

Making Old Look New Again: Health Education Strategies for Older Adults

Irene O'Boyle
Ellen Perlow
Jody Steinhardt



These slides are available in alternative
formats upon request

Objectives

- Define universal design and universal design for learning as these concepts relate to health literacy for older adults
- Critique culturally appropriate brochures that communicate health and health education materials for older adults

Objectives...continued

- Select effective educational materials for dissemination utilizing computerized health information retrieval systems and sources of related information.
- Communicate health and health education needs, concerns and resources for older adults.

Ethnic groups- shifting



Higher percentage of certain ethnic groups



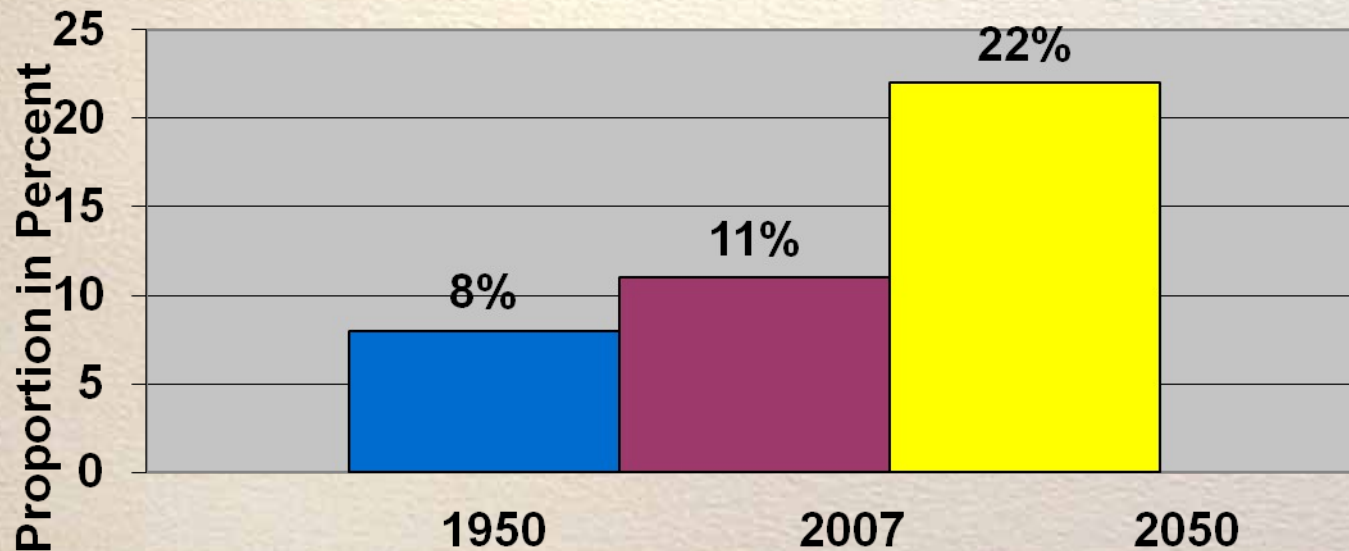
Population 60+ Increasing



Percent Proportion of World Population 60 + Years in 1950, 2007, and Projected for 2050

Source: United Nations. Department of Economic and Social Affairs. Population Division. (2007).

World Population Ageing 2007: Executive Summary, page xxv



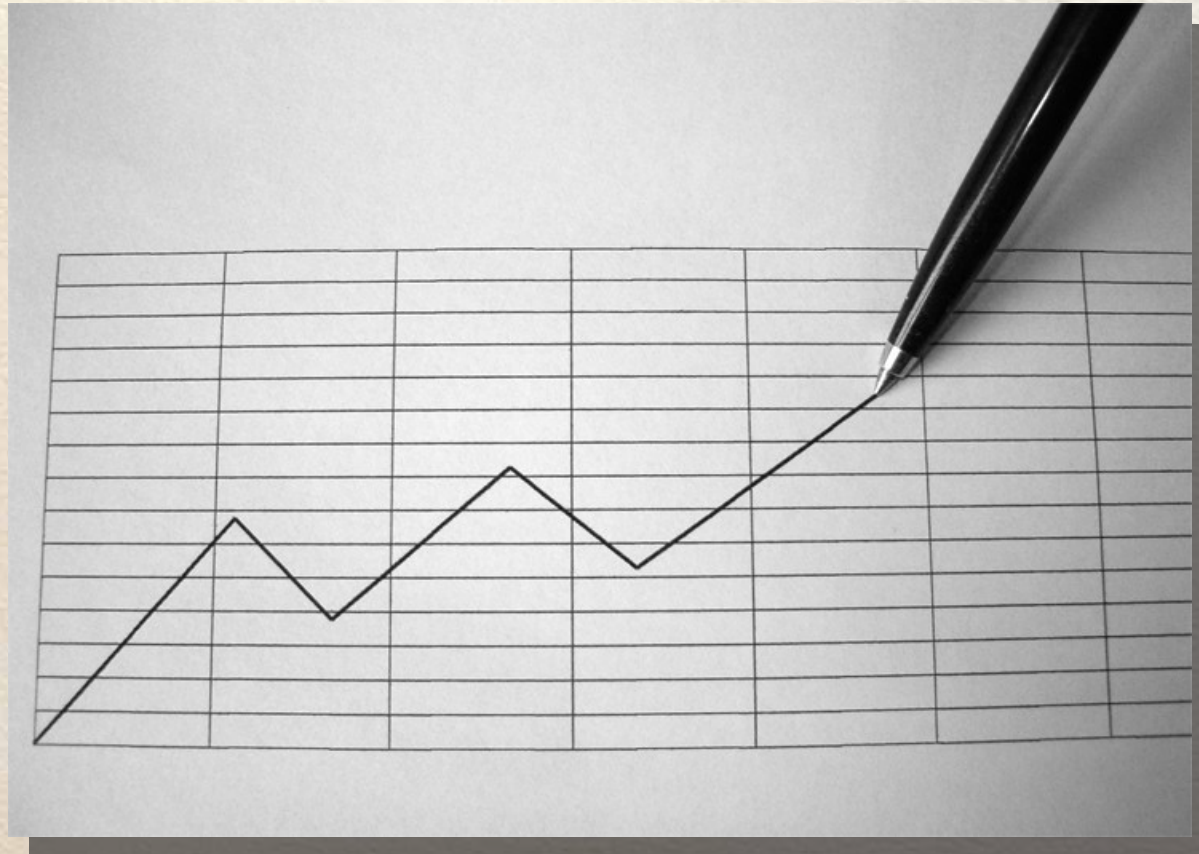
Aging Populations

- United Nations. Department of Economic and Social Affairs. Population Division. Population Ageing 2006 [Wall Chart projections for 2050]:
<http://www.un.org/esa/socdev/ageing/documents/ageing2006chart.pdf>

Strategies



Practical Implications



Challenges



Universal Design

Definition

- Create physical environments usable by greatest number possible
- Intent is to simplify life
 - products
 - communications
 - built environment

Universal Design for Learning

- Principles/Guideposts includes multiple:
 - Representations of information
 - Means of expression of information
 - Flexible opportunities for demonstrating skill
 - Strategic networks
 - Means of engagement

Underscores the need for multiple approaches to meet needs of diverse learners

Choosing Assistive Technology

- Each individual is different
 - No tech
 - Low tech
 - High tech

Assistive Technology Choices

- SETT (Student, Environments, Tasks, Tools) framework
- Fundamental Assessment Process (FAP)
 - 10 steps

Importance of Universalizing Access

- Need policies
 - Including development of accessible transportation systems
 - Life extending technologies and progressive nature of many conditions

Vignette of successful strategy and technology

- Henry Street Settlement Senior Companion Program
 - Health Literacy Program

Critique health education materials

- Large easily readable typeface (i.e. Arial)
- Sufficient white space
- Age/culturally appropriate pictures

Selecting Effective Educational Materials

- What do you look for?
- Where do you find your materials?
- What are good resources for older adult materials?

**Communicating Health and
Health Education Needs,
Concerns and Resources**

Resources

- Older Americans Month 2008
 - <http://www.aoa.gov/press/oam/oam.asp>
- Older Volunteers Enrich America
 - <http://www.n4a.org>
- America Saves Week
 - <http://www.americasavesweek.org/default.asp>
- Purpose Prize
 - <http://www.purposeprize.org/index.cfm>

Questions and Contact Info

Irene O'Boyle- irene.oboyle@cmich.edu

Ellen Perlow -eperlow@hotmail.com

Jody Steinhardt-
jody.steinhardt@verizon.net