



CENTER FOR INNOVATION
AND WELLBEING

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Front Porch Center for Innovation and Wellbeing Empowers Older Adults Through Live Twitter Cyber Chat and Cyber Security Toolkit

Piers Project educates and encourages older adults to practice safe online behavior through the cyber security education and awareness

GLENDALE, Calif. October 22, 2019 – With the growth of technology over the years, cybercrimes such as online fraud and attacks are on the rise. While older adults are increasingly digitally connected as the Internet provides diverse benefits and conveniences, they also become vulnerable to elder abuse through online fraud schemes. Recent studies found that in 2017, older adults lost \$1.7 billion to financial abuse yet only 1 in 24 cases of elder abuse are reported. As a result, practicing cyber safety can be beneficial to protecting one’s identity and personal information.

In response to the pervasiveness of cybercrime and often devastating financial impacts on the aging population, the [Front Porch Center for Innovation and Wellbeing](#) (FPCIW) will host a **live Twitter chat (#SrCyberChat) at 11 a.m. (PDT) on Thursday, October 24** with Internet safety experts and senior service providers to actively address the financial and privacy security of older adult users during National Cyber Security Awareness Month.

Topics of discussion include: the most prominent cyber frauds targeting older adults; what older adults and their caregivers can do to protect themselves while feeling empowered to take advantage of the benefits of the Internet; and resources to support older adults safely online.

- **Date:** Thursday, October 24, 2019 at 11:00 a.m. (PDT)
- **Expert Panelists:** AARP’s Strat Maloma, Oasis’ Amy VanDeVelde, Federal Trade Commission’s Lisa Schifferle
- **On-site chat groups:** [Vista del Monte Retirement Community](#) in Santa Barbara, CA and [Wesley Palms Retirement Community](#) in San Diego, CA will be hosting live on-site chat groups.

FPCIW’s Twitter cyber chat is part of the [Piers Project](#), which aims to empower and educate older adults to practice safe online behavior. The project was funded by a generous gift on

behalf of the family of former Carlsbad By The Sea resident, Ellie Piers. This gift supports the FPCIW's ongoing mission of using technology to enhance wellbeing among older adults.

In 2016, the Piers Project reached 350 workshop participants and distributed over 3,600 cybersecurity toolkits. In 2019, the FPCIW continued this effort in cyber security awareness with an update to the [Piers Cyber Security Toolkit](#) content, which highlights common Internet-based fraud schemes, various forms of identity theft, social media fraud, and malware protection. The latest edition also includes new topics on voice-first devices such as Amazon Alexa and how to spot "fake news."

"The Piers Project is one example of how FPCIW explores innovative technologies and programs to meet the changing needs of individuals as they age," said Kari Olson, FPCIW president and Front Porch chief innovation and technology officer. "Our goal is to enhance the overall wellbeing and independence of those we serve as well as the community at large."

The Piers Project campaign promotes clear and concise cyber security education that includes: awareness of key warning signs of online fraud; preventative behaviors; reporting fraudulent activity; and a greater level of confidence in using the Internet. To date, FPCIW has conducted cybersafety workshops at 10 Front Porch communities to 210 older adults and distributed over 1,700 toolkits with plans to present additional workshops at [CARING Housing Ministries communities](#).

Created by FPCIW, the Piers Cyber Security Toolkit has been additionally sponsored by the California Lutheran Homes Foundation to bring this important resource to more communities and languages. Piers Project toolkits can be viewed online [here](#). For more information, please visit www.fpciw.org.

About the Front Porch Center for Innovation and Wellbeing

The Front Porch Center for Innovation and Wellbeing (FPCIW) is part of [Front Porch](#), one of Southern California's largest not-for-profit providers of retirement living, active adult and affordable housing communities. In collaboration with innovative [partner organizations](#), the FPCIW reaches across cultural and socioeconomic barriers to meet the diverse needs and enhance the well-being of Front Porch residents and the older adult population at large. Using technology as a tool to solve real-world problems, the FPCIW pilots innovative technology solutions that change lives and make a difference. Its core initiatives aim to assist in maintaining brain health, enhance social connectedness, promote engagement and growth, empower control over health and wellness, prevent emergencies or serious events and increase resources and support for formal and informal caregivers.

The FPCIW has achieved sustainable outcomes with real impact, a challenge in this sector. As a creative ecosystem developer, the FPCIW builds pilots using a collaborative 360-degree approach to matching needs, anticipating barriers, identifying solutions and executing steps to successful implementation and adoption. Learn about FPCIW's work by reading its [impact stories](#). The FPCIW is the signature program of [Humanly Possible®](#), Front Porch's commitment to cause-based innovation and dedication to doing

everything humanly possible to creatively meet needs now and in the future. For more information visit www.fpciw.org.

About Front Porch

[Front Porch](#) is a not-for-profit organization based in Glendale, Calif., serving individuals and families through full-service retirement, active adult communities, affordable housing and related management and development services. Front Porch retirement communities offer options ranging from independent living to skilled care, including assisted living and memory care. Front Porch holds an A credit rating from FitchRatings and an A- credit rating from Standard & Poor's. Founded in 1999, Front Porch embraces a leading-edge approach to enhancing well-being with innovative communities and programs that meet the changing needs of people as they age. The Front Porch culture is driven by [Humanly Possible](#)[®], a commitment to cause-based innovation that harnesses the innovative spirit of all of its staff in an effort to do whatever is humanly possible to meet emerging needs of the people we serve now and in the future. Specialized outreach programs like the Front Porch Center for Innovation and Wellbeing and the Front Porch Gallery support the Front Porch belief in understanding and creatively meeting the needs of individuals in community.

Front Porch is comprised of 10 full-service retirement communities in California and two adult living communities: one in Louisiana and one in Florida. Front Porch also serves individuals and families through 25 affordable housing communities managed by CARING Housing Ministries, a division of Front Porch.

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