

Smart Self Reliance

KEY MESSAGES & SENIOR COMMUNICATION TIPS

Key Messages

1. Smart technology can enhance your safety and security, comfort, convenience, control, and affordability of your home, as you grow older (Age in Place Benefits).
2. Some smart technologies can reduce your annual electricity, natural gas, and water utility costs and keep track of the energy you're using on an hourly basis.
3. You don't have to buy that many devices to achieve benefits.
4. Smart devices can be connected to one another and controlled through one central device.
5. FREE Guidance is available to help you explore the benefits of smart technology & to learn what you need to know to select, purchase & have them installed in your home. Visit the **Smart Self Reliance** Clearinghouse to learn more: www.smartselfreliance.org

Communication Tips

1. Make It Relevant! Explain the Value in Terms Seniors Care About
Present smart technologies within the context of what senior homeowners care most about, primarily the means to live more independently, safely, and affordably in their homes as they grow older.
2. Start with the Big Picture, Follow with the Details
Most seniors prefer to understand the bigger picture first before being presented with more detailed information about individual devices and their operation. Use high-contrast graphics and pictures and simple text in large fonts to explain concepts.
3. Present at a Slower Pace & Check-in with the Audience
Present at a somewhat slower pace as smart home technology will be a new topic for most seniors. Allow questions throughout the presentation, and especially at the end of the key concepts/material sections, to keep them engaged.
4. Repeat Key Concepts Throughout the Presentation
Continually reference key concepts presented, especially when they build a basis for understanding a new concept.
5. Avoid Use of Techno-Jargon
Avoid use of terms that are not self-explanatory, intuitive, or that are not followed immediately by a definition. Use analogies and common language and make sure to be consistent in the terms you do use throughout the presentation.

For More Information Visit:
the **Smart Self Reliance Resource Clearinghouse** at: www.smartselfreliance.org

Smart Self Reliance

6. Acknowledge that Some May Find this Subject Challenging to Learn at First
Characterize initial apprehension, and even frustration, as a normal part of the learning process for most people. But, assure them that with practice, patience and the available resources, they will be able to understand the subject and they will benefit from doing so.
7. Demonstrate the Power of Internet Technology
Assuming you have a Wi-Fi connection and a computer projector, type the address for the presentation location into Google Earth and zoom in to the street view from space to demonstrate the power of the Internet. Then, inform the senior(s) that smart home devices use some of the same technology to help them age better in their homes.
8. Provide Examples of Devices that Deliver Each of the 5 Age in Place Benefits
 - Safety – Smart smoke/carbon monoxide detectors (Nest Protect), automatic shut-off devices (IGuard Stove Intelligent). Security – Wi-Fi-enabled monitoring systems (Scout Home Security System)
 - Comfort – Smart thermostats (Nest or HoHom Smart Thermostat)
 - Convenience – Smart plugs (Belkin Smart Plug)
 - Control – Digital home assistants (Amazon Echo)
 - Cost Savings/Affordability – Utility real-time or hourly pricing programs
9. Recommend a Step-Wise Approach to Installing Smart Devices
To build consumer confidence in smart home technology, suggest that senior homeowners consider smart home devices with high reliability and that are easiest to use and install (requiring the least amount of user interaction and install in less than 30-minutes). These might include:
 - Smart lightbulbs (e.g., LiFx Color 1000)
 - Video streaming devices (e.g., Nest Cam Indoor)
 - Smart outlets (e.g., iHome iSP8 SmartPlug)
 - Smart door locks (e.g., August Lock) Smart door locks)
 - Digital home assistant (e.g., Amazon Echo Dot)
 - Oversized tablets (e.g., RealPad)
10. Recommend Hiring an I-STAR Senior Specialist Trained Installer