

Older People, Technology and Inclusion



Age Action Alliance

Today's presentation will look to explain and explore

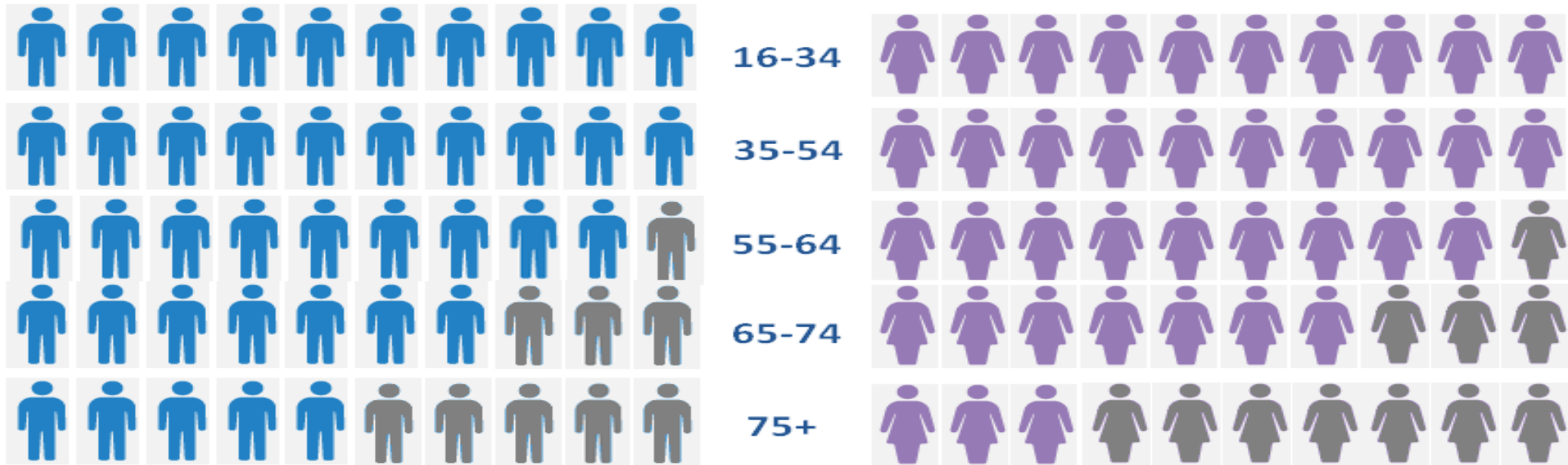
- Age Action Alliance – Digital Inclusion Group.
- What's working well for older people.
- Issues and barriers.
- Myth busters.
- What's needed.

Internet users by sex and age group, Q1 2014



Almost 9 in every 10 adults in the UK have used the internet (87%)

Almost all men and women aged 16 – 54 years have used the Internet...



..but just 5 in every 10 men and 3 in every 10 women aged 75+ have used the Internet.

Age Action Alliance

Launched Sept 2011 to respond to ageing society needs. Growing network of over 630 organisations and older people. Focused across a number of themes.

Including:-

- Age Friendly Environments.
- Loneliness & Isolation.
- Public Health & Active Lifestyles.

Creative Arts.
Money Matters.
Safe Warm Homes.

[Identify practical ways to improve services and support for older people](#)

Digital Inclusion Group

- Has over 50 members, its focus making technology more inclusive and relevant to older people.
- Technology is only an enabler - Therefore group is focused on working with other members and themes to help solve problems.
 - **Loneliness & Isolation**
 - **Skills**
 - **Health and wellbeing**

Does Technology Help Older People?

Technology is in everything we do.

- 90% of jobs require use of technology.
- Education and learning is based on technology.
- Life, social interaction, shopping, leisure etc all use technology.

Older people need:-

- Confidence.
- Motivation.
- Skills.
- Information and service/support that is fit for purpose.

[There are some great examples](#)

DIG Member Examples

- 55 WiFi enabled retirement and care homes.
- Each site has either PC, laptop or tablet.
- Digital champions (friends, family, staff) train and support.
- Full time support for the digital champions.



- Engaging the community to help and support.
- Local community centres running weekly sessions.
- Offering good deals for equipment.
- Older people can enthuse and help and so can the young.



DIG Member Examples

Local volunteers engaging Affinity Sutton residents

- Online hub for Digital Champions providing e-learning courses, resources and a peer forum to exchange ideas and experiences.
- Grants programme for community-led digital activities.
- Over 100 Digital Champions helping 800 residents.



- BT & Citizens Online - Examples Get IT Together programme.
- Suite of resources to help get people online.
- To teach them how to use IT & Internet.
- Resources for Helpers and Learners.



DIG Member Examples

- Free training and support through the county.
- Provided by volunteers in home or library, café etc.
- Run computer clubs.
- Volunteer based in Job centre to support job seekers.



Variety of free workshops and training sessions.

- Governance and sustainability.
- Practical fund bidding support.
- Identifying free resources.
- Introduction to social media.
- Facebook as your organisational website.
- Social media champions.



DIG Member Examples

- **Pannal Village North Yorkshire** - Whole village teach digital skills by older people to older people.
- **Link Visiting Scheme – Wokingham Borough** -Befriending scheme includes teaching digital skills.
- **In home teaching** - Teach in home on own computer Included mentoring post course to aid sustained learning and usage.
- **Get Digital** - Training in sheltered housing Coherent package of training, staff development and support.
- **Dales Village** - Training provided in local school, young helping older people Draw back – training/usage not transferable to home environment, different kit.

Issues & Barriers

- **Cost.** Perceived and actual purchase and ongoing broadband costs.
- **Motivation.** Includes lack of confidence/perceived lack of relevance.
(only good for 3 Ss !!)
- **Fear.** Breaking it, making a mistake - Scare stories in the media of scams.
- **Skills.** Stop talking technology start talking what people do.
- **Not understanding benefits.** Not just savings, social & well being –
Need to overcome why need to self serve.

Issues & Barriers

In home need for tech/broadband

- Centres are ok but have to get IT & Broadband into people's homes.
- Care homes and residential settings. (Library for those who can access)

Trusted and sustained help

- Where to go. (Grass roots community based support)
- Who to trust. (Ongoing one to one support required)

Inaccessible Technology

- Bad user design.
- Not inclusive for all, especially disabled and elderly.
- Need to engage users from the start.

Myths to dispel

- **No magic solution.**
- **No one size fits all.**
- **Need for local and personal engagement.**
- **Tablet/smartphone/TV as starters rather than PC/Laptop.**
- **Technology can be part of the solution, not the panacea.**

The Way Forward

- **Long Term Commitment** – not a one off quick fix, its long term
- **Coordination/ Leadership** – need to deliver skills and accessible/inclusive solutions. Many initiatives and activities AAA/One Voice, join up effort, share resources etc, greater delivery
- **Government Champion** – Leader (critical friend) for accessibility/inclusion need for technology, services, transactions, content, skills etc.
- **Provision of Technology** – broadband, technology (not PC?) and assistive technology for those not in work or education

Thank you

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