistic ways to connect. They understand that not everyone is connected to the internet, so they've sought low tech and high-tech solutions. They've sent cards, newsletters, added puzzles to home delivered meals. And now they are improvising a virtual learning and social connection environment. They are providing virtual exercise programs, book clubs and support group through Facebook Live, Zoom, conference calls and other technology platforms.

Senior center professionals have shown that they care deeply about the welfare of their staff. They value their paid staff and volunteers and they have addressed staffs concerns and fears with compassion and flexibility. They are experts at adding fun (an important stress reliever) and often include joyful elements into the programming elements, as you'll see in this compilation.

We encourage you to use the ideas you find in this collection, enhance them with your own creativity and share the things that are working well in your community to add to this body of knowledge. Please send additional ideas to me or Scott at our email addresses found below.

Senior Center professionals are essential in every community! Thank you for all the hard work you are doing during this crisis. Take care of yourself! Maureen & Scott

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## Providing Telephone Wellness/Reassurance Calls

Senior center professionals told us they are reaching out to their participants to offer telephone reassurance and to understand who is “most at risk”. You might identify “at risk” older adults by looking for adults who meet any of these criteria: those 80+ years old, living alone, experiencing food insecurity, have compromised health or multiple health conditions, are experiencing isolation or are financially at risk.

Your telephone reassurance program might be a new program for your staff. Be sure to train them on the questions to ask and instruct them on how-to follow-up once needs are identified. This outreach can also be accomplished by trained volunteers.

In Illinois, one site told us they had a team of volunteers and staff making outbound wellness calls. They were offering home delivery of food pantry items, but they found that most people just wanted to chat.

At a site in Minnesota they are calling over 1000 members with 3 basic questions

- Do you have food?
- Do you have access to your medications?
- Do you have critical health issue(s) that need attention?

Centers have also seen a huge surge of community people looking to help. Harnessing that resource would be very beneficial. Although sites may struggle with mobilizing the volunteer base at this time, since most staff are working from home. If you are looking to enlist new volunteers for this purpose be sure to include training and getting background checks.

### **Call tips from senior center professionals include:**

- Understand that this may be the only check in call an individual is receiving. Staff in Florida told us that several older adults cried over the phone, they were so grateful that someone was checking in on them.
- Use a friendly tone of voice and identify yourself as soon as possible when making the call. Spend as much time talking as feels comfortable or appropriate.
- If a participant shares a problem or mentions a medical concern, be sure to follow up with referrals. Referral areas might include assistance with meals, chore services, transportation, grocery delivery, or case management.
- Schedule a pre-arranged time to call and include how often you’ll make the call.
- Check on your participants basic contact information and ask who to call in the event that they do not pick up at their normal check in time call.
- If you do use volunteers, remember:
  - To have them trained on policies, confidentiality and referral.
  - Be sure to conduct background checks on all prospective volunteers.

## Assessing Risk

The Baltimore County Department on Aging determined who they needed to call first for a wellness check by using the data they had gotten from their annual assessment. They included the Adult Well Being Assessment as part of their yearly participant survey.

They initially segmented their 20,000+ senior center members by:

- Their social isolation score found on the Adult Well-being Assessment (anyone with a 3,4 or 5 was called)
- Those living alone
- Those with a high Determine Nutrition Checklist score
- Age – they started with 80 years and older and then they called younger age categories.

It was really helpful be able to identify those most at risk first and then move to those with other supports (i.e., living with spouse of family, not isolated/lonely, younger).

## Adult Well-being Assessment Tailored for Aging Adults

Part of the 100 Million Lives Aging Hub project is a promising IHI survey tool, known as the [Adult Well-being Assessment](#). The tool is a validated, self-reported survey that asks individuals to rate their overall well-being; finances; state of their physical, mental, and spiritual health; and social support. NCOA added a measure related to social isolation and loneliness, a common and significant issue among older adults. For a simple guide to using the Adult Well-being Assessment (AWA), download [here](#).

## Staff First

The Coronavirus pandemic creates a fearful and stressful time for all. Remember to respect staffs concerns and be flexible. Remain supportive and be open to filling the gaps when individuals want to step aside.

Safety First:

- Be sure health protocols are in place. Provide masks and gloves for drivers. Cleaning van after each trip. Transporting only one passenger at a time.
- An important role for dispatchers is making wellness calls, they are a familiar, friendly voice especially when calling regular riders.
- Ask pantry staff to pre-bag boxes and deliver instead of allowing individual selection. Food drop-offs could be set up at housing sites for pick-up.

## Wellness Call Guide Script<sup>1</sup>

Hi, my name is: \_\_\_\_\_ I am with the {your senior center} I am checking in to see how you are doing today?

1. We've all been asked to stay home due to the Coronavirus, how is that going for you?
2. How are you feeling? Are you experiencing any symptoms of a cold or flu (fever, cough, chills or shortness of breath)? *If yes, say "people who are not feeling well should call their doctor for guidance. Do not go to the doctor's office, Urgent-Care or Emergency Room unless you have been instructed to do so."*

3. Is there anything you need or do you have any questions? (Adequate food)

Yes or No - *If yes, please elaborate! If you do not have an answer, tell them you will find out and get back to you.*

4. Would you like me to call and check in again?

Yes or No - *If yes, please note frequency.*

5. Have you received your Census postcard? The form is completed on-line, do you need help with that?

Yes or No - *If the answer is Yes, say "I will have X call you and he can help you get the form submitted"*

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### Reminders:

2. Please follow the preventative guidelines provided by the Centers for Disease Control. **(See CDC Coronavirus (COVID-19) Quick Reference Guide)**
3. {include local senior center number or best local number}. Your call will be returned!
4. Remember to log all calls.

### Requests for support may be referred to:

- United Way – 211, a free, confidential service to find local resources 24 hrs. a day at **211.**

[Include local support information]

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<sup>1</sup> Script from the Better Choices, Better Health Program.

## Senior Centers Virtual Programming

Senior Center professionals shared these ideas during two recent NISC meetings. Programming ideas range from low-tech for those without computer capability to online programs.

### No Technology

Senior Center professionals are making calls to check in, finding out their participants needs and concerns and connecting them to local resources. As the weeks have passed, participants want to talk longer, making it difficult for staff to make multiple calls. Staff should be prepared with polite ways to end the conversation.

In Wabash County Indiana, they have reinstated mailed newsletters. Their first issue contained a listing of all the resources available in the community. Their next issue will include some virtual programming that is being put in place.

At Jewish Family Service in San Diego they are asking participants to write encouraging letters to senior center staff, meal staff, grocery store workers, etc. to show their gratitude. They are also matching participants to other participants to be pen pals.

Sunshine kits are being added to home delivered meals packages. In Illinois, senior center staff are going to local Facebook groups to ask for donations of puzzles and other fun items to make the kits. The items are delivered to the center where volunteers pack up individual kits.

### **Purpose driven programming**

Kernersville Senior Enrichment Center, NC and Jewish Family Service in San Diego, CA shared this great idea to activate all those older adults that like to sew. They asked their participants to sew masks. In San Diego the masks are being used for food distribution workers and for their drivers.

As you know, the supply of face masks are at a critical all-time low throughout the entire nation. As a community, this is a great way we can band together and make a huge difference in this time of need!

According to the CDC website "Fabric face masks are NOT a substitution for N95 masks and while wearing homemade face masks will not prevent catching a respiratory illness, they can help reduce the spread of large particles when someone sneezes or coughs." In addition to helping medical staff during critical shortages, these masks can be used at home as well.

Joann's Fabric Stores has free kits to make 5 masks (first come first served). You must pick the kits up and return completed masks. The stores will donate to local hospitals.

Below you will find some links for DIY Face Masks:

- [How to sew a bias tape surgical face mask with flexible nose](#)
- [How to SEW a Medical FACE MASK // TUTORIAL](#)
- [Picture tutorial](#)

## Minimal Technology

Connections to senior center participants have been made using Facebook, Mail Chimp to send email updates and the center's email resources.

Local radio ads from senior center professionals have been instituted to share resources.

In Alaska, the Department of Health and Social Services at the state level have offered different Public Service Announcement (PSA) messages. Different members of the community have lent their voice to announce these PSA cautionary measures. It may have more value in the community if individuals hear the message from different community leaders.

For those without computers, videos that were developed by senior center staff during a Facebook live session or with a smart phone, after they are shown on the internet, are also being shared with the local TV station for the entire community. Viewers enjoy seeing the familiar faces.

Rufty Holmes Senior Center, NC is using conference calls to connect their small groups. The crocheting group is chatting, and book group are discussing their most recent book. This is especially important for those without computers.

In NC, they are using a local conference call program through Elevate called GoMeet, other platforms mentioned were **FreeConferenceCall.com**, **UberConference.com**, **Free.gotomeeting.com**.

Phone trees have been developed within senior center groups to encourage wellness checks between participants.

## Technology Needed

Senior Center professionals are connecting to participants virtually using group messages, Facebook Live, Zoom, GoToMeetings, MailChimp and other online platforms.

**Group messaging platforms** that were shared are: **WhatsApp & GroupMe and Mail Chimp**

## Using Facebook Live

Georgia has a great example of a **Facebook Live** program. See the description of an NISC Award of Excellence winning program, **Yoga with Yoni on Facebook Live** in this booklet. It is a weekly yoga program offered at the Kinship Care Resource Center, Jonesboro, GA.

## **Create a Facebook Group**

One local community created a Facebook group **"Helping Neighbors Around Palatine."** It's only been around for one week and already has over 1,000 members. They receive requests of people in need and their "neighbors" are dispatched to help – walk a dog, pick up a prescription, make a friendly phone call. It's been amazing to see. This may be cropping up in many communities nationwide.

Senior Center staff are tapping into this resource to solicit donations and build good will with other community members for long term assistance. Staff noted that they received many donated care packages as a result of the group.



## Connecting with Zoom

North Shore Senior Center, Illinois has started online presentations, clubs, and discussion groups using Zoom. They report “It is working great!” They did their first Current Events discussion group yesterday with 30 people, and just finished with a History of Singing in the Rain with 135 people attending. Mary Staackmann, Director of Lifelong Learning said, “Everyone has been so grateful to reconnect with other members and their favorite instructors.”

They are trying to schedule at least one activity or class each weekday. Instructors have been very willing to work this way, and members have been eager to do this, and have mustered all their tech skills to take part. Mary said, “It's not too complicated for most people”.

At the Winona Friendship Center in MN, their virtual programming is held daily using Zoom. Their programming includes:

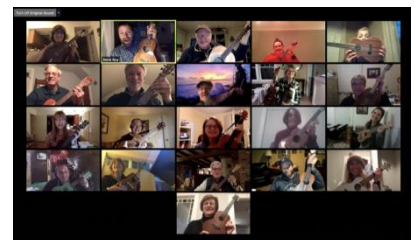
- 1 exercise program each day (Zumba, Yoga, Strength & Balance, NIA, Tai Chi).
- The Fitness Center is doing daily Zoom room reach out to members for strength training, cardio, etc.
- They have set up our Memory Café’ and Dementia support groups in Zoom room.
- They conduct a test run prior to the actual program so that kinks can be worked out (people don’t realize they don’t have a webcam or microphone, where the mute is, etc.)
- They use Facebook Live for outdoor events (hiking, biking) using a **GoPro camera**.

At Lowcountry Senior Center in Charleston, SC they have piloted exercises classes online using **GoToMeetings**; They have led Sit & Fit and Zumba and expect to add an online watercolor and French class, and a coffee hour or happy hour.

## Ukulele Groups on Zoom

Many senior centers have ukulele groups. Because of lag time on zoom, the technology doesn’t lend itself to many people playing at the same time, but you can still hold a class.

- Leave the microphones open for discussion time and to review chords.
- When it is time to play, the instructor can share the screen and show the music,
- Then mute all audio lines except for the instructor and everyone can play along with the instructor.
- After the song, open the audio lines, chat and get ready for the next song.



## Other platforms

- The Baltimore County Department on Aging is using **BurnAlong** – This site has a wealth of exercise and wellness programs that people can participate in with their friends. Instructors can upload their classes so members can follow. A small fee applies but the program includes a way that your instructors can get paid. This program covers liability issues.
- **Skype** – video chat and voice calls.
- **Google Hangouts** – Free messaging, voice and video calls. Built into Gmail, YouTube and Google Voice.

## Streaming Services

- **OneClick.chat** - a web-based video chat platform, research based.
- **YouTube Live** - Live streams can be public, unlisted or private. You cannot stream on a mobile device unless you have at least 1,000 subscribers.
- **Facebook Live**, livestream events, performances and gatherings on Facebook.

## View this recent Webinar: Tools and Tips for Reaching a Remote Audience

Access related resources:

- **Tools for reaching a remote audience tip sheet**
- **Download the webinar slides**

## Community Partners

Because of a close working relationship with the local university in Winona, university students who are out of class and need practicum hours, have developed an opportunity to provide virtual 1 on 1 personal physical training for older adults in zoom rooms.

At Kodiak Island, Alaska, they are working collaboratively with the school district for their technology needs. The center is using the school systems technology resources, and young people are sending videos and emails out to the older adults.

## National Exercise programs:

If your center is not offering virtual exercise programs here are a few online programs that you could easily share:

**Go4Life** is an exercise and physical activity campaign from the National Institute on Aging at NIH, it is designed to help older adults stay fit, exercise and include physical activity in their daily life. They have many videos for you to share: : <https://go4life.nia.nih.gov/workout-videos/>

**Planet Fitness offers a free 20-minute class daily** at 4 pm PT, 5 pm MT, 6 pm CT, 7 pm ET for 20 minutes, streamed live on Facebook.

## Share the Yale Science of Well-Being Class

One of the big ideas behind "The Science of Well-Being," Yale's most popular class of all time, is that true happiness doesn't come from your circumstances or your achievements. It comes, professor Laurie Santos, PhD, told CNN, from [simple daily practices](#) like [being grateful](#), living in the present moment, and connecting with others.

Now might be the best time to tune in to her massively popular course, which has been [available online](#) for about two years via Coursera. It's free to audit the classes, and costs \$49 for access to the full course materials and assignments (plus a certificate of completion).

**SeniorPlanet.org** – offering regular lunch and learns to use on zoom 12:00 – 1 pm. ET.

## Learn from others

Visit the [Well-Connected](#) website and learn from this virtual senior center model in California. It is a telephone and online community made up of participants, staff, facilitators, presenters, and other volunteers who care about each other and who value feeling connected.

Be sure to go to the last page for an extensive list of **Online Resource** opportunities to share.

## An Example of One Center's Virtual Programming Schedule

### **Schaumburg Township, Illinois** **Virtual Programming Options – Adults**

Please note, Schaumburg Township does not recommend or endorse any referral or program. We have not checked or verified content. Please use discretion before viewing. Every effort has been made to check accuracy; if you notice something is not working, please contact us at 847-884-0030

#### **ARTS AND CULTURE**

##### **Broadway Plays and Musicals**

<https://tinyurl.com/wyq8vsx>

15 Broadway Plays and Musicals you can watch on stage from home

##### **Public Library Free Access**

<https://tinyurl.com/vfzuern>

Anyone with a library card and iOS or Android phone can loan an e-book in the collection. There may be waitlists for popular titles. Must download app SimplyE.

##### **Virtual Museum Tours**

<https://tinyurl.com/wp2gmtw>

12 Famous Museums offer virtual tours of their galleries.

##### **Virtual Opera Performances**

<https://tinyurl.com/qvvtbv>

Metropolitan Opera announced it would stream encore presentations on their website each night at 7:30 PM. You can also stream through the Met Opera's on-demand app.

#### **EXERCISE**

##### **Unfold Yoga and Wellness - Digital**

<https://tinyurl.com/yx36bem5>

A series of FREE, live, web-based, 20 minute movement and meditation classes. Recorded sample classes also available anytime.

The first Thursday of every month at 1:30 PM

##### **Planet Fitness Home Work-Ins**

<https://tinyurl.com/ukxdgye>

Free in-home workouts for Planet Fitness members and non-members. Recorded classes available anytime. Streamed live daily at 6 PM.

#### **MISCELLANEOUS**

##### **Chatter Pack**

<https://tinyurl.com/tr9j5jz>

A variety of online resources for enrichment: Virtual tours, online learning, geography & nature, music, arts & culture, literature, entertainment, anxiety & mental health, prayer

##### **Ivy League Online Classes**

[Freecodecamp.org/news/ivy-league-free-online-courses-a0d7ae675869/](https://freecodecamp.org/news/ivy-league-free-online-courses-a0d7ae675869/)

Over 450 online courses are available for free through all eight Ivy League schools

## **VIRTUAL SENIOR CENTERS**

Programs listed below allow people to call a conference call line using their phone or log into an internet connection to access fun and interesting enrichment and education sessions. Each program is open to all US residents; there may be small fees, but we suggest reaching out directly for more information.

### **Covia Well Connected**

<https://covia.org/services/well-connected/>

Program guide:

<https://covia.org/wp-content/uploads/2019/12/Well-Connected-Winter2020-FINAL.pdf>

Register for programs: 877-797-7299

### **Lifetime Connections Without Walls**

<https://www.familyeldercare.org/programs/lifetime-connections-without-walls/>

Program Guide: <https://www.familyeldercare.org/wp-content/uploads/2019/12/LCWW-Winter-2020-Catalog.pdf>

Register for programs: 888-500-6472

### **Dorot USA University Without Walls**

<https://dorotusa.org/our-programs/at-home/university-without-walls>

Program Guide: [https://dorotusa.org/sites/default/files/inline-files/DOROT\\_UWW\\_Brochure\\_20\\_SINGLES\\_0.PDF](https://dorotusa.org/sites/default/files/inline-files/DOROT_UWW_Brochure_20_SINGLES_0.PDF)

Register: 212-769-2850

### **Mather Lifeways**

<https://www.mather.com/neighborhood-programs/telephone-topics>

Program Guide:

<https://www.mather.com/wp-content/uploads/2020/02/TeleTopicsMARCH20webemail.pdf>

Register: 888-600-2560 or email [teltopics@mather.com](mailto:teltopics@mather.com)

## 4 Programming Ideas from the NISC Programs of Excellence Competition

### Yoga with Yoni on Facebook Live

KINSHIP CARE RESOURCE CENTER, JONESBORO, GA

Yoga with Yoni on Facebook Live is a weekly program offered at the Kinship Care Resource Center, in the caregiver's home or anywhere with an internet connection. Kinship Care participants can come to the center for Yoga class or they can follow along in the privacy of their own home. Yoga instructions are broadcast on a live feed on Facebook.



The center's yoga instructor, Yoni, hosts a traditional exercise session in the center on a specific date and time. A second staff member will connect to Facebook, position the webcam and begin live streaming the class. During the live feed, off-site participants are encouraged to "check-in" by commenting or liking the feed. They were also asked to participate in a brief five question survey at the end of class. A link to the survey was provided during the class.

The use of technology makes this program delivery possible to all who have a computer, tablet or smartphone with internet capabilities. By logging into Facebook, they can participate in class real time or at a later hour, when it may be more convenient. Technology is here and multi-site simulcasts of classes are the next wave of the future for seniors. We at the Kinship Care Resource Center stand ready to conquer this challenge with fierce determination.

This innovative program is significant because it allows classes that have been primarily held in the center to now be taken at home. It also encourages the use of technology to obtain services.

In the 70's and 80's the current generation of older caregivers would exercise at home with television shows like "Jane Fonda's Workout" or "Wake up with Joni". Now caregivers can "Yoga with Yoni" anywhere with an internet connection. Through the use of technology, service provision of healthy programs in a forum similar to the past, can reach a diverse audience of seniors without transportation or self-consciousness barriers.

**Outcomes:** Participants benefited from this class by strengthening their flexibility and balance. By offering this program both in person and online, clients are able to participate more often.

**Evaluation:** A short survey was administered online, to participants to gauge program success.

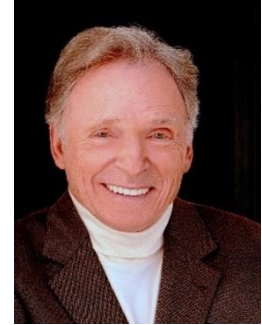
**Number of staff or volunteers needed:** 2

**Cost: Expense:** 0 **Revenue:** 0 **Net:** 0

**Contact:** Angela Burda, Kinship Care Resource Center  
849 Battlecreek Rd, Jonesboro, GA  
angela.burda@claytoncountyga.gov

## Program Sharing: An Interview with Dick Cavett

MATHER LIFEWAYS, EVANSTON, IL



We wanted to explore the possibility of sharing a single lifelong learning program, using videoconferencing technology, at all of our various Mather locations.

In order to make the program successful, we chose an older adult celebrity guest who might appeal to all our audiences. We decided to conduct an interview with former talk-show host Dick Cavett and stream the interview with Zoom videoconferencing technology to nine different Mather locations: our three Mather cafes in Chicago; our three life-plan communities in Evanston, Wilmette, and Tucson; two of our Chicago neighborhood locations in Skokie and Morton Grove; and our telephone program called Telephone Topics.

Our interviewer, Walter Podrazik, who teaches television history at UIC, was located in Evanston, and Dick spoke to us from his home in Montauk, New York. The program ran for about an hour, and the interview included six delightful video clips of celebrity guests from Dick's shows, including people like Robert Mitchum, Bette Davis, Katherine Hepburn, Jack Benny, Groucho Marx, and Salvadore Dali. Dick was his usual charming, urbane, and witty self, and the program was a complete success with approximately 150 participants altogether organization-wide. This kind of a program was relatively easy to conduct and could be easily replicated by other organizations.

This successful program demonstrates that we can do much more in the way of sharing programs using videoconferencing technology. This will reduce the amount of time that staff at all of our locations have to devote to program planning and at the same time bring together all of our communities by sharing in a common experience. This kind of program sharing is also good for our presenters because it enables us to offer them a much larger audience than they would have at any single location, and it enables them to give a presentation without the additional time spent traveling to and from a certain location.

**Outcomes:** Our program participants were thoroughly delighted with the experience and enjoyed the opportunity to learn more about a person with whom they were all quite familiar. They also came to recognize that long-distance programs using videoconferencing technology can be quite as engaging as having a live speaker. Our Mather organization benefited by learning how videoconferencing technology can help create an extraordinary experience for our customers and residents.

**Evaluation:** participant interviews indicated a tremendous success.

**Number of staff or volunteers needed:** 12 people. One staff person at each of the nine locations, one interviewer, one program coordinator, and one director.

**Cost: Expense: 0 Revenue: 0 Net: 0**

**Contact:** Chuck Freilich, Mather Lifeways  
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## The Westshore Collaborative Website: "Casting a Wider Net"

### WESTLAKE SENIOR & COMMUNITY SERVICES, OHIO

Recognizing that "alone we can do so little, together we can do so much", 8 municipal senior centers from Greater Cleveland, spanning 2 counties, came together to share resources in a unique way. Together, we secured funds to help us build [www.westshoreseniors.org](http://www.westshoreseniors.org), a website that combines our 8 senior center activity calendars, as well as information and resources, in an easily searchable, modern, but senior-friendly way. This helps our current patrons, many of whom we already share. They do not have to subscribe to or rifle through 8 different newsletters. More so, it helps us "cast a wider net", reaching people who would not normally think about using a senior center.

Our website comes up in a Google search, which is how younger seniors, as well as adult-children of seniors, and senior professionals would be looking for information. In this way, we are forging ahead in making our information and services available and known to more people, without increasing our size. We see this as a viable way to manage the demographic growth. One of the functions of our website is the ability to search a topic, "chair yoga" for example, and in an instant learn of all the different options "time, day, location" available in all 8 senior centers. Other functions include tabs for social service resources by city and county, information about volunteer opportunities, blogs on senior-centric topics, contact emails and photographs. It is a "one-stop-shop", but not a "one-size-fits-all" approach to service delivery.

The Westshore Collaborative Website is significant because 8 communities moved from competition to collaboration. It required cooperation from 8 mayors, 8 city councils and 8 senior center staffs. The primary benefit to our participants is accessibility to:

- A one-stop-shop of program information for 8 centers, eliminated 8 separate newsletters.
- A senior-centric website, [westshoreseniors.org](http://westshoreseniors.org) was designed for and tested by seniors..
- Senior-centric content. In addition to programming, the website also offers social services available in all 8 communities, as well as 2 counties, and a blog that features a variety of topics written by a variety of regional organizations.

**Observable Measures:** Our primary measurement is data provided about the website via Google Analytics. We track unique visits and total visits, time spent on the site, page views and average visit duration, among other metrics.

**Number of Staff/Volunteers:** 4 staff hours per month x 8 senior centers is what is required to maintain the website on a monthly basis. **Costs/Expenses:** We received funding \$26,000 which paid a web-designer and project manager to construct the website. Annually we will owe \$200 to maintain the licenses for the site.

**Contact:** Lydia Gadd, Westlake Senior & Community Services  
29694 Center Ridge Road Westlake, OH [lgadd@cityofwestlake.org](mailto:lgadd@cityofwestlake.org)





## Bingo with a Twist

### [Insert your center's name] BINGO

B	I	N	G	O
<p><b>List 3 things:</b> you love about your favorite TV show or movie</p>	<p><b>Complete:</b> 20 arm curls 20 knee lifts 20 ankle rolls</p>	<p>Take a Walk <b>OR</b> Get some Sun!</p>	<p><b>Take 3 deep breaths!</b></p> <ul style="list-style-type: none"> <li>• In through your nose, count 1...2...3...</li> <li>• Hold, count 1...2...3...</li> <li>• Out through your mouth, count 1...2...3...</li> </ul>	<p><b>Clean out your junk drawer!</b> Throw away garbage, wash the drawer and share the weird items you find with us.</p>
<p><b>List 3 things:</b> that you are grateful for today!</p>	<p><b>Call:</b> a senior center friend or a family member!</p>	<p><b>Clean out your pantry/cupboards.</b> How many expired items do you have?</p>	<p><b>Share:</b> an easy recipe on Thursday's (3/19) recipe Facebook post!</p>	<p><b>Name all 50 States!</b> NO CHEATING!</p>
<p><b>Drink 64 oz. of water in one day!</b> Daily Suggestion Source: webmd.com</p>	<p><b>Stimulate your mind!</b> Complete one crossword, word search, Sudoku or other puzzle</p>		<p><b>Reminisce!</b> Look through old photos</p>	<p><b>Listen to music that makes you happy!</b></p>
<p><b>Take a selfie!</b> Send to a friend or the WCCOA Facebook page</p>	<p><b>Write about:</b> A positive &amp; memorable time in your life.</p>	<p>How many words can you come up with in two minutes using the letters from: <b>CORONAVIRUS</b></p>	<p><b>Mail:</b> a friend or family member a letter</p>	<p><b>Play a Card Game!</b></p>
<p><b>Make something creative</b> (Ex. Cooking, drawing, craft, etc...)</p>	<p><b>Pay it forward!</b> Give someone a compliment</p>	<p><b>List 3 things:</b> you love about your local Senior Center!</p>	<p><b>Write down:</b> a piece of advice you would give to younger generations.</p>	<p><b>Purge!</b> Go through your phone and clean out apps/pictures that you no longer want or use.</p>

Wood County Committee On Aging, Bowling Green, Ohio shared this engaging way to play virtual Bingo on Facebook

**HOW TO PLAY:** Complete all of the activities in a row vertically, horizontally or diagonally. Let the center know when you have achieved a BINGO and they will enter one ticket into their raffle with your name on it! Contact them by email.

Five Bingo Maximum = 5 raffle tickets.

Winner is drawn on Facebook Live at a set time.

**HOW TO PLAY:** Complete a row vertically, horizontally or diagonally. Let us know when you have achieved a BINGO and we will enter one ticket into our raffle with your name on it! Contact us via email at [insert an email address] or through Facebook Messenger.

**FIVE BINGO MAXIMUM = 5 RAFFLE TICKET MAXIMUM**

Winner will be drawn on Facebook LIVE, [add date]!

*Two NISC partners, Barrie Atkin, who worked with NISC to produce Marketing for Any Senior Center resource guide and Ruthann Dobek, Executive Director of the Brookline MA Senior Center, who is a NISC member and a pilot site partner that implemented Lyft ridesharing at their center, co-wrote this thoughtful article on maintaining and strengthening connections within your community.*

## **Closed due to COVID-19? – How to make your senior center stand out in your community during the crisis**

**By Barrie Atkin, MBA & Ruthann Dobek, LICSW**

Yes, the Covid-19 virus is dangerous and disruptive. Your Senior Center is probably closed – or at least off-limits to groups and gatherings. You may be working from home.

Even with so many events cancelled, you still have opportunities to increase community awareness of your Senior Center and the value of your organization.

Here are some strategies for how you can maintain – and perhaps enhance - your Senior Center as a vital community resource during this virtual time when you're not meeting with people directly.

[Note: we do not have any affiliation and are not receiving any revenue from any of the programs or services we mention in this article.]

### **2. Set up a Virtual Meeting Platform**

Many of us will have to do our meetings, networking, and work sessions virtually. Set yourself up with an app or platform that allows for conferencing and meetings online.

A Virtual meeting platform is a way to be in meetings with others – with audio and/or video. You've probably already been a part of virtual meetings. If you want or need to be in contact with others, and especially with groups, or managing meetings, having your own virtual platform will allow you to host your own meetings.

For very basic needs, FaceTime (for Apple products) works and Skype is also good for 1:1 or a small group.

For more robust needs, a professional video conferencing software is imperative, one that offers both audio and video – so that you can both hear and see the other members in the meeting. Also look for a platform that provides a way to record the conversation. This provides you with a document of what was discussed. If you or your team require a written version, you can upload your audio file and have it transcribed or transferred to text.

Many municipalities will have a license for such platforms. If your Senior Center is a municipal organization, check with your IT department. The Town of Brookline uses Cisco Webex.

Zoom and GoToMeeting are two additional popular platforms. The Free version of Zoom limits sessions to 40 minutes. A Premium subscription does not have this limit.

## **2. Use FaceBook (and other Social Media Tools) for Greater Visibility**

You can use your FaceBook page and your website to:

- Post emergency information.
- Share resources for people in need.
- List phone numbers to call for help.
- Remind your community that you are available and are practicing social distancing.
- Collect names of community volunteers.

Be sure to post such information on community websites as well. Submit articles and updates to your local media, including newspapers, community websites, list serves, etc.

Check if your local Public Access TV station is open. Ask them to show some of your past interviews or programs that may be relevant or helpful to people at home. Arrange to be interviewed remotely to give important information and support.

Partner with other organizations that are responding to the crisis such as healthcare organizations, civic and religious institutions, local social services, your Area Agency on Aging or ASAP. Remind them of your availability and your critical role as an expert on older adult issues and needs.

## **3. Keep Your Older Adults Engaged**

Look for ways to reach out to your older adult community. Most of your participants are at home. If you are a municipal agency, use your town system to make a call to everyone.

- Remind them how to call to get help.
- Remind them to reach out to friends and neighbors who may live alone.

Use your newsletter to give your participants resources that you may not normally have space to include. Also suggest ways to stay active at home and in touch with others. MySeniorCenter's most recent FunFacts "Keep Socialization Alive" offers creative ideas for how to prevent loneliness. <http://www.myseniorcenter.com/funfacts/March192020.html>

This can be an opportunity to expand your reach. Offer a special email where residents can send non-urgent messages and concerns. Ask them to provide their emails so they can get email updates from you.

For emailing to groups, consider using an email platform such as Constant Contact or Mail Chimp that allows you to brand your message and provide a professional look and feel to your communications.

#### **4. Advocate for your Community's Older Adults**

Be in touch with your community's emergency management team, your town government and other local leadership. Remind them of your expertise and wealth of information about older adults and the resources you offer.

Evaluate and identify where you might have gaps of services. At some point, life will return to "normal". What can you do now to plan and strengthen your service and program delivery at that time?

#### **5. Update your Brand Identity**

In the short-term of this crisis, focusing on your brand may not be your primary priority. However, as the weeks go on and you have established new routines, consider evaluating your brand identity. This could provide a creative distraction! Research shows that organizations that plan ahead during a market downturn do better when the environment returns to "normal". If you can, take this time to strengthen your brand and your presence in your community.

Perhaps you've been meaning to upgrade your Senior Center's FaceBook profile or website. Often these are low priority tasks compared to keeping your Senior Center going on a daily basis and interacting with your participants.

Think about your available brand elements – your logo, tagline, use of color palette and fonts, your visuals and videos on your website, your testimonials, your newsletter. Do they reflect your most current thinking? Are they consistent with each other? Is it time to update the brand tools you are currently using, or do you want to develop new ones?

Perhaps one of your staff members has the time to work on this now. Or use your community websites to search for a volunteer.

For new graphics, you can use a DIY creative tool like Canva, source brand identity from online creative sites like 99design or work with a graphic designer.

#### **Concluding Comments**

As you're dealing with this unprecedented crisis, be sure to take care of yourself. It's hard to take care of others if you're worn down by the news and barrage of demands on you. Practice some self-care, whether it's going for a walk, escaping into a TV show, movie or book, or using mindfulness/meditation.

Stay connected with your friends, family and colleagues.

Whatever you do, stay safe – and look out for the more vulnerable and isolated individuals in your community.

## About Us

**Barrie Atkin, MBA** is a marketing, strategy and fundraising consultant for mission-driven organizations. Barrie's clients have ranged from ESPN, Rodale and The Nature Conservancy to Massachusetts Medical Society, the Massachusetts Council on Aging and many senior centers. She is the co-author of "*Marketing Tools for Any Senior Center*" and has helped many organizations with rebranding. She can be reached at [Barrie@AtkinAssociates.com](mailto:Barrie@AtkinAssociates.com); 781-788-6600  
[www.atkinassociates.com](http://www.atkinassociates.com) <https://www.linkedin.com/in/barrie-atkin-310134/>

**Ruthann Dobek, LICSW** has been Executive Director of the Brookline MA Senior Center and Council on Aging since 2002. She is also co-Chair of the Brookline Community Aging Network. Ruthann has been recognized by the Massachusetts Council on Aging as an Innovator of the Year and was named Social Worker of the Year by the Massachusetts NASW. She has piloted many innovative programs in caregiving, transportation and homecare for older adults. She can be reached at [Rdobek@brooklinema.gov](mailto:Rdobek@brooklinema.gov)

## Funding

Senior Centers are addressing the issue of a reduction in program and operating income by being proactive. They are:

### **Continuing to develop relationships**

Send a personal note to key funding sources, not to ask for money, but to let them know what you are doing and to emphasize that what they did for you in the past is helping today during this crisis.

Send a letter to vendors, let them know that things might be tight right now in these uncertain times.

Review the January 30, 2020 recorded webinar, **Developing Relationships: Fund Development and Strategic Partnerships** for more relationship building tips.

### **Accepting Program Fees**

At Lowcountry Senior Center, SC, they are continuing program income in these areas:

- Title III-D money is allowing reimbursement for virtual exercises classes.
- Silver Sneakers is allowing payment of virtual classes.
- Our paid classes, even though they are virtual, will still require payment. Participants will go online to sign up and pay for classes.

### **Advocating**

At Senior Citizens of Kodiak, Inc, Alaska they are communicating with the State Dept of Health & Human services for realignment of social service funds.

They are also advocating to the Governor because he has declared a state of emergency, and the town has also declared a state of emergency so that they may be eligible for related funds.

And they are part of a statewide non-profit advocacy group in the state to advocate for nonprofits.

### **Coordinating Efforts for Older Adults in the Community**

A message to all communities should be that those community groups that would like to help older adults should seek the advice, council and coordination of senior center staff.

There are a lot of offers of help in the community but in order to not duplicate efforts or to avoid a volunteer process that might have a harmful aspect (like not properly vetting individuals that are picking up medications for older adults) senior center staff should be included in planning.

## Tips for Connecting to Staff, Volunteers and Board Members

### Staff

Your staff may be currently reporting to work, working from home or not working, whatever your circumstances here are a few staff tips.

Set up a schedule to check in with your staff. One site checks in with staff every day by zoom room. Half the staff works at the center and half from home, they all meet to check on the priorities of the day.

Be aware that staff may be juggling a lot of responsibilities. They may be dealing with older parents and teaching children at home. They may find it difficult to continue to work and even making wellness calls may take more time than anticipated.

Make sure to let your staff know that you understand and that it is okay to take vacation time or sick leave time if appropriate.

Be sure to email or include in meetings, positive thoughts, funny cartoons, and general upbeat messages with your staff.

### Boards

Email Board members to keep in touch. Let them know about the steps you are taking and ask for input.

### Volunteers

Utilizing new volunteers that might be traveling to an older adults' home should include a background check. Some centers are reaching out to individuals that may have already gone through background checks as part of their current job onboarding, like teachers or recreation department staff, until they can get a background check process established.

## Tips & Tools for Serving Your Participants From NCOA

Use these resources to get best practices, share tips, and see what leading authorities are recommending during the COVID-19 pandemic.

- [4 Coronavirus Scams to Avoid](#), March 19
- [Encouraging Older Adults to Stay Active and Safe During the Coronavirus Pandemic](#), March 18
- [Do Your Part to Stem COVID-19: An Intergenerational Call to Action](#), March 16
- [Coronavirus: What Older Adults Need to Know](#), March 11
- [COVID-19 Resources for Senior Centers](#), March 10

Have a participant who needs emergency assistance? [Find our resources for urgent relief](#) on our older adults/caregiver's page.

### Archived Webinars

- [Tools and Tips for Reaching a Remote Audience, April 1](#); access related resources:
  - [Tools for reaching a remote audience tip sheet](#)
  - [Download the webinar slides](#)
- [NCOA Tele-Town Hall: Caring for Older Adults During the COVID-19 \(Coronavirus\) Pandemic](#), March 27
- [NISC Leaders for a Conversation about Your Senior Center and Coronavirus](#), held Thursday, March 19, 1 pm ET
- [Offering Evidence-Based Programs During the COVID-19 Pandemic](#), March 25
- [Delivering Aging Mastery® Online](#), March 20: This webinar offers suggestions for holding classes virtually and using the self-directed Aging Mastery® Starter Kits. (The Aging Mastery Program is not included on the Approved Evidence-Based Health Promotion/Disease Prevention Programs, but some states offer it locally.)
- [Responding to COVID-19 and CDSME Workshops](#), March 18

### From Our Partner Organizations

- [Resources for working remotely](#), including how to use different technology platforms, at LinkedIn
- [FAQ on Medicare Coverage and Payment for COVID Testing and Treatment](#) from the Kaiser Family Foundation
- [Get a comprehensive listing of links](#) to state protocols, proclamations, and materials compiled by ADvancing States
- [Media templates and crisis communications resources](#) from LeadingAge
- [Preparedness checklist for events](#) from the National Foundation for Infectious Diseases
- [Toolkit: Senior nutrition network COVID-19 response townhall](#) from the National Resource Center on Nutrition & Aging



## Where to Get Food Help Now

Share this information with your colleagues!

Affording healthy food is a challenge for many older Americans, but the spread of COVID-19 has made matters worse. Whether you're facing difficult financial times or are unable to leave your home, there are resources that may be able to help.

### Meals on Wheels

With a network of over 5,000 programs, Meals on Wheels is offered in nearly every community in America. Meals on Wheels volunteers are committed to continuing delivery of nutritious food to homebound older adults and ensuring their health and social well-being.

[Enter your zip code to search for your local program.](#)

### Food Banks

Feeding America operates over 200 food banks and 60,000 food pantries across the United States, each serving a large area. Many food banks are adapting the way they serve their communities during the COVID-19 pandemic to follow physical distancing guidelines, such as setting up smaller community drop-off points.

Use the [food bank locator tool](#) to find one in your community.

### SNAP/Food Stamps

The Supplemental Nutrition Assistance Program (SNAP) helps people to afford food at over 250,000 participating grocery stores and shops across the country. While you must have limited income to get SNAP, many older adults and persons with disabilities can deduct medical expenses above \$35/month to help get SNAP and increase the amount of monthly SNAP benefits. [Find your state's SNAP application.](#)

The USDA Food and Nutrition Service, which runs SNAP, has given states options to make it easier for families to get SNAP during the coronavirus pandemic, including not requiring a face-to-face interview, and temporarily raising the SNAP benefit to the maximum amount. Call your [state hotline](#) to see what may be offered in your area.

Remember: SNAP can only be used for purchasing food and seeds for growing food. It cannot be used to buy pet food, paper products, and other toiletries. However, changes to broaden what SNAP can be used for are being discussed at the state and federal level.

### The Emergency Food Assistance Program (TEFAP)

This program provides food and nutrition help at no cost. If you meet the program guidelines, you can pick up the food from your local food pantries or soup kitchens.

The types of food you can get are different depending on where you live, but usually include a lot of shelf-stable items such as pasta, dried beans, canned fruits and vegetables, and soups. To find out how to apply for the program, please contact your [State Agency](#). They can let you know if you meet the program guidelines and where you can get the food.

You can also find out whether you can get TEFAP, SNAP, and other food benefits by going to [BenefitsCheckUp.org](https://www.benefitscheckup.org) and completing a free, confidential screening.

## Other Resources

Many communities are mobilizing local volunteers and resources to assist those in need during this pandemic. To find out what additional help may be offered in your area we encourage you to contact the following:

- Please call your state or local 211 service (or visit [211.org](https://www.211.org))
- The [Eldercare Locator](#) can connect you with a variety of services, including transportation and benefits. Dial 1-800-677-1116 (weekdays, 9 am – 8 pm EST)
- [BenefitsCheckUp.org](https://www.benefitscheckup.org) can help you find benefits that cover a variety of needs, not just food. Support you receive can free up room in your budget for food, too. Make sure to complete a full, confidential screening

## Using Zoom Securely

In addition to checking with Zoom for software updates to the program, use these settings to help secure your public webinars and meetings when using Zoom.

### Hosting Webinars vs. Meetings

#### Use Webinar for public events

- Participants cannot share
- Use computer audio to host/start meetings and webinars
- Encourage participants to connect from computer only

### Security Settings for Meetings

#### In the event that you must secure a Meeting

Change the meetings settings here:

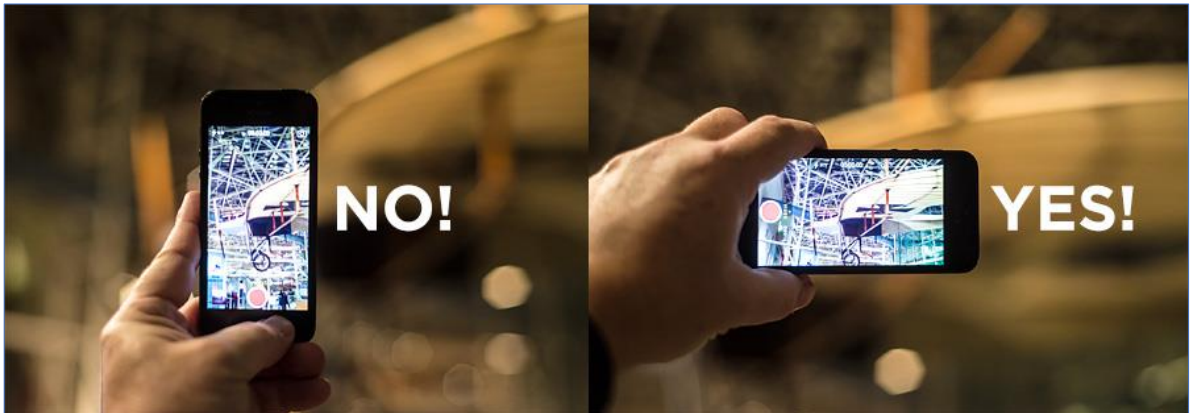
<https://zoom.us/profile/setting> or settings in the Zoom application.

- Be sure to change screen sharing to “Host Only”
- Disable “Join Before Host”
- Enabling “Co-Host” so you can assign others to help moderate.
- Disable “File Transfer” so there’s no digital virus sharing.
- Disable “Allow Removed Participants to Rejoin” so booted attendees can’t rejoin.
- Avoid dial-in – Use Mobile App instead

## Filming with a Smartphone

Take short videos at your event to post on Facebook, YouTube, Vimeo, or your website. They are a great way share the excitement. Here are some basic techniques for filming with a smartphone:

1. **Always hold the camera horizontally, not vertically.**

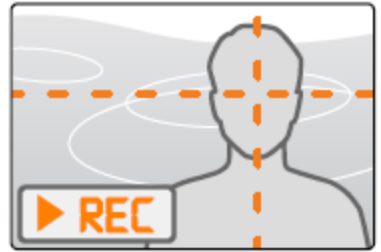


2. **Remember that you have limited capacity:** Planning your shots is crucial. Unlike video cameras, smartphones have very limited storage capacity.
3. **Get in close for detail and step back to show it all:** Smartphones have a wide-angle lens, so you need to get in close for detail and move back for context. Always zoom with your feet (physically walk close to and away from your subject to get your shots).
4. **Keep your shots steady and hold them for at least 10 seconds:** Use both hands and keep your elbows against your body for added support and stability.
5. **Get in close for good sound:** Microphones on smartphone cameras require that you be very close to your interviewee to get good audio. Try to find a quiet location if you're recording an interview.
6. **Pan very slowly to establish context:** The slow pan (very slowly moving your camera sideways from one point of interest to another) is very useful to immediately change focus from one action to another and to gain context. Always hold steady after you frame the new shot for at least 10 seconds.

Use these basic techniques for interviewing with a smartphone video:

1. **Get consent:** Ask your subject if they consent to be interviewed and for their interview to be posted on the web. Get a consent form signed. Do not film them if they do not want to be filmed!
2. **Find a quiet place:** Camera microphones are not as good as our own ears at blocking out background noise. Choose somewhere not too dark or with too much in the background.
3. **Frame your shot:** Follow the rule of thirds (see image) and make sure to hold your phone horizontally.
4. **Ask questions:** It's best to explain all the questions to your subject in advance and ask them to answer them all at once rather than as a Q&A.

### 13. THE RULE OF THIRDS



When you film an interview, try to put the interviewee's eyes about two-thirds of the way up the screen and two-thirds of the way across, and at the level of the camera.

*\*These tips are an excerpt from a piece by WITNESS  
([www.witness.org/](http://www.witness.org/))*





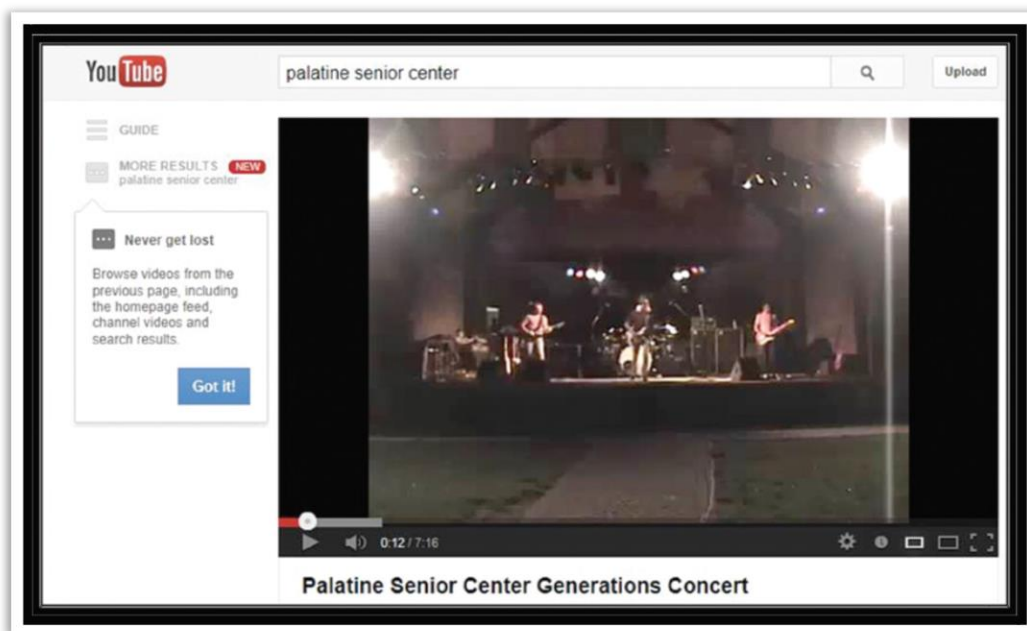
## How to Share Videos on YouTube

Make sure your video is in an acceptable file format and less than 15 minutes. If all of these things are in order, you are now ready to upload! To upload your video:

1. Visit YouTube.com.
2. Click the Upload link at the top of any YouTube page.
3. Click Select Files to Upload to browse for the video file you'd like to upload to your site. Select the file you want to upload and click Open.
4. As the video file is uploading, enter as much information about your video as possible in the relevant fields (including Title, Description, and Tags). You're not required to provide specific information, but the more information you include, the easier it is for users to find your video!
5. Click the Publish button to save the updates you've made to the video file.

### Have more than one video file to upload?

Not a problem! You can upload up to 10 video files in a single uploading session.





## How to Build a Facebook Page for Your Senior Center

Facebook is the most popular social networking sites among seniors. According to a 2015 Pew study, more than half of all adults aged 65+ who are online use Facebook, which represents 31% of ALL seniors.

**Individuals** can create one personal **profile** that includes information like personal interests, professional experience, and photos. Individuals use Facebook to:

- Connect with family, friends, colleagues, and others with shared interests
- Get updates from and interact with organizations and causes they support

**Organizations** can create **pages** that include basic info (mission, location, etc.) and feature frequent, timely updates related to their work. Organizations use pages to:

- Engage current supporters
- Share news and updates on what's happening at the organization
- Recruit new supporters

Follow these simple steps to build a free Facebook page for your senior center:

1. **Sign up.** (You must have a personal Facebook profile to manage an organization's Facebook page. Skip this step if you already have a personal Facebook account.)
  - Go to [Facebook.com](https://www.facebook.com), fill out the short registration form, and click Sign Up. You now have a personal profile on Facebook that you can customize, if you wish.
2. **Create your senior center's page.**
  - Login to your personal Facebook account and go to [www.facebook.com/pages/create.php](https://www.facebook.com/pages/create.php).
  - Select the Company, Organization, or Institution box.
  - When prompted, select a page category (most likely Non-Profit Organization) and enter the name of your senior center. Select "I agree to Facebook Pages Terms" and click Get Started.
  - Add basic information such as your organization's description, mission, location, and website.
  - Upload at least one image so that your page has a default picture. Many organizations use their logo.
  - Your senior center now has a Facebook page!

### 3. Start posting updates.

- Post short, timely updates to your page wall at least once a week. (Once a day would be even better!) Choose topics that would interest older adults or others who support your senior center. Some ideas include:
  - Links to new or timely resources your supporters can use
  - Local or national news stories that affect your senior center or its supporters
  - Newsletters and press releases
  - Upcoming event information
  - Photos from past events
  - Questions and prompts to encourage people to comment

### 4. Monitor your page and respond to people who visit.

- Check your Facebook page daily to see who is visiting and if they have any comments or questions. Be sure to “like” appropriate comments and respond with a comment of your own. Doing so will make your posts more visible.
- If other organizations “like” your page, visit their Facebook page and do the same for them—if your senior center supports them.
- Respond to any messages that people send you.
- Regularly review the Facebook Insights for your page. This data shows how many people like your page, how many are reading your posts, and which posts are most popular. This information can help you decide how to use Facebook even more effectively.







## Twitter for Nonprofits

Below are some quick tips on using Twitter from Convio's Social Media for Nonprofits Series:

1. Be newsworthy and/or interesting. Many people use Twitter as a primary news source or to find information relevant to their interests throughout the day. Know what your followers care about and share this with them.
2. Drive website traffic. 140 characters don't provide much room for detail. Offer an appropriate hook, then lead them to your website for more detail.
3. Link to fundraising appeals. Twitter doesn't let you raise funds on the platform, but you can easily create tweets that raise interest and drive traffic to fundraising appeals online.
4. Introduce petitions on timely issues to capture email addresses. Twitter is ideal for micro-actions, and nonprofits can leverage this to build their email list. Lead supporters to simple petitions and pledges to capture email information.
5. Follow people with similar interests. Help increase your visibility and understanding of your audience simultaneously by following users with similar interests that apply to your organization and its mission.
6. Shorten and track links to measure return on investment. This not only leaves more room for your message, but by using a dedicated link shortening service (such as [bitly.com](https://bitly.com)), your organization can easily track what tweets receive the most clicks.
7. Tag advocates and influencers. By using the @username of influencers, advocates, and relevant parties in your messages, you alert them of the information and make sharing on their part easier and more likely.
8. Remember that reciprocity is key. Master the art of both retweeting and responding. Followers will be more likely to pay attention to what you tweet, as well as share it with others, if you've conversed with them or shared their content in the past.
9. Integrate. To maximize the success of your Twitter efforts, integrate into other online and offline tactics. Incorporate a Twitter feed on your website, add a link to follow Twitter into direct mail pieces, and include a "Share on Twitter" link in email.

## Online Resources

Share these resources with your participants so they can take a virtual tour of the Louvre, learn about the moonshot at the JFK library, create “science experiment” snacks with their grandchildren, all this and a hundred experiences are available online.

Note to participants: Feeling isolated and lonely! Missing your exercise or continuing education classes? Check out some great online resources to help you stay active while at home during the COVID-19 Outbreak.

### Arts

[Google Arts & Culture: +2000 partners from +80 countries](#)

[Heritage on the Edge: A project of Google Arts & Culture](#)

[Europeana: 50,000,000 European works of art, books, music, and more](#)

[Smithsonian Open Access: Search 2.8 million images and 3D Models](#)

[ArtUK: Art collections from 3,200 UK organizations](#)

[Mexican Ministry of Culture: Short films, books, radio, paintings, from all cultural orgs](#)

[Memorica: Open access Mexican culture content portal](#)

[China's National Cultural Heritage Administration: Virtual portal of 100 institutions](#)

[OpenGLAM: Aggregates 88 unique open collections](#)

[NASA Image & Video Library: All NASA content is in the public domain](#)

[DPLA: Digital Public Library of America](#)

[MIMO: Musical Instrument Museums Online \(64,000+ instruments\)](#)

[BioExplora: Natural science open collections portal \(3D images, bio diversity\)](#)

[Science Museum Group: Collections from five UK science museums \(325,000+ objects\)](#)

[York Museums Trust: Collections from various museums in Yorkshire, UK](#)

[Archaeological Analytics: Archaeological Open Access Collections](#)

[Digital Agnes: Canadian portal for curatorial research and online exhibitions](#)

[English Heritage: Variety of mediums of British content \(Podcasts, videos, etc.\)](#)

[Creative Commons: Aggregates all CC-licensed content and collections globally](#)

[Wikimedia Commons: Over 20,000,000 open images](#)

[Wikidata: “The Sum of all Paintings” metadata initiative via Wikimedia](#)

[Open Culture Coloring Pages: 113 museum coloring books](#)

[Global Museum: Portal for museum news, jobs, and resources](#)

[V21ArtSpace: Over 100 exhibit virtual tours](#)

[Arte.tv: Cultural documentaries, films, and more.](#)

## **Connecting With Others**

[YouTube](https://www.youtube.com/) - <https://www.youtube.com/>

[Instagram](https://www.instagram.com/) - <https://www.instagram.com/>

[Facebook](http://www.facebook.com) - [www.facebook.com](http://www.facebook.com)

[Pinterest](https://www.pinterest.com/) - <https://www.pinterest.com/>

## **Continuing Education**

[Ted Talks](https://www.ted.com/talks) - <https://www.ted.com/talks>

[Talks at Google](https://www.youtube.com/user/AtGoogleTalks) - <https://www.youtube.com/user/AtGoogleTalks>

[BigThink](https://bigthink.com/videos/) - <https://bigthink.com/videos/>

[Lumosity](https://www.lumosity.com/en/) - <https://www.lumosity.com/en/>

[LearningRX](https://www.learningrx.com/what-is-brain-training/) - <https://www.learningrx.com/what-is-brain-training/>

## **Exercise Classes**

[Link- https://forms.gle/5qVScXzKHWw41c176](https://forms.gle/5qVScXzKHWw41c176) - BCDA Stepping Challenge

<https://youtu.be/qXlrMY-rUJ8> Teresa Reed Aerobic Video

<https://go4life.nia.nih.gov/>

## **Food Services**

[Grub Hub](https://www.grubhub.com/): <https://www.grubhub.com/>

[Door Dash](https://www.doordash.com/): <https://www.doordash.com/>

[Postmates](https://postmates.com/): <https://postmates.com/>

[Food Pickup Locations in Baltimore County](https://bc-gis.maps.arcgis.com/apps/Nearby/index.html?appid=2f9aa91a53c34f26afda8798024bfa75): [https://bc-](https://bc-gis.maps.arcgis.com/apps/Nearby/index.html?appid=2f9aa91a53c34f26afda8798024bfa75)

[gis.maps.arcgis.com/apps/Nearby/index.html?appid=2f9aa91a53c34f26afda8798024bfa75](https://bc-gis.maps.arcgis.com/apps/Nearby/index.html?appid=2f9aa91a53c34f26afda8798024bfa75)

[Food to go Locator in Baltimore County](https://bc-gis.maps.arcgis.com/apps/Nearby/index.html?appid=9f204a7f67cd433f9e38c67ba402757e): [https://bc-](https://bc-gis.maps.arcgis.com/apps/Nearby/index.html?appid=9f204a7f67cd433f9e38c67ba402757e)

[gis.maps.arcgis.com/apps/Nearby/index.html?appid=9f204a7f67cd433f9e38c67ba402757e](https://bc-gis.maps.arcgis.com/apps/Nearby/index.html?appid=9f204a7f67cd433f9e38c67ba402757e)

[Amazon](https://www.amazon.com/) - <https://www.amazon.com/>

[Target](https://www.target.com/) - <https://www.target.com/>

[Walmart](https://www.walmart.com/) - <https://www.walmart.com/>

## **Libraries**

[US National Archives Catalog](#)

[Library of Congress](#)

[The National Archives, UK](#)

[Trove: National Library of Australia images, books, newspapers, maps, etc.](#)

[Biodiversity Heritage Library](#)

[Endangered Archives, British Library](#)

[Cambridge Digital Library](#)

[National Archives of Japan](#)

[Amsterdam City Archive](#)

[Louisiana Digital Library: 400,000+ digital items from archives, libraries, museums](#)

[Internet Archive: The Wayback Machine, digitized film, books, music, etc.](#)

[American Literature Portal, WikiSource](#)

[English Literature Portal, WikiSource](#)

[New York Public Library: 880,000+ digitized prints, manuscripts, videos, etc.](#)

[Villanova Digital Library](#)

[British Library of Illuminated Manuscripts](#)

[Arctos Database: Access to 3 million specimens and observations in 210 collections](#)

<https://maryland.overdrive.com/>

<https://www.bcpl.info/books-and-more/downloadables.html>

## **Virtual Tours**

[Pitt Rivers Museum, University of Oxford: Virtual Tour](#)

[Dalí Theatre-Museum, Catalonia: Virtual Tour](#)

[The Vatican: 360-degree Museum Tours](#)

[The Palace Museum: The Forbidden City, China, 360-degree Virtual Tour](#)

[Hallwyl Museum, Stockholm: VR Tour](#)

[Byzantine and Christian Virtual Museum: Virtual Tour](#)

[The Louvre, Paris: Virtual Tour](#)

[Vatican Museums: Virtual Tours](#)

[The Hermitage, Russia: Virtual Tour \(YouTube\)](#)

[Westminster Abbey, London: Virtual Tour](#)

[Canadian Museum of History: Virtual Tour](#)

[The Science Museum, London: Shipping Galleries Virtual Tour](#)

[Museum of Flight: Virtual Tour](#)

[Florence as it Was: 3D models of Florentine buildings, artworks, and squares](#)

[The Kremer Museum: VR Tour](#)

[Mexican National Institute of Anthropology & History: Virtual Tours \(Flash\)](#)

[National Museum of Natural History, US: Virtual Tour](#)

[National Archaeological Museum, Spain: Virtual Museum](#)

[São Paulo Museum of Art: Virtual Tour](#)

[The Frick, Pittsburgh: Virtual tours, online collections, activities](#)

[Cranbrook Art Museum, Michigan: Exhibit Virtual Tours](#)

[American Battlefield Trust: 360-degree Battlefield Tours](#)

[National Museum of the Great Lakes: Virtual Tour](#)

[Thomas Jefferson's Monticello: Virtual Tour](#)

[George Washington's Mount Vernon: Virtual Tours, timelines, etc.](#)

[Yellowstone National Park, US: Virtual Tours](#)

[Yosemite National Park, US: Virtual Tour](#)  
[Panhandle-Plains Historical Museum: Virtual Tour](#)  
[Cliffe Castle Museum: Virtual Tour](#)  
[National Museum of the U.S. Air Force: Virtual Tour](#)  
[Arizona State Museum: Virtual Tour](#)  
[Vizcaya Museum and Gardens: Virtual Tour](#)

### **Online Museum Exhibits**

[Girl Museum: Online Exhibits](#)  
[Virtual Migration Museum: Interactive Online Experience / App](#)  
[JFK Library: “Moonshot” App and Online Interactive](#)  
[Virtual Museum of Canada: Virtual Exhibits and Cultural Content](#)  
[Museum of Ontario Archaeology: “History of Ste. Marie II” Online Exhibit](#)  
[Monterey Bay Aquarium: Animal Live Cams](#)  
[Canadian Museum of History: Online Exhibitions](#)  
[Remembering Lincoln, Ford’s Theatre: Interactive online exhibit](#)  
[M Woods, Beijing, China: Experimental Online Exhibition](#)  
[Second Canvas Apps: 30 Museum Apps \(Google Sheet\)](#)  
[Reina Sofía Museum Radio: Audiovisual resources; an acoustic museum experience](#)  
[Smithsonian Latino Virtual Museum](#)  
[National Museum of the U.S. Navy](#)  
[National Women’s History Museum](#)  
[Smithsonian Learning Lab](#)  
[MoMA Learning](#)  
[Speed Art Museum: At-home art-making videos](#)  
[The Field Museum: The Brain Scoop \(YouTube\)](#)  
[North Carolina Museum of Art: Learn, \(collections, videos, curriculum\)](#)  
[Sketchfab: 3D Models \(link goes to cultural-specific search\)](#)  
[The Hammer: Contemporary Art programs, \(YouTube\)](#)  
[Royal Albert Memorial Museum: Exeter Time Trail \(Interactive timeline\)](#)  
[Les Fruits de Mer: Activities, books, films about Caribbean wildlife](#)  
[Museum of Early Trade and Crafts: Recipes, Games, Coloring Pages, etc.](#)  
[Museum Strathroy-Cardoc: Sydenham River Discovery online exhibit \(Flash\)](#)  
[Denver Art Museum: Artist videos](#)  
[Thomas Cole National Historic Site: Videos](#)  
[Virginia Museum of History & Culture: Lecture series videos](#)  
[Better World Museum: Draw Together in VR, Bob Ross-style videos](#)  
[Discover XR: The Future of Social Media & Online Learning \(YouTube\)](#)  
[KaiXR: Free Museum VR Field Trips \(no VR gear needed\)](#)  
[HistoryView.org: Virtual Reality Tours](#)  
[Ah-Tah-Thi-Ki Museum: Activities, Coloring Pages](#)  
[Paleontological Research Institution: Resources for Families, K-12 Students, College Students](#)  
[Tate: Tate Kids \(Games and quizzes, videos, kids’ art, etc.\)](#)  
[Metropolitan Museum of Art: MetKids](#)  
[Exploratorium: Science Experiment “Snacks”](#)  
[American Museum of Natural History: Ology science website for kids](#)  
[Shedd Aquarium: Sea Curious- Kid Questions, Animal Answers \(YouTube\)](#)  
[Glazer Children’s Museum: Online Activities](#)

[Children’s Museum of South Dakota: Recipes for Play](#)  
[Suzhou Museum: Online Mini-Games](#)  
[Pittsburgh Children’s Museum: The MAKESHOP Show \(Makerspace Blog\)](#)  
[The Children’s Museum of Indianapolis: Museum at Home](#)  
[Long Island Children’s Museum: Play Outside Ideas](#)  
[Norton Simon Museum: Art Projects for Kids \(scroll to section\)](#)  
[The Kennedy Center: ArtsEdge, art education resources](#)  
[Canadian Museum of Nature: Coloring Pages, Arctic, Garden, Dinosaurs](#)  
[MCA Chicago: “Art Like Me” Culturally-Relevant Art Workbook for Kids](#)  
[National Museum of Australia: “Fun at Home” DIY activities](#)  
[Smarthistory: Source of history content for Khan Academy](#)  
[Frist Kids: Art activities and videos](#)  
[iCivics: Virtual games \(free beginning with Covid-19\)](#)  
[International Association of Children in Museums: Coronavirus Guide](#)  
[Rijksstudio: Remix collections from Rijksmuseum](#)  
[Naturalis: 40.000.000 natural science collections objects](#)  
[SMK Open: National Gallery of Denmark Collections](#)  
[The Belvedere, Vienna, Austria](#)  
[Canadian Museum of History](#)  
[UK Postal Museum](#)  
[South West Collections, England](#)  
[Brooklands Museum, Surrey, UK \(cars, motorcycles, aircraft\)](#)  
[Birmingham Museums Trust, Birmingham, UK \(art and history\)](#)  
[Paris Museums: Over 300,000 works](#)  
[Kunstmuseum Basel, Switzerland](#)  
[Van Gogh Museum, Amsterdam](#)  
[Kröller-Müller Museum, The Netherlands](#)  
[Thyssen-Bornemisza Museum, Madrid, Spain](#)  
[Munch Museum, Oslo, Norway \(art by Edvard Munch\)](#)  
[Mori Art Museum, Tokyo](#)  
[Museum of New Zealand](#)  
[Open Access at the Met](#)  
[New York Archaeological Repository: Nearly 1,000,000 objects](#)  
[Cooper Hewitt, New York \(historical and contemporary design\)](#)  
[Cleveland Museum of Art, Ohio](#)  
[Albright-Knox, New York](#)  
[The Barnes Collection, Philadelphia](#)  
[The Westmoreland Museum of American Art, Pennsylvania](#)  
[Corning Museum of Glass, New York](#)  
[The Guggenheim, New York](#)  
[Delaware Art Museum](#)  
[McMaster Museum of Art, Canada](#)  
[Scottsdale Museum of Contemporary Arts, Arizona](#)  
[The Henry Ford, Michigan](#)  
[Eskenazi Museum of Art, Indiana University](#)  
[Woodrow Wilson Presidential Library & Museum, Virginia](#)  
[Akron Art Museum, Ohio](#)  
[Oakland Museum of California](#)

[National Museum of African American History & Culture](#)  
[Chicago History Museum, Illinois](#)  
[Walker Art Center, Minneapolis \(visual, performing, media arts\)](#)  
[The Hammer, LA \(contemporary art\)](#)  
[Los Angeles County Museum of Art \(LACMA\)](#)  
[Crocker Art Museum, California](#)  
[The Walters, Baltimore](#)  
[Davison Art Center, Wesleyan University](#)  
[Art Institute of Chicago, Illinois](#)  
[The Khalili Collections: 35,000 works of art](#)  
[M+ Collections: 5,000+ Cultural Objects](#)  
[Reginald F. Lewis Museum of Maryland African American History & Culture](#)  
[Latino Cultural Arts Center, Denver](#)  
[Digital Cleveland History](#)  
[New Museum Digital Archive](#)  
[Royal Armouries Collections](#)  
[The Latin American Art Museum of Buenos Aires \(MALBA\)](#)  
[Xul Solar Museum, Argentina](#)  
[National Museum of Fine Arts, Rio de Janeiro, Brazil](#)  
[Chilean National Museum of Fine Arts](#)

### **Music**

[Spotify - https://open.spotify.com/](https://open.spotify.com/)  
[iHeartRadio - https://www.iheart.com/playlist/](https://www.iheart.com/playlist/)  
[SoundCloud - https://soundcloud.com/](https://soundcloud.com/)  
[Radio.net - https://www.radio.net/](https://www.radio.net/)  
[Mashable - https://mashable.com/2007/07/06/online-music/](https://mashable.com/2007/07/06/online-music/)  
[Music on YouTube - https://www.youtube.com/channel/UC-9-kyTW8ZkZNDHQJ6FgpwQ](https://www.youtube.com/channel/UC-9-kyTW8ZkZNDHQJ6FgpwQ)

### **Spiritual Resources**

[www.churchnativity.com](http://www.churchnativity.com)  
[www.gfc.org](http://www.gfc.org)

National Council on Aging ■ 251 18<sup>th</sup> Street South, Suite 500 ■ Arlington, VA 22202

571-527-3900 ■ [ncoa.org](http://ncoa.org) ■ [@NCOAging](https://twitter.com/NCOAging)