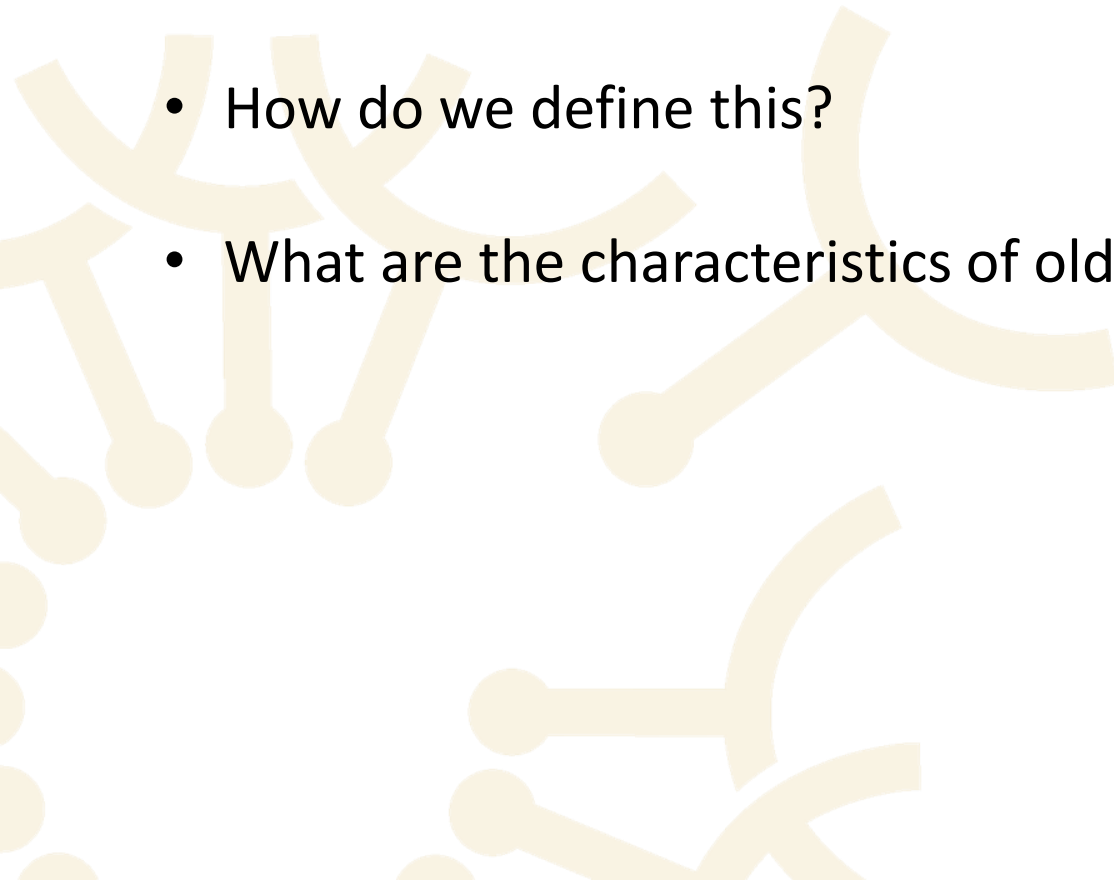




# Communication Needs of Older People

# Who is an older person?

- Is it just about a person's biological age?
  - Is it about capacity?
  - How do we define this?
  - What are the characteristics of older people?
- 

# Older Victorians



# Communication needs

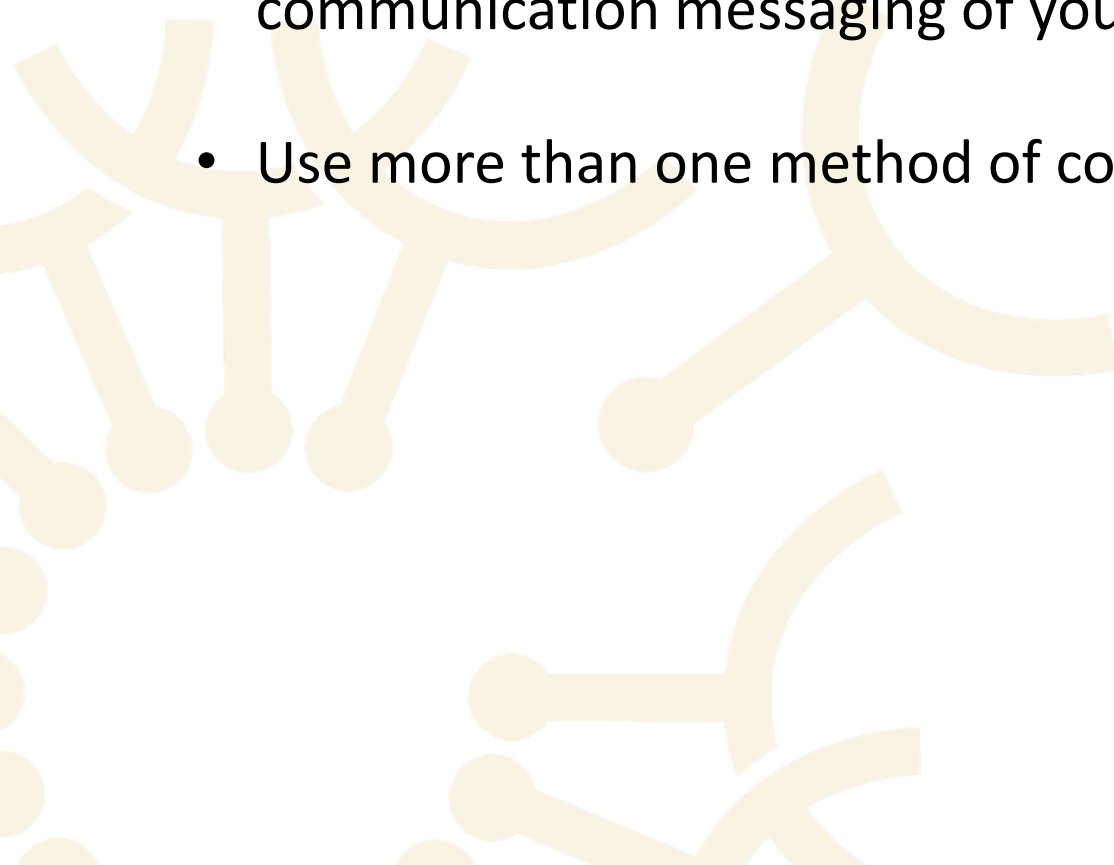
- Clear concise language
- Thinks about font for printed materials
- Multiple platforms for accessing written information
- Still like to listen to the radio!!!!
- Frustrated by automated telephone answering systems

# Communication challenges

- Internet access – EVERYTHING IS ONLINE
- Sometimes hearing and vision needs are not catered too
- Jargon, acronyms, emojis et al
- Context
- A lack of “situational awareness” from the messenger

# How do we fix this?

- Genuine consumer engagement and codesign
- Inclusion of older people in the marketing and communication messaging of your program or service
- Use more than one method of communication **ALWAYS**



# More about COTA Victoria

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