Aging in Your Community: Understanding the older adult population
The aging process begins at birth and continues throughout life.
Understanding the older aging adult

Information is important:

- Rapidly growing segment of the population
- Defining “older adult”
- Ageism
- Coping/caregiving
- Geographical distribution
- Planning
## Aging Survey Infographic

### Older Adults and Professionals Who Support Them: What Matters Most?

#### Top Concerns: Physical and Financial Health

<table>
<thead>
<tr>
<th>Older Adults</th>
<th>Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>40%</strong> maintaining their physical health</td>
<td><strong>43%</strong> financial scams</td>
</tr>
<tr>
<td><strong>35%</strong> memory loss</td>
<td><strong>38%</strong> access to affordable housing</td>
</tr>
<tr>
<td><strong>32%</strong> maintaining their mental health</td>
<td><strong>38%</strong> memory loss</td>
</tr>
</tbody>
</table>

#### Minority Are Very Prepared to Age

- **42%** of older adults feel they’re “very prepared”
- Only **10%** of professionals feel older adults are “very prepared”

#### Staying at Home

- **58%** of older adults have not changed residences in more than 20 years
- **75%** intend to live in their current home for the rest of their lives
- **62%** would like to see services that would help with home modifications and repairs

#### Saving & Budgeting are Key

- Older adults and professionals agree on the importance of saving and budgeting

- Other top priorities include:
  - Older Adults: Take advantage of senior discounts, limit leisure expenses
  - Professionals: Work beyond retirement age, reduce housing costs

#### Communities Can Do More

- **47%** of older adults say their community is doing enough to prepare for an aging population
- **37%** of professionals say their community is doing enough to prepare for an aging population

#### Exercise & Eat Healthy to Stay Sharp

- To stay mentally sharp, older adults and professionals agree on exercising and eating healthy, but older adults say #1 is keeping a positive attitude, and professionals stress the importance of keeping active socially

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For complete survey results, visit ncoa.org/UnitedStatesofAging. Join the conversation on Twitter with #USofAging.
How healthy is your community?

Choose a state or search below to begin.

URL for County Health Rankings & Roadmaps (Robert Wood Johnson Foundation)
According to the CDC

“The State of Aging and Health in America 2013 is a valuable tool for states and communities to meet the health challenges of our aging population. There are proven tools to help prevent and limit the impact of both infectious and noninfectious diseases, and this report serves as a report card on how we are doing addressing health threats.”

—Thomas R. Frieden, MD, MPH, Director

Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services

URL: Aging in America
According to the CDC statistics

- Number of 65+ Americans will double in 25 years
- By 2030, older adults will be 20% of the U.S. population.
- 2/3 older Americans have multiple chronic conditions

URL to CDC
What is the average life expectancy age in the United States?
Health Resources and Senior Friendly Web Sites
Audience Poll 1

According to a 2014 Pew Internet Study, what percentage of adults 65+ use the Internet?

a. 27%
b. 37%
c. 47%
d. 57%
80 is the new 60

• 57% of seniors over 65 use the Internet
• 71% of these seniors use the internet on a typical day

• 53% of seniors that use the Internet have looked for health information online

[URL to the Pew Internet & American Life Project]
However, of seniors over 75...

- Only 34% use the Internet
- 38% of non-users say they’re “just not interested”
- Only 4% would like to start using the internet in the future

Kathryn Zickuhr, Mary Madden
Evaluating Resources for Usability

• Large font sizes 12-14 pt.
• Free of glare
• No “loud” background or foreground colors
• Clear organization
• White space
• Short, jargon-free sentences
• Meaningful images

Kathryn Zickuhr, Mary Madden “Older Americans and Internet Use” Pew Internet & American Life Project. June 6, 2012.
MedlinePlus
MedlinePlus
From Your Desktop, Phone Or Tablet

MedlinePlus®
from your
Phone, Tablet or Desktop

Trusted Health Information from the National Institutes of Health
Información de confianza de los Institutos Nacionales de la Salud de EE.UU.
MedlinePlus: Health Topics for Seniors’ Health

- Advance Directives
- Assisted Living
- Caregivers
- End of Life Issues
- Exercise for Seniors
- Home Care Services
- Medicare
- Medicare Prescription Drug Coverage
- Nursing Homes
- Nutrition for Seniors

and numerous health condition topic pages
URL for Health Information for Seniors in MedlinePlus

Senior Health

MedlinePlus
Trusted Health Information for You

Health Topics   Drugs & Supplements   Videos & Tools

Senior Topics
Abuse see Elder Abuse
Accidents see Falls
Age-Related Macular Degeneration see Macular Degeneration
Ageusia see Taste and Smell Disorders
Aging see Seniors’ Health
Aging Skin see Skin Aging
Alzheimer’s Caregivers
Alzheimer’s Disease
AMD see Macular Degeneration
Annesia see Memory

Angina
Anosmia see Taste and Smell Disorders
Atherosclerosis, Coronary see Coronary Artery Disease
Artificial Lens see Cataract
Assisted Living
Assistive Devices
Atherosclerosis, Coronary see Coronary Artery Disease
Balance Problems
People in the U.S. are living longer than ever before. Many seniors live active and healthy lives. But there’s no getting around one thing: as we age, our bodies and minds change. There are things you can do to stay healthy and active as you age. It is important to understand what to expect. Some changes may just be part of normal aging, while others may be a warning sign of a medical problem. It is important to know the difference, and to let your healthcare provider know if you have any concerns.
Diabetes is a disease in which your blood glucose, or blood sugar, levels are too high. Glucose comes from the foods you eat. Insulin is a hormone that helps the glucose get into your cells to give them energy. With type 1 diabetes, your body does not make insulin. With type 2 diabetes, the more common type, your body does not make or use insulin well. Without enough insulin, the glucose stays in your blood. You can also have prediabetes. This means that your blood sugar is higher than normal but not high enough to be called diabetes. Having prediabetes puts you at a higher risk of getting type 2 diabetes.
Drugs, Herbs and Supplements

Drugs
Learn about your prescription drugs and over-the-counter medicines. Includes side effects, dosage, special precautions, and more.

Browse by generic or brand name:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0-9

For FDA approved labels included in drug packages, see DailyMed.

Herbs and Supplements
Browse dietary supplements and herbal remedies to learn about their effectiveness, usual dosage, and drug interactions.

All herbs and supplements

Related Topics
- HIV/AIDS Medicines
- Antibiotics
- Antidepressants
- Blood Pressure Medicines
- Blood Thinners
- Cancer Alternative Therapies
Drug Information Portal & Pillbox

Drug Information Portal
https://druginfo.nlm.nih.gov/drugportal/

URL to Pillbox
MedlinePlus Magazine

A quarterly publication of the Friends of the National Library of Medicine.

Get a free subscription!
Organizations can order in bulk

URL for MedlinePlus Magazine
URL for Single Subscriptions
URL for Bulk Orders
Dealing with Drug Problems
Preventing and Treating Drug Abuse

Drug abuse can be a painful experience for the person who has it, and for family and friends who may see the signs and the damage that drugs cause. It is important to prevent drug problems before they become overwhelming and difficult to treat.

Certain drugs can change the structure and function of the brain. They interact with natural chemicals and processes in the brain and cause addiction. This means that the body becomes dependent on the drug, and the brain becomes unable to function normally without it. Addiction is a chronic, relapsing disease that requires lifelong management.

Some people may not realize that they have a problem with drug abuse until it is too late. They may not recognize the signs and symptoms of addiction, or they may be in denial about their drug use.

Addiction is a complex disease that affects the brain and behavior. It can be difficult to overcome on your own. If you or someone you know is struggling with drug abuse, it is important to seek help from a qualified professional.

Choosing healthy foods is a smart thing to do—no matter how old you are!

Here are some tips to get you started:

- Eat many different colors and types of vegetables and fruits.
- Make sure at least half of your grains are whole grains.
- Eat only small amounts of sodium, saturated fat, and added sugars. Limit your daily saturated fat intake to less than 10% of your total daily calories, and limit your added sugar intake to no more than 10% of your total daily calories.
- Eat “good” poly- and monounsaturated fats, like those found in seeds, nuts, avocados, and fatty fish like salmon. Any fats added in cooking should come from olive, canola, or corn oil.
- Eat seafood twice a week. Small fish, like sardines or trout, or farm-raised fish (check the label) contain less mercury than large fish, like tuna. Mercury can be harmful.

Learn more about healthy eating after age 50.

Share this information with others:

Twitter: Choosing healthy food is smart at any age! Get tips on healthy eating after age 50 from NIA. #healthyeating http://bit.ly/2u18F1
Programs for Older Adults
<table>
<thead>
<tr>
<th>What is the most important to key to keeping a positive outlook on life?</th>
<th>Seniors 60+ (2014) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>My faith or spirituality</td>
<td>25</td>
</tr>
<tr>
<td>A loving family</td>
<td>15</td>
</tr>
<tr>
<td>A positive attitude</td>
<td>14</td>
</tr>
<tr>
<td>A happy marriage or relationship</td>
<td>9</td>
</tr>
<tr>
<td>Taking care of my health</td>
<td>9</td>
</tr>
<tr>
<td>Staying physically active</td>
<td>6</td>
</tr>
<tr>
<td>Staying mentally active</td>
<td>6</td>
</tr>
<tr>
<td>Being financially secure</td>
<td>5</td>
</tr>
<tr>
<td>Being socially connected</td>
<td>2</td>
</tr>
<tr>
<td>Supportive friends</td>
<td>1</td>
</tr>
<tr>
<td>Loving my job/career</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

[URL to 2014 U.S. Aging Survey Executive Summary Report (National Council on Aging)]
Older Adults and Influencers agree that Older Adults are active in the community by participating in church, running errands and attending events with their grandchildren.

**Places Where Older Adults Participate in the Community**

- **Church**: 52% Older Adults, 91% Influencers
- **Running Errands**: 54% Older Adults, 65% Influencers
- **Events with Grandchildren**: 40% Older Adults, 75% Influencers

Q59 (For 60+ 2015). Where are you participating in the community the most? Please tell me all that apply.
Q59a (For Influencers 2015). Where do you see Older Adults participating in the community the most? Please tell me all that apply.
Looking for reliable health info for older adults?

Browse NIA’s free publications:
- Exercise and nutrition
- Alzheimer’s disease and other dementias
- Doctor-patient communication
- Caregiving
- And more!

Get started now.
Go4Life from the National Institute on Aging at NIH

Join our team!
Becoming a partner organization is easy. You’ll get:

- FREE Go4Life resources.
- Go4Life program ideas.
- Monthly updates.
- Listed on our website.

SIGN UP TODAY

URL for Go4Life (National Institute on Aging at NIH)
What’s in the Partner Toolkit?

Motivational Flyers

Activity Ideas to get you started:
- Sponsor a health fair, and include Go4Life materials.
- Hold a wellness program, and include Go4Life materials.
- Sponsor an exercise challenge, and offer Go4Life materials as rewards.
- Invite a health expert to talk about the benefits of exercise, and use Go4Life handouts.

Web Badges with codes

Workout Programs and Exercise Guides

DVD
Get Free Stuff

- Tip Sheets
- Success Stories
- Infographic

Workout to Go
- DVD
- Exercise Guide

Spanish Resources
- Bookmarks and Posters
- Motivational Flyers

Exercise Guide Audiobook
- Public Service Announcement
- Exercise AgePage
NLM 4 Caregivers

NLM 4 Caregivers For Social Networks

URL to Twitter (@NLM_4Caregivers)

URL to Facebook https://www.facebook.com/NLM4Caregivers

URL to Pinterest https://www.pinterest.com/nlm4caregivers/
Caregiver Backpack Program

Program of

• the Allegheny County Department of Human Services

• the Southwestern Pennsylvania Area Agency on Aging

• Providing caregiver backpacks

• Specifically designed to provide the caregiver with a variety of resources relevant to the nonprofessional, family caregiver
Toolkit for Librarians:

- Sample agenda
- Excursion guides for 12 destinations
- Over 30 destination-specific folktales
- Bibliography of additional books

URL for Tales and Travel Memory Programs (Gail Borden Public Library District)
Public Library Aging Toolkit

• Provides step-by-step guide to plan and implement a program
• Examples of different models and case studies of programs in other libraries
• Resource list of info on funding, reports, tools, multimedia, etc.

URL for Creative Aging Toolkit for Public Libraries (Lifetime Arts, Inc.)
Older Americans Month 2017

Each May, the Administration for Community Living (ACL) leads our nation’s celebration of Older Americans Month (OAM). ACL designed the 2017 OAM theme, Age Out Loud, to give aging a new voice—one that reflects what today’s older adults have to say.

This theme shines a light on many important trends. More than ever before, older Americans are working longer, trying new things, and engaging in their communities. They’re taking charge, striving for wellness, focusing on independence, and advocating for themselves and others. What it means to age has changed, and OAM 2017 is a perfect opportunity to recognize and celebrate what getting older looks like today.

Let’s amplify the many voices of older Americans and raise awareness of vital aging issues across the country. Join us as we speak up and out loud for OAM!
Brainteasers for Mental “Wellness”

Brainteaser: You are a cyclist in a cross-country race. Just before the crossing finish line you overtake the person in second place! What place did you finish in?
Why is health literacy important?

- Adults age 65 and older have lower health literacy scores than all other age groups.
- Only 3% of older adults surveyed had proficient health literacy skills.

[URL to the 2003 National Assessment of Adult Literacy]
Additional factors

- Vision and hearing changes
- Cognitive changes
- Additional Disabilities

URL to the Quick Guide to Health Literacy of Older Adults
Older Adults: Designing Health Information to Meet their Needs

Do you want to communicate health messages to an older adult audience? Whether you’re developing print or online information, broadcast media or delivering a health presentation, this web site is for you. This section will provide tools and resources to help you improve your communication with older adults and address health literacy barriers.
Communication Guide

• **Health Literacy Online Guide**  
  *Department of Health and Human Services*  
  This guide is written for web designers, content specialists, and other public health communication professionals. The guide offers an overview of how to deliver online health information that is actionable and engaging, create a health web site that's easy to use, particularly for people with limited literacy skills and limited experience using the web, and evaluate and improve your health Web site with user-centered design.

• **Usability.gov**  
  *Department of Health and Human Services*  
  Usability.gov is a one-stop source for government web designers to learn how to make websites more usable, useful, and accessible. The site addresses a broad range of factors that go into web design and development. The site will help you to: Plan and design usable sites by collecting data on what users need, develop prototypes, conduct usability tests and write up results, and measure trends and demographics.
Professional Development

• Ageless Wisdom
  – Is a sensitivity training program of the University of Pittsburgh Institute on Aging in partnership with UMPC (health system)
  – Ageless Wisdom is an interactive and experiential geriatric sensitivity training program available in a two-hour and four-hour format
  • Sensory Changes
  • Changes in Cognition
  • Psychological Changes
  • Functional Changes
  • Social Changes
  • Diversity and Aging
  • Myths of Aging

To learn more:
  – YouTube videos
  – URL Ageless Wisdom™ – University of Pittsburgh Institute on Aging
Exercises

- You suffered a stroke. Put a sling on your dominant arm and a 5# weight on your dominant leg. Take a short walk. Describe your experience.

- You have arthritis in your knees. Wrap your both knees in ace bandages & put corn in your shoes. Take a short walk. Describe your experience.

- Experience shortness of breath by putting a straw in your mouth & breathe only through the straw. Take a walk.

- Dexterity - Use a hole puncher to punch out different color paper dots. Put them in a pill bottle. Put on latex gloves & try to sort the colors. How hard is this? Describe how you feel?

(Examples taken from a training manual of the Ageless Wisdom program™)
Agencies & Resources

National Institute on Aging (NIA)
   http://www.nia.nih.gov/ (Main Page)
   http://www.nia.nih.gov/health/publication (Publications)
   http://go4life.nia.nih.gov/ (Campaign)

MedlinePlus
   https://medlineplus.gov

National Association of Area Agencies on Aging (n4a)
   http://www.n4a.org/ (Main Page)
   http://www.ncoa.org/press-room/fact-sheets/ (Fact Sheets)

National Council on Aging (NCOA)
   http://www.ncoa.org/ (Main Page)
More Resources

- [URL](#) for Aging Stats (Federal Interagency Forum on Aging-Related Statistics)
- [URL](#) to An Aging World: 2015
- [URL](#) to Healthy Aging Data Portal (CDC)
- [URL](#) for State Health Facts (Kaiser Family Foundation)
- [URL](#) for Multiple Chronic Conditions in the United States (Rand corp.)
NIHSeniorHealth.gov to be retired in August 2017


2017 Jun 20 [posted]

On August 1, 2017, the NIHSeniorHealth.gov Web site will be retired. NIHSeniorHealth.gov, the first government Web site designed for older adults, was launched in 2003 by the National Institute on Aging (NIA) and the National Library of Medicine (NLM). The site provided evidence-based health information to millions of older adults in a format geared to their cognitive and visual needs.

Beginning August 1, 2017, NIHSeniorHealth.gov will redirect visitors to the Health and Aging section of NIA Web site. There, visitors will find up-to-date and reliable information on aging research and health and wellness for older adults. Additionally, the NIA Go4Life Web site offers exercises, motivational tips, and free resources to help older adults start and continue exercising. Other sources of information for older adults and their families include the NIHSeniorHealth YouTube Channel, which includes more than 110 videos about various health and wellness information, and the NLM consumer health Web site, MedlinePlus, which offers three topics Exercise for Seniors, Nutrition for Seniors, and Seniors’ Health.

Many of the design approaches first developed on NIHSeniorHealth have become best practices for Internet accessibility. These innovations include text resizing, changing color contrast, text-to-voice, “chunked” content, and the use of plain language. Today, innovations in technology have brought us to a point where digital formats require simplified content and open design, making the pioneering design features of NIHSeniorHealth widely available on Web site at the National Institutes of Health and throughout the Internet.

Thank you for your interest in and support of NIHSeniorHealth over the years and for your continued dedication to helping direct older adults to accurate and trustworthy health information resources.

By Brooke Dine
Public Services Division
and
Stephanie Dailey
National Institute on Aging

URL to NLM Technical Bulletin (NIHSeniorHealth retirement)
Questions/Comments
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