

Wellness for the *New Senior:*

From Herbalism to Journaling and
Beyond

Compiled and presented by:

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with support from Athena Gentry, Adult Programming Coordinator

How it all began: Working Out Loud at MCPL

- The Attitude of Collaboration
- No Staff is an Island
- The paradigm of “**Working out loud**”
 - Emotional intelligence , knowing your conversation as we develop partnerships
- What is this presentation?
 - Our map filled with locations you’re already familiar with

Developing the Senior Wellness Series

- The Wellness Connection: It all started with yoga
- Identification of needs going unserved
- Diving into research: The Breadcrumb Trail
 - Google searches – AARP
 - Following the clues: “Medication concerns” became our March topic, “Herbalism”
- Getting to know our audience
 - We took a poll and you won’t believe what happened next...!

The New Senior: A Change on the Horizon

- Identifying our demographic
 - Generation before baby boomers were called the **silent generation**. They were born before 1945 and endured the great depression.
 - As a group, these seniors were introverted and more interested in home life than social engagements.
 - What service looked like for these seniors
- The New Senior
 - Seniors now **are** baby boomers
 - Characteristics of the New Seniors that we are serving: more extroverted, interested in activity, movement, wellness, nutrition, engagement, enrichment, and more.
 - There's a reason why programs like silver sneakers exists

What IS the Senior Wellness Series?

- Discussion
- A program in two parts

Memory	Fall Prevention	Herbalism	Window Boxes
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- Our twelve targeted areas are:

Relationships and Intimacy	Travel	Diabetes Nutrition	Fraud Prevention
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Legal	Ancestry	Journaling	Mental Health
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Locating the right presenters

- Finding the Presenters
- What we learned along the way: Sourcing the Community
 - Concept kitchen at ECU became our Diabetes Nutrition location
 - Extension office employees were especially motivated and qualified
 - Seniors wanted a married couple, not a professional
- Networks grow as you engage with them

SWS Showcase

- One of the COOLEST things about the Senior Wellness Series is the fact that each of our monthly topics could be expanded into a new program at our Library.
 - Think about it! We made the community connection, we've established a relationship with the presenter.
 - Many presenters are eager to return, AND our programs are largely big "hits" with participants too!
- Let's take a look...

Movement and Memory



TIMESLIPS! Let's do one!



OUR STORY:

Fall Prevention



Herbalism



Window Boxes



Results so far...

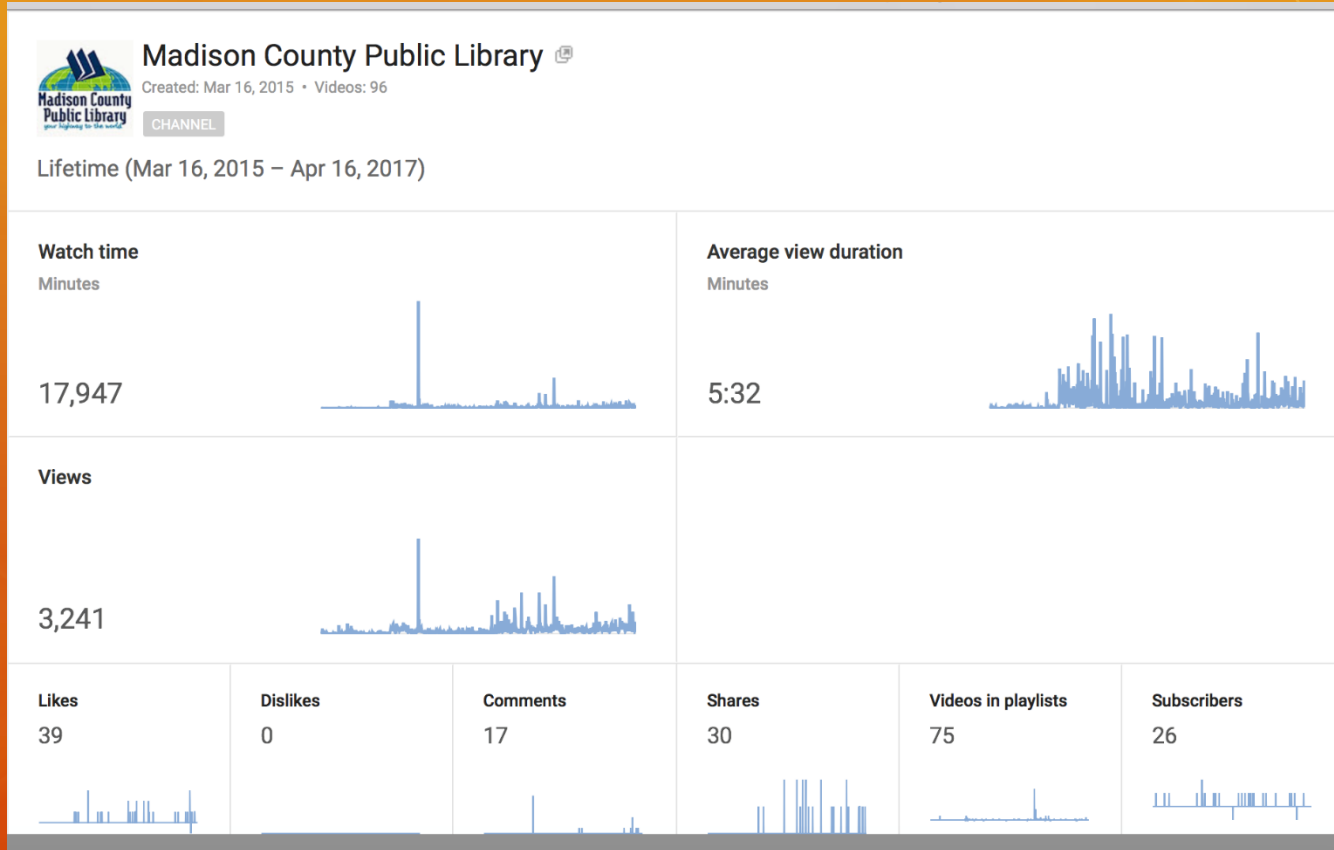
- We've been in the front page of both of our local newspapers
- Participants are getting to know one another
- Word of mouth has helped to increase participation
- Businesses and organizations are being patronized more often (e.g. going to farmer's market to see our Herbalist, people going to see our Yoga instructor at her classes)
- Fitness centers

It's all a little technical...

- How technology dovetails into the SWS
- success of our YouTube Channel



Tech Demographics 1



Tech Demographics 2

Top 10 Videos		Browse all content				
Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments		
See the Art Meet the Artisan - bell ho...	4,939 28%	551 17%	4	0		
test	2,597 14%	114 3.5%	3	7		
Amazing Animal Athletes - Silly Safaris	923 5.1%	160 4.9%	0	0		
KY McTeggart Irish Dancers - Summ...	868 4.8%	351 11%	2	0		
Hip-Hop Dancers - Safiyyah Dance C...	815 4.5%	159 4.9%	3	1		
Unidentified video	780 4.3%	59 1.8%	2	0		
Madison County Public Library Live S...	567 3.2%	55 1.7%	0	0		
Know-It-All Festival live feed richmon...	420 2.3%	22 0.7%	0	0		
The Jeff Richey Experience Album L...	389 2.2%	71 2.2%	2	0		
See the Art – Meet the Artisan - Esth...	369 2.1%	40 1.2%	4	1		

Top geographies	Gender
Watch time	Views

Tech Demographics 3

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A part of something even bigger

SENIOR WELLNESS SERIES 2018!!

..beyond?

Time for Q&A!

Pick Brandon's Brain (but don't expect to find much there.)



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E-rate for Everyone: Your Introduction to Funding Year 2019

Thursday, August 23, 2:00-3:00 pm ET (1:00-2:00 pm CT)

What are Primary Search & TOPIC Search?

Thursday, August 30, 10:00-11:00 am ET (9:00-10:00 am CT)

MasterFILE Premier

Thursday, September 6, 10:00-11:00 am ET (9:00-10:00 am CT)

Library Link Up: Workforce Development Job Fairs

Thursday, September 6, 1:30-2:30 pm ET (12:30-1:30 pm CT)

Creating a Culture of Readers' Advisory in Your Library

Wednesday, September 12, 2:00-3:00 pm ET (1:00-2:00 pm CT)

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Thank you for attending!

Thank you to our presenter!

Brandon Thompson

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