

# Group B-4 | A Social Marketing Approach to Identify Benefits and Determinants of Intergenerational Interactions: US Nationwide Expert Interviews



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**Introduction:** Social isolation is linked to many serious health problems, such as dementia, depression, and premature death. The US Surgeon General declared loneliness and isolation a new public health epidemic. Intergenerational interactions can alleviate loneliness and isolation while reducing age-related biases such as ageism. However, little is known about the roles of neighborhood environments. This expert interview study explores specific environmental facilitators and barriers to intergenerational interactions between older adults and children.

**Methods:** We conducted 40-minute one-on-one interviews with 41 academic and professional experts in 2023. We used the “4Ps” framework of social marketing (Product, Price, Place, and Promotion) to guide the deductive analysis of the interview data.

**Results:** Expert participants represented all major US regions. They reported benefits or positive outcomes (Product) including improved connectivity/cohesion and intergenerational learning, and risks or concerns (Price) like noise exposure and criminal danger. Experts also highlighted the importance of environmental factors (Place), such as shared public spaces, diverse housing options, and safe, walkable, and accessible environments. They further mentioned the roles of personal, social, programmatic, and policy factors (Promotion) in promoting intergenerational interactions.

**Discussion and Conclusions:** Experts agree on the need to create intergenerational communities where people of all ages have opportunities to live, work, play, learn, and rest together, and some of the key environmental features of such communities. Further research is needed to engage other stakeholder groups and investigate causal impacts of readily modifiable environmental features, and how such impacts may vary across diverse population groups.