Living In Place

The HOW-TO for Universal Design & Aging In Place

All Homes Accessible, Comfortable and Safe

Program Eligible for 0.1 NKBA CEUs
Photo Opportunity

This Presentation is available for download at www.LivingInPlace.Institute
Erik Listou, CLIPP, HATS, CAPS, CAASH, CGR, CGP, CLR, LDST
Co-Founder - Living In Place Institute™

- National, state, and local project and service awards
- National speaker, educator, author, and talk radio show host and producer (125 episodes)
- NAHB Subject Matter Expert NAHB Carpentry Standards & Project Management and NAHB educator for 15 classes
- NKBA VFTI Speaker and educator for CEU programs
- Tradesperson-management-owner
- Public and private contracting $100M+ career
- Co-Founder of the Living In Place Institute

A grandfather and professional musician living in the mountains of Colorado, Erik and his wife, Frances, visit thousands of children of all ages during the December holidays.

Erik@LivingInPlace.Institute
720-581-0277
Louie Delaware
Louie@LivingInPlace.Institute

Credentials:
HATS - Home And Trades Specialist (LIPI)
CLIPP - Certified Living In Place Professional (LIPI)
LIPA – Living In Place Associate (LIPI)
CAPS - Certified Aging In Place Specialist (NAHB)
A-CPC - Advanced Certified Professional Childproofer (IAFCS)

✓ BS - Bachelor of Science, Mechanical Engineering, University of Wisconsin-Madison.
✓ MBA - Masters of Business Administration, University of Colorado-Denver.
✓ 22 years in research and development for technological, medical and analytical devices.
✓ Recipient of International R&D 100 Award for Advanced Technologies.
✓ Construction career includes the founder of US Safety Pros - Childproofing, radon testing & mitigation, home accessibility and home safety services.
✓ Provided services in over 3,800 homes.
✓ Co-Founder of the Living In Place Institute.

A proud father of two children, Louie and his wife Judy live outside picturesque Boulder, Colorado, with their three lightning-fast whippet racing dogs.

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1. The Problem
2. The Solution – Why The Need for a New Path
3. Making Money on the New Path
4. Education - *The How-To*
The Problem

• Our homes are not safe

First Efforts

• Universal Design – *What was that?*
• Aging in Place – *Did that work?*

The Solution → Living In Place

✓ The positive solution
✓ Education and networking for the industry
The Problem… *Our homes are not safe.*

✓ Falls are the leading cause of fatal and non-fatal injuries among older adults.

✓ If unchecked, by 2030 there will be 59,000 deaths per year or about seven older adult (65+) deaths per hour.*

✓ 45% of all childhood deaths occur at home.

✓ 33% of all child related injuries are due to falling downstairs, out of windows, off decks or balconies.

✓ Every two weeks a child dies because of a piece of furniture or TV fell on them.

✓ Over 90% of all home injuries to children are preventable, with appropriate safety in the home.

*https://www.cdc.gov/mmwr/volumes/67/wr/mm6718a1.htm
First Efforts

- Universal Design – *What was that?*
- Aging in Place – *Did that work?*
Universal Design… *What was that?*

Universal Design was a university project that created seven principles intended to be the solution for all housing.

They did not mention any specific designs or products.

Universal design is perceived most often as institutional and only for persons with disabilities in public, hospital or rehab settings.

The industry embraced the need but was forced to guess at how to interpret the confusing and often conflicting principles.

Let’s examine just the first principle – Equitable Use
# Universal Design Principle #1 - Equitable Use

<table>
<thead>
<tr>
<th>Guidelines</th>
<th>It that possible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide the same means of use for all users - <em>Identical whenever possible; equivalent when not.</em></td>
<td><em>Identical &amp; equivalent in one design or product?</em></td>
</tr>
<tr>
<td>Avoid segregating or stigmatizing any users.</td>
<td><em>Universal design (and aging in place) are terms that segregate and stigmatize!</em></td>
</tr>
<tr>
<td>Provisions for privacy, security, and safety should be <em>equally available to all users.</em></td>
<td><em>All users are not the same!</em></td>
</tr>
<tr>
<td>Make the design <em>appealing to all users.</em></td>
<td><em>Is that really possible?</em></td>
</tr>
</tbody>
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Aging in Place in Housing...

Started in 2002.

Because aging in place addresses only older individuals, it excludes 80% of the population (*and business markets*).

Ageism, (aging in place) like racism and sexism, is a form of prejudice or prejudgment that shapes perceptions.*

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...Did that work?
NO...Safety in homes is worse!

✓ Fall death rates have increased 30% from 2007 to 2016. (US Centers for Disease Control and Prevention)

✓ Less than 0.9% (down from 1% in two years) of the current housing stock have zero-step entrances, single floor living, wide hallways & doors, electrical controls, reachable by everyone, and lever-style handles on faucets and doors. (2018 Joint Center for Housing Studies of Harvard University)

✓ Less than 3.5% (down from 4% in two years) of current single-family homes have three of the most critical accessibility features (zero-step entrances to the home, single floor living, wide hallways and doors). (2018 Joint Center for Housing Studies of Harvard University)
1. The Problem

2. First Efforts

3. The Solution  Living In Place
   ✓ The only positive solution
   ✓ Education and networking for the industry
Living In Place is a simple solution to make all homes accessible, comfortable and safe, regardless of a person’s current or future needs or age.
2. The Need for A New Path
Why do we need a new path?

“It won’t ever happen to me…”

“People with challenges are only older adults…”

“We only have to “fix” homes for those who need it…”
One in 4 U.S. adults – 61 million Americans – have a disability that impacts major life activities, according to the Center for Disease Control and Prevention.*

1. Mobility (serious difficulty walking or climbing stairs – 40% over age 65)
2. Cognition (serious difficulty concentrating, remembering, or making decisions)
3. Hearing (serious difficulty hearing)
4. Vision (serious difficulty seeing)
5. Independent living (difficulty doing errands alone)
6. Self-care (difficulty dressing or bathing)

*2018 - Morbidity and Mortality Weekly Report
Americans with Differences

1% Americans use a wheelchair.
Almost 4% use a walking aid.

We Need to Focus on EVERYONE

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Limitations & Different Abilities

Physical

Sensory

Cognitive

The Census Bureau projects that in 2050, the population age 65+ will be 83 million, almost double 43 million in 2012.
While Our Older Population Will Grow Dramatically, Most Will Live in Their Own Homes

Age 65 and over householder and non-householder population by living situation

- Owner household: 23.5 million in 2015*, 38.1 million in 2035
- Renter household: 6.4 million in 2015*, 11.5 million in 2035
- Living in other’s home (relative or nonrelative): 4.9 million in 2015*, 10.2 million in 2035
- Living in group quarters: 1.5 million in 2015*, 2.8 million in 2035

*Owner and renter household data is for 2015 while non-householder living situation data is for 2014.

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100 Years in a Home

The average family will live 10 years in a home about **26 individuals** in 100 years.

Plus one visitor a week, now over **5,000 individuals** in the same home.

Over **1,000 individuals** with daily challenges in the home!

Focus on the Home Design Today – Impact the Community Forever!

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How Safe are our Homes?

Less than 3.5% of current single-family homes have:
- A zero-step entrance
- Single floor living
- Wide hallways and doors

Less than 0.9% of the current housing stock have:
- A zero-step entrance
- Single floor living
- Wide hallways and doors
- Electrical controls reachable from a wheelchair
- Lever-style handles on faucets and doors
Falls

The leading cause of fatal and non-fatal injuries for older adults.

- 29M falls resulted in 7M injuries in 2014.
- 27,000 Americans die each year from a fall.
- Every second a senior falls in America.
- 55% of falls happen in the home and 23% near the home.
- 25% of infant falls downstairs in their 1st year happen while being carried by a parent.
Falls

2015
$ 50 Billion
Direct medical costs only

2020
$ 68 Billion
Direct medical costs only

*Does not include lost wages, costs to modify home, moving to assisted living, etc.

US Centers for Disease Control and Prevention
US Statistics

320 million individuals in 137 million homes

✓ 11 million individuals ages 6 and older need personal assistance with daily activities.

✓ 16.1 million have limitations in cognitive functioning or a mental or emotional illness that interferes with their Activities of Daily Living (ADLs).

✓ 5.3 million have Alzheimer's Disease, 3.9 million live at home with a family member.

15% over age 18 have a hearing loss (almost 50 million).

15% of Americans (26 million) between ages 20 - 69 have high frequency hearing loss.

40% over age of 65 have a hearing loss, **But only 6 percent of seniors feel they have a hearing problem.**
US Statistics

✓ 64% of U.S. adults and 20% of children wear eyeglasses.
✓ Plus 11% of adults and 5% of children wear contact lenses.

Children

✓ 45% of all childhood deaths occur at home.

✓ 33% of all child related injuries are due to falling downstairs, out of windows, off decks or balconies.

✓ Over 90% of all home injuries to children are preventable, with appropriate safety in the home.

Every two weeks a child dies because a piece of furniture or TV fell on them.
The Problem

First Efforts

The Solution  Living In Place

✓ The positive solution
✓ Education and networking for the industry
Living In Place is a simple solution to make all homes accessible, comfortable and safe, regardless of a person’s current or future needs or age.
The Living In Place Institute

✓ Solutions through education and awareness.

✓ Created by industry experts.

✓ Internationally recognized as the leading producer and provider of home safety education for the housing profession and related industries.

✓ Unprecedented endorsement, acceptance and promotion by professionals, leading trade associations and worldwide manufacturers.
Living In Place…The Solution

✓ Over 40 unique course topics presented virtual and in-person.

✓ **Home Accessibility and Safety Assessment Checklist™ (HASAC™)**
  An app-based platform to quickly provide recommendations for any area of a home, prioritizing needs as Now, Soon or Future.

✓ **How to Live In Place™** The consumer book with practical solutions for every home. The book is an awareness tool for consumers and a significant lead generator for CLIPP, LIPA and HATS professionals (Book release 2021).

✓ Education programs that train and network all professionals.
The Three Pillars of the Living In Place Institute

Certified Living in Place Professional

Living in Place Associate

Living in Place Trade Specialist
Certified Living In Place Professional (CLIPP)

Responsible for overall design and management

- Designers (Architects, Kitchen & Bath, Interior Designers, Decorators, etc.)
- Developers / Builders
- Contractors
- Lighting Specialists
- Medical Providers
- (OTs, PTs, Physicians, Nurses, etc.)
- Non-Profit And Government Design/Construction Staff
- Home Inspectors
- Others
Living In Place Associate (LIPA)

Products, supply and support services

- Manufacturers
- Sales Representatives
- Distributors
- Retailers
- Structural & Mechanical Engineers
- Realtors
- Financial Planners & Lenders
- Lawyers
- Non-Medical Home Health Care Providers
- Professional Childproofers
- Non-Profit and Government Non-Design/Non-Construction Staff
- Media
- Others
Home And Trades Specialist (HATS)

Tradespersons who install designs and products

- Electricians
- Plumbers
- Drywallers
- Carpenters & Deck Builders
- Concrete Contractors
- System Integrators
- Painters
- Flooring, Tiling & Surface Fabricators
- HVAC Mechanics
- Handymen
- System Integration Installers
- Professional Organizers
- Others

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Embrace Living in Place – Change the Conversation
3. Making Money on the New Path
More than one in five construction dollars spent on home improvements

Share of total U.S. construction market, 2015

- Public works/Infrastructure: 19.6%
- Institutional Buildings: 18.3%
- Commercial/Industrial Buildings: 18.3%
- Single Family New: 18.2%
- Multi Family New: 4.3%
- Home Improvements: 21.3%

Total 2015 Construction Spending $1.2 Trillion

Source: JCHS and U.S. Census Bureau Construction Spending Put in Place.
Market Size of 55+

✓ Expenditures by homeowners age 55 and over are expected to grow by nearly 33% by 2025.

✓ The share of market spending by homeowners age 55 and over is projected to reach 56% by 2025, up from only 31% in 2005.

2016 Joint Center for Housing Studies of Harvard University
Types of Projects For Accessibility & Safety

- ✓ 94% - Grab Bars
- ✓ 82% - Higher Toilets
- ✓ 79% - Curbless Showers
- ✓ 63% - Wider Doorways
- ✓ 58% - Lighting / Task Lighting
- ✓ 49% - Ramps / Lower Thresholds
- ✓ 33% - Non-Slip Floors

- ✓ 33% - New, Full Bath on Main Level
- ✓ 30% - Expanding Half Bath to Full Bath on Main Level
- ✓ 15% - Walk-In Bathtubs
- ✓ 13% - Easy to Read Thermostats
- ✓ 11% - Lower Kitchen Countertops
- ✓ 10% - Lower Kitchen Cabinets

NAHB Remodelers Survey 2016
Figure 2. Generational share of net household wealth (percent)

- Baby Boomers: 50%
- Gen X: 31%
- Millennials: 16%
- Silent Generation: 9%

Source: Deloitte Center for Financial Services.

Graphic: Deloitte University Press | DUPress.com
Americans have access to more home equity
With home values on the rise, homeowners are tapping their equity again

- Average home equity line of credit limit
- Average amount of equity taken out in cash-out refinancings

Recession period

Source: Black Knight Financial Services
New Build

Kitchens & Baths

Other Remodeling

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Divided by age and condition – How many categories?

- Age 25–35 pre-diabetes
- Age 30–40 autistic
- Age 35–45 pre-diabetes
- Age 40–50 pre-diabetes
- Age 45–55 pre-diabetes
- Age 50–60 pre-diabetes
- Age 55–60 pre-diabetes
- Age 60–70 pre-diabetes
- Age 65–75 broken leg
- Age 65–75 color blind
- Age 65–75 glaucoma and diabetes
- Age 65–75 shoulder injury
- Age 65–75 vision okay
- Age 65–75 pre-diabetes
- Age 65–75 glaucoma
- Age 65–75 diabetes
- Age 65–75 autistic
- Age 70–80 broken leg
- Age 70–80 color blind
- Age 70–80 glaucoma and diabetes
- Age 70–80 diabetes
- Age 70–80 autistic
- Age 75–85 broken leg
- Age 75–85 color blind
- Age 75–85 glaucoma and diabetes
- Age 75–85 diabetes
- Age 75–85 autistic
- Age 80–90 broken leg
- Age 80–90 color blind
- Age 80–90 glaucoma and diabetes
- Age 80–90 diabetes
- Age 80–90 autistic
- Age 85–95 broken leg
- Age 85–95 color blind
- Age 85–95 glaucoma and diabetes
- Age 85–95 diabetes
- Age 85–95 autistic
- Age 90–100 broken leg
- Age 90–100 color blind
- Age 90–100 glaucoma and diabetes
- Age 90–100 diabetes
- Age 90–100 autistic
- Age 100–110 broken leg
- Age 100–110 color blind
- Age 100–110 glaucoma and diabetes
- Age 100–110 diabetes
- Age 100–110 autistic

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Why Limit Your Market?

✓ Our industry and your business are NOT age specific.

✓ 90% of older Americans want to stay at home (AARP study was titled “Fixing to Stay”)

✓ 1 in 5 individuals have a challenge with their Activities of Daily Living (ADLs).

✓ Majority of people age 65+ remodel to make their home more accessible and safer. (Moen)

✓ Nearly 65% of US wealth owned by people age 50+* = $55.2 Trillion in 2015.**

* https://www.federalreserve.gov/econres/scfindex.htm

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Baby Boomers are NOT Going Anywhere

- 85% have no plans to sell their home.*
- Home Ownership – 78% or about 33 million properties.*
- Age 55-74 made up 21% of the population in 2015, compared to 16% in 1985.*
- 78 million individuals age 50+ control 67% ($28 trillion) of the nation’s wealth.**


** US Census & Federal Reserve
4. Education

The How-To...
1. Focus on everyone, not special groups.
2. Create Teams – *Include the Experts*.
3. Align with multiple associations.
4. Find the most relevant education – from specialized training organizations.
5. Never “It won’t happen to me” – *Always Now, Soon or Future*.
1. Focus On Everyone – Not Niche Markets

✓ There are too many groups to single out just a few, such as aging or wheelchairs users, so include everyone.

✓ According to the National Center for Charitable Statistics (NCCS), more than 1.5 million nonprofit organizations are registered in the U.S.

✓ This number includes public charities, private foundations, and other types of nonprofit organizations, including chambers of commerce, fraternal organizations and civic leagues.
2. Create Teams – Include the Experts

Why not just do it all yourself?

90 percent of corporate leaders feel today’s problems are so complex they require teams to provide effective solutions.

These leaders believe collaboration can fuel creative thinking and problem solving critical to positive business outcomes.

Capism July 14, 2015
Team Members

✓ Kitchen & Bath Designers
✓ Architects
✓ Interior Designers
✓ Contractors
✓ Builders
✓ Developers
✓ Product Manufacturers & Suppliers
✓ Tradespersons
✓ Occupational Therapists
✓ Senior Advisors
✓ Physical Therapists
✓ Real Estate Agents
✓ Non-Medical Care
✓ Finance Providers
✓ Structural Engineers
✓ Lighting Specialists
✓ Smart Home System Integrators
✓ Home Inspectors
✓ Professional Childproofers
✓ Public Service Professionals

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3. Align with Multiple Trade Associations

✓ NKBA – National Kitchen & Bath Association
✓ ASID – American Society of Interior Design
✓ IDS – Interior Design Society
✓ IDC – Interior Designers of Canada
✓ IIDA – International Interior Design Association
✓ NARI – National Association of Remodeling Industries
✓ SCSA – Society of Certified Senior Advisors
✓ NAHB – National Association of Home Builders
✓ AOTA – American Occupational Therapy Association
✓ APTA – American Physical Therapy Association
✓ ASHI – American Society of Home Inspectors
✓ AIA – American Institute of Architects
✓ NAR – National Association of Realtors
Find the most relevant education –

*From specialized training organizations*

- Focus on ALL homes
- Created by industry experts
- Training Materials updated continually
- Continuing education and involvement
- Consumer information and lead generation
- Live and virtual classes
- Multiple association CEU approval and support
- International manufacturer involvement
5. Never “IF”…
Always Now, Soon or Future

✓ Remember the “100 years of a home”.
✓ We all change throughout our lives.
✓ Make positive changes in every home.
✓ Plan for your clients’ future.
✓ Plan for your business future.
1. The Problem
2. The Solution – Why The Need for a New Path
3. Making Money on the New Path
4. Education - *The How-To*...
Questions?

www.LivingInPlace.Institute
888-467-3220

CLIPP Classes

Virtual Live
✓ Four 4.5-hour sessions in one week

Live In-Person
✓ Two 8-hour sessions in two consecutive days