



Building and Strengthening Communities: Advocating our Future



Remember we are the first line of information:



- ★ **Public Libraries**
- ★ **Academic Libraries**
- ★ **School Libraries**
- ★ **Special Libraries**
- ★ **Armed Forces Libraries**
- ★ **Government Libraries**
- ★ **ALL LIBRARIES**





**TEST
YOUR
KNOWLEDGE
ABOUT
AGING**



Building and Strengthening Communities: Advocating our Future



**Servicing Seniors
Through Lifelong Learning**



Building and Strengthening Communities: Advocating our Future



★ **Emerging Seniors**



★ **Seniors**



★ **Older Adults**



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★ Seniors / Older Adults are the fastest growing population in the country!



★ Fastest growing subgroup by gender in the country are females!





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★ LIBRARIES ARE EVERYWHERE

Just as the community ages, so does the profession.

Libraries are here to bridge the gap and make a difference, it's a part of the tradition of providing information, services and programs for people.



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Creative

- Print Media**
- Electronic Resources**
- Technology**





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★ **Print Media**

Large Print

Materials in the proper font size

Print materials w/ limited graphics

Documents w/ limited “movement on the page”





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★ **Electronic Resources**

Websites/ Databases

Blogs

Online Chats

Electronic Newsletters

CD-ROM's (compact *disc read-only memory*)





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★ **Technology**

Audio Video Materials

Multimedia NLS (National Library Services)

Talking Books/Recorded Books

Books on Tape & CD (Fiction and Non-Fiction)

Playaways (Abridged Titles, limited)

PDA's ~ Personal Digital Assistant

MP3 Players





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★ **Technology**

Adaptive Technology electronic items designed for visual disabilities patrons

Workstations

Handheld Magnifier

Zoom Text

JAWS

OPEN BOOK Text Reader

Personal Listing Devices

FM Hearing Assistance Systems

CCTV ~ Closed Circuit Television





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PARTNERSHIPS

AND

COLLABORATIONS



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★ **National**



★ **State**



★ **Regional**

★ **Local**



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ASA American Society on Aging

NCOA National Council on Aging

HHS Health and Human Services

CMS Center for Medicare & Medicaid

SSA Social Security Administration

RSVP Retired and Senior Volunteer Program

NIA National Institute on Aging





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MWOAA Meals on Wheels of Association of America
AARP Formerly American Association Retired Persons

AOA Administration on Aging

ALC/LFF American for Libraries Council

ULC Urban Libraries Council

ALA American Library Association

RUSA ~Reference and User Services Association

OLOS ~Office of Literacy and Outreach Services

*ASCLA ~ Association of Specialized and Cooperative
Library Agencies*



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★ **Senior Sites and Centers**



★ **Advisory Boards and Councils**



★ **Religious, Social & Ethnic
Associations**



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★ **Area Agencies on Aging**



★ **State/City/County Departments on Aging**



★ **Health and Wellness Organizations
Hospitals and Public Health offices**



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Services/Programs

OUTREACH

BOOKMOBILE



**SENIOR/OLDER ADULT MONTH
CELEBRATIONS/APPRECIATION DAYS**

**BOOK CLUBS/DISCUSSION GROUPS/TECHNOLOGY
FORUMS**



GRANDPARENT/KINSHIP CAREGIVER

INTERGENERATIONAL



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★ **Mission: Increase information Access to Seniors, Caregivers and Emerging Seniors**



★ **Create Awareness of Computer Learning Opportunities**

★ **Foster an Online Community**



★ **A Project Designed By Local Seniors and For Local Seniors**



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N O R T H C O A S T

SeniorsConnect.org

An "All-Together" New Online Community



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- ★ **Over 500 Links to Information, Featuring UWS 211, Benefits Check-Up, and KnowItNow.**
- ★ **Events Calendar**
- ★ **Free Email**
- ★ **Computer Learning opportunities**
- ★ **Issue Alerts**
- ★ **Website Design and Marketing**
- ★ **Community Education**
- ★ **Evaluation - Center for Community Solutions**





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- **1 Mil Hits per Year Approximately**
- **1000 Unique Visitors per Month.**
- **Over 400 Computer Classes**
- **Additional Funding McGregor Foundation Grant for Provider Program**
- **Class Evaluations**
- **Name Recognition**
- **Digital Divide for Seniors**
- **Engaging the Aging Network**



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★ **Contact**
Carolyn V. Neal, Services to Seniors Librarian,
cneal@cpl.org

★ **Cleveland Public Library**
325 Superior Avenue
Cleveland, Ohio 44114-1271
Telephone: 216-623-2902

info@seniorsconnect.org
www.seniorsconnect.org

ADVOCATING FOR AGING!!!!

10 STEPS TO DEVELOPING A DYNAMIC SERVICE FOR OLDER ADULTS

- 1. SEE THE BIG PICTURE**
 - Understand how this service fits into the library system's operation and into the community
 - Be familiar with the library's long range plan and develop a separate plan for this service
- 2. HIRE THE BEST AND TRAIN THEM WELL**
 - Hire people with a great attitude, work ethic, and personality
 - Look for useful skills and work experience
 - Send staff to visit local programs for older adults
 - Get training in related fields: older adult services, community development & disability services
- 3. LISTEN TO ALL USERS AND SEEK NEW USERS**
 - Actively listen to requests and comments; ask for suggestions
 - Use surveys, interviews, focus groups, advisory groups
- 4. NETWORK**
 - Partner with agencies and organizations serving older adults
 - Attend meetings of related groups; serve on boards and committees
 - Create opportunities to get partners together
 - Offer the library's reputation, long-term stability, and array of resources
- 5. KNOW YOUR USERS**
 - Define Cultural Competencies
 - Establish diverse services
 - Use discussion lists such as ALA's SeniorServ
- 6. PROFESSIONAL DEVELOPMENT**
 - Join state and local library assoc.
 - Contribute articles to publications
 - Get involved with the ALA Office for Literacy & Outreach Services (OLOS)
- 7. GET OWNERSHIP OF OUTREACH SERVICES FROM ALL LIBRARY STAFF**
 - Help staff see older adult services as an integral part of the library
 - Keep administration informed of your plans and activities
 - Remind staff of their role in your success: referrals and promotion
- 8. GATHER DATA THAT JUSTIFIES THE SERVICE**
 - Use statistics and program evaluations
 - Solicit comments from customers and share their stories
- 9. ADAPT TO CHANGE**
 - Plan ahead and look for opportunities
 - Be flexible and anticipate change
- 10. MARKET THE SERVICES**
 - Use specialized outlets like senior magazines, church bulletins, web sites & Assisted Living Facility newsletters, etc.
 - Produce attractive flyers (with easy-to-read language and large print)
 - Distribute info where potential customers congregate

Kathy Mayo, Head of Outreach Services
Lee County (FL) Library System
239/390-3234; kmayo@leegov.com

Carolyn Neal, Project Coordinator
Cleveland Public Library System
216/623-2902; cneal@cpl.org



TECHNOLOGY 101 ~ 4 SENIORS

TEACH WITH PATIENCE

Remember this is something new and different

EDUCATE FOR UNDERSTANDING

Incorporate simplicity within your instruction

COMPASSION IN DELIVERY

Learning challenges vary; be willing to adapt your technique

HANDLE WITH CARE

Age appropriate examples and illustrations will bridge the gap

NOW IS THE TIME

Everyone deserves an opportunity to learn and grow

OPEN TO THE POSSIBILITIES

Maintaining consistency in your methodology will have a positive outcome

LISTENING

Being repetitive in session and activities, is being responsive to your audience

OUTREACH

Taking technology wherever there is a need

GRADUALLY ADVANCE

Pace the class, more deliberate with information

YEARNING TO LEARN

Lifelong Learning has no age boundaries

Richard Bray, Senior Services Director Alameda County Library System (CA)
510/745-1499; rbray@aclibrary.org
Carolyn Neal, Services to Senior Librarian Cleveland Public Library (OH)
216/623-2902; cneal@cpl.org

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