

## EveryoneOn Created a New Cross-Sector Partnership to Ensure Under-Resourced Seniors in Tampa, Florida Could Access the Internet



EveryoneOn provided laptops, connectivity and digital skills training to 50 seniors previously unconnected.

This class was amazing. This was my first time learning on a computer. I will keep practicing, learning more, and exploring the computer because this is opening a lot of doors such as medical technology, typing and languages. I like languages.

— JUAN

### Doing more for Tampa's seniors

Simply Healthcare—a health maintenance organization for people 55+ years (and their caregivers) enrolled in Medicaid, Medicare and Florida Healthy Kids programs in Florida—wanted to do good for non-Simply Healthcare members, many who only speak Spanish, experience homelessness or live in low-income housing. Only on its website does Simply Healthcare provide information about Medicaid, Florida Healthy Kids, long-term care benefits, pharmacy services, enrollment information and information about 24/7 helplines. What Simply Healthcare learned through COVID and working in the community to enroll people in their programs was that most seniors do not have the skills, devices or reliable internet to get online to access Simply Healthcare's resources—a missed opportunity for the organization and non-members who would benefit from the programs. Many seniors who have tried to learn digital skills independently reported that what they truly needed was one-on-one support to learn how to use technology. Simply Healthcare realized that if they were going to help seniors get connected and to create a digitally literate community, they needed to bring in experts.



We live in a technology world that's become a way of life, so we have to learn [technology]. This was great for me to learn the basics.

— LILY

They needed help finding a location, recruiting participants and providing a training in just three days to ensure maximum participation in the program. That is when Simply Healthcare reached out to EveryoneOn for help.

### **A new approach to get seniors online**

Having worked with the same communities Simply Healthcare serves, and across different sectors—private, public and nonprofit—EveryoneOn knew what to do. To recruit participants who lived near Simply Healthcare's facility, EveryoneOn reached out to Tampa Housing Authority to let residents know the training was available. Simultaneous to the recruitment process, EveryoneOn tailored its beginner Digital Connections course and truncated what is usually a 4-6 week program into three days. As with all EveryoneOn trainings, they are bundled with low-cost internet enrollment support, in this case via the Affordable Connectivity Program, and distribution of devices to complete the training and keep beyond the class to stay connected. Over the three days, the bilingual instruction—critical to Spanish-only participants— included basics such as how to turn on a computer, set up and use email, use Google Maps to plan travel to the pharmacy, Google Calendar to schedule medical appointments, Zoom with loved ones, search YouTube for favorite music artists and search the internet.

### **Opening doors to information**

The demand for the class was so high that EveryoneOn had to turn people away due to capacity. In total, 50 people participated in the training. By the end of the class, all participants shared that their new skills were a tremendous leap from where they started at the beginning of class. They knew how to turn on and login to their computers; create, send and receive emails; and search the internet for directions to doctors' offices, and for educational and entertaining content. All partners—EveryoneOn, Simply Healthcare and Tampa Housing Authority—agreed that this was the most successful program of its kind they had done reaching seniors that Simply Healthcare funded a subsequent training to reach more seniors in the community.

If you would like to learn more about EveryoneOn and investing in digital inclusion in under-resourced communities, visit [www.EveryoneOn.org](http://www.EveryoneOn.org) or contact us at [support@EveryoneOn.org](mailto:support@EveryoneOn.org).