San Antonio and Greater Bexar County Community Digital Equity Plan and Roadmap

Older Adults

August 2021

Disclaimer:

The information found in this portal is intended for public use. It reflects work produced and provided by the SA Digital Connects team and community members starting in January 2021 to the present.

Some information will reflect the moment in time when the work was done. Data, funding, maps and assumptions may fluctuate in the everchanging digital ecosystem.

Older Adults

OATS/Senior Planet offers the wrap-around digital skill building to launch a Digital Navigator program

A San Antonio based program that has increased digital engagement in the elderly community by developing an effective "train the trainer" model

Senior Planet Virtual courses (non-exhaustive)

- Personal finance
- Online RX / health resources
- Intro. to social media
- How to spot fake news
- Contacting lawmakers
- Cybersecurity / privacy

Why it works

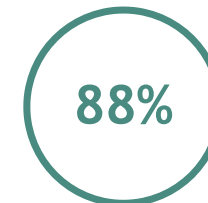OATS is successfully expanding digital inclusion for seniors with its key values:

- Ensure seniors **feel positively engaged** in their learning and not made to feel old / ashamed
- Select trainers who **have the patience** to teach seniors digital and don't get frustrated easily
- Design **services / messaging around specific needs** of the demographic it serves

Measuring impact

90% Net promoter score seniors give to OATS courses

88% SA OATS seniors who saw measurable improvement in their social connectedness

SAPL, Bibliotech, SAHA, among others offering similar digital literacy skills training

Need for digital across use cases builds motivation for adoption and creates opportunities to practice usage

Example

Learn something new and have fun with FREE online events!

Senior Planet from AARP in San Antonio helps people 60 and older learn to use technology to reach their goals, find community, and thrive in the digital world.

- Learn to use your phone or computer
- Get moving with a group fitness class
- Save money by paying your bills online

...and so much more!

Have a technology question? Call our hotline:

📱 210-504-4862

Or visit us online:

www.seniorplanet.org/sanantonio

SENIOR PLANET
SAN ANTONIO FROM AARP

Minimize other barriers to adoption (e.g., cost) and create opportunities to practice usage

Highlight technology as beneficial to holistic well-being

Motivate action by highlighting use cases specific to the populations of interest

Make it clear and easy to access supporting resources across channels

Closing the Digital Divide | Access for Older Adults

Challenges

- **One-third** of adults ages 65 and older report they've never used the internet, and **half** don't have internet access at home
- Of those who do use the internet, **nearly half** say they need someone else's help to set up or use a new digital device
- Even within their age group, there is significant variation in skills linked to people's education, income and autonomy of use, creating a "**second-level digital divide**"

Organizations already involved

Little Brothers Friendly of the Elderly: Tech Allies program offers older adults the opportunity to learn how to use a tablet device through an 8-week training course

Teeniors: Tech-savvy teens and young adults who help seniors learn technology (smartphone, computer, software) through one-on-one, personal coaching

Solutions

Goal-directed learning
- Research shows that that most older people have a strong motivation to learn new skills and to continue living fully through learning
- In order to get older adults to learn a new tech skill or more fully engage with technology, they must see a clear reason for it

Patient practice
- Teaching older adults new tech skills requires time, patience and practice. When teaching older adults digital skills, a well-written set of steps are crucial to remind older people how to use a new skill online
- The ability to practice new skills is also key. Ideally, older adults would attend regular classes and be supplied with a tablet/laptop to practice on during the week

Tackling discomfort
- Though some older adults may express a lack of interest in technology, this can reflect an underlying fear of technology and lack of skills rather than a true lack of desire to use digital tools
- Appropriate training can help to quell those fears and generate interest by making the elderly more comfortable with digital tools