Meet Akira
‘Sneak Peek’ July 2020

with
Ilsa Hampton, CEO

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This presentation

1. Show you how *Meet Akira* was designed.
2. Give you a sneak peek at the experience.
A little history:

- 2017: Challenge identified, Initial concept
- Reference Group April 2018: Service providers, Academics
- Initial content 2018: PCA workforce survey, Software requirements, $$$$$???
- Portable Dec 2018: ‘Digital resource’, Initial prototype
The challenge:

Aged Care Quality Standards requirements

PCAs:
  - largest part of the workforce
  - time-poor
  - misunderstand contemporary spiritual care
  - often part time
  - often CALD backgrounds
  - geographically dispersed
  - little to no funding for professional development
The design challenge:
How might we help PCAs understand that spiritual care is a part of their role so that they are encouraged and interested to learn more?
The solution:
We call it *Meet Akira*.
*Meet Akira* is an interactive story that PCAs can complete in around 10 minutes on their phone, tablet or computer.
Meet Akira has been co-designed with PCAs and older people from various locations to be an introduction to the concept and practice of spiritual care.
We also co-designed how the experience might work in practice with spiritual care practitioners, managers and aged care industry professionals.
We then prototyped a mock-up of the interactive story and tested it with PCAs in a variety of locations in order to validate the concept, and learn more about their needs.
We conducted a design thinking workshop to understand and empathise with the problems facing PCAs
We partnered with our friends at Prime Super, who generously helped sponsor the project.
We co-designed the finer aspects of Akira's story with PCAs and older people.
We tested the whole experience with PCAs, to ensure the solution was usable and achieved the goals we'd set out.
And now, we're delighted to share a sneak peek of *Meet Akira* with you!
Meet Akira follows Akira, a personal care assistant modeled off the real people we spoke with throughout the development of this learning tool.
Akira has a challenging couple of days ahead of her.

You the user are going to help Akira notice moments for practicing spiritual care.
Akira's first client is Giorgio.
Giorgio lives with dementia.
Akira is busy doing her usual routine for Giorgio, and fails to pick up on cues that he is confused.
Akira brushes off his questions nonchalantly as she goes about her tasks.
Giorgio is left feeling distressed and even more confused.
Akira leaves oblivious to what caused the situation.
Akira's day escalates at her next visit with Zahra. Zahra is in grief for her husband.
Again, Akira is focusing on the jobs she needs to get done, but fails to engage in the conversation that’s important to Zahra at that moment.
Zahra asks to be left alone, and Akira is unable to provide the physical care for her that she needs.

Zahra: No! I really don't want to -- I am tired Akira. Go now and let me rest.
Zahra is left feeling depressed and alone. Akira recognises that things didn’t go very well, but is unsure what she could have done differently.
Akira's day goes from bad to worse with her next client, Patricia.
Patricia is demanding and obstinate from the get–go.

Akira tries, but can’t seem to do anything right for Patricia.
Akira is eventually told to leave (in no uncertain terms.)
Akira gets to the end of her day feeling completely frazzled and at her wit’s end.
She reflects on her day with a colleague as they walk home, who suggests that Akira thinks about what the people in her care must have felt like that day.
Akira decides to give this a try.

Here is where you get to help Akira connect to the emotional and spiritual heart of her clients.
By touching the heart of the older people, you help Akira hear what their experience must have felt like, and the part she played in that.
It’s a low moment for Akira.
She's hit rock bottom, and is facing the hard truth.
It’s here where you help Akira connect with her *own* place of spiritual connection, by touching her heart.
Akira first accepts the part she had to play in the events that unfolded that day.

Once her spiritual heart is open, she feels a renewed sense of purpose and meaning in her work.
Akira sets an intention to take greater responsibility for how she carries herself the next day.
The next day, Akira visits the same people again, and encounters many of the same situations.
This time, however, at key moments, when Akira is in danger of repeating her responses from the previous day...
...a space is opened up, and the user is now able to guide Akira to connect with the older person in that moment.
Akira finds a new way of interacting with the older person, one that values their experience and sense of what’s meaningful in their life.
This illustrates how spiritual care often happens in context. It’s during the in-between moments, as other jobs are being done.
Akira continues on with her other clients that day, again being faced with more challenging situations...
...and each time, *you* have the opportunity to guide Akira towards more human, connected outcomes.
Akira reaches the end her day with a full heart and feeling more connected to purpose of her work, and the people she cares for.
At the conclusion of the experience, the user is then presented with several ways to continue their spiritual care learning journey.
Here’s how PCAs have responded to *Meet Akira*. 
Here’s what one PCA thought spiritual care was before using Meet Akira:

“I think [spiritual care] means taking care of the residents in a spiritual way. That means encouraging them to take time in bible studies.”
And after:

“Spiritual care is an essential part of caring, and with that you feel connected to the resident and they also feel that there's somebody to care for them.”
“Oh wow, this is so real.”

Sujita, Personal Care Assistant
“This is helpful for us when we're having trouble or a hard time connecting with our clients.”

Geselle, Personal Care Assistant
“It's nice to see that you're not the only one that goes through this. We all have those struggles.”

Susan, Personal Care Assistant
“I like the how the different attitudes made a difference on each day. It was very interesting.”

Katrina, Personal Care Assistant
“It is very helpful what you and your team are doing, so I'm really grateful for it. And in this scenario, it almost covers everything.”

Sujita, Personal Care Assistant
We learned that:

● Users can interact with and complete Meet Akira easily
● Akira's emotional journey resonates with users
● Users can “see themselves” in Akira's experience and the settings, conversations and actions all feel realistic
● Users have a deeper understanding of what spiritual care is and looks like in practice after using Meet Akira
● Users are inspired to learn more about spiritual care and bring it into their work
Technical Overview

The *Meet Akira* experience has been designed as a ‘mobile first’ experience – optimised for mobile but accessible across all devices.

The experience has been built as a ‘standalone website’ offering users easy access via a URL.
Organisation specific URLs
Each organisations will receive a custom URL to share with their PCAs.
E.g. meetakira.org.au/org/wattle-care
Engaging your team

Share your organisation URL through any of your digital channels

OR

Use our short e-learning module that includes an embedded link to the Meet Akira experience. Available as SCORM, HTML or weblink.
Use your org URL to track your audience

The website contains Google Analytics tracking and will provide Meaningful Ageing Australia access to view and share statistics with you from your organisations specific URL.

Tracking will include:

1. Number of people using the site
2. Where people drop off the site i.e. how far through the scenarios they progress
3. Number of clicks on the Learn more buttons at the end of the experience
A timeline for the release of Meet Akira:

- July/August 2020: In development
- September 2020: Live experience at our Forum and implementation pilot launch
- November 2020: Full launch and rollout to all members
Proud supporter of Meet Akira

Billie Atanasova
National Sales Manager- Health & Education
Thank you

- PCAs and older people in co-design
- Reference Group: UnitingCare Qld, Hall and Prior, Fresh Hope, Baptistcare WA, Brightwater, Prof John Swinton & Dr Richard Egan
- Also Mercy Health and VMCH
- Mahjabeen Ahmad
- Christine Bryden
- Prime Super
Coming up: Launch!

Leading the Elephant: Using a change management approach to support integrated spiritual care in aged care

Tues Aug 18, 2020 10:00-10.30 AM AEST

Register to attend the launch via Zoom
www.meaningfulageing.org.au

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Thank you for participating.

Next stop for Meet Akira: 12.30–5.15 AEST
3 September Member Forum
Register now on Eventbrite.