
AMINTRO: A SOCIAL SOLUTION TO THE LONELINESS HEALTH EPIDEMIC

Ideas - December 13, 2019

AUTHORS & CREDENTIALS: Charlene Nadalin, BA York University

AFFILIATED INSTITUTION(S): AGE-WELL startup affiliate partner; Sheridan Centre for Elder Research; Communitech

WHAT INSPIRED YOU TO BEGIN WORKING ON THIS PROJECT? DESCRIBE THE MAIN ISSUE OR CHALLENGE THE PROJECT AIMS TO SOLVE.

Concern for my mom's quality of life, and physical and emotional wellbeing as she ages inspired me to begin working on a social solution to the growing epidemic of loneliness impacting older adults. Social isolation and loneliness contribute to a high mortality rate and are responsible for a multibillion dollar economic impact on Canada's healthcare system, and these are two issues that Aminthro is focused on addressing.

BRIEFLY SUMMARIZE YOUR PROJECT.

A Place Where Grown-Ups Come to Make New Friends. The opposite of a dating site, Aminthro is a FREE online friendship-making platform and mobile app, that serves as a valuable resource for people over 50 looking for new ways to live happier, healthier lives. The service matches people for platonic friendships based on their similar life experiences, social circles, passions, interests, and close proximity to one another. Aminthro allows users first, to engage with these new connections online, with an opportunity to continue interactions offline as well.

DISCUSS SOME OF THE PAST, PRESENT, AND/ OR INTENDED FUTURE REAL-WORLD APPLICATIONS OF THIS WORK.