

September 23, 2020.

For Immediate Release.

Sensory Friendly Solutions partners with New Brunswick Community College (NBCC) Centre for Applied Research in Mobile and Ubiquitous Computing for a “Community Resource Awareness During and After COVID-19” research project. The New Brunswick Innovation Foundation, the Atlantic Canada Opportunities Agency, and the New Brunswick Health Research Foundation are supporting this project in part via their COVID-19 Funding Program.

Sensory Friendly Solutions (SFS), and its CEO and founder, Christel Seeberger, are pleased to announce this partnership with NBCC and its NSERC Research Chair in Mobile and Ubiquitous Computing Dr. William McIver Jr. This research project will help assess the community-level effects of COVID-19 through data gathering, analysis, and indexing, and the dissemination of research results through knowledge mobilization to the public.

Together, SFS and NBCC will produce a software solution that enables the identification and categorization of services in response to COVID-19, including those that help vulnerable segments of our population. For example, people with hidden disabilities like hearing loss, autism, PTSD, anxiety, or concussion. SFS and NBCC will mobilize the knowledge gained with centralized mapping and listings of essential services through to community amenities that support the physical, psychological, and social well-being of people during and after COVID-19.

At the beginning of COVID-19, SFS began manually gathering and sharing essential resources like grocery stores with special shopping hours for seniors and people with disabilities. This research project will now enable SFS and NBCC to gather and share community-level resources across the public and private sectors that are important to people in their daily lives as the pandemic endures. Another example is mapping and listing public and private, virtual or in-person, mental health or health care services.

Critical to this COVID-19 research project is public engagement and discovering what community-level resources emerge as important to people in daily life. SFS and NBCC will build the technology to harness and share that information. SFS makes free resources public on its [website](#), and this project continues SFS’s work supporting people with hidden disabilities. SFS will engage the community with a newly launched podcast series, “[Sensory Friendly Solutions: discover sensory-friendly living](#),” to foster understanding and awareness of community-level resources critical to daily life in a global pandemic. Find it on [Apple](#), [Google Podcast](#), [Podlink](#), and [Spotify](#) Additional podcast support is provided by TakingITGlobal and their #RisingYouth program.

Sensory Friendly Solutions’ CEO and founder, Christel Seeberger, spent over a quarter of a century as an occupational therapist in public and private practice. There, she observed an increasingly prevalent challenge amongst her clients: sensory overload. Coincidentally, Christel then experienced sensory-sensitivity herself. She developed adult-onset hearing loss. Joining the ranks of the sensory sensitive, Christel realized she had to take a new approach to solve the challenges faced by this large and growing segment of the population. She founded Sensory Friendly Solutions in 2016 with the mission of making the world more sensory-friendly.

With six campuses across the province of New Brunswick, Canada, **New Brunswick Community College** contributes to New Brunswick’s social and economic prosperity by supporting the aspirations of

individual learners, seizing the opportunities of the labor market, and collaboratively solving the challenges of communities and industry. In addition to more than 90 certificate and diploma programs, NBCC also provides specialized and customized training to meet the needs of specific sectors and communities.

Media Inquiries

CEO, Sensory Friendly Solutions: Christel Seeberger, Quispamsis, New Brunswick, Canada

Email: christels@sensoryfriendlyolutions.com

Website: www.sensoryfriendly.net

Coordinator of Strategic Communications, NBCC: Tanya Greer, Fredericton, New Brunswick, Canada

Email: tanya.greer@nbcc.ca

Website: www.nbcc.ca

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