AGING BY DESIGN

Frequently Asked Questions

What is Design Thinking?

Design Thinking (human-centered design) is an approach to problem solving that puts the needs of people experiencing a problem at the core. It provides a toolkit for deeply understanding people's needs and experiences, generating ideas to meet those needs, and then implementing innovative and practical solutions.

Curious? Find out more at Design Day!

What happens after Design Day?

After Design Day, the Health Foundation and interested community partners will embark on a six-month learning phase that will shape the future work of Aging by Design and inform the foundation's overall agenda for improving health outcomes for vulnerable older adults.

Our community partners will have an opportunity to put what they learned at Design Day into action by working with the older adults they serve to capture their stories, experiences, needs and preferences. Overlap Associates will provide coaching and technical assistance throughout the process to ensure community partners are comfortable and confident as they put their new skills to work.

At the end of the six months, community partners who participated in Design Day and contributed to the learning phase will be invited to submit proposals for Aging by Design's implementation phase.

The Foundation anticipates selecting seven to 10 projects, which will receive up to $100,000 in grant funding over a two-year period. Grantees will also receive support to further embed human-centered design into their organization's work through continuous coaching, technical assistance, and shared learning between Aging by Design grantees.

How is this different from other funding opportunities?

Instead of asking for a traditional application or proposal for funding a specific project, we are asking you to come to this Design Day workshop with an open mind to learn about a different way to approach your work and how you deliver services.

Grants will be awarded only after partner organizations are trained in a human-centered design process and complete the learning phase.

Why is the Health Foundation taking this approach?

From some of our previous work and research around the needs of vulnerable older adults, we learned that developing programs and interventions that reach this population can be challenging. This initiative is designed to spur creativity and innovation in the aging sector by supporting organizations who serve older adults in designing, testing and implementing new or reimagined approaches to reduce falls, medication mismanagement, caregiver stress and/or other areas of concern identified through the learning phase.

Will community partners be compensated for participating in the learning phase?

The Health Foundation can provide community partners with modest stipends to help offset the cost of participating in the learning phase. In addition to the stipend, community partners will receive free coaching and technical assistance to deepen their ability to apply human-centered design thinking.

Who should participate in Design Day?

Organizations: Those who are currently serving older adults and caregivers, as well as those who would like to extend their services to include these populations, are welcome to attend. Those who serve historically underserved populations are strongly encouraged to participate. Such populations include, but are not limited to, older adults and caregivers living in rural communities, ethnic and racial minorities, older adults with limited English proficiency, members of the LGBT community, older adults with hearing loss and/or blindness, and those living in poverty.

Individuals: In order to get the most out of this training and to best prepare for future funding opportunities, organizations should consider sending two to four staff members. Ideally, organizations will send teams that include the executive director (or senior manager who can make programming decisions on behalf of the organization); a Program Coordinator overseeing implementation of older adult and caregiver services, and a team member who provides services.