Living In Place – The HOW-TO for Universal Design & Aging In Place

Program Eligible for 0.1 NKBA CEUs
LaDonna Eriksen, CLIPP

- Certified Living In Place Professional
- Owner of Interiors By Design
- Designer
- Kitchen and Bath Remodeling Specialist
- Licensed General Contractor, City of Omaha
- NKBA member
- Served on NE/KS NKBA board for 11 years
- Science Educator for over 41 years
- Assists contractors in Omaha with preparation for license testing

- Married 41 years, one adult son, 2 granddogs
Erik Listou, CLIPP, 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.
1. One Step at a Time
2. The Need for a New Path
3. Making Money on the New Path
4. Education - *The How-To*
1. One Step at a Time
The First Steps

1950s – Sparked by veterans needs, change began in public policies and design

1961 – A117.1 National standards for accessibility in public spaces

1966 – 30 states adopted accessibility legislation

1973 – 49 states adopted legislation

1984 – ANSI specifications were incorporated into the Uniform Federal Accessibility Standard (UFAS)

1990 – ADA Americans with Disabilities Act

1997 – Universal Design Principals created

2010 – ADAG - Americans with Disabilities Act Accessibility Guidelines (ADAAG)
**Equitable Use**
Design is useful and marketable to people with diverse abilities

**Flexibility in Use**
Design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities
Simple & Intuitive
Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

Perceptible
Design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

Automatic light switch

Thermostat
Tolerance
Design minimizes hazards and the adverse consequences of accidental or unintended actions.

Low Effort
Design can be used efficiently and comfortably and with a minimum of fatigue.

Approach
Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

No-Step Shower
The Next Step - Aging in Place

✓ Intended for only the 55+ market.
✓ What about everyone else?
✓ Not understood by consumers and industry.
✓ Perceived term negativity.

Would you want to hear… “At your age” or “I am here to help you age in place”? 
We started with the foundations of equality…
Crawled past the initial steps of state and federal legislation…
Embraced Universal Design…
Jumped into Aging-in-Place…

Now the most important step.

A grassroots movement within the industry.
A fundamental shift to a simple, complete approach.
Not just for special groups, but for EVERY HOME!
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
1% Americans use a wheelchair.
Almost 4% use a walking aid.

We Need to Focus on EVERYONE
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 in 2015, 38.1 in 2035
- Renter household: 6.4 in 2015, 11.5 in 2035
- Living in other’s home (relative or nonrelative): 4.9 in 2015, 10.2 in 2035
- Living in group quarters: 1.5 in 2015, 2.8 in 2035

*Owner and renter household data is for 2015 while non-householder living situation data is for 2014.
100 Years of 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!
Assessing 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 down stairs in their 1st year happen while being carried by a parent.
Does not include lost wages, costs to modify home, moving to assisted living, etc.
US Statistics

✓ **320 million individuals** in over **137 million households**.

✓ **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 down stairs, 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.
Embrace Living In Place

✓ Enhanced Quality of Life.
✓ Aesthetically Pleasing – Complimentary to overall design & finish.
✓ Affordable for the Client – Good Value.
✓ Opportunity to increase home value.

Add them up and clients call it…

Comfortable.
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)

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

Source: Black Knight Financial Services
Current division of markets

- Kitchens & Baths
- Other Remodeling
- New Build
Divided by age and condition – How many categories?

- Age 25-35 Pre-diabetes
- Age 30-40 Pre-diabetes
- Age 45-55 Pre-diabetes
- Age 50-55 Pre-diabetes
- Age 55-65 Pre-diabetes
- Age 60-70 Pre-diabetes
- Age 65-70 Pre-diabetes
- Age 70-85 Pre-diabetes

- Age 25-30 Autism
- Age 30-40 Autism
- Age 45-55 Autism
- Age 50-55 Autism
- Age 55-65 Autism
- Age 60-70 Autism
- Age 65-70 Autism
- Age 70-75 Autism

- Age 25-30 Glaucoma and Diabetes
- Age 30-40 Glaucoma and Diabetes
- Age 45-55 Glaucoma and Diabetes
- Age 50-55 Glaucoma and Diabetes
- Age 55-65 Glaucoma and Diabetes
- Age 60-70 Glaucoma and Diabetes
- Age 65-70 Glaucoma and Diabetes
- Age 70-75 Glaucoma and Diabetes

- Age 35-45 Pre-diabetes
- Age 40-45 Pre-diabetes
- Age 45-50 Pre-diabetes
- Age 50-55 Pre-diabetes
- Age 55-65 Pre-diabetes
- Age 60-70 Pre-diabetes
- Age 65-70 Pre-diabetes
- Age 70-75 Pre-diabetes

- Age 60-70 Shoulder Injury
- Age 65-75 Shoulder Injury
- Age 70-75 Shoulder Injury

- Age 70-75 Broken Leg
- Age 75-80 Broken Leg
- Age 80-85 Broken Leg

- Age 60-70 Color Blind
- Age 65-70 Color Blind
- Age 70-75 Color Blind

- Age 60-70 Vision Okay
- Age 65-70 Vision Okay
- Age 70-75 Vision Okay
Why Expand Your Market

✓ Our industry and your business is NOT age specific.
✓ 90% of older Americans want to Live In Place (AARP).
✓ 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
Why Expand Your Market?
Baby Boomers Aren’t 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
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.
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Living In Place –
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Questions?

Add your name to **GOAL 2028!**
LivingInPlace.Institute/goal2028

**CLIPP Classes**

- **Virtual Live**
  - Six 3-hour scheduled sessions over two weeks

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