

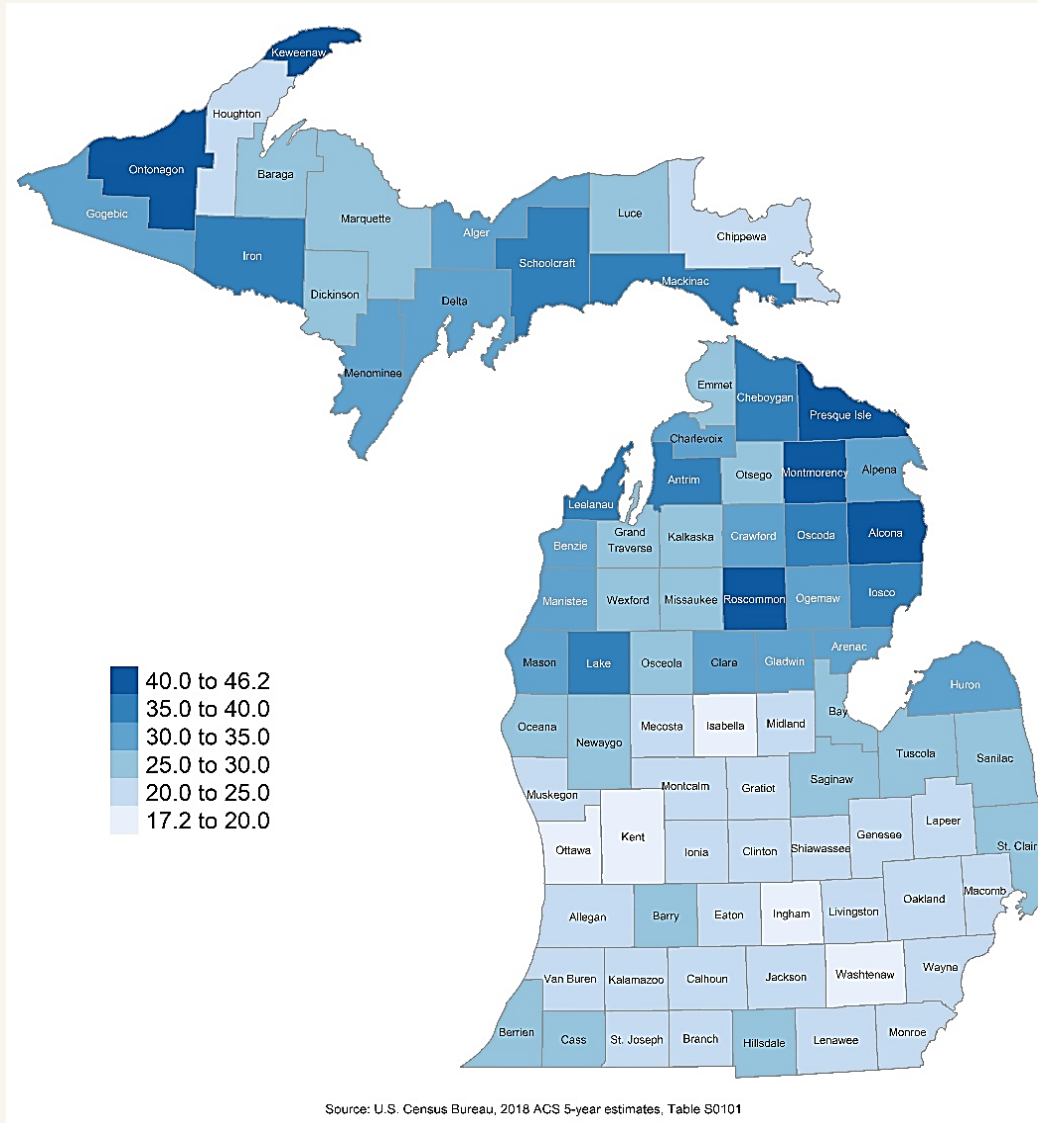


# **MDHHS & GetSetUp Partner to Provide Older Adults Free, Live Online Classes**

**Jen Hunt, MDHHS – Aging & Adult Services Agency**



# Aging in Michigan



- 2.4 million adults age 60 or older reside in Michigan (24.4% of population).
- 41% of adults age 60 or older are live alone.
- Michigan's population of adults age 60 or over is expected to peak in 2034 at 2.9 million.
- The 85 and older population in Michigan is the fastest growing age group.
- Michigan geography & weather challenges.
- Social isolation is a public health issue.

# COVID-19 in Michigan

- 90% of deaths – individuals 60+
- Senior centers, community centers closed.
- Some traditional programming moved online.
- Increase in demand for services including
  - Meal delivery/grocery delivery
  - Friendly reassurance
  - Telemedicine/virtual visits



# Challenges

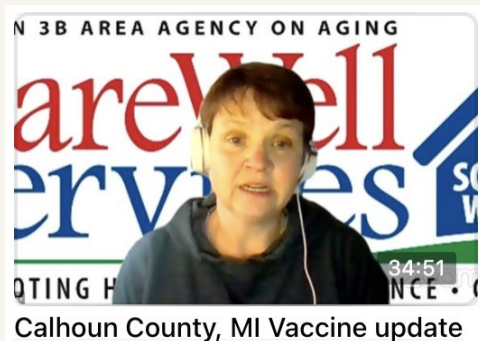
- How do we help older adults connect with others to reduce social isolation?
- How do we help older adults use available technology to access services?
- Is there a platform designed for older adults to help teach in a way that is meaningful and helpful?

**What is GetSetUp?**

# GetSetUp is a learning platform for older adults

- Why we started GetSetUp?
  - ...there had to be a better way
- Older adults teaching older adults
- Users learn by doing, not watching
- Focus on the hard but important stuff
- Continually reduce friction
- Do things that don't scale...then scale
- Focus on engagement...always!





Calhoun County, MI Vaccine update



Michigan Older Adults, Where and How to find Vaccine related...

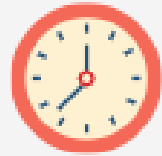


Where and How to find Vaccine related information for Michigan



# COVID-19 vaccination info sessions

- While most all public health vaccine resources were online, the older adult population had difficulty accessing the information
- GetSetUp launched vaccination info sessions to help older adults use their devices to find local online resources and register
- Dr. Joneigh Khaldun headlined 2/11 session
- Read more [here](#)



Over **4,000,000** learning minutes in the last 3 months



Over **300** different classes



**25+** new events per month



Over **half a million** users



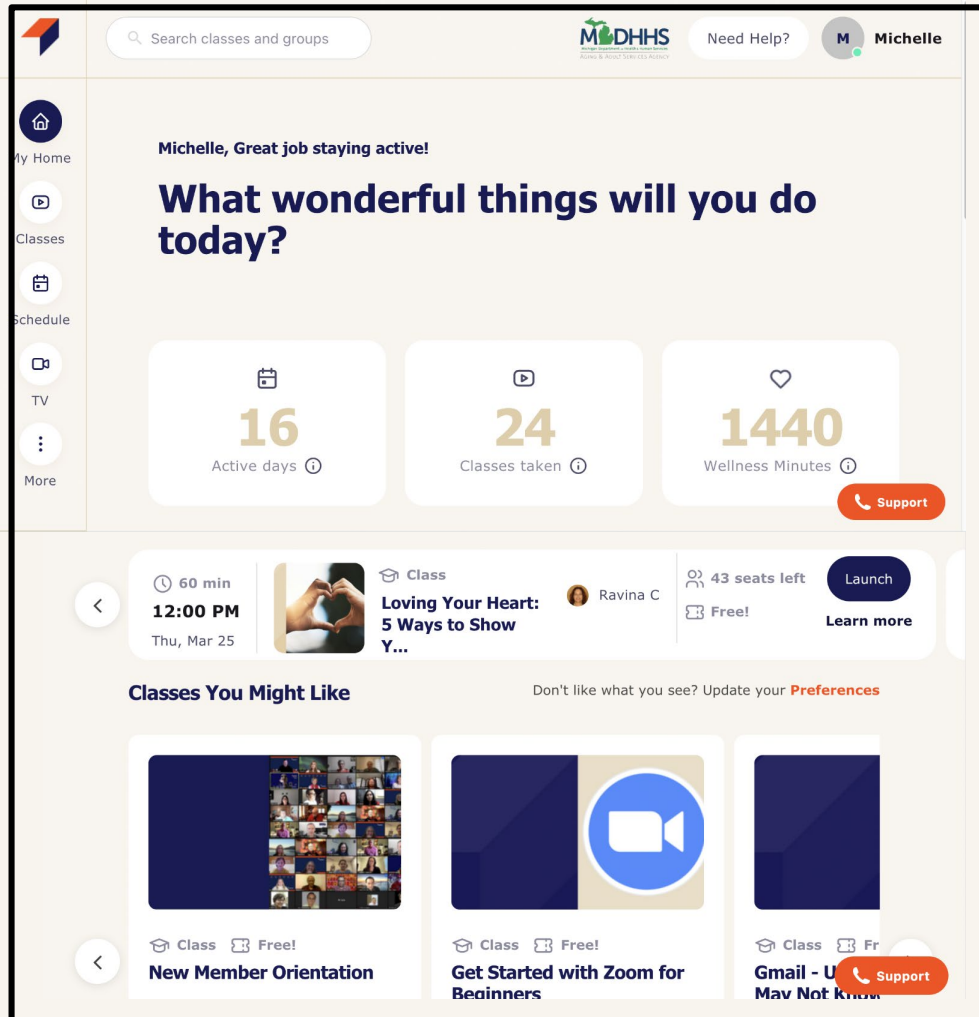
Strong Engagement (**4-6** classes per user)



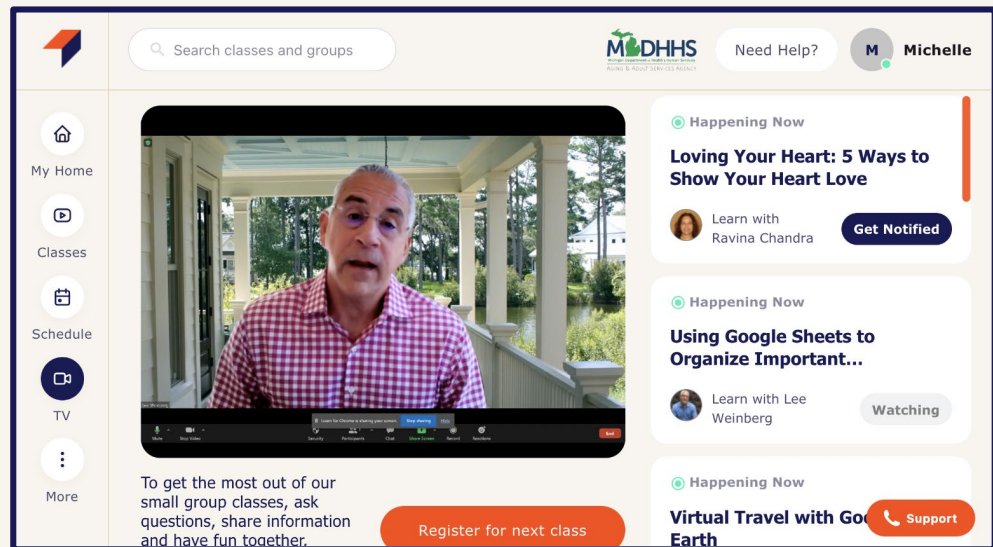
Classes **24 x7**



# GetSetUp is continually evolving



- Redesign based on learner feedback
- Personalized interests
- Safer, easier to navigate
- Engage with Guides and classmates
- Live TV allows learners to live stream popular classes, catch a refresher class and go about their day

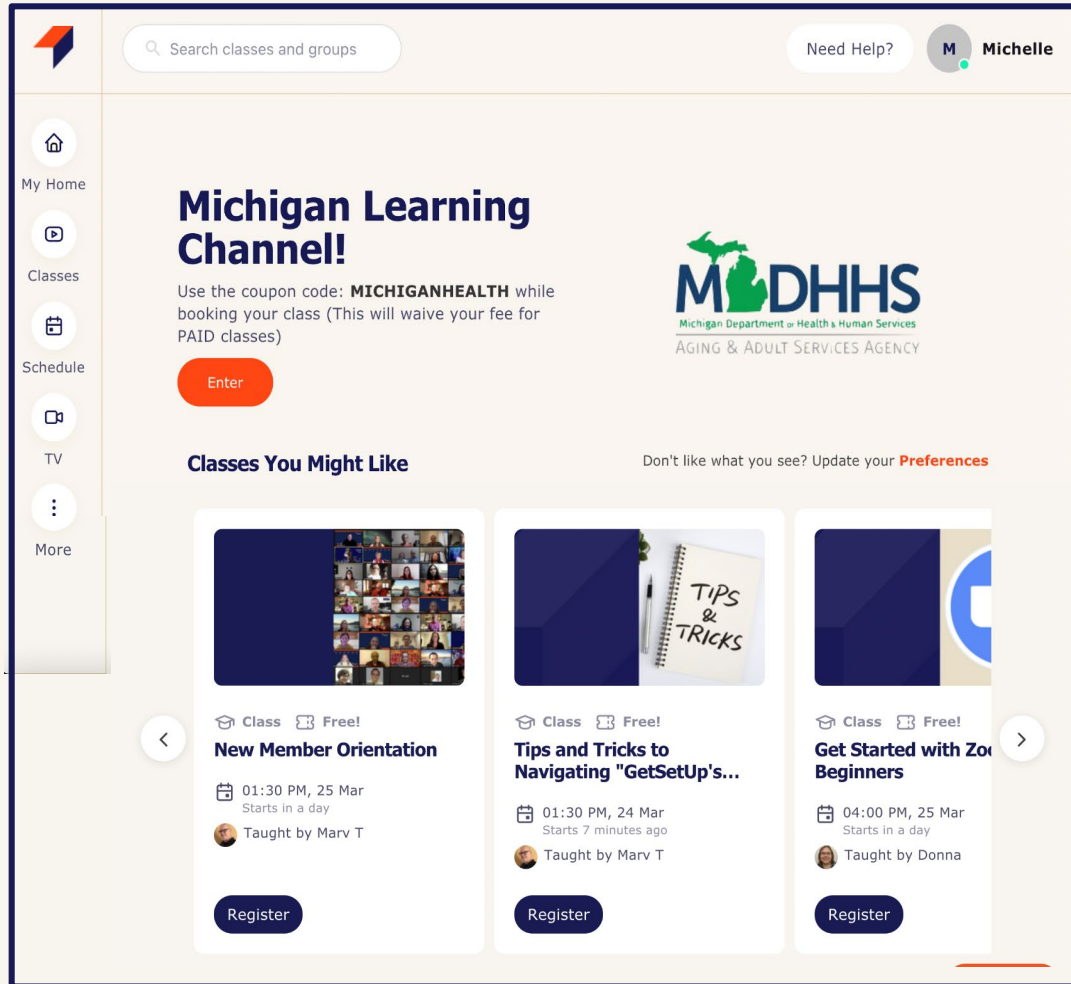


# Employment opportunities for older adults

- We hire older adults as Guides (teachers) across multiple disciplines
- Guides use love of teaching to engage our older adult learners as they learn new technology and topics
- Apply: <https://getsetup.io/careers>
- Ambassadors are volunteers who lead discussions and Interest Groups

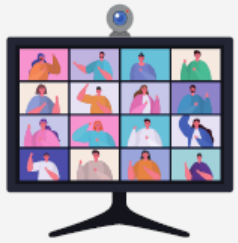


# Michigan & GetSetUp



- Offering live interactive classes
- 10 hours a day - learners can always join a class
- Class categories:
  - Basic Technology
  - Personal Enrichment
  - Health & Wellness
  - Hobby-related & Entertainment
  - Social Hours & Interest Groups
  - Special Guest Speakers & Discussions
  - Plus Seasonal Programming
- Adding 20 - 30 new classes every month

## 4.5 Star Rating Out Of 5 By Michigan Learners



Michiganders are highly engaged taking almost double the classes of the general learners ( who average 2-3 per month)



Michiganders have met former colleagues (some 40 years later) in classes



Michiganders have met friendly local faces in classes and connected with learners around the globe

## Most Popular Classes



Get Moving with Chair Yoga



Morning Fitness Core Training Seated



Getting Started with Zoom for Beginners



Line Dancing: The Hustle



Morning Fitness: Balance & Flexibility



How to use Nextdoor



Sell Your Products Online



Tai Chi for Beginners

# Health & Wellness Benefits of Continuous Learning

**Magic happens when you enable users to consume, connect and create!**

## **Guide**

- New economic opportunity
- Pride of contribution to the community
- Empowerment

## **Learner**

- Overcoming of fear of learning something new
- Socialization (reduction in fear, loneliness and isolation)
- Mood improvement...often described as joy!
- Connect and make new friends
- Very high engagement (4-6 classes per user, often higher)

# Learner Stories



# Learners become valuable members of the community

Addie - Learner to Ambassador (Simply Delicious Meatless Recipes, Sharing Your Joy)

Shirley - Learner to Guide (Learn Line Dancing: The Hustle & Get Moving by Line Dancing - The Hustle!)

Carol - Learner to Ambassador (Pilot class training Senior Corps volunteers)

Sam - Learner to Ambassador (Interest Group: Let's Speak Spanish)

Sarah - Learner to Guide (Hand Crafts Social Hour & Intro to Counted Cross Stitch)





"This is a real game changer... American seniors especially have been struggling with technology and knowing we needed to cross over but not knowing how... This is already here. It's simple. It's a patient learning environment. Thanks to the state of Michigan. This is a real gift to the community!" - Carol

"I'd like to encourage more people to get involved in GetSetUp. There are lots of people who might not know about so it's important to get the word out to seniors!" - Sam



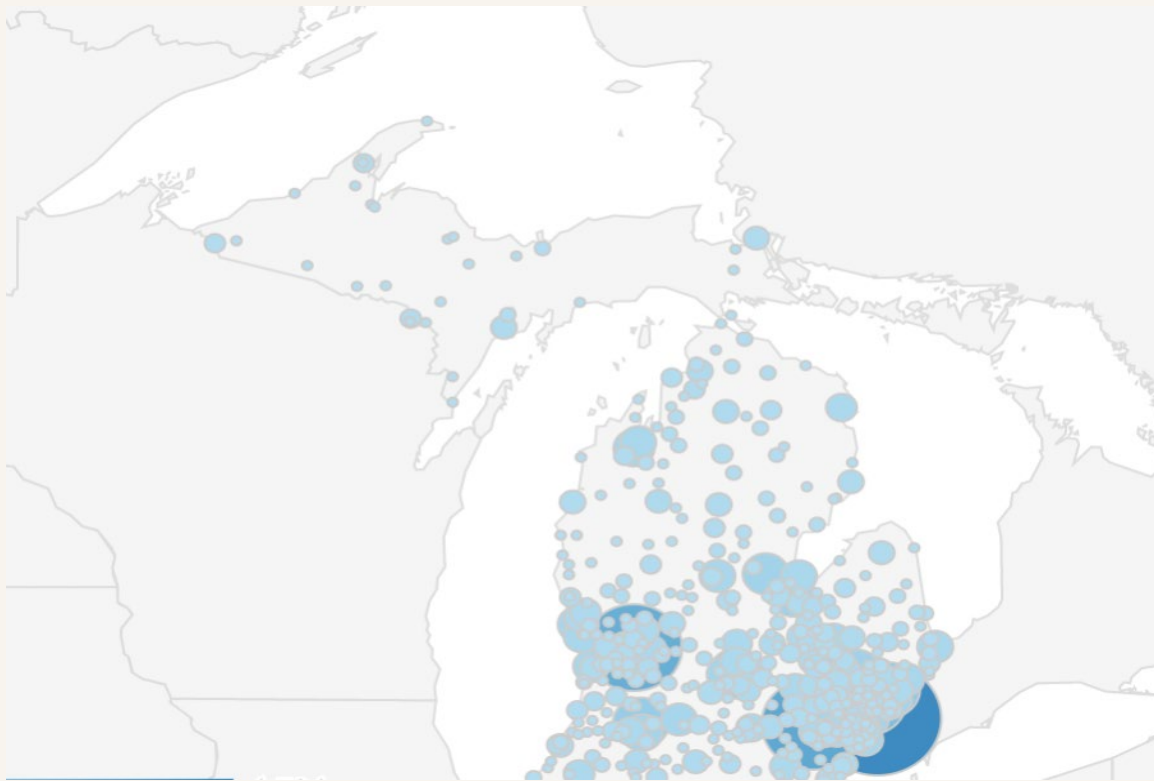
"I think what is great is the comfort of GetSetUp classes, especially the technical classes for people that are 50 on." - Diantha

"When you go on and try to learn you want to ask a question right then and see what you are learning. The instructors on GetSetUp are just terrific. They don't make you feel you should know it and they take time and answer learner questions. Plus I don't have to take notes cause they send them after."  
- Shirley





# Learners reside across Michigan



Detroit	7.50%
Ann Arbor	4.69%
Grand Rapids	4.04%
Kalamazoo	3.99%
Royal Oak	2.63%
Livonia	2.31%
Troy	2.11%
Clinton Township	1.69%
Farmington Hills	1.68%
Southfield	1.46%
Other regions (small towns & rural)	67.90%

# Check out GetSetUp!

- [Getsetup.io/michigan](https://getsetup.io/michigan)
- Code MICHIGANHEALTH
- Through June 2022
- Speaker series
  - Rick Steves, Pete Souza