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Lifelong Learning, Earning & Service

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President/CEO

Working effectively with *Senior Clients* as they Age

Senior Clients? Just Who Would that Be?

How do you think about, talk about, recruit, talk and work with clients who are 50 & Better? .... 60 & Better? ..... 80 & Better? ..... any age......

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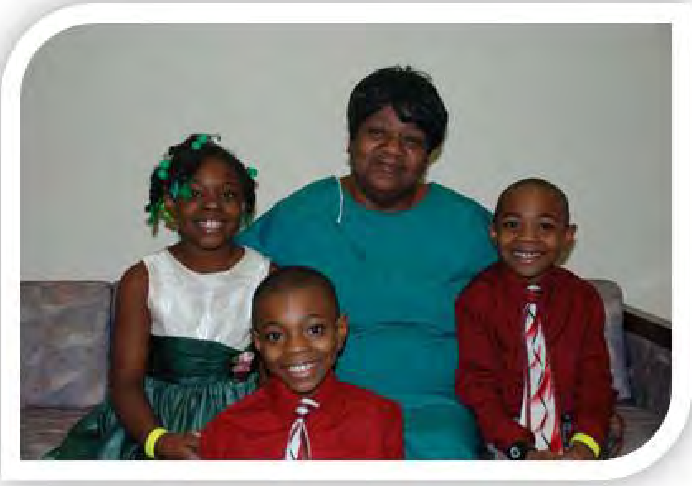
What's Left after Housing and Money?



- Maintain Dynamic Relationships

- Meet the Inevitable Surprises and Challenges of Aging
- Live with Purpose and Joy

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Know Your Client – A Lifespan Approach

Past: What have they done – who have they been?

Present: What are they doing – who are they now?

Future: What's ahead (it is potentially a very long, winding path) – who will they be/want to be?

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Who is the Client?

Tips for working with Vision Loss

- ✓ 17% (45-64) and 26% (75+) report vision impairment
- ✓ Strong contrast in colors or b/w; Size 14+ clean font
- ✓ Minimize glossy materials
- ✓ More light; avoid glare (not facing window)
- ✓ Allow plenty of time to read/ provide in advance
- ✓ Create a focusing break when changing topic/material
- ✓ Time to focus when directing attention to a handout
- ✓ Have spare reading glasses available
- ✓ Remember reduced peripheral vision
- ✓ Consider using recorded material

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Tips for Working with Hearing Loss

- ✓ 60-70% of people over 60
- ✓ Listen carefully
- ✓ Minimize background noise
- ✓ Look directly at client when speaking
- ✓ Speak distinctly, slow the pace
- ✓ Don't shout or over articulate
- ✓ Sit close to the client
- ✓ Support everything with written material
- ✓ P.S. It's often family issue

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Tips for Working With Cognitive Challenges

- ✓ Slower pace and simple questions
- ✓ Take a thinking break before expecting a response
- ✓ Put information into “bite-sized” packages
- ✓ Consider more/frequent meetings
- ✓ Be careful to stay on one topic at a time
- ✓ Regularly ask client to confirm understanding by repeating or reaffirming content and direction
- ✓ Midmornings may be better than afternoons
- ✓ As much as possible in most familiar setting (home)
- ✓ P.S. Only about 38% of those over 85 have it….

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More Than The Financial or Legal Advisor

You may be the safety net for many clients

1. Family members commit as much as 90% of financial crime against older persons
2. Economic downturns → increased risk
3. Wishful thinking → health fraud = financial fraud
4. Cognitive changes → Impaired Decision Making
5. Emotional Distress → Impaired Decision Making

Tips for working with Emotional Distress and Impaired Decision-making

- ✓ Present the best option first and get feedback
- ✓ Reinforce options that support personal values
- ✓ Present other options briefly (not too many)
- ✓ Get feedback and confirm choices

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Important Opportunities

Caregiving

Self-Identification is job one; Self-Care is job two

Health Promotion – At Any Age - Strong evidence base

Chronic Disease Self- Management

Matter of Balance

Body, Mind and Food ☺

A Network of Resources

An ever changing landscape

Formal and Informal; Paid and Unpaid

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A Matter of Balance – Lifelong Learning

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For You - Live Longer
Embrace Lifelong Learning

Consider becoming a “Certified Senior Advisor” (CSA) www.csa.usa

Consider volunteering at a local nonprofit agency www.fairhillpartners.org

Consider an “encore career” and earning the Purpose Prize www.encore.org

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Adapt to Changes and Challenges

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Make and Maintain Dynamic Relationships

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Live with Purpose and Joy

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Fairhill Partners – Helping You Find Solutions

Caregiver Concerns: Counseling; Support Groups; Self-care Education; Assistive Technology Information

Proven Health Education Programs: Matter of Balance; Chronic Disease and Diabetes Self-Management

Computer Education: From the Basics to Advanced

Connecting People with Resources

www.fairhillpartners.org (PPT on the Web next week)

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