

50plusnet.nl: Social Network for older people & AGES 2.0: Activating and Guiding the Engagement of Seniors through social media

<i>Category</i>	<i>Description of most important intervention from cluster</i>	<i>Remarks with regard to other interventions in the same cluster</i>
Title of intervention	Title 50plusnet.nl: Social Network for older people	Titles of others AGES 2.0: Activating and Guiding the Engagement of Seniors through social media
Objectives	<p>Objectives IROHLA taxonomy</p> <ul style="list-style-type: none"> ✓ To inform and educate older adults and/or professionals ✓ Improving skills of older adults and/ or professionals ✓ To support behaviour change and maintenance ✓ To strengthen contextual social support ✓ To facilitate involvement of individuals at the system level ✓ To change the social, cultural or physical environment in order to enhance the effects of health literacy interventions <p>Short description of the objectives of the intervention</p> <p>A online social network for 50+, which provides e-based solutions aimed to support adults over 50 to be active and socially connected in society. 50plusnet facilitates older adults to build contacts with their peers. Moreover, the aim of 50plusnet is to give options to older adults to stay active in society, to build competencies and personal control, to stay mentally vital, to further develop talents and to cope with the positive aspects of being alone.</p> <p>All objectives strive to enhance and expand the social network of older adults, in order for them to become more active, less isolated and to prevent loneliness, which is done through enhanced (online)communication between the people and peers.</p>	<p>Objectives different from main intervention</p> <ul style="list-style-type: none"> • Determine whether a novel social media intervention (Easy PC), enhances the health and well-being of elderly in receipt of care through fostering social engagement and interaction. • Determine the degree of social engagement that Easy PC enables and determine the health and well-being outcomes associated with Easy PC use. • Implement a strategy that will help older people to get access to PC training. • Determine the possibility of incorporating Easy PC as a social communication package for elderly people at local and regional levels through a strategic up-scaling in both countries, with the participation of a network of stakeholders dealing with elderly care at different territorial levels. • Use the gained knowledge to do projects in other EU states.
Target groups	<ul style="list-style-type: none"> ✓ older adults (50+) 	<p>Target groups different from main intervention</p> <p>Two different target groups are included in the project. There are older people living in nursing homes and older people who</p>

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	<p>Short description of the target groups The target group is composed of people older than 50 years.</p>	are still living at home.
Problem analysis	<p>Scope of the problem In Europe in 2020 25% of the population is 65 years and over. When people age the chance of living alone is growing rapidly. Elderly face challenges to invest in their social network. The 50plusnet initiative delivers options for people to take up this challenge.</p> <p>Consequences for individual and/or society Once people get older, they also tend to get isolated from society, in order to tackle that problem, the intervention wants to reach older people and keep them active so that a cognitive and physical decline of functions can be worked against.</p> <p>Distribution of the problem Netherlands</p> <p>Perception of target groups (of the problem) In 50plusnet we see that especially women want to invest in their social network: of the 33.000 participants 70% is woman, despite the fact that internet use is higher among men.</p>	<p>Other areas, which are not covered in main intervention Can engagement in Easy PC, improve mental capacity and well-being in elderly residential and community-based care residents?</p> <p>Distribution of the problem Italy, UK</p>
<i>Short description of the modifiable determinants of older adults.</i>	<p>Modifiable determinants of older adults</p> <ul style="list-style-type: none"> • Interest to use the internet. • Interest/motivation to expand the social network. • Willingness to learn new things. • Willingness to get involved with others and to be active. • Motivation to stay engaged in everyday life activities. • Self-efficacy and skills to use social networks via the Internet. 	



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<i>Short description of the modifiable determinants of professionals.</i>	<p>Modifiable determinants of professionals</p> <ul style="list-style-type: none"> • Knowledge: about problems older people have to tackle in everyday and social life • Ability: to teach older people • Interest: in working with older people • Patience 	<p>Modifiable determinants of professionals different from main intervention</p> <ul style="list-style-type: none"> • Willingness to learn new things. • Interest in learning a new professional skill.
Components of the intervention	<p>Components</p> <ul style="list-style-type: none"> ✓ Individual counselling/ coaching by peers ✓ Website ✓ Newsletter ✓ Group sessions by peers ✓ Written information materials (leaflets) ✓ E-health technology ✓ Other: Radio, TV, Newspapers <p>Description of components</p> <p>The profile matching algorithm is the core of 50plusnet. It is complemented by other functionalities. For example 50plusnet has four online notice boards with about 800 to 1000 messages a day. Participants can also join one of the clubs that participants have initiated and engage in their offline activities. 50plusnet is not a community delivered to elderly by others (in terms of information provided) but it is a community for and by elderly people themselves. 50plusnet delivers the safe internet environment for social contacts and facilitates offline contacts. Information about 50+net is disseminated online, but also via radio and TV stations (national broadcast station for adults over 50), newspapers and the annual fair for 50+. Also elderly associations are involved to reach out to the target group and inform them about the possibilities of 50+net.</p>	<p>Components different from main intervention</p> <ul style="list-style-type: none"> ✓ individual counselling/coaching by professionals ✓ group sessions (training) by professionals ✓ written information materials (manual and leaflets) <p>Description of components</p> <p>Carers received training to ensure their familiarity with relevant IT hardware and software, internet resources and sites, and aspects of pedagogy and care-delivery relevant to maximising the social-health benefits of using the Easy PC model.</p>

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Approach	<p>Theory/background</p> <p>Of course, in most countries there are websites or even internet communities for elderly. People can find information on these websites or ask questions, buy products etc. At the other end of the social media spectrum there are (romantic) dating sites, also for the elderly. However 50plusnet is different and until now unique in Europe.</p> <p>The core of 50plusnet is a database of profiles of participants. Every participant will give a description of him or herself, activities, hobbies, personal interests and lifestyle. He or she also indicates what kind of person for what kind of social contact he or she is looking for. The computer will match profiles on the basis of the criteria of the participant. The participant will decide if he or she will take up contact and will decide the way the contact will start, for example by e-mail (through the safe internal 50plusnet e-mail system) or chat, or in a later phase offline contact (50+net, 2012).</p> <p>Didactics used</p> <ul style="list-style-type: none"> • Online information/education • Peer support/education <p>Techniques used</p> <ul style="list-style-type: none"> • Contacting older people (outreach via media and associations). • Introducing them to the platform, the chat and mail forum. <p>Contexts</p> <p>Associations for older people and everyday life.</p>	<p>Theoretical models used</p> <p>Somerset Care Limited, has developed a specialised social media training package and service — Easy PC — for their elderly clients receiving supported care either in the community or in their residential homes.</p> <p>The Easy PC service (http://www.somersetcare.co.uk/ages-20-project) helps people in the community with computer purchasing and installation. In residential care a full computer entertainment system, including services such as free video calling and emailing family and friends, is provided. But it is the training and application package that is unique. The Easy PC service is supplemented with a training package that focuses specifically on elderly populations who have (a) limited, if any, experience with computer technology, and (b) some degree of cognitive impairment. No other social media training package focuses exclusively on this population.</p> <p>Didactics used</p> <p>Same as main intervention, plus multiple face-to-face sessions, telephone and e-mail support by professionals.</p> <p>Contexts</p> <p>Same as main intervention and:</p> <ul style="list-style-type: none"> • nursing homes / residential care homes, • older people receiving domiciliary care in the community. <p>Stakeholders involved</p> <ul style="list-style-type: none"> • Care givers • Organisations working with elderly people



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	<p>Stakeholders involved</p> <ul style="list-style-type: none"> • EU • 50plusnet.nl • Dutch Broadcast Max (aiming for 50+) • local organisations of older adults <p>Type of professionals involved Health workers and researchers</p>	<p>Type of professionals involved Carers</p>
Resources and qualifications	<p>Duration of the intervention Still online now.</p> <p>Financial costs for the implementing organisation</p> <ul style="list-style-type: none"> • €80,000 per year for the internet community • + 32h/week volunteer work <p>Financial costs for the target groups None</p> <p>Required competencies of professionals Ability to work with the online platform and with older people.</p>	<p>Duration of the intervention 20 months, split up into two phases. Phase one entails a timeframe of 4 months and phase two has a duration of 16 months.</p> <p>Financial costs for the implementing organisation</p> <ul style="list-style-type: none"> • Translations of EASY PC materials and measures (EN to IT) €1600 • Training of carers €3500 • Computer costs - including leasing of 60 notebooks, purchase of software and license's (40 E each), Internet costs for 11 months of research €67.565,3 <p>Financial costs for the target groups none during the intervention, but in future it may be the PC, internet connection and Easy PC service</p> <p>Required competencies of professionals Ability to work with the online platform and with older people.</p>
Implementation	<p>Implementation strategy The implementation strategy involves incentives, which are created through the platform, to help people to establish new</p>	<p>Implementation strategy</p> <ul style="list-style-type: none"> • A quasi-experimental design. Two groups of vulnerable older people.



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	<p>contacts, make friends, plan and do activities together, give and receive support in different situations, in order to enhance inclusion and participation of older adults.</p> <p>Conditions for effective implementation</p> <ul style="list-style-type: none"> • working platform • accessibility of platform • knowledge about platform • support and help to use the platform <p>Stakeholders involved</p> <ul style="list-style-type: none"> • local organisations of older adults • broadcaster Max • EU • 50plusnet.nl 	<p>Half of the participants will be randomly assigned to receive Easy PC and the remainder to a care-as-usual control. Training of care staff to support.</p> <p>Recruitment: 120 participants in each country. (twenty every two months). In an attempt to match participants we will control for age, gender, and computer experience across experimental and control groups.</p> <ul style="list-style-type: none"> • Baseline (i.e., pre-intervention) assessment. • Training of participants randomly assigned to the Easy PC intervention. The Easy PC training will require three face-to-face sessions per week over three weeks, to train basics in computer use, email, Skype, Facebook and other internet resources. User-friendly guides will be developed to supplement this training. On training days and in between, pre-arranged practice tasks will be given to further consolidate learning. <p>Conditions for effective implementation</p> <p>All participants will meet the following inclusion criteria:</p> <ul style="list-style-type: none"> • be over the age of 60 years and in receipt of either domiciliary or residential care, • be judged by professional carers to have sufficient cognitive ability, and/or obtain a cut off score of 15/30 on the Mini-mental Status Examination to benefit from the specialised training offered, • be willing to be engaged in the project for a period of four months, • have both the space and infrastructure to support internet access and use. <p>Stakeholders involved</p> <p>Carers, Research staff specifically for data collection purposes,</p>



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		older adults
Transferability	The project could be used for other countries, if the platform is translated into other European languages, a higher number of older adults could profit from it. Even communication and connections among people from different EU states could be enhanced.	The project could be used for other countries, if the Easy PC service is translated into other European languages, a higher number of older adults could profit from it. Carers would need to be trained, but training modules and manuals available
Evaluation	<p>Methods used</p> <p>Active now, no evaluation available yet.</p> <p>50plusnet social network started in 2005 and in its eight year of existence is able to deliver data on how the community is used, which make benchmarks possible. They have also started research on the motives of participants, their online and offline contacts initiated through 50plusnet and on other effects of 50plusnet for the participants.</p>	<p>Methods used</p> <p>A quasi-experimental design will be used to test the effectiveness of Easy PC.</p> <p>Baseline assessments by research staff; training (only for Easy PC participants) carried out by professional carers for 12 weeks, and will include multiple face-to-face sessions, telephone and e-mail support. Two “Stakeholder Groups” (one in Italy and one in the UK) have been created and brought together as active participants in the evaluation process throughout the project to ensure its success. The Stakeholder Groups include representatives from the four categories of ‘up-scaling audience’ (including care service commissioners, care providers, regulatory bodies and IT developers).</p>
Effectiveness	<p>Main results</p> <p>50plusnet.nl has almost 33.000 active participants with an individual profile. There are about 26.000 unique visitor’s every month and about 150.000 monthly visits (year 2012).</p>	
<i>Key elements/components of the intervention that must stay intact in order to have an effective intervention</i>	<p>Key elements</p> <ul style="list-style-type: none"> • Profile matching algorithm, complemented by other functionalities. • Support and help to use the platform: it is a community for and by elderly people themselves. • 50plusnet delivers the safe internet environment for social contacts and facilitates offline contacts. • Accessibility of platform: online available/accessible for 	<p>Key elements</p> <ul style="list-style-type: none"> • Easy PC service. • Training of care staff. • Research staff specifically for data collection purposes different to staff who trains people to use Easy PC. • Older people be judged by professional carers to have sufficient cognitive ability. • Have both the space and infrastructure to support

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	<p>everyone with a computer.</p> <ul style="list-style-type: none"> • Publicity: Information about 50+net is disseminated online, but also via radio and TV stations (national broadcast station for adults over 50), newspapers and the annual fair for 50+. • Elderly associations are involved to reach out to the target group. 	<p>internet access and use.</p> <ul style="list-style-type: none"> • Support and help to use the Easy PC.
Level of evidence	<ul style="list-style-type: none"> ✓ Case-control studies or case-reports ✓ Expert opinions 	✓ Quasi-experimental or cohort studies
Sector	Social sector	Social sector
Country of development	Netherlands	Italy, UK
Provider	<p><i>Organisation:</i> Max omroep <i>Type of organisation:</i> Broadcaster <i>Website:</i> https://www.50plusnet.nl/</p>	<p><i>Name:</i> Lucia Di Furia <i>Organisation:</i> Agenzia Regionale Sanitaria – Regione Marche <i>Website:</i> http://www.ages2.eu <i>E-mail:</i> lucia.difuria@regione.marche.it</p>
Relevant documents/links	<ul style="list-style-type: none"> • https://webgate.ec.europa.eu/eipaha/initiative/index/how/id/12 • https://www.50plusnet.nl/ 	<ul style="list-style-type: none"> • http://www.ages2.eu/ • http://www.somersetcare.co.uk/ages-20-project

