



# Are We There Yet?

## Providing Elder Friendly Health Information to Seniors

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# Elder Friendly Health Information *presentation objectives*

- Increase awareness of seniors health literacy
- Increase awareness of seniors health conditions
- Understand seniors use of computers and the Internet
- Become aware of quality websites for seniors
- Introduce elder friendly principles



# Seniors Health Profile

- Canada's population over 65 about 5 million people
- Seniors 15 % of total population.
- BC has one of highest populations of seniors in Canada

■ *2011 Census. The Canadian Population in 2011.*



# Seniors Health Profile

## Fraser Health

- Seniors comprise 13 % of Fraser Health's population
- Seniors are the fastest growing demographic group in Fraser Health
- In BC, seniors account for over 48 % of acute care (hospital) services



# Reality Check: Boomer Dreams For Later Life May Not Come True.

2013 report on the health of Canadians



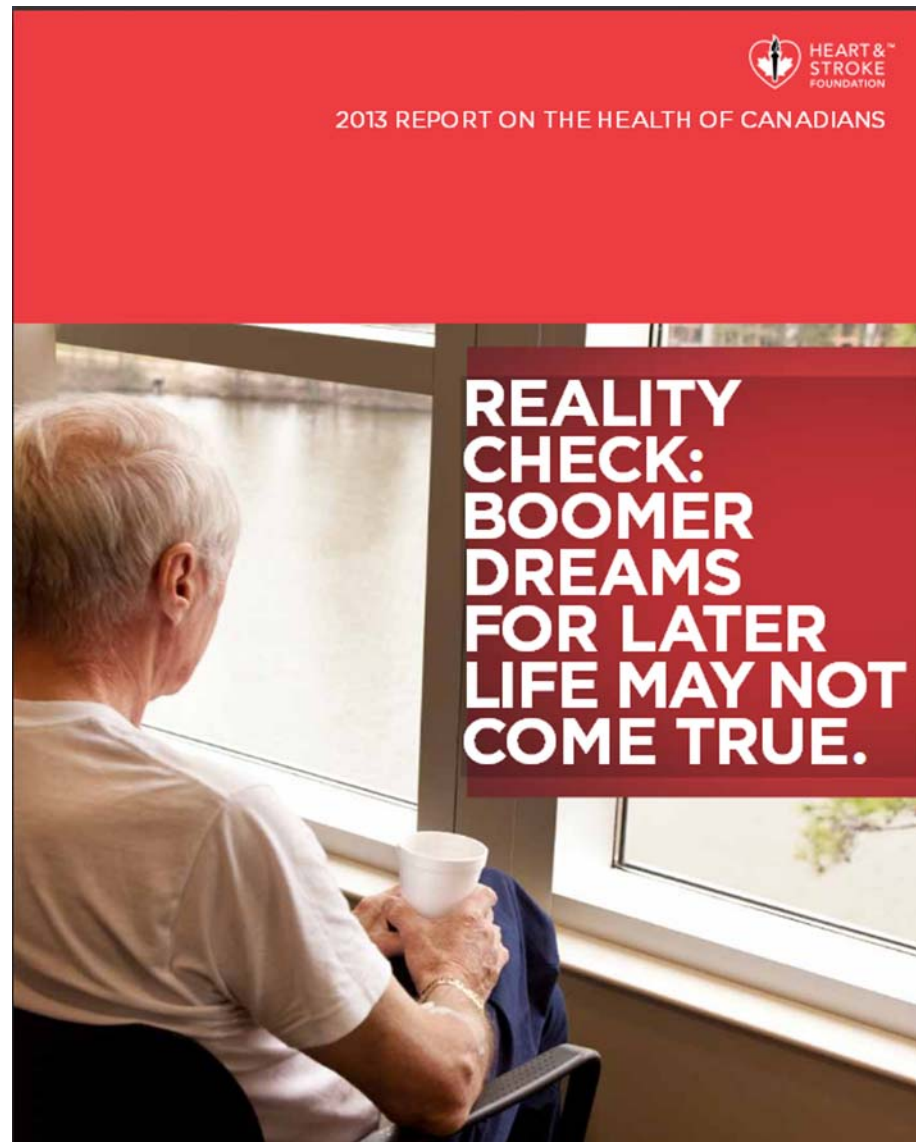
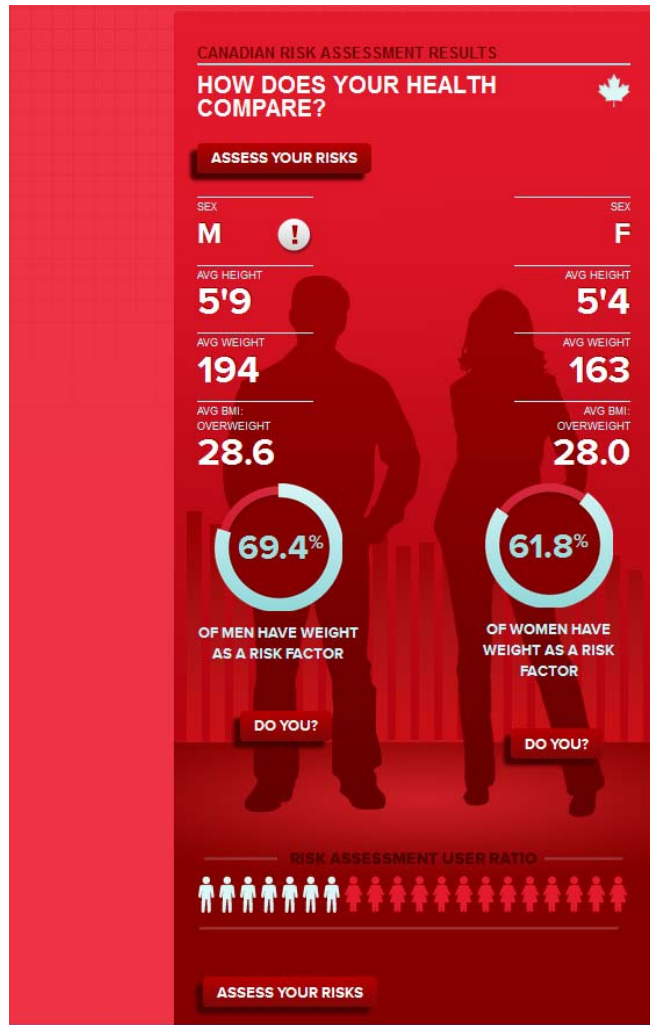
# Baby Boomers and Health

- 10 year gap between how long Canadians are living and living in good health.
- Lifestyle choices can add health to our years.  
[www.MakeHealthLast.ca](http://www.MakeHealthLast.ca)
- Baby boomers are concerned about their health, but this concern not translating into action.
- Risk factors: physical inactivity, poor diet, smoking, stress and excessive alcohol consumption.





# Heart & Stroke Foundation information



# Baby Boomers and Health

## *Risk factor behaviour*

- 85 % of baby boomers don't eat enough fruit and vegetables
- Over 40 % are not physically active
- 30 % are too stressed
- 21 % smoke
- 5 % drink too much and 12 % are heavy drinkers





# Baby Boomers and Health

*Heart and Stroke Foundation report on health of Canadians 2013*

- Baby boomers concerned about their health, but their lifestyle habits don't show it.
- Heart disease and stroke are leading causes of hospitalization and disability in Canada.
- Making lifestyle changes now can make a difference and reduce risk of heart disease and stroke.

[www.heartandstroke.ca](http://www.heartandstroke.ca)



# Seniors Health Conditions

- Heart disease
- Stroke
- Cancer
- Dementia
- Chronic respiratory disease (COPD)
- Osteoarthritis

*Seniors Health Profile 2010, Fraser Health*



# Seniors Health Conditions

- Life expectancy 82 years in BC (80 for men and 84 for women)
- 37 % of seniors in Fraser Health Region did not graduate from high school
- 50 % of seniors consume less than recommended fruit & vegetables daily
- 50 % of Fraser Health seniors overweight or obese



# Seniors Health Literacy

- **Definition:** degree to which individuals have the capacity to obtain, process & understand basic health information & services needed to make health decisions.
- **3 Areas:** prose literacy, document literacy and quantitative literacy



# Health Literacy of Seniors

- Seniors need reliable health information to prevent and manage diseases
- Aging and low health literacy levels may compromise capacity of seniors
- 71 % of seniors had difficulty using print materials
- 80 % had difficulty using forms & charts.





# Health Literacy of Seniors

- Seniors use more medical services and have more chronic diseases than other groups.
- By 2030, 71.5 million seniors will be living in the US.
- Improving health information and literacy a priority for seniors!

[www.cdc.gov/healthliteracy](http://www.cdc.gov/healthliteracy)



# What About Ethnic Seniors?

- Ethnic seniors among most vulnerable
- Multiple obstacles: language, culture, income, literacy
- Family members play critical roles in finding health information
- Complementary/alternative medicine often sought after more frequently



# Seniors' Use of Computers and Internet



- 51% of seniors aged 65-74 used the Internet, compared with 27% of those 75 years and older
- 51% of non-users of Internet were seniors
- Over half of seniors using the Internet searched for health information

Canadian Internet Use Survey 2007

[www.statcan.gc.ca/pub/](http://www.statcan.gc.ca/pub/)



# Seniors' Use of Computers and Internet

- Some seniors are very comfortable with computers. Important to check with computer comfort before proceeding with patron.

Evaluating Internet Health Information:  
A Tutorial from the National Library of  
Medicine



# Elder Friendly Principles

- **Social climate:** family centered, interdisciplinary support, value seniors
- **Policy and procedures:** staff education, respectful interaction with seniors, expert staff
- **Physical design:** signage, equipment design
- **Services and systems:** holistic, listening to seniors, taking time





# Health Web Sites British Columbian/Canadian

- Seniors BC <http://seniorsbc.ca>

The screenshot shows the SeniorsBC.ca website. The top navigation bar includes links for Services & Forms, News, and Contact Government. Below this is a secondary navigation bar with categories: GOVERNMENT, RESIDENTS (highlighted), EDUCATION, BUSINESS, ENVIRONMENT, HEALTH & SAFETY, and EMPLOYMENT. Under RESIDENTS, there's a sub-menu with links: People, Government ID, Taxes & Rebates, Seniors (highlighted), Housing, Daily Life, Sports & Recreation, and Driving & Transportation. The main content area features a large image of an elderly man on a boat, with a search bar and a 'Residents' heading. Below the image, there's a section titled 'SeniorsBC.ca' with a welcome message. To the right, there are three informational boxes: 'Elder Abuse Prevention', 'Advance Care Planning', and 'Fall Prevention', each with a brief description and a link to learn more.

Services & Forms | News | Contact Government

GOVERNMENT | RESIDENTS | EDUCATION | BUSINESS | ENVIRONMENT | HEALTH & SAFETY | EMPLOYMENT

ABOUT B.C.

BRITISH COLUMBIA | Residents

Search gov.bc.ca

People | Government ID | Taxes & Rebates | Seniors | Housing | Daily Life | Sports & Recreation | Driving & Transportation

Healthy Aging | Health & Safety | Housing | Home & Community Care | Transportation | Financial & Legal Matters | Caring for Seniors | About SeniorsBC

B.C. Home > Residents

**SeniorsBC.ca**

Welcome to SeniorsBC! This is a place for all older adults in the province to find resources for planning and living a healthy and active life as they age. Seniors' families and caregivers will find great information here, too.

**Elder Abuse Prevention**

Elder abuse in any form is wrong. Learn more about what **elder abuse** is and where to go for help to stop it.

**Advance Care Planning**

Advance care planning is the process of thinking about, and writing down, your wishes or instructions for future health care treatment in the event you become incapable of deciding for yourself. Learn more and **get advance care planning tools** to help you make a plan for yourself.

**Fall Prevention**

Falls are the main reason why older adults lose their independence. Although the risk factors increase with age, falls are not an inevitable part of aging.



# Health Web Sites British Columbian/Canadian

## ■ Health Canada Seniors

<http://hc-sc.gc.ca/hl-vs/seniors-aines/index-eng.php>



The screenshot shows the Health Canada Seniors website. At the top, there are logos for Health Canada and Canada. Below the logos is a red banner with the text "Health Canada" and "www.hc-sc.gc.ca". A navigation bar includes links for Français, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area is titled "Healthy Living" and "Seniors". It features a sidebar with links for Back to Healthy Living, Explore..., Main Menu, Healthy Canadians, Media Room, Site Map, and Transparency. The main text discusses the increasing life expectancy of Canadians and the need for research and planning to meet the needs of seniors. It includes a section titled "What Can You Do?" with links for Healthy Eating, Injury Prevention, Oral Health, Physical Activity, and Smoking Cessation. There is also a section titled "What Information is Available?" with links for Food Safety for Older Adults, Seniors and Aging - Osteoarthritis, Seniors and Aging - Bladder Control Problems (Incontinence), and Seniors and Aging - Preventing Falls in and around the Home. A small box on the right side of the page says "Did you know about HealthyCanadians.gc.ca?" and "Get recalls and safety alerts".



# Health Web Sites British Columbian/Canadian

## ■ Heart and Stroke Foundation

[www.heartandstroke.ca](http://www.heartandstroke.ca)

The screenshot shows the homepage of the Heart and Stroke Foundation website. At the top, there is a navigation bar with links: About Us, Health Information, Healthy Kids, Funded Research, Advocate, News, Events, Volunteer, Health eTools, and a prominent yellow 'DONATE NOW' button. The main content area is divided into several sections. On the left, a large banner promotes the 'Blood Pressure Action Plan' with the text 'GET HELP FOR YOUR BLOOD PRESSURE: By lowering your risk you help the Foundation.' and a 'Sign up today' button. In the center, there is a video player showing a doctor examining a patient's arm. To the right of the video, a 'MANAGE YOUR HEALTH' sidebar lists several health-related links: 'Are you at risk for heart disease and stroke? Assess your risk', 'Are you having a stroke? Know the warning signs', 'Make healthier food choices with Health Check', and 'Get healthy eating and physical activity tips delivered to your inbox every month'. Below the video player, there are two buttons: 'MANAGE YOUR BLOOD PRESSURE' and 'LEARN MORE ABOUT AFIB'. At the bottom right, there is a section titled 'Facing up to higher stroke risk' with a 'Watch the video' link and a small image of a man.



# Health Web Sites British Columbia

## ■ HealthLinkBC Call 8-1-1 online

[www.HealthLinkBC.ca](http://www.HealthLinkBC.ca)

The screenshot shows the HealthLinkBC website. At the top is a navigation bar with links for GOVERNMENT, FAMILIES & RESIDENTS, DISCOVER B.C., BUSINESS & INVESTING, HEALTH & SAFETY, and EMPLOYMENT. Below this is a sub-navigation bar with EDUCATION and NEWS. The main header features the British Columbia logo and the HealthLinkBC logo. A search bar is located on the right side of the header. Below the header is a row of links: Healthy Living, Common Health Concerns, Medical Tests A-Z, Medications A-Z, Public Health Alerts, Health Topics A-Z, Services and Resources, and About HealthLinkBC. A green banner for 'Public Health Alerts' is visible, with the text 'The facts on influenza and norovirus in B.C. - January 16, 2013' and a 'More Alerts' link. Below the banner is a paragraph about HealthLinkBC's mission and a list of services. To the right of the text is a graphic showing a smartphone, tablet, and laptop displaying the website, with the text 'Access health information anytime, any place, and now - on any device'. Below the graphic is a section titled 'Search Health Information' with a search bar and a 'SEARCH' button. To the left of the search bar are links for 'All Health Topics A-Z', 'Medical Tests A-Z', and 'Medications A-Z'. Below the search bar is a grid of letters for alphabetical search. To the right of the search bar is a section titled 'Check Symptoms' with a link to 'Check your symptoms with our interactive symptom checker.' Below this is a section titled 'Find Services' with a link to 'Find health services in your community'. To the right of the search bar is a section titled 'On the Web' with links to 'Soonest Surgery Tool', 'B.C. Smoking Cessation Program', 'Healthy FamiliesBC', and 'BC Services Card'.

GOVERNMENT FAMILIES & RESIDENTS DISCOVER B.C. BUSINESS & INVESTING HEALTH & SAFETY EMPLOYMENT

EDUCATION NEWS

HealthLinkBC Home Contact Us A A

Search HealthLinkBC Search

Healthy Living Common Health Concerns Medical Tests A-Z Medications A-Z Public Health Alerts Health Topics A-Z Services and Resources About HealthLinkBC

**Public Health Alerts** The facts on influenza and norovirus in B.C. - January 16, 2013 More Alerts

With HealthLink BC, British Columbians have trusted health information at their fingertips by phone or web.

On our site, you will find medically-approved information on more than 5,000 health topics, symptoms, medications, and tips for maintaining a healthy lifestyle. You can also search our online Directory to find health services near you.

Call 8-1-1 from anywhere in British Columbia to speak with a nurse any time of the day or night. On weekdays, you can speak to a dietitian about nutrition and healthy eating. At night we have pharmacists available to answer your medication questions.

**Access health information anytime, any place, and now - on any device**

Our website will automatically reformat to fit your smartphone, tablet, laptop or desktop computer screen

**Search Health Information**

Search our database of health topics to learn more.

Enter search term

SEARCH

..... OR .....  
You can also search for information alphabetically by clicking on one of the letters below.

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z

**Check Symptoms**

Check your symptoms with our interactive symptom checker.

**Find Services** Now includes Pharmacist

If you are looking for health services in your community, you can use our directory to FIND hospitals, clinics, and other resources.

**What? (Service)**  
Enter service

**On the Web**

Soonest Surgery Tool

B.C. Smoking Cessation Program

Healthy FamiliesBC

BC Services Card Your CareCard, and more



# Health Web Sites American

## ■ National Institute on Aging

<http://www.nia.nih.gov/health>





# Health Web Sites American

- National Institute of Health Senior Health page (includes video section)

<http://nihseniorhealth.gov/index.html>

The screenshot shows the NIH Senior Health website homepage. At the top, there is a navigation bar with links for Home, Health Topics A-Z, Videos A-Z, About Us, and Contact Us. Below this is a search bar and a 'Go' button. The main header features the NIH Senior Health logo with the tagline 'Built with You in Mind' and a photo of five diverse older adults. Below the header, there are links for 'Resize Text' and 'Change Contrast'. A central banner reads 'Health and wellness information for older adults from the National Institutes of Health.' Below this, a section titled 'Health Topics by First Letter' displays a row of links from A to Z. To the left, under 'Categories', are links for Bones and Joints, Cancer, Diseases and Conditions, Healthy Aging, and Heart and Lungs. To the right, under 'Featured Topic', are links for Memory and Mental Health, Treatments and Therapies, Vision and Hearing, and All Topics A-Z, accompanied by a photo of an older man driving a car labeled 'Older Drivers'. At the bottom, there are two sections: 'Exercise Stories' with a photo of a woman exercising and text about the benefits of physical activity, and 'Health Videos' with a photo of a person using a medical device and text about the availability of short videos on various health topics.



# Health Web Sites American

## ■ Medline Plus

[www.medlineplus.gov](http://www.medlineplus.gov)



# Strategies for Libraries

- **Build collections based on seniors diseases, healthy living and end of life planning, including multicultural resources**
- **Marketing health resources to senior centres, public health units, specialized seniors health clinics**
- **Outreach to residential care, assisted living**



# Strategies for Libraries

- Special populations, especially ethnic seniors
- Health literacy challenges
- Language issues
- Family centered service
- Caregiver information needs



# Strategies for Libraries

- Elder friendly and dementia friendly services
- Large print, visual materials
- Offer to print out information, links
- Outreach workshops where ethnic seniors congregate (temples, etc)





# Strategies for libraries

## NIH Seniorhealth Toolkit

NIHSeniorHealth: Toolkit for Trainers - Microsoft Internet Explorer provided by Fraser Health Authority

http://nihseniorhealth.gov/toolkit/toolkit.html#.UYQ09kvieVs.email

File Edit View Favorites Tools Help

NIHSeniorHealth: Toolkit for Trainers

Skip Navigation Help

Search  Go

Home Health Topics A-Z Videos A-Z About Us Contact Us

# NIH SeniorHealth

Built with You in Mind

Resize Text: A A A Change Contrast

Print Sign Up Share

**Helping Older Adults Search for Health Information Online:  
A Toolkit for Trainers**

Modules 2-5 of the Toolkit for Trainers are temporarily unavailable while we update them.

Please [sign up](#) to be notified when the revised modules are online.

Welcome to the Toolkit for Trainers, a resource developed by the National Institute on Aging. Use these free, easy-to-use training materials to help older adults find reliable, up-to-date online health information on their own. The training features two websites from the National Institutes of Health -- [NIHSeniorHealth.gov](#) and [MedlinePlus.gov](#). Trainers can use the toolkit with beginning and intermediate students of the Web.

Here's how to proceed:

http://nihseniorhealth.gov/videolist.html

Start Inbox - Microso... anita.thompson... NIHSeniorHea...

Internet 100% 5:55 PM



# Case Study

- Senior retired nurse comes to library looking for health information and physicians for her health condition, a prolapsed uterus. She wants information on her condition, the main therapies available to weigh her options.
- She wants information on her surgical procedure recommended.
- Where do you look? She does not have a computer.



# Best Practices

- Do not assume level of comfort with computers, information
- Do not interpret information
- Do not offer medical, legal or financial advice
- Refer only to trusted sources
- Promote critical evaluation



# Conclusion

- Are we ready? We are at the beginning stages
- Library staff training providing services for seniors recommended
- Workshops for seniors in use of computers and Internet for finding health information recommended



# Thank you for attending our session!

## Help yourself to some of the items provided by HealthLinkBC



# Questions?

- **Linda Howard, Librarian, Fraser Health**  
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- **Anita Thompson, Library Technician, Fraser Health**  
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# Section Break