

Birdsong Use Cases for At Home Seniors

BIRDSONG
ENTERTAIN CONNECT EMPOWER



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Case Study

Mountain Empire



Overcoming Loneliness through
Technological Innovation: The Experience
of Mountain Empire Older Citizens with
the Birdsong Tablet



Introduction:

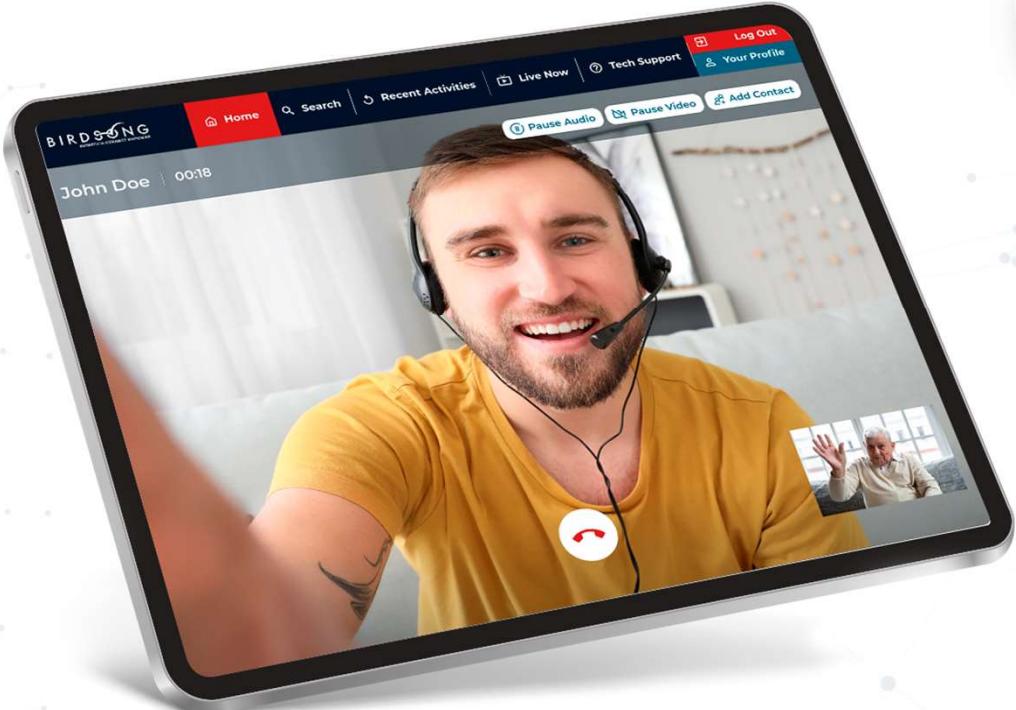
Mountain Empire Older citizens (MEOC), a non-profit organization located in a rural region, **endeavors to furnish seniors aged 55 and above with the necessary resources, opportunities, and support to combat feelings of isolation and loneliness.** With the outbreak of COVID-19, MEOC was faced with the challenge of maintaining engagement and connection among its senior constituents, particularly those who were suffering from poor health.



Challenges / Obstacle:

The COVID-19 pandemic has had a profound impact on our daily lives, including our interpersonal relationships. **For elderly individuals residing in rural areas, feelings of isolation can be even more pronounced, as they are often disconnected from their social circles, friends, and community.**

MEOC's senior population was no exception, and the organization was tasked with finding a means of maintaining their engagement and connection.



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Solution:

- MEOC implemented the utilization of the Birdsong tablet as a solution to counter feelings of loneliness and isolation among its senior constituents. The tablet is a user-friendly device that provides seniors with a plethora of activities and resources aimed at keeping them engaged and connected with their peers. **With the tablet, seniors were able to participate in virtual activities such as community-wide video conferences and trainings.**



Results:

 The Birdsong tablet proved to be a resounding success among MEOC's senior population, who rapidly adopted the technology. **Although the average age of the seniors was 78, the oldest senior was 95 years old, and she was able to master the use of the tablet with ease.** The tablet provided a sense of community for the seniors, who were able to connect with one another through virtual activities and video conferences.



One virtual activity, a community-wide video conference where seniors made chocolate pies together, was particularly well received. The seniors were provided with the recipe beforehand, and were able to make the pies in unison, despite being physically separated. This activity helped the seniors feel connected and offered a unique opportunity for cultural enrichment.



Results:

Another senior was thrilled with the ability to discover new foods, music, and cultures through the tablet. This serves as an illustration of the Birdsong tablet's potential to provide seniors with cultural experiences that they may not have had otherwise.

Service trainings, which were held once per month and allowed foster grandparents to see each other in person, eventually transitioned to video conferences on the Birdsong tablets. The first time this was done, one senior cried, as it was the first time in a prolonged period that she had seen her friends.



Conclusion:

The Birdsong tablet has demonstrated itself to be an efficacious tool in overcoming feelings of loneliness and isolation among seniors. **MEOC's adoption of the tablet has helped maintain engagement and connection among its senior population, even in the face of the challenges posed by the COVID-19 pandemic.** By providing seniors with a sense of community and opportunities for cultural enrichment, the Birdsong tablet has helped MEOC attain its objective of supporting and enhancing the lives of older adults in its community.



Video

