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
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- Emerging Seniors
- Seniors
- Older Adults
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)
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
**Building and Strengthening Communities:**

**Advocating our Future**

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Name</th>
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<tbody>
<tr>
<td>ASA</td>
<td>American Society on Aging</td>
</tr>
<tr>
<td>NCOA</td>
<td>National Council on Aging</td>
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<tr>
<td>HHS</td>
<td>Health and Human Services</td>
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<tr>
<td>CMS</td>
<td>Center for Medicare &amp; Medicaid</td>
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<tr>
<td>SSA</td>
<td>Social Security Administration</td>
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<tr>
<td>RSVP</td>
<td>Retired and Senior Volunteer Program</td>
</tr>
<tr>
<td>NIA</td>
<td>National Institute on Aging</td>
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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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SeniorsConnect.org
An “All-Together” New Online Community
Building and Strengthening Communities: Advocating our Future

- 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
• 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!!!!
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, and 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, and advisory groups.

4. **NETWORK**
   - Partner with agencies and organizations serving older adults.
   - Attend meetings of related groups; serve on boards and committees.
   - 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 associations.
   - 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.
   - Distribute into where potential customers congregate.

9. **ADAPT TO CHANGE**
   - Be flexible and anticipate change.
   - Plan ahead and look for opportunities.

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).

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

10 STEPS TO DEVELOPING A DYNAMIC SERVICE FOR OLDER ADULTS
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.

OPEN TO THE POSSIBILITIES

Everyone deserves an opportunity to learn and grow.

NOW IS THE TIME

Everyone deserves an opportunity to learn and grow.

Outreach

Taking technology wherever there is a need.

Gradually advance

Pace the class, more deliberate with information.

LISTENING

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

OPEN TO THE POSSIBILITIES

Everyone deserves an opportunity to learn and grow.

NOW IS THE TIME

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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