

“JumpStart the Conversation” Grant – Wichita Interim Report
DVD – Livable Homes
March 5, 2010

Grantee:

Wichita Educational Foundation

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Grant Output Summary:

- Developed a committee from the membership of the Visioneering Older Adult Alliance (VOAL) including representatives from housing management, real estate, builders, aging in place consultants, university representatives and CPAAA management.

- Developed a plan for a 30 minute Livable Homes DVD to show the necessity of planning ahead for a livable home that will accommodate people of all ages and abilities, incorporating a script with live action, voice over with pictures; expert opinion and customer interest stories.

- Securing an announcer, architect, builder, video company, additional finance and still pictures.

Grant Narrative:

The DVD team regularly met throughout the 6-month period to come up with strategies for planning, producing and filming an instructional DVD that will inspire and educate people of all ages to plan ahead for the possibility of aging in place in a home that will meet their needs now and in the future. Our goal is to show how many elements of universal design will add style and versatility to a home and make it a place whose design and features welcome family and guests of all ages and abilities.

The DVD team first pursued partnership with TV stations – in particular, the local public television station who has worked with us on a series of DVDs in the recent past. They would only work with us if we could pay them the going rate which was cost prohibitive. We determined to do a 27 minute video because they did say they might play it at that length. We priced commercial studios for filming the DVD and found the estimate twice as much as our budget could accommodate. We pursued university student help but did not find an appropriate candidate. We reworked our plans to reduce the amount of filming by researching on-line videos and U-Tube selections for ideas. We determined that still pictures and voiceovers could cut the costs. We are currently seeking contacts that may be available through the Visioneering Wichita database of community and civic volunteers for help with filming and editing the video.

There are three sections to be produced with each segment 8 or 9 minutes each. Statistics showing demographic information, building costs and trends are being collected to complement the narrative. Contacts with a news anchor at a local television station have been made to be the spokesperson. We plan to partner with the media grant project to help fund production of the DVD.

Video Outline:

Segment 1:

- * Spokesperson introduces concepts of aging in place, purpose of video.
- * Shows filmed scene of "bad" aging in place design home (steps, narrow doors, no grab bars/hand rails, door knobs etc.)

Segment 2:

- * Universal design from Architect (Greg Black) perspective.
- * Still pictures of design elements collected from WHA houses, Asbury, architects collection, Hamilton Estates etc.
- * Spokesperson from builder (Jason Wiley) perspective. Consider putting in elements now to save costs later and resale value of a home with these features.
- * More pictures of actual homes/buildings with captions.

Segment 3:

- * Personal story - well known personality (Dave Calvin.)

- * Personal story needs for universal design based on his situation and the modifications to his home that help him manage independently.
- * Second situation, one of Shana's current customers or (Charli Fredrick) who just did a bathroom remodel for better wheelchair accessibility.
- * Ending will wrap up with a brief get together at an accessible home with same actors from first scenario only this time everything goes smoothly with no accessibility problems.