LET'S TALK: REACHING SENIORS TO IMPROVE LIVES!

The Reno Senior Citizen Advisory Committee (SCAC) has been working on updating its strategic plan for the next three years, identifying Communications, Food Insecurity and Housing as major issues facing the growing Senior population locally. The current estimate is that 35% of the population is age 50 plus.

Talking and chatting with area seniors it was discovered many seniors do not have cable television, the Internet or a smartphone, especially those who are on fixed incomes, because of the cost. Some even don't want to move into the technology age. And rural seniors use the internet much differently from urban seniors. Many seniors who do use social media do it to stay in touch with friends and family who are miles away, but not every day like the younger generation. This makes communication a priority for the SCAC to reach as many seniors as possible.

In a recent survey, Senior Spectrum (the only local publication strictly for seniors), local television, and the City of Reno's Parks and Rec's Senior Connect topped the ways many seniors get information on activities, events and issues. SCAC will be working with these information sources to increase the amount of information available to seniors about seniors.

Many seniors like to have something in their hands to read, making the information in print from Senior Spectrum critical in getting information out to those 50+.

Seniors need to know what is available and where to go and get help, if needed.
SCAC, in conjunction with the Center for Aging, and City of Reno Neighborhood Services has updated the quick Elder Services Guide and Resources pamphlet. The Northern Nevada Building-Construction Trades Union, with the help of former Reno City Councilman Paul McKenizie, is donating the printing. A very complete guide to Senior Services and Resources can be found in the annual Senior Spectrum Golden Pages.

The Elder Services Guide and Resources is available online on the City of Reno's Senior page: www.reno.gov/seniors and at the Center for Healthy Aging's website: www.addinglifetoyears.com. The Senior Spectrum Golden Pages is available online at: www.goldenpagesnevada.com.

Many seniors don't know about Senior Discovery Television. SDTV, as it is most often referred to, is seniors interested in television or video production. They have a monthly meeting (the first Tuesday of the month) and discuss projects volunteers are interested in pursuing. The SCAC wants to get them more involved with producing informational pieces on seniors and short one-minute information pieces of useful information seniors can use. City of Reno Neighborhood Services is in the process of creating a television studio for production purposes. SDTV videos can be seen on their You Tube channel or the City of Reno Charter Channel (192/194). As more programming for seniors becomes available the information will be made available.

We invite all seniors to come find out what issues are facing seniors locally and discuss these issues among the senior advisory groups of Reno Sparks and Washoe County. The Reno SCAC will be hosting the next joint meeting between the Senior Citizen Advisory Committees on Wednesday October 2 at 3 pm in the Tuscarora Room at Evelyn Mount Northeast Community Center on Valley Road in Reno. Joint meetings are held in January, April, July and October.

Reno SCAC information can be found on www.reno.gov/seniors. A meeting schedule can be located on the Reno.gov seniors page. Washoe County's board information: www.washoecounty.us/seniorsrv/senior_services_advisory_board/index.php for more specifics. The Sparks group meets every other month. Its next meeting is November 20 at 9 am at the Larry D. Johnson Community Center across from Sparks Library. For details, check www.cityofsparks.us/boards-commissions/sparks-senior-citizens-advisory-committee/.

- Senior Spectrum, October 2019