Living In Place… The Solution
(Not Aging in Place or Universal Design)
PHOTO OPPORTUNITY

This presentation is available for download at www.LivingInPlace.Institute/KBIS2020
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 only 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*
The Problem

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.

It did not mention any specific designs or products.

Universal Design is perceived most often as institutional, and 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 possible?</em></td>
</tr>
</tbody>
</table>

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Aging In Place in housing...

Education 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.*


...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

Living In Place is the only positive solution to all homes accessible, comfortable and safe for everyone, through education and networking.
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.
The Three Pillars of Education and Networking of the Living In Place Institute
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

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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
- Handypersons
- System Integration Installers
- Professional Organizers
- Others

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Living In Place… The Solution

✓ Over 40 unique professional training 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™** A 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.
For more information about CLIPP, LIPA & HATS Training Courses

Go to www.LivingInPlace.Institute/education
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You know the problem…
You are the solution…

Living In Place