

Pacific Library Partnership

2015-16 Grant Program

1. Title of Project: Wearables for Wellness

2. Category (A or B): A

3. Library applying for funding: South San Francisco Public Library

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4. Amount of funding requested: \$9,000

PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

A do-it-yourself wellness center, with a circulating collection of health-related wearable devices, will be established in the library to ease access to healthcare, promote preventative care and support people in achieving health and wellness goals. The circulating collection of wearable devices will connect to iPad stations in a semi-private space. Services will be offered to help people use the software and data that pairs with the devices. Patrons will be able to share their data with their physician and other healthcare professionals. Information about preventative care, sourced from the collection and healthcare partners, will be displayed. Engagement with wearable technology will empower people to become proactive about their own health and seek preventative care.

2. Explain how this project fits with the library's strategic directions.

The Wearables for Wellness project is aligned with the library's strategic plan and the values of the community. The project also has value for libraries in PLP and nationwide.

South San Francisco Public Library has completed a draft strategic plan, presently in the process of adoption, that incorporates the input of nearly 1,000 community members, as well as market segmentation data. The strategic plan identified areas of opportunity for the library to support the community's goals and priorities. Two of those opportunities are to provide:

- High Tech Touch (playground for emergent technologies and devices)
- Library of Things (lending beyond books)

Our strategic planning process also tells us that 83% of community respondents look to the library to keep seniors active and engaged.

Health and wellness programming has been one of our most popular services. This year, we have had 28 such programs to date, covering topics from Yoga to Medicare. 518 people attended these programs, an average of 18.5 attendees per event. We also host a popular "Tech Drop In" four to five times each month.

These new do-it-yourself healthcare devices also represent the emergence of a new type of basic literacy and the opportunity for the library to make a significant impact. As the senior population grows and healthcare costs rise, the use of in-home technology, or "remote monitoring devices", is easing access to healthcare while providing the opportunity to age in place.¹ Physicians are able to monitor their patients in the home and adjust treatments remotely. By providing these devices and instruction in their use, the library will be removing barriers to exciting new possibilities.

¹ Frost & Sullivan. "Aged Care Market Is Expected to Be a Key Growth Area for Healthcare Automation." *Frost.com*. Frost & Sullivan, 22 Oct. 2015. Web. 30 Oct. 2015. <<http://ww2.frost.com/index.php/news/press-releases/aged-care-market-expected-be-key-growth-area-healthcare-automation/>>.

A 2014 survey by PwC demonstrates the potential value of wearable technology when paired with human assistance. From their report²:

- *More than 80 percent of consumers said an important benefit of wearable technology is its potential to make health care more convenient.*
- *Consumers may need a human touch to help them choose a device and its associated apps. An “apps formulary” of apps vetted by medical teams (and available in a virtual apps pharmacy) could help consumers wade through the thousands of health apps and devices.*

Encouraging people to seek preventative care is another goal of this project. Should the siting of a wearable technology collection in a library successfully encourage people to seek this type of care, such as a cancer screening, the public health benefit could be very significant. According to the Centers for Disease Control, chronic diseases account for 7 of 10 deaths and 75% of the nation’s healthcare spending. As they explain, “these chronic diseases can be largely preventable through close partnership with your healthcare team, or can be detected through appropriate screenings, when treatment works best.”³

3. A description of the proposed project including the population served and the demographics of that population.

Population Served

The Wearables for Wellness project provides a place for the community of South San Francisco, which is uniquely interested in gadgets, to explore new technologies that can empower them with knowledge about their own health and wellness.

We have rich market segmentation data, thanks to our Strategic Plan process, supporting the concept of a wearables device lending program. The hyper-dominant market segment, making up nearly 2/3 of the population, is known as “Pacific Heights”. This segment is distinguished in part by their affinity for technology and the latest devices and gadgets. Given its status as a “super majority”, our Strategic Plan guides us to focus most resources on the Pacific Heights segment.

Seniors are likely to benefit in many ways from this collection and related services. As our Strategic Plan uncovered, the community sees the library as having a role in keeping seniors active and engaged. In addition, many seniors in our community would like to age in place. As described above, this collection will help South San Franciscans access healthcare in the home.

Description of the Project

² PwC US. "Wearable Technology Future Is Ripe for Growth – Most Notably among Millennials, Says PwC US." *Pwc.com*. PwC, 21 Oct. 2014. Web. 30 Oct. 2015. <<http://www.pwc.com/us/en/press-releases/2014/wearable-technology-future.html>>.

³ CDC. "Preventive Health Care." *Cdc.gov*. Centers for Disease Control and Prevention, 12 June 2013. Web. 30 Oct. 2015. <<http://www.cdc.gov/healthcommunication/toolstemplates/entertainment/tips/preventivehealth.html>>.

The Wearables for Wellness project includes three components:

- Wearable devices for lending
- An interactive space for learning about wearable devices and apps
- Programming, instructional services and consultations

The wearable devices will be purchased through the PLP Innovation Grant. The library will be responsible for providing the space, tablet computers (iPads) and recruitment of volunteer healthcare professionals.

Wearable Devices

Our wearables collection will include many fitness wearables with which people are probably already familiar, such as FitBit, Jawbone and Moov. These devices not only track heartrate, calories and so on, they also provide real-time coaching during workouts.

The collection will also feature wearable devices that are designed for general well-being. These wearable devices reduce stress and improve wellness by providing monitoring breathing, posture, mood, sleep and more.

Additional internet-connected devices that promote wellness, such as the yoga mat and basketball, will be available for demonstration at the library and outreach events.

Product Assortment

Item	Quantity
Fitness Trackers	30
General Wellness	22
Blood Pressure	2
Oximeter	1
Smart Alarm	1
Smart Scale	2
Smart Basketball	1
Smart Yoga Mat	1
TOTAL	60

Interactive Space

Most wearable devices connect, either directly or through the cloud, to a software program. Many of these programs exist as apps for iPhones and iPads. The Wearables for Wellness space in the library will provide people with the ability to connect their device to a tablet computer so they can load their data into any number of apps. The data can be exported, saved to the cloud and shared with others, including healthcare professionals.

The space will be portable, with a display case for the devices and two countertops for the iPads, allowing librarians to perform outreach at the branch library, Farmer's Market, Senior Health Fair, and other community events.

Wellness Programming & Events

Health and wellness programming will continue and grow as we incorporate these new devices into our offerings. We will build on our partnerships with Kaiser, Walgreens and others to recruit volunteers for new Wearables for Wellness space.

4. Goals and objectives of the project.

Goal 1: To significantly improve the health and well-being of members of the community of South San Francisco by encouraging preventative care.

- Objective 1a: Engage people with their own health and wellness by providing exciting do-it-yourself technology.
- Objective 1b: Empower people with data about their own health by helping them learn to use the apps that help manage and analyze the information generated by their devices.
- Objective 1c: Use personalized service to connect people with resources to help them achieve their personal health and wellness goals.
- Objective 1d:

Goal 2: Enable people to use wearable and internet-connected devices to ease access to healthcare.

- Objective 2a: Provide equipment that can capture and track personal health data.
- Objective 2b: Provide services so people can collect and share data with their healthcare professional.

Goal 3: Provide libraries with a model for replicating such a space for their own community.

- Objective 3a: Track usage and report output measures, such as circulation of devices and visits to the space.
- Objective 3b: Provide outcome measures by conducting user surveys and interviews of device borrowers, program participants and visitors to the space.
- Objective 3c: Compare usage of health collection (books, videos and electronic resources) before and after project to ascertain any impact on value of existing resources.

5. Project timeline (activities).

Tasks	Month(s)
Order devices, display case and portable counters	Dec/Jan
Develop surveys, catalog devices	Jan
Create marketing materials, recruit volunteers	Jan/Feb
Train staff on devices	Jan/Feb
Set up space, open to the public	Feb
Evaluation	Continuous; reporting and analysis bi-monthly

6. Evaluation of the project.

We will be able to measure our goals through surveys, interviews, usage statistics, and, with consent, individual patrons tracking data. We will ask users of the collection to report back the following:

- Improvements to feelings of health, wellness, stress (self-reported)
- Improvements to health based on data
- Screenings and other measures of preventative care taken
- Use of data, including if it was shared with physician or other healthcare professional

We will also gather quantitative data about use that, together with the survey data, will help us determine whether or not this project is a worthwhile direction for other libraries.

7. Project Budget

Budget – Innovation Grant

Item	Cost
Device collection (approx. 60 items)	\$8,000
Display case	\$600
Portable counter x 2	\$400
Total	\$9,000

Note: the library will supply the two iPads for the interactive space.