

Case Study: Empowering Older Adults

GetSetUp Partners With
Michigan Department Of Health
And Human Services



GetSetUp At A Glance

What is GetSetUp?

The largest online virtual learning community customized for older adults. All classes are taught by older adults in small groups to ensure everyone can actively participate. We help older adults stay mentally and physically fit. We create economic opportunities through jobs and re-skilling or upskilling on technology skills. We create a community where people find meaning and purpose by helping each other and forming new connections.

The Challenge

Michigan came to GetSetUp because they have over 2.4 million adults aged 60+ residing in Michigan (24% of MI). About 41% of these older adults are living alone and this population is expected to peak in 2034 at 2.9 million with the 85+ population in Michigan being the fastest-growing age group. Michigan was looking for ways to connect this population who are spread across a diverse geography, face many weather challenges, and often register as the highest in the state in social isolation.

The Solution

- GetSetUp's platform which was built specifically for older adults and is continuously customized based on their feedback.
- Over 10 hours a day of live interactive classes. Learners can always join a class.



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**

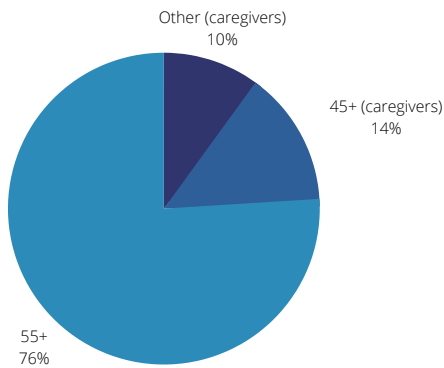
Successfully provided opportunities to those with limited mobility and in more rural areas that often don't receive or have access to many of the state-provided aging benefits.

Key Questions

To address the public health crisis of social isolation across all areas of the state equally, Michigan had 3 essential questions to answer.

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

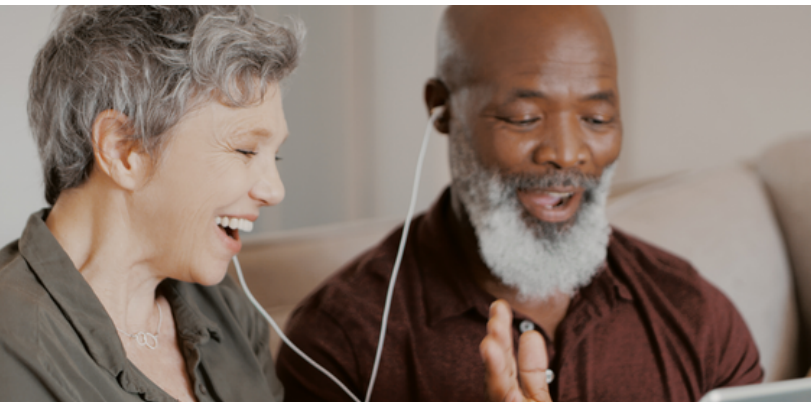
Age Breakdown



Class Customization Example: COVID-19 Vaccination Info Sessions

While most public health vaccine resources were online, the older adult population had difficulty accessing the information. GetSetUp stepped in to offer customized support at a state and local level.

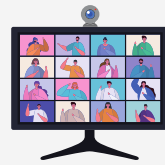
- Launched vaccination info sessions to help older adults use their devices to find local online resources and register for vaccine appointments.
- Support was provided for individual counties with local Ambassadors (GetSetUp learners) offering insights into their experiences successfully booking vaccine appointments in their local communities.
- A statewide info session headlined Michigan's Chief Medical Officer, Dr. Joneigh Khaldun.
- 90% of all COVID-19 related deaths in Michigan were older adults aged 60+



Class categories:

- Technology
- Health & Wellness
- Personal Enrichment
- Hobby-related & Entertainment
- Entrepreneurship/Business Skills
- Social Hours & Interest Groups
- Special Guest Speakers & Discussions
- Specialized classes for local areas

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

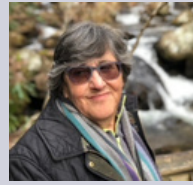
Collaborative effort to spread the word and help older adults sign up:

1. Joint press releases about our partnership and announcements on MDHHS website
2. Postings in all area agencies on aging newsletters, emails, and websites
3. State initiated outreach with GetSetUp support to key players in the area
4. Monthly mentions through the press from head government officials

24 Learners Became Ambassadors Taking Action To Support Their Community



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

“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



“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



Guides From Michigan

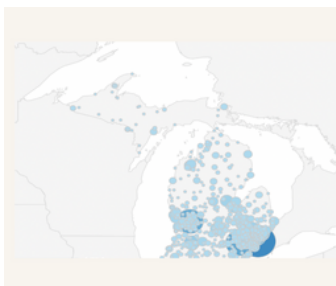
Shirley Mitchell - Learner to Guide

- Learn Line Dancing: The Hustle
- Get Moving by Line Dancing The Hustle!

Sarah Bailey- Learner to Guide

- Hand Crafts Social Hour
- Intro to Counted Cross Stitch

Learners Reach Every Part of Michigan



| | |
|-------------------------------------|-----|
| Detroit | 7% |
| Ann Arbor | 4% |
| Grand Rapids | 4% |
| Kalamazoo | 3% |
| Royal Oak | 2% |
| Livonia | 2% |
| Troy | 2% |
| Clinton Township | 1% |
| Farmington Hills | 1% |
| Southfield | 1% |
| Other regions (small towns & rural) | 67% |

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





1.2M older adults with devices and internet access, **80K** on GetSetUp in **6** months.

Overcame Hurdles By:

Outreach includes TV ads, mail out pamphlets, and continual press and discussions with key groups in order to form key partnerships for awareness.

The Results and Benefits

- Help older adults overcome fears and reluctance to learning tech
- Provide socialization opportunities for older adults
- Reduce loneliness and isolation
- Sense of purpose through learning
- Mood improvement and often improved mental health
- Increase in self-worth and perceptions through community
- Offer fun learning opportunities on a variety of topics
- Connect with others to create and share
- Up-skill and re-skill learners for new job opportunities
- Classes helping older adults enhance their small businesses
- Physical health benefits for those attending exercise and health focused classes
- Opportunities for increased healthy habits thanks to lectures, insights, and classes to improve cooking and learn to live with illnesses

Future Class Creations


- Medicaid services
- Sign up for telehealth
- Filling out government forms such as DMV, tax forms
- Navigating Michigan Resources (MI Bridge)
- SCSEP-focused
- Local/Michigan native celebrities
- Michigan/Michigan State alumni
- Business and community leaders that resonate with older adults
- Library user partner classes



What's Next

Due to great success, our partnership with Michigan is in discussions for another year long renewal. We are exploring new ways to reach the older adult community, including how to help with more hybrid sessions for novice learners and the state is working with other partners to assure device and internet access.

For Help Contact GetSetup:

 1-888-559-1614

 info@getsetup.io