

Connecting Generations

Cyber-Seniors

Bridging The Digital Divide.

www.cyberseniors.org

 /CYBERSENIORSDOCUMENTARY

 /CYBERSENIORSCORNER

 @CYBERSENIORS

 @CYBERSENIORS



About The Program

www.cyberseniors.org

OUR MISSION

Cyber-Seniors' mission is to bridge the digital divide and connect generations through technology.

OUR METHOD

We do so through the development and dissemination of resources that enable community



organizations to provide tech-training for senior citizens using an intergenerational, youth volunteer model. Youths are provided with lessons and learning activities, to train them to act as digital mentors, while senior citizens gain access to effective technology training and intergenerational communities that keep them socially connected and engaged.

PROGRAM GOALS

- Diminish ageism
- Cultivate intergenerational relationships and support age-friendly communities
- Encourage life-long learning
- Promote social inclusion and community engagement of the elderly
- Develop leadership and work-readiness skills amongst young people
- Help young people develop career awareness
- Reach vulnerable populations



PROGRAM HISTORY

Cyber-Seniors began in 2009 as a high-school project, and inspired an award-winning documentary film that has been broadcast in 40 countries and screened in over 300 communities world-wide. Cyber Seniors : Connecting Generations, was incorporated as a non-profit organization in January 2015 in response to requests from community-based organizations to replicate the Cyber-Seniors model.

Our Team

www.cyberseniors.org



Brenda Rusnak Managing Director



Heidi Kotzian Executive Director



Charlene O'Connor Office Administrator



Tess Finlay Communications Director



Kascha Cassaday Cyber-Seniors Coordinator



Beth Winnick Cyber-Seniors Coordinator



Nancy Siciliana Cyber-Seniors Coordinator



Charlene Vick Cyber-Seniors Coordinator



Macaulee Cassaday Youth Leadership Director

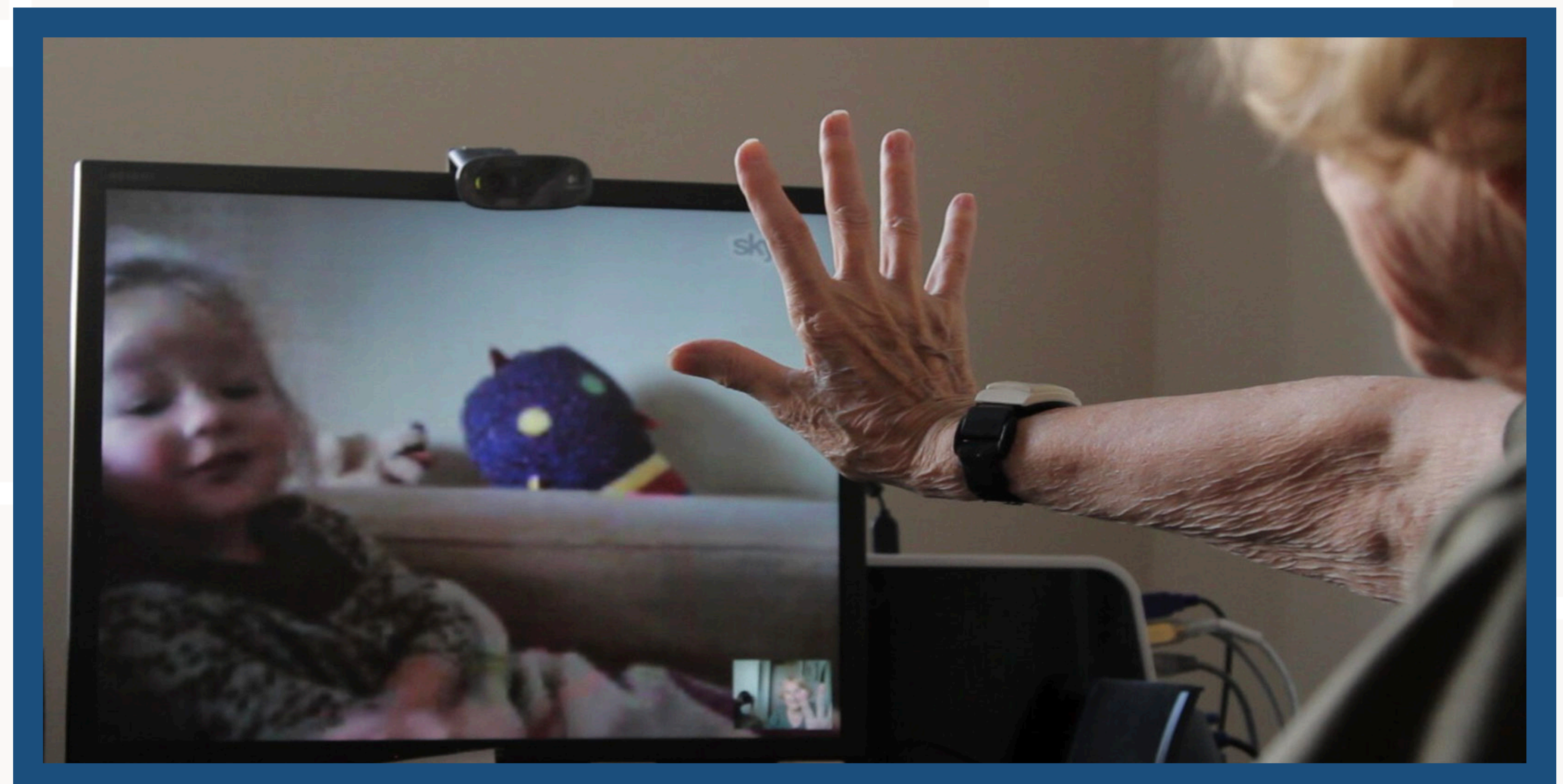
A GROWING PROBLEM

- In North America, individuals over the age of 65 currently represent 15% of the population and will reach 24% by 2030.
- Approximately 50% of seniors do not use the Internet and an estimated 43% of community-dwelling seniors suffer from social isolation.
- Social isolation is closely associated with a number of health risks including increased risk of mortality, dementia, hospitalization, and an increased number of falls.

A POTENTIAL SOLUTION

- Once seniors join the online world, the internet often becomes an integral part of their daily lives.

- 27% of older adults use social networking sites like Facebook. Through such sites they are able to socialize more frequently with friends and family than are non-users.
- Internet use in older adults has been shown to slow age related cognitive decline.
- Being online keeps seniors brains stimulated through learning new skills, watching videos, playing games and having online social interactions.



CYBER-SENIORS provides a unique solution that addresses the barriers preventing seniors from adapting technology in their day-do-day lives. These include:

- **Affordability** – our volunteer-based program delivers a cost-effective solution.
- **Effectiveness** – seniors are more open to learning about technology when they are being taught by a young person.
- **Accessibility** – the Cyber-Seniors model can be delivered in group or individual format and in urban and rural communities.
- **Language Barriers** – Cyber-Seniors resources are now available in English, French and Spanish to reach seniors who may be further isolated by language barriers.

RESOURCES

- Mentor and Participant Handbooks, Toolkits, Program Start-Up Manual, Program Discussion and Activity Guides
- Over 1200 tech-training lessons and tutorials for seniors, which includes certificates of completion and digital badges.
- A comprehensive curriculum for young people wishing to become Cyber-Seniors mentors. Including video lessons, quizzes, activities and projects, as well as certificates of completion and digital badges.
- A Partners' Registry where organizations can register to become part of the Cyber-Seniors community.

OUR REACH

- Enabled 500+ community events for over 15,000 attendees
- Engaged 20,000+ people/organizations who have actively reached out to us
- Drawn 400,000+ unique visitors to our site
- Had 10,000+ resources downloaded from our site
- Delivered 150+ mentor training presentations
- Served 10,000 youth & seniors with the Cyber-Seniors program



RECOGNITION OF ACHIEVEMENT

Cyber-Seniors program has been selected by **hundrED** as one of 10 leading education innovations transforming digital wellbeing education globally for their 2019 Digital Wellbeing Spotlight! Cyber-Seniors is recognized for our Mentor Training program that gives young people important job skills that enhance opportunities for future employment.

“Wonderful to have a program that puts us in the 21st century, also to have such wonderful students.”

- Joseph Marletta, Senior

“This organization gives teenagers the chance to interact with people from a completely different time. We agreed to be a part of this project thinking we were teaching them but it seemed like they taught us just as much as we taught them. I’d do it again in a heartbeat. It was a really cool experience!”

- Carilynn M., Youth Mentor

“Cyber-Seniors has done an excellent job at identifying the learning and emerging opportunities for mentorship on both ends of the spectrum of youth and older adults. We feel as an organization that it is imperative to continue to work towards closing the gap and de-bunking the myths between the youth and aging generations. Cyber-Seniors has developed a creative platform to bring these two generations together that encourages laughter, friendship and learning.”

- Rob Clayton and Kim Fitzpatrick (Leisureworld Senior Care)

Our Partners



www.cyberseniors.org

Connecting Generations

Cyber-Seniors

Contact + Info

Website

www.cyberseniors.org

Telephone

1-844-217-3057

Email

info@cyberseniors.org

Facebook

[facebook.com/
cyberseniorsdocumentary](https://facebook.com/cyberseniorsdocumentary)

Twitter

[@cyberseniors](https://twitter.com/cyberseniors)

Instagram

[@cyberseniors](https://www.instagram.com/cyberseniors)

Youtube

[cyberseniorscorner](https://www.youtube.com/cyberseniorscorner)

