

Bridging the Digital Divide for Older Adults



My Data Diary⁺

Simplify the business of life

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This presentation is for informational purposes only and is not to be considered legal, financial or health advice.

Certified Senior Advisors (CSAs) have supplemented their individual professional licenses, credentials and education with knowledge about aging and working with seniors.



The Digital Dilemma

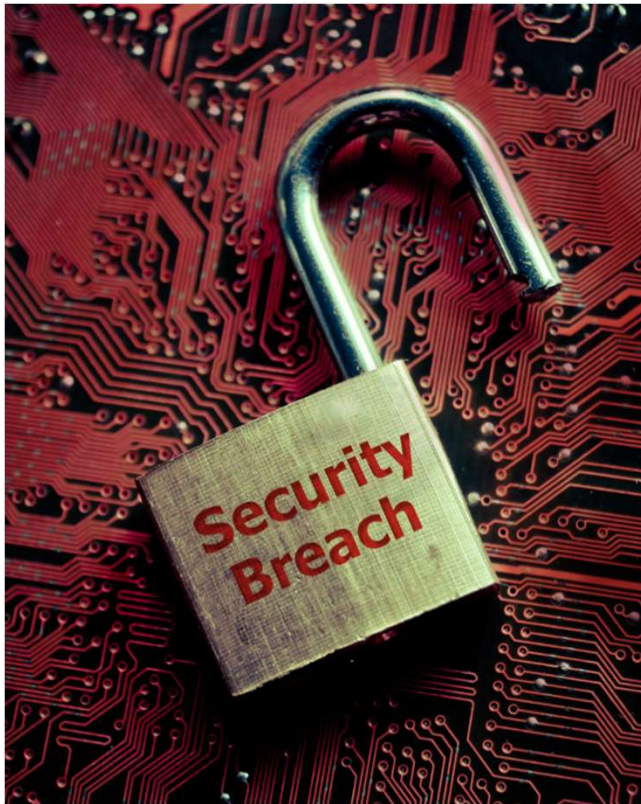
Digital Transformation



Expanding Digital Requirements

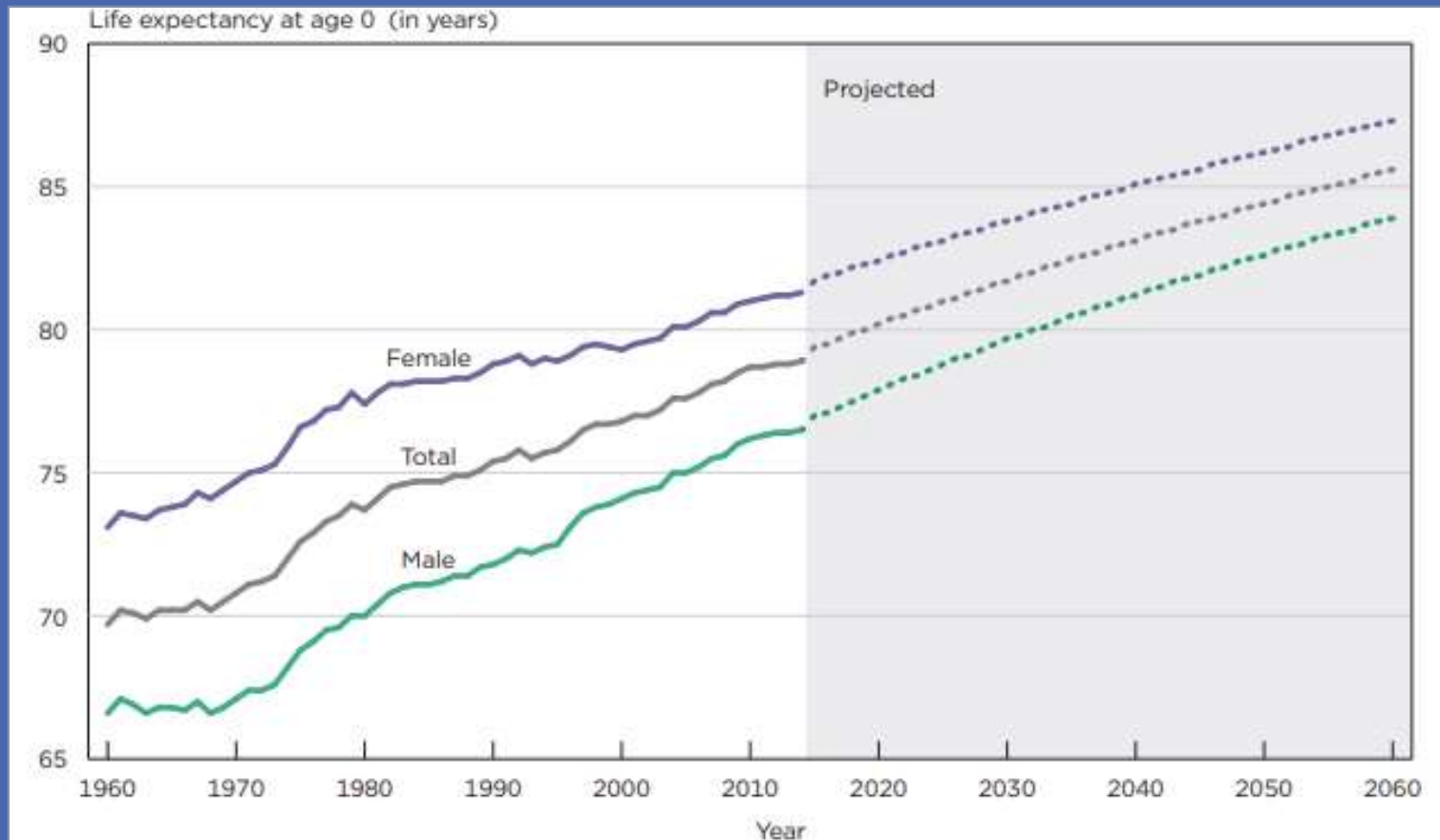


Banking
Insurance Claims
Appointment Setting
Applications Memberships
Customer Service
Health Records
Travel Reservations Benefit Management
Event Tickets Class Enrollments
Pre-Appointment Paperwork
Streaming Services
Shopping
Boarding Passes
Paying Bills
Immunizations



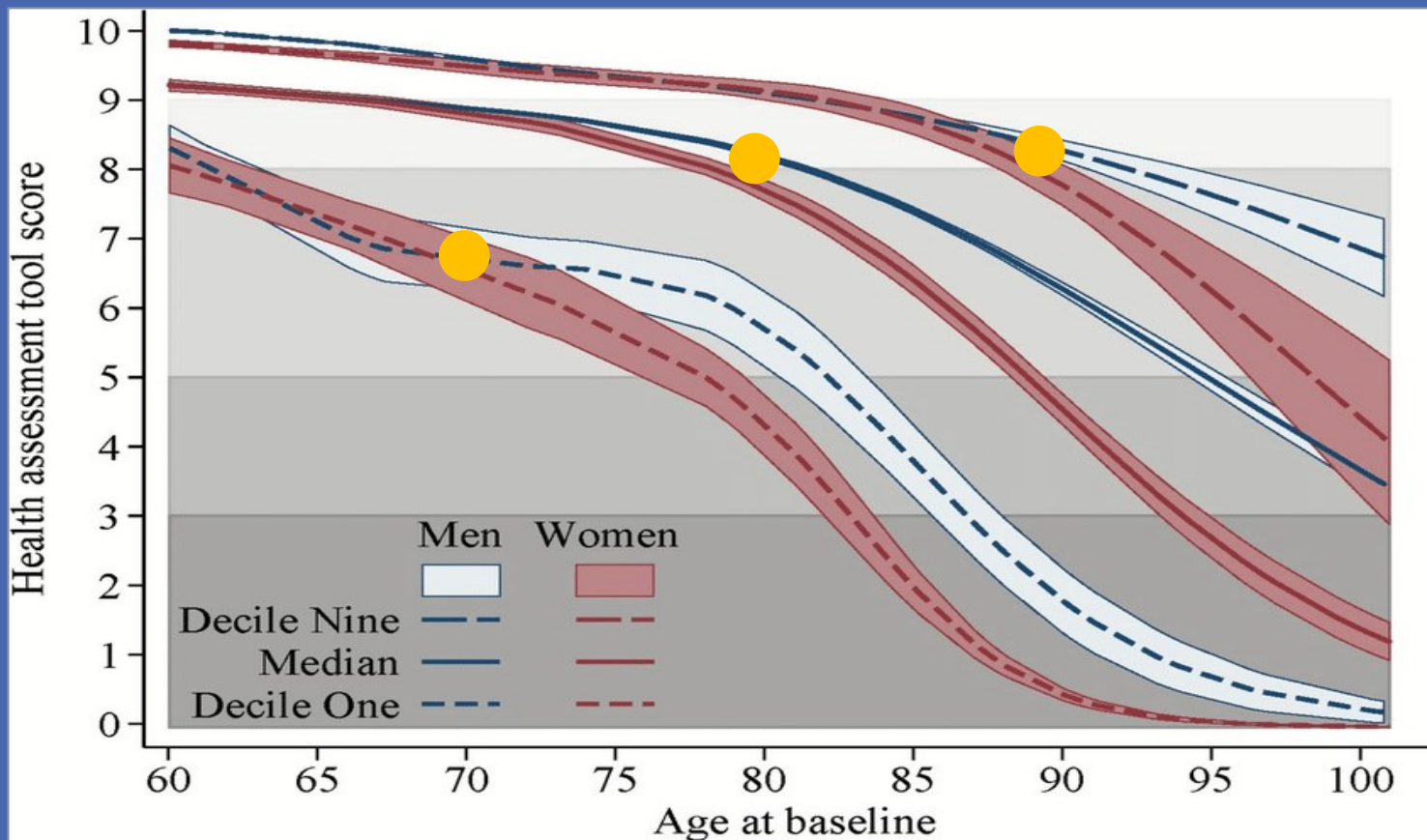
Increasing Security & Privacy Risks & Regulations

Aging Population



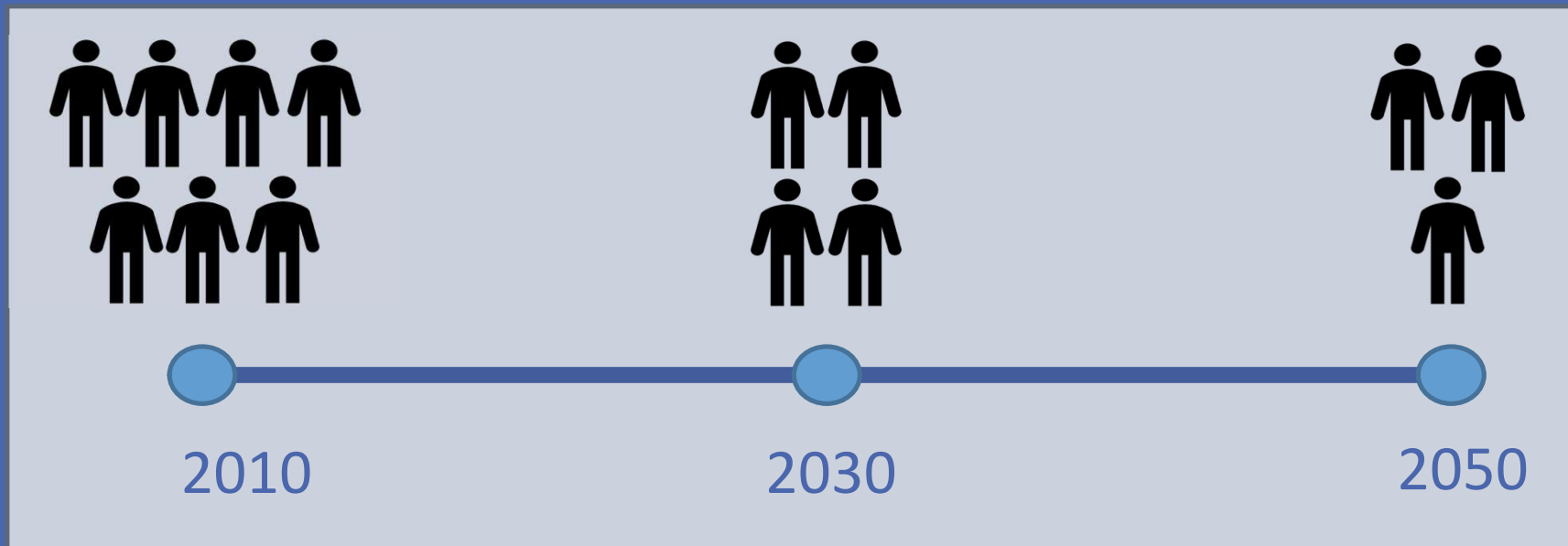
Source: U.S. Census Bureau, 2017 National Population Projections, 2015–2060, and National Center for Health Statistics Life Tables, 1960–2014,.

Extended Health Decline



Source: https://www.researchgate.net/figure/Distribution-of-health-assessment-tool-scores-at-baseline-across-age-by-sex-Areas-around_fig2_309296044

Increasing Caregiver Burden

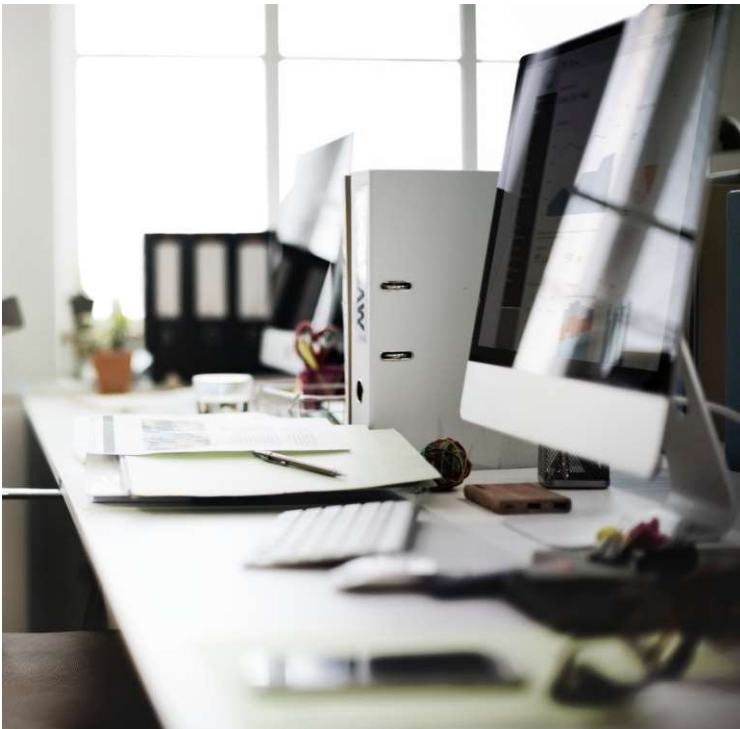


**Potential caregivers aged 45-64
available for each person aged 80+**

Source: AARP Public Policy Institute (2013)

Administrative Burden of Family Caregiving

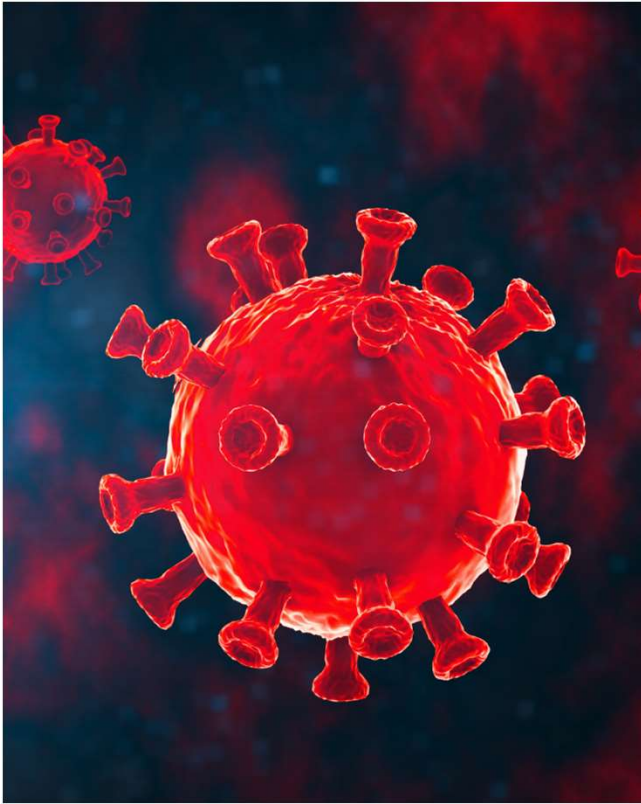
Truth: Family caregivers spend an average of 13 hours per month managing administrative tasks for a loved one in their care.



Question: How long does the family caregiving role usually last?

The average duration of a caregiver's role is 4 years. (AARP 2015)

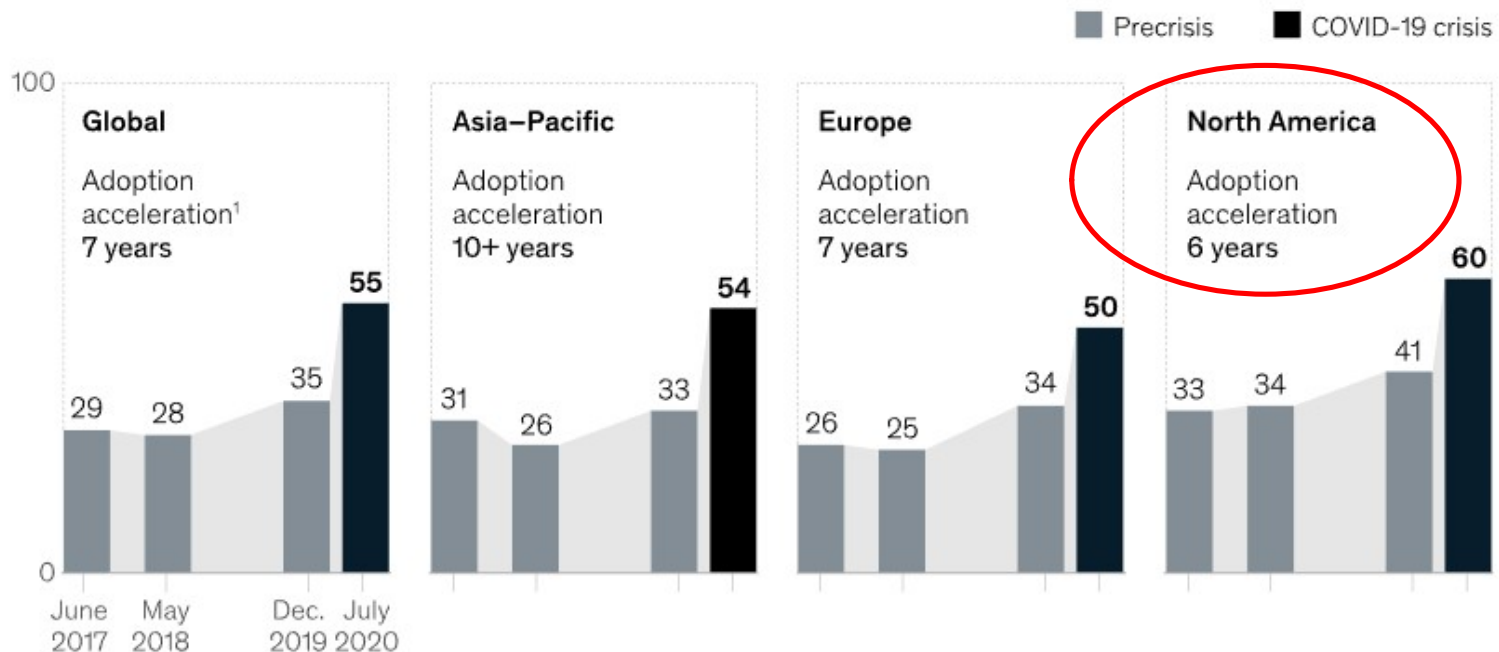
- 24% more than 5 years
- 15% more than 10 years



Unforeseen Challenges

Accelerated Digitization

Average share of products and/or services that are partially or fully digitized, %



¹Years ahead of the average rate of adoption from 2017 to 2019.

McKinsey
& Company

Source: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

The Rising Tide of Tech Adoption Among Older Adults

Internet Usage:

- 2008: 35% of adults 65+ used the internet
- 2023: 88% of adults 65+ use the internet (Source: Pew Research Center)

Smartphone Ownership:

- 2011: 13% of adults 65+ owned a smartphone
- 2023: 76% of adults 65+ own a smartphone (Source: Pew Research Center)

Social Media Usage:

- 2010: 11% of adults 65+ used social media
- 2021: 45% of adults 65+ use social media (Source: Pew Research Center)

Tablet Ownership:

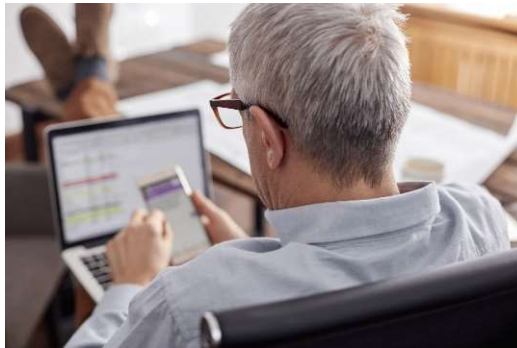
- 2010: 5% of adults 65+ owned a tablet
- 2019: 52% of adults 65+ own a tablet (Source: AARP Tech and the 50+ Survey)

Video Calling:

- 2013: 30% of adults 65+ had ever used video calling
- 2020: 70% of adults 65+ use video calling weekly (Source: AARP 2020 Tech Trends and the 50+)



Technology Benefits



- Expanded access to healthcare
- Improved access to resources and services
- Increase safety and expand independence
- Social engagement and Reduced isolation
- Entertainment and mental stimulation

A Roadmap to Digital Empowerment for Older Adults

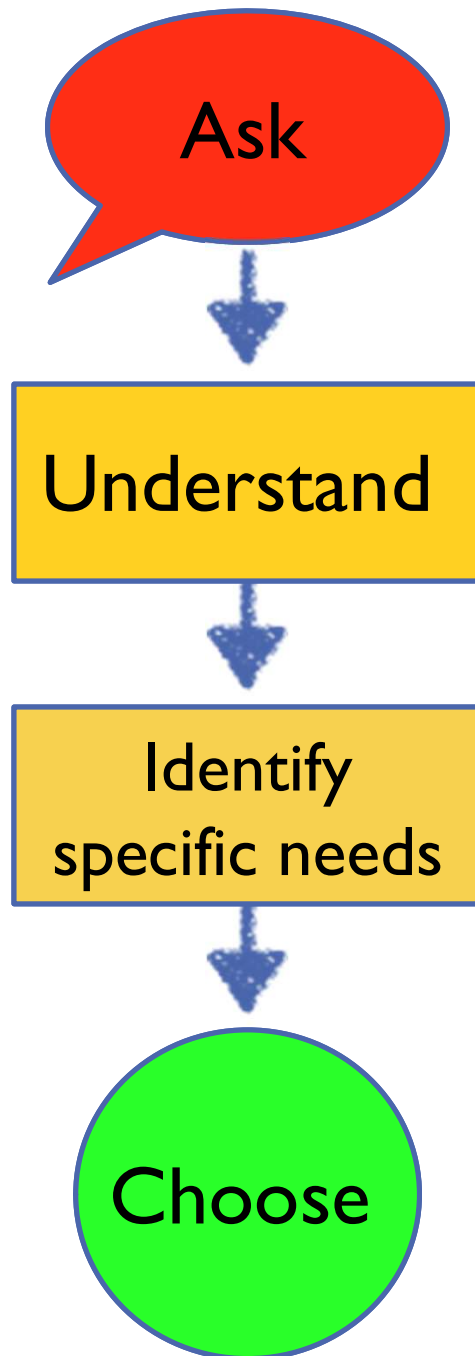


"The purpose of incorporating technology into the lives of older adults is not to add stress to their lives, but rather to help them thrive."

- Tom Kamber, Founder,
OATS (Older Adults
Technology Services)

- **Personalized Approach:** Tailoring technology solutions to individual needs and preferences
- **Patience and Support:** Recognizing the unique learning pace of older adults
- **Empowerment:** Encouraging seniors to embrace modern technology
- **Community Building:** Leveraging social connections for better adoption
- **Advocacy:** Promoting systemic change for digital inclusion

Understanding User Needs



- Ask, don't assume

- What does the user want to accomplish?
- How do they currently use technology?

- Daily tasks they want to simplify
- Interests they want to pursue
- Connections they want to maintain

- Match devices and apps to identified needs
- Consider ease of use and learning curve

Align Technology with Support Network

Recommend tech aligned with friends and family:

- Identify what devices/platforms are commonly used in their circle
- Explain benefits of using similar technology

Create an organic support system:

- Encourage learning alongside friends/family
- Highlight the ease of getting help when using familiar platforms

Avoid the "Desert Island Effect":

- Explain the importance of having readily available support
- Discuss how this approach fosters connectedness



The Slow and Steady Approach to Teaching Tech

Don't "over-engineer" solutions.

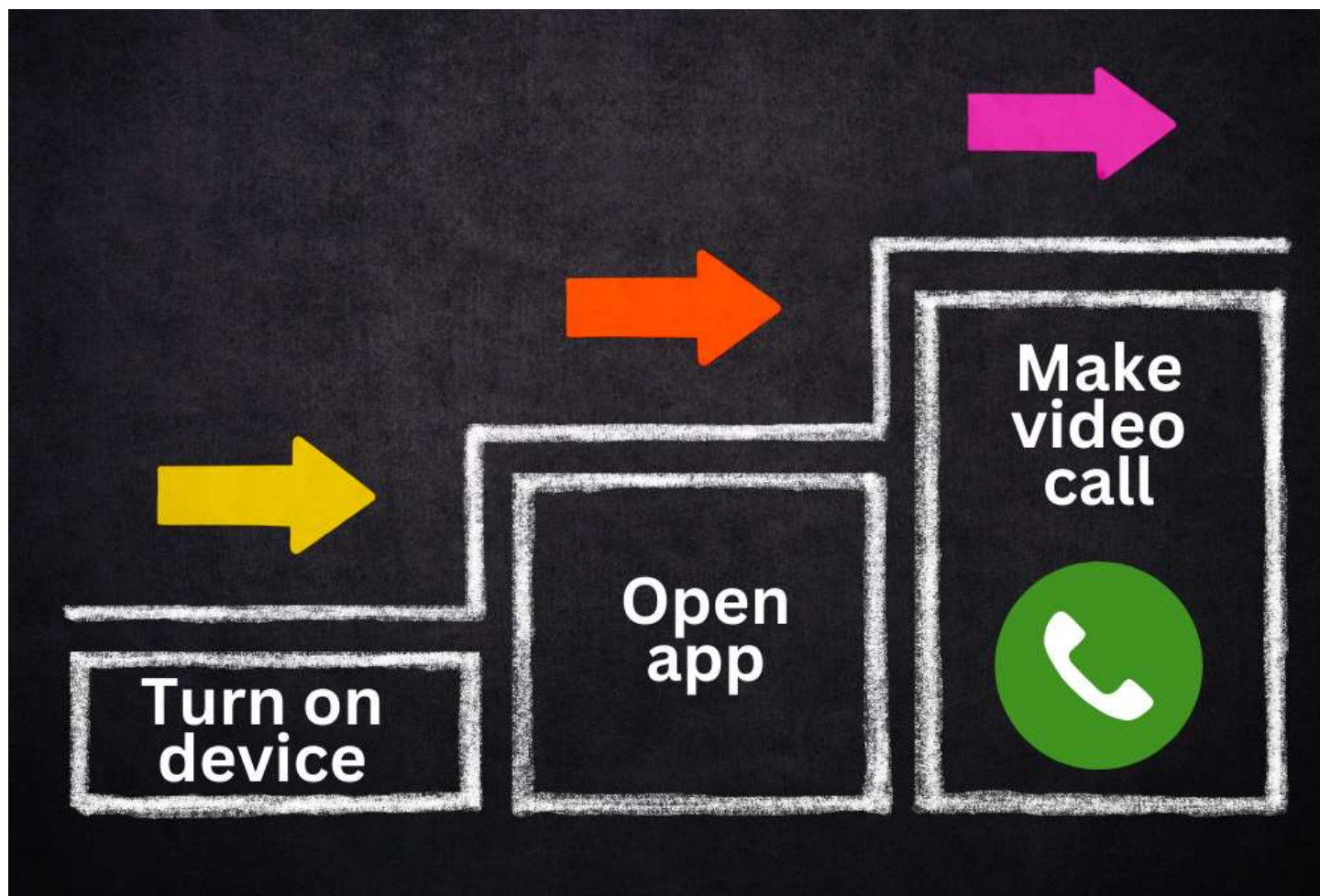
- It's not about complex technology
- It's about breaking down the learning process into smaller, manageable steps
- Think of it as building a sturdy bridge, one plank at a time

Why this approach works:

- Reduces feeling of being overwhelmed
- Builds confidence gradually
- Allows for mastery of each skill before moving on



Example: If the goal is to video chat with grandkids, start with just turning on the device and opening the right app. Master that before moving on to making calls.



Creating a Frustration-Free Learning Experience

Set realistic milestones

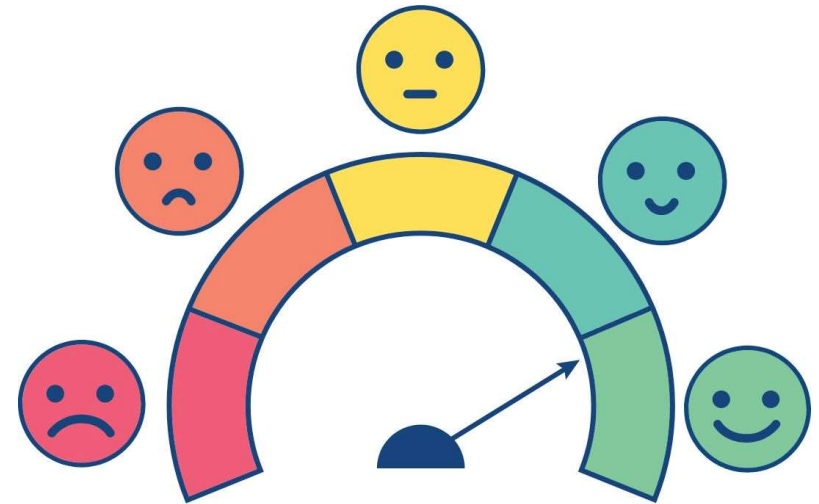
- Break big goals into smaller, achievable tasks
- Celebrate each small victory

Recognize the "frustration threshold"

- The point where frustration leads to giving up
- Signs to watch for: confusion, anxiety, or loss of interest

Strategies to avoid frustration:

- Take frequent breaks
- Revisit and reinforce previous lessons
- Adjust the pace based on individual comfort



Remember:
It's a marathon, not a sprint!

Learning takes time

Consistency is more important
than speed

Change doesn't happen all at once.

**Realistic milestones help
older adults see progress!**



Out with the old, in with the new!

Why cutting-edge matters:

- Faster performance reduces frustration
- Better compatibility with current apps and services
- Improved accessibility features

Recommended platforms:

- PC laptops: Versatile and powerful
- Chromebooks: Simple, secure, and affordable
- iPads: Intuitive touch interface, great for beginners

Start fresh:

- Aim for brand-new devices when possible
- Ensure latest software and apps are pre-installed

Connecting with Community



Why community matters:

- Provides ongoing support and motivation
- Offers opportunities for shared learning
- Creates a sense of belonging in the digital world

Benefits of community engagement:

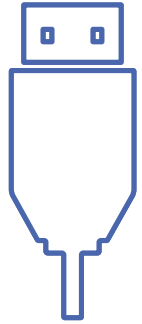
- Continuous learning opportunities
- Social connections with peers
- Access to up-to-date information and resources

Why Advocacy for Digital Inclusion For Older Adults Matters



Economic barriers:

- High costs of devices and internet services
- Limited income or fixed budgets for many seniors
- Lack of subsidized programs specifically for older adults

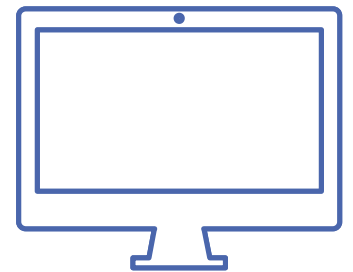


Infrastructure barriers:

- Limited broadband access in rural or underserved areas
- Inadequate public Wi-Fi availability
- Poor quality internet connections in senior living facilities

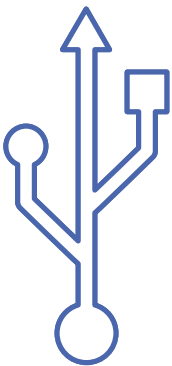
Educational barriers:

- Lack of targeted digital literacy programs for seniors
- Limited opportunities for ongoing tech education
- Absence of age-appropriate learning materials



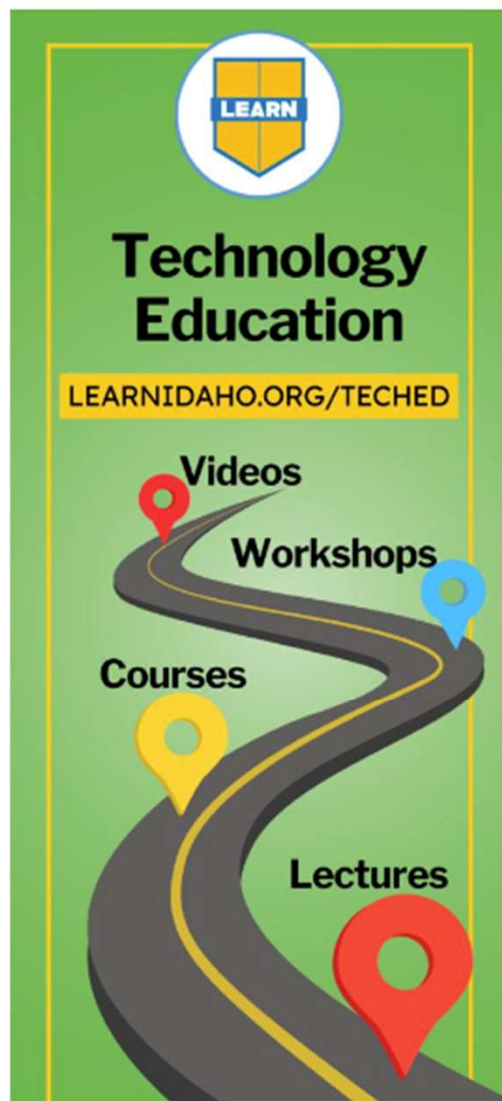
Health-related barriers:

- Physical limitations (e.g., arthritis, vision problems) not accommodated by standard devices
- Cognitive decline making it challenging to learn new skills



Participate in Local Digital Inclusion Initiatives

FREE In-Person TechEd Classes!



FREE Tech Ed for Seniors

Sample topics below

LECTURES

- YouTube
- Messaging Apps
- Introduction to Social Media
- Mobile Health Apps
- MyChart
- Online Fraud and Scams
- All things Zoom
- Using an iPhone & iPad

WORKSHOPS

- Getting Started with YouTube
- Getting Started with WhatsApp
- Getting Started with Facebook
- Online Health Resources
- Staying Safe Online
- Video Chat with Zoom
- Smartphone Photography

COURSES

- Computer Basics
- iPad Basics

To learn more about our Tech Ed program and our efforts to close the digital divide, scan the QR Code below or go to:

LEARNIDAHO.ORG/TECHED



info@learnidahoh.org



My Data Diary⁺[®]

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PASSWORDS



HOUSEHOLD



HEALTH



FINANCIAL



LEGAL



LEGACY



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Tina Barnett, Certified Senior Advisor (CSA)[®]



Tina Barnett is a Certified Senior Advisor (CSA[®]) and co-founder of Elderberry Care, a consulting firm with a focus on assisting older adults with technology. Tina has a passion for helping older adults and caregivers harness technology to enhance and improve their lives.

Tina is a Senior Planet trainer and administrator of LEARN Idaho's technology program delivering free technology training to older adults in the Treasure Valley. This program is in partnership with OATS and Senior Planet, charitable affiliates of AARP.

Texas born and raised, Tina has a BA in Business Administration from the University of Texas at Tyler. She considers herself a true outdoors-loving Idahoan after almost three decades of living and raising her family in Boise. As a co-founder of Creatures of Light Productions, Tina has consulted to numerous nonprofits helping raise awareness by engaging audiences through compassionate storytelling via film, social media and direct donor outreach.

Tina serves on LEARN Idaho's Board of Directors as Technology Ed Chair.

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Darra Wray, Certified Senior Advisor (CSA)[®]



Darra Wray is a business professional, senior care consultant and software developer from Boise, Idaho. Darra has more than 30 years of practical business and finance experience and an MBA from the Anderson School at UCLA. She also has over 30 years of personal experience as a family caregiver and patient advocate. She developed a true passion for family caregiving and elder care services through her personal life experiences.

As the CFO of a large non-profit organization, Darra saw how reliant businesses have become on immediate and secure access to information. Yet, as the CEO of her own family, she discovered that she often did not have the information she needed to manage and support her family in an increasingly digital world. An unexpected family medical crisis made her realize that her family was completely unprepared to manage the business of life in a digital world. In the wake of this family crisis, Darra set out to find a tool to help solve this digital dilemma, and when she couldn't find one... she created one.

In 2018, Darra became a Certified Senior Adviser (CSA)[®] and left her role as a finance executive to launch **My Care Companions**. The mission of **My Care Companions** is to provide education, tools, resources, and information management services to caregivers so they can focus more of their time and energy caring for their loved ones. In 2019, Darra developed the **My Data Diary+**[®] family information management software solution and set out on a mission to simplify the business of life for families everywhere. In 2020, she founded **LEARN - Lifelong Education and Aging Resources Network Inc** with a mission to help people navigate the joys and challenges of aging and caregiving.



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