Shining A Light

Support for Aging Patrons

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Workshop Objectives

Who are older adults / aging patrons?

Why are they the target demographic of today’s libraries?

What is “Aging in Place” and why is this significant?

What is the library’s role?

Why rebranding is important / how do we change our language?

How can libraries successfully create a new atmosphere?

New program ideas for Boomers.
Language Matters

Elderly person
Senior citizen
Geriatric
Golden-ager
Old person
Old-age pensioner
Oldster
Patriarch

Pensioner
Retired person
Retiree
The tsunami of aging
You look great….for your age!
Young lady (to a 65 year old)
Adorable
Geriatric pregnancy
Who Are Today’s Older Adults?

Baby Boomers- 1946-1964
NY State 3.2 million over 65
Long Island 1.1 million
Over 85 population increase-Suffolk
More diverse, will live longer, and show rapid growth
Target Demographic
Boom Box

Characteristics of Boomers
Characteristics of Boomers

- **Love of Youth and Reinvention** - barre, t’ai chi, pilates, yoga
- **Influential Market Sector** - demanding, high expectations, assertive
- **Voracious Users of Information** - interest in community and world issues
- **Redefining Aging** - preventive lifestyle strategies, nutrition and exercise/desire to live longer, healthier, and more active-extreme sports
- **Fulfillment / Community Engagement** - Socially and emotionally active, volunteerism, party politics, lobbying
- **Still working** - remaining in workforce longer, freelance workers, survival
In the Workforce

In 2017, the labor force of Americans ages 55 and up accounted for about 23 percent of the average annual labor force.

The Bureau of Labor Statistics estimates that by 2024, that percentage will increase to almost 25 percent.

“...I work part time. I enjoy tutoring at a college where I am around smart, highly motivated young people; thus I intend to continue this “work” as long as I am mentally and physically able. It’s not “work”-----it’s actually invigorating.”
What is “Aging in Place?”

- Post war movement
- Range of policies and programs
- Aimed at expanding community care
- Enabling older people to live out their lives in their own homes
- 85% own homes in Nassau and 79% own homes in Suffolk
- Why stay? Community connections, cost of alternative and adult children return to nest
Aging in Place Safely

Home Modifications

Universal Design

Sophisticated Technology
The Library’s Role?
Rebranding

Terminology
Marketing
Publicity
Awareness
Value
Community Partners

Strong Alliances
Collaborations
Similar Products/Services
Off-site Events
The Library as a Social Hub

Neutral place
Cross section of the community
Facilitate social interactions
New peer structure
Quiet space
Meeting area
Program Ideas

Retrofitting Your Home

Raising Grandchildren (Opioid Crisis)
(More) Program Ideas

Career Transitions

Meaningful Volunteerism
(Even More) Program Ideas

**Cooking** - farm to table, Chopped!, cooking demos with a shared meal (meetup for singles 55+)

**Active and Extreme Sports** - hiking, stand up paddle boarding, bicycling across Long Island

**Financial Literacy** - newest trends in stocks, bonds & mutual funds

**Wellness** - meditation, mindfulness, makeup, fitness

**Sustainable Lifestyle** - composting, environmental-friendly food, bee keeping, raising chickens

**Gaming** - designer games, open game nights, video game petting zoo

**Tech Trends** - new tech programs, games, apps, etc.
Questions?

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