

# Birdsong Use Cases for At Home Seniors

**BIRDSONG**  
ENTERTAIN CONNECT EMPOWER





# Case Study

**Center for Alcohol and Drug Resources- New Jersey**



Mitigating Isolation and Digital Disparity among Older Adults through the Utilization of the Birdsong Engagement Tablet at the Center for Alcohol and Drug Resources



## Background:

The Center for Alcohol and Drug Resources (CADR) is a not-for-profit organization based in New Jersey, USA, that was established with the objective of providing support and resources to individuals and families affected by substance abuse and addiction. In addition to its primary mission, **CADR also recognizes the importance of addressing other challenges faced by older adults, such as isolation and the digital divide.**

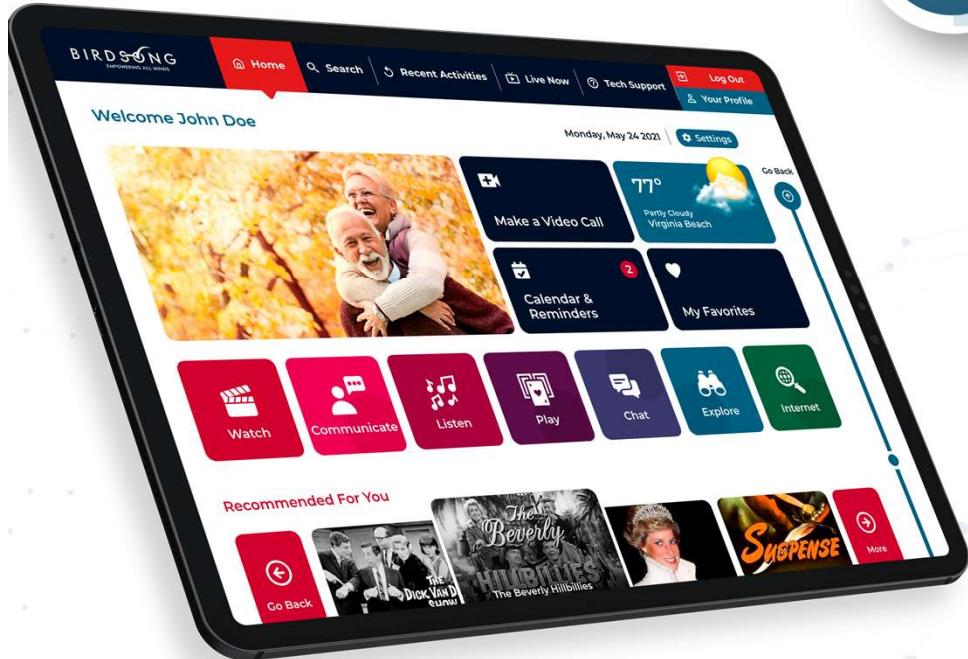


## Challenges:

In light of the burgeoning elderly population, CADR acknowledged the pressing need to confront the issues of loneliness and the digital divide among this demographic. **The utilization of technology was becoming increasingly arduous for many older adults**, thereby hindering their ability to maintain social connections and engage in activities that stimulate the mind.



## Solution:



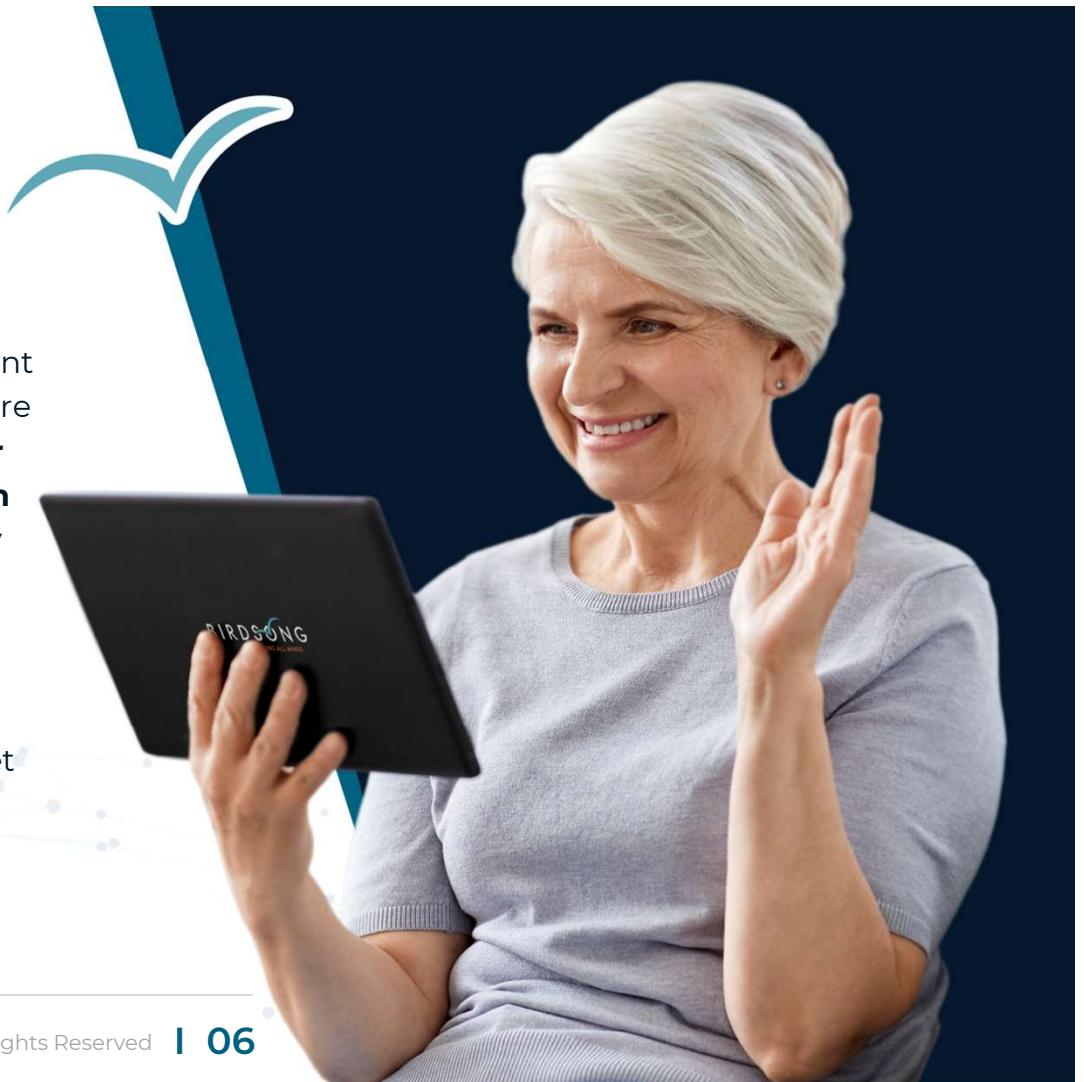
**In response to these barriers, CADR initiated a quest to identify programs that could assist older adults in accessing technology. It was during this search that they encountered the Birdsong**

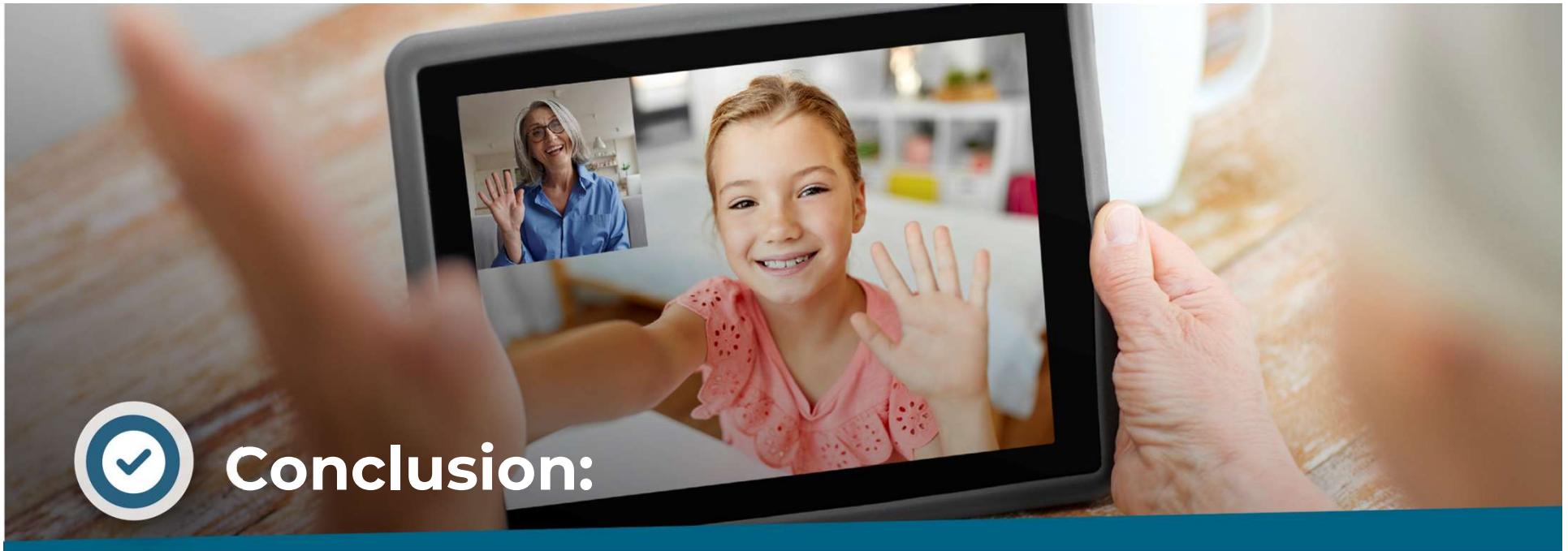
**Engagement Tablet.** This device was specifically designed to cater to the requirements of older adults, offering an interface that was user-friendly and easy to navigate. With its large touch screen and straightforward design, older adults could effortlessly make calls, send messages, and access the internet. Additionally, the tablet incorporated built-in WiFi and cellular data connectivity, enabling seniors to stay connected even in the absence of a home internet connection.



## Results:

CADR implemented the Birdsong Engagement Tablet in their community, and the results were immediate and palpable. **The seniors in their community were able to communicate with their loved ones with greater ease**, and they were able to engage in activities that stimulated the mind through the tablet's various features such as social media, games, and educational apps. Furthermore, the utilization of the Birdsong Engagement Tablet served to bridge the digital divide, allowing older adults to access the technology they required to stay connected with the world.





## Conclusion:

**The Birdsong Engagement Tablet was an unmitigated success for CADR and the older adult community they serve.** By mitigating the barriers of access to technology, CADR was able to foster greater connections and engagement among older adults, which ultimately benefited both the organization and the community it serves.

**The CADR website, <https://cafsnj.org/>, provides more information about the organization's mission, services, and programs.** The site is a valuable resource for individuals and families affected by substance abuse and addiction, as well as for older adults who may be struggling with the challenges of isolation and access to technology.



## Video

