



Sunnyvale

Library Users Aged 65 and Older

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Whom do we serve?

Existing and potential library users

Whom do we serve?

Seniors in Sunnyvale

- Sunnyvale residents aged 65 and older
 - ◆ ~18,360 (12%) ¹
- Sunnyvale Residents aged 65 and older who have a library card
 - ◆ 5,873 (~32%) ²
- Sunnyvale residents who have a library card
 - 68,976 (~45%) ^{1, 3}

(1) <https://www.census.gov/quickfacts/sunnyvalecitycalifornia>

(2) Library Catalog Search, 11/26/2019

(3) Library Catalog Search, 10/31/2019



Whom do we serve?

Senior Service Needs

- Accessible materials
- Interesting, relevant programs
- Safe, comfortable, and inviting spaces
- Outreach to homebound or mobility-challenged residents
- Focal point for age-friendly local information



(1) Guidelines for Library and Information Services to Older Adults, *RUSQ* (2004). <https://journals.ala.org/index.php/rusq/article/view/3692/4026>

Whom do we serve?

Challenges Serving Seniors

- Difficulty hearing
- Difficulty seeing signs, reading print
- Digital literacy
- Strength, mobility challenges (walking, standing, bending, reaching, sitting)
- Cross-cultural and cross-generational communication
- Diversity in ages and abilities



(1) Guidelines for Library and Information Services to Older Adults, *RUSQ* (2004). <https://journals.ala.org/index.php/rusq/article/view/3692/4026>



What is Sunnyvale Public Library Doing for Seniors?

What is Sunnyvale Public Library Doing?

Programs

- Homebound Delivery
- Senior Center Returns
- Lunchtime Librarian
- Get Connected
- Appy Hour
- Google Application Basics
- Digital Learning Lab
- Tax Help

Events

- PAMF Lectures
- Medicare Basics
- Mandarin-English Health Fair
- Spanish-English Women's Health Fair
- Pedestrian Safety

Collections

- Large Print
- CD Audiobooks
- Newspapers

Other local resources and partners



Department of
Aging and Adult Services

What Are Other Libraries Doing?



- Proxy Borrowing
- Concierge service (“reasonable” requests, subject to staff availability)



- Special Outreach Services
- No overdue fines (users pay for replacement after 16 days overdue)



- Senior Exemption
- Homebound & Designated Borrower
- Bi-Folkal Kits
- Large Print Honor Collections for Institutions
- List of Accessibility Collections and Equipment
- Fall Prevention for Seniors



- Homebound Delivery
- RetroTech
- Genealogy
- Yoga for Seniors

Opportunities for Improving Services to Seniors

Opportunities for Improvement

Based on RUSA's 2008 "Guidelines for Library and Information Services to Older Adults"

- ❖ Incorporate current population data into planning.
 - Specific needs due to language, culture, education, income.
- ❖ Ensure that special needs and interests are reflected in collections, programs, and services.
 - Coordinate services to older adults.
 - Liaison with service agencies.
- ❖ Make the collections and facilities safe, comfortable and inviting.
 - Prolonged standing/walking
 - Difficulty hearing
 - Clear signage and promotional materials
 - Ease of browsing/selection, returns



Reference & User Services Quarterly, Volume 48, Issue 2. (2008)

Opportunities for Improvement

Based on RUSA's 2008 "Guidelines for Library and Information Services to Older Adults"

- ❖ Be a focal point for information services to older adults.
 - Web page with local resources
 - Be a resource for caregivers
- ❖ Target older adults in library programming.
 - Planning and promotion
 - Include multiple "older" age groups and intergenerational programs
- ❖ Reach out to older adults in the community who are unable to travel to the library.
- ❖ Train staff to serve older adults with courtesy and respect.
 - Combatting stereotypes and discrimination
 - Sensitivity to needs
 - Awareness of special services

Citations

- <https://www.sccgov.org/sites/ssa/daas/Documents/Final%20Age%20Friendly%20Survey%20Presentation%202.pdf>
- <https://www.sccgov.org/sites/ssa/daas/Pages/daas.aspx>
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- <http://www.ala.org/rusa/sites/ala.org.rusa/files/content/resources/guidelines/60plusGuidelines2017.pdf>
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- All photos from unsplash.com: Abi Howard, Glen Hodson, Vladimir Soares Lians Jadan. Accessed 12/16/2019.

