TRANSFORMING LIFE AFTER 50:

BOOMERS TO SENIORS:
Library Models for Serving & Engaging Older Adults

ALA Annual Conference – July 1, 2013
WHO IS OLDER?

Irene Ryan in 1962

Diane Sawyer in 2009
One out of every three **adults** in America is a Baby Boomer.

77+ Million Americans: 1946-64
LIBRARIES & BOOMERS

Surveyed CA public libraries (230 responses):

• 65% saw Boomers as important to their library
• Only 6% had specific plans/programs for them
• Only 4 in 10 offered any type of adult programs
• Of these, most provided traditional senior services.
• Similar findings in other states.
What Is TLA50?

Transforming Life After 50 (TLA50) was launched by the California State Library to address the changing nature of aging. It has become a national model of innovation, not just for libraries, but all kinds of organizations that aim to serve and engage mid-life adults, aged 50+.

» More about TLA50

» TLA50 Innovation

Boomers are a large and diverse group of people from all walks of life — not a single stereotype as commonly perceived.

www.transforminglifeafter50.org
IMLS FELLOWSHIP

• Introductory Webinar
• Portland Institute
  – 90 Fellows/12 States
• Online Courses
  – Strategic Facilitation
  – Community Assessment
  – Partnerships & Collaborations
  – Volunteer Engagement
  – Evaluating Results
  – Engaging Adults Through Programming & Social Media
• Concluding Webinar
  – 80 Fellows completed the year
• All Fellowship Content on TLA50 Website
A NEW LIFE STAGE:
Not Your (Grand) Parents Retirement

• 25+ more years
• Transitional period between mid-life and late life
• New opportunities and challenges
• Not just Boomers
AGING IS CHANGING

Compared to previous generations, Boomers generally:

• Longer, healthier lives
• Better education & skills
• View retirement differently
• Think their most important contributions may lie ahead
• Seek to add deeper meaning
• Hold a different perception of aging
• Prefer to “age in place” within multi-generational communities
OPPORTUNITY

Lead.

Inspire.

Change the World…

Again.

Corporation for National & Community Service
**Implications**

<table>
<thead>
<tr>
<th>Instead Of</th>
<th>Think</th>
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<tr>
<td>Age</td>
<td>Stage</td>
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<td>Illness</td>
<td>Wellness</td>
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<td>Old/Senior</td>
<td>Active Aging</td>
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<td>Decline</td>
<td>Potential</td>
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<td>‘Cared For’</td>
<td>Independent</td>
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- Avoid ‘one size fits all’ programs and strategies
- Rethink volunteer engagement strategies
- Promote **Ageless Concepts** for **all** adults
USERS AS CONTENT

Escondido Public Library

HAYWARD PUBLIC LIBRARY

Santa Monica Public Library

HUMAN_LIBRARY.ORG
PROGRAMS & PARTNERS

Palo Alto City Library

May 5 – The Gateway to Next Medicine
Dr. Jerald Crosier, Biomedical Researcher, will discuss the biology of aging and how it relates to health and longevity.

June 1 – Navigating Aging Adults Through the Healthcare System
Dr. Jerald Crosier, Biomedical Researcher, will discuss the healthcare system for aging adults.

June 2 – Navigating Aging Adults Through the Healthcare System
Dr. Jerald Crosier, Biomedical Researcher, will discuss the healthcare system for aging adults.

Fresno Library

BOOMER HEALTH & WELLNESS EXPO

Saturday, January 24, 2008
12noon to 5pm

Vendor Includes:
- Healthy Aging
- Health System Administration
- Community Health System in Central California
- Mental Health America of the Central Valley
- Local Permanent Medical Centers
- Non-Profit Area Agencies on Aging
- Senior Centers
- American Cancer Society
- And many more

Los Angeles Public Library

Get Healthy @ the Library

Santa Clara County Library

Hayward Public Library

Hayward Main Library

Wed., May 6
6 p.m.

Workshop with Craig Nathanson, vocational coach and author of ‚do n’t just retire and die‘

Refresh Your Life

http://www.library.hayward-ca.gov

http://www.hayward-ca.gov
VOLUNTEERS & COMMUNITY ENGAGEMENT

Hayward Public Library
RESOURCES

50+ Library Services: Innovation in Action – Diantha Schull

Boomers & Beyond: Reconsidering the Role of Libraries – Pauline Rothstein & Diantha Schull

Boomer Volunteer Engagement – Jill Fixler & Sandie Eichberg
WANT TO KNOW MORE?

• Explore TLA50 website: www.transforminglifeafter50.org

• Join the conversation on our TLA50:
  facebook
  YouTube
  Pinterest

• Take some or all Fellowship courses:
  http://transforminglifeafter50.org/innovators/imls-fellowship/imls-fellowship-curriculum

• Replicate the Fellowship in community or state

• Implement TLA50-inspired ideas and models
THANK YOU!

HOPE TO SEE YOU ON THE ROAD AHEAD!

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www.transforminglifeafter50.org/whats-new