



CENTER FOR INNOVATION
AND WELLBEING

For Immediate Release
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Front Porch Receives Grant from Consumer Technology Association Foundation to Implement SOUND AND VISION Initiative

CTA Foundation grant supports Front Porch Center for Innovation and Wellbeing's work in the application of hearing and vision technologies for older adults.

GLENDALE, Calif., July 2, 2020 – The [Front Porch Center for Innovation and Wellbeing](#) (FPCIW), part of [Front Porch](#), a not-for-profit organization serving individuals and families through full-service retirement, active adult and affordable housing communities, announced today it received a grant from [The Consumer Technology Association \(CTA\) Foundation](#) for its “**SOUND AND VISION**” initiative.

FPCIW's new initiative, SOUND AND VISION, will explore how emerging innovations in personal hearing and vision technologies can address loneliness and support independence in older adults. Additionally, this work will also focus on how Voice First technologies offer an important opportunity to access other assistive solutions such as smart home technology and screen-based voice devices such as the Amazon Echo Show and Google Nest Hub.

As outlined in IBM's study [Loneliness and the Aging Population: How Businesses and Governments Can Address a Looming Crisis](#), the statistics on the impacts of older adults experiencing social isolation and loneliness are alarming: 29% increased risk of cardiovascular disease, 64% increased risk of dementia, and 26% increased risk of death. FPCIW aims to address these challenges of loneliness and independence among older adults through innovative solutions such as personal hearing and vision technologies.

Over a 12-month period, SOUND AND VISION is expected to directly impact 385 older adults through user adoption testing, trainings and workshops. The project will additionally widely disseminate learnings, toolkits, and best practices through social media, webinars and other virtual presentations, and the Center's network of partners. The project will introduce emerging and readily available consumer technologies that support hearing and vision loss to residents within Front Porch's 10 California retirement communities, CARING Housing Ministries affordable housing communities, as well as older adults from community partners.

According to the National Institute of Health, approximately one in three people between the ages of 65 and 74 has hearing loss and nearly half of those older than 75 have difficult hearing. Similarly, statistics shared by the National Eye Institute, reveal that majority of the visually impaired population in the United States is comprised of older adults. These findings offer a glimpse into the hearing and vision needs of the broader older adult population.

“This CTA Foundation award is an important investment in addressing the hearing and vision needs of older adults,” said Davis Park, vice president of the Front Porch Center for Innovation and Wellbeing. “The COVID-19 pandemic has introduced a new set of health and well-being challenges to older adults making the fundamental needs among those with low vision and hearing even more urgent to address.”

This is the fourth consecutive year FPCIW has been recognized by the CTA Foundation for its innovative technologies benefitting older adults’ social engagement, independence, and wellness. FPCIW earned the same prestigious grant for the following projects: Expanding New Voice Opportunities for Communities (ENVOG) in 2019, [Voice Activated Independence and Smart Home Engagement](#) (VISHN) in 2018, and [Hearables for All](#) in 2017.

“We are encouraged by the positive impact this work will continue to have on the lives of older adults and their loved ones,” said Kari Olson, president of the Front Porch Center for Innovation and Wellbeing and Front Porch’s chief innovation and technology officer. “SOUND AND VISION is an excellent example of what can be achieved when key stakeholders across the ecosystem, from older adults, to families and caregivers, to solutions providers, funders and more, work in partnership to co-create adoption models for emerging solutions.”

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 pilots innovative solutions to solve real-world problems and meet the needs of older adults. 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, and affordable housing communities. 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.

About the CTA Foundation

The CTA Foundation, a public, national foundation affiliated with the Consumer Technology Association (CTA)™, was launched in 2012 with the mission to link seniors and people with disabilities with technologies to enhance their lives. The foundation strategically supports programs that affect these communities and facilitates dialog among industry, consumers, government, advocacy groups and other key stakeholders.

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