

Engaging Baby Boomers

Regional Workshop

Who are Baby Boomers?

“Boomers” (also known as baby boomers) is a term used to describe people born during a period of increased birthrates in Canada lasting from 1946 to about 1965 (Historica Canada), making boomers 49-68 years of age.



Engaging Baby Boomer Grant

- March 2014 received a \$25,000 grant from New Horizons for Seniors Program for project focused on engaging baby boomers.
- Goal is to create tools and resources to connect boomers to our OACs and encourage their engagement and attendance
- Project arose from the input of OACAO members who suggested recruiting younger seniors will be the single greatest challenge to face Older Adult Centres over the next two years (OACAO Member Profile 2013).
- Considered 3rd highest issue faced by our Centres with 6.9 out of 10 Centres indicating this need.

Agenda

- Welcoming Remarks
- Presentation - Marketing to Baby Boomers
- Presentation- Volunteerism and Baby Boomers
- Collette Presentation
- Presentation-Leisure and Health and Wellness Programming for Baby Boomers
- Lunch and Networking
- OACAO Toolbox
- OACAO Update
- Regional Update
- Tour

MARKETING TO BOOMERS



Key Messages

- Do not appreciate age-related labels and prefer age neutral advertising
- See themselves younger than they are
- Know they are middle-aged and see old age as a long-time away
- May not feel they have reached their peak
- Know they are aging and would like to slow down the process
- Many boomers have not followed the standard life course

Key Messages

- More individualistic and still on a path to bettering themselves
- As boomers age become more androgynous and gender identity is less important
- Want to age in place and will be less likely to relocate to places like Florida
- Want services and amenities that suit them at this time in their life
- Want to make smart choices and want value so need the right information
- Expect good service and want special treatment because they feel entitled to it

Marketing to Boomers

- Be positive and aspirational in messaging, boomers need to be emotionally hooked
- Be honest and direct about what your Centre has to offer
- Tell stories to deliver your message
- Make sure your marketing provides enough content
- Try to keep your message and marketing ageless
- Use multiple sources, written, verbal, online and multiple venues/gatekeepers

So What Does This Mean for OACs

- Know boomers and importantly make sure your staff does too
- “Adopt a Boomer Lens” to:
 - Develop programs and services appropriate for boomers
 - Make appropriate enhancements to your facilities
 - Find the right partners and organizations to serve boomers
 - Develop marketing plans appropriate for this market
- Utilize the knowledge of boomers that currently attend your Centres

Social Media



- Post stories of lively activities at your Centre
- Always use photos when possible
- Profile individual people and tell their story in a simple and upbeat way
- Like other Centres and links to Boomer sites



- Facebook, condensed
- Don't worry about the character count, you can say a lot in 140 characters

Twitter Tip: Just type in “boomer” in the search section at the top of the Twitter screen, new organizations are adding accounts and content every day

Social Media



Instagram



Pinterest

Pinterest

- Plug into the lifestyle interests of Boomers; Show your Centre off (i.e. DIY, Crafts, Renovations)

Instagram

- A photo is worth 1000 words.
- Use #hashtags to post your content.
- Your organization can even get involved in weekly online photo projects

Nuts and bolts

- Make it easy! Use a free program such as Hootsuite or Tweet Deck to easily plan your tweets
- Try to post 3 times a day if you can, about different subjects
- Acknowledge new followers and new members
- If someone new follows you on Twitter, you can acknowledge this in a Forward Friday hashtag on Twitter: #FF. On Facebook, you can like one of their posts.

Roundtable

Marketing to Boomers

Share ideas that are working for your Centre.

Please record ideas on lined paper. Be prepared to present 2 or 3 ideas.

VOLUNTEERISM
AND
BABY BOOMERS



Reasons for Optimism

- Volunteerism is seen as an active pursuit which provides a sense of accomplishment
- Many boomers will be working in retirement and working PT is shown to correlate positively with volunteerism for older generations
- Next to travel, volunteering is what boomers anticipate doing during retirement
- The number of older adults is simply increasing meaning there are more older adults available to volunteer



May Be A Bumpy Road Ahead

- OACs may lack infrastructure and skill base to address the needs and motivations of boomers
- Boomers expect strong leadership, having worked much of their lives and will be concerned about a lack of professionalism should they encounter it
- OACs may lack volunteer opportunities which will interest baby boomers enough to draw them way from their many other available activities
- OACs may be unable or unwilling to accommodate episodic volunteerism (shorter time periods or project based)
- Volunteers in less challenging roles are often less likely to remain volunteering

Shifting Paradigm?

What is your OAC's mindset about volunteerism?

- Survey and engage volunteers
- Boomers expect that organizations will be well managed and will be efficient in the use of their time as a volunteer
- Baby boomers are often comfortable working autonomously on tasks
- OACs could create paths through:
 - Employer-supported volunteering (ESV); team building
 - Skill-based volunteering (SBV)* Highest retention rate
 - Family opportunities

What should OACs do?

Develop bonds with volunteers by offering:

- Training, professional development
- Increasing levels of responsibility
- Tailored assignment and positions
- Fun and friendship
- Personalized recognition

Break up long-term/complex roles into smaller roles for people with different skill sets

Roundtable

Volunteerism and Baby Boomers

Share ideas that are working for your Centre to recruit and retain boomers.

Please record ideas on lined paper.

Be prepared to present 2 or 3 ideas.

ocollette
guided by travel

LEISURE AND
HEALTH AND WELLNESS
PROGRAMMING
FOR BABY BOOMERS



Leisure Programming

- Boomers consider leisure a necessity, they prefer individual activities, and they have a desire for challenging pursuits
- For Boomers, accessible and meaningful leisure programs are fundamental to having an active and vibrant life
- Leisure activities, once thought the domain of younger generations, may be exactly the type of activity desired by a boomer
- Boomers have a subjective value of fun and objective value of education when making leisure choices
- Travel, fitness, life-long learning and health and wellness are all attractive to boomers

Leisure Interest-Travel/Short Trips

- Volunteer Travel
- Family Travel
- How to Prepare to Go Abroad

Short Day Trips

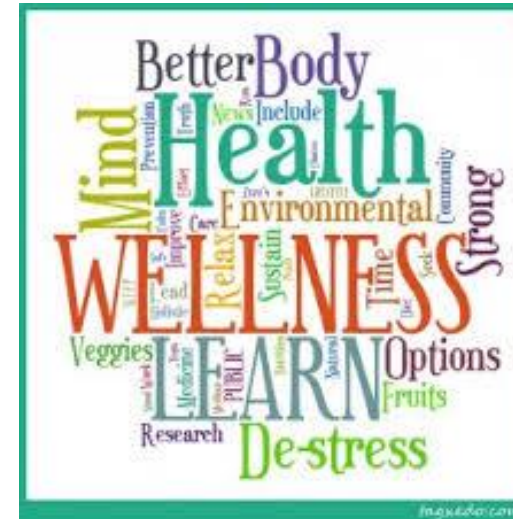
- Interesting, unconventional spots
- Field to table trips
- Walking Tours/Meet-ups

Are Baby Boomers Healthier?

- Declines in smoking, inactivity and heavy drinking
- Obesity rate has more than doubled
- May have cancelled moderate improvement gained by increased activity; partially cancelled gains from the decline in smoking rates
- 50% are still inactive
- Many have poorer sleeping habits, increased stress levels

Are Baby Boomers Healthier?

- Good news, boomers more likely to adopt technology based health aids
- May purchase health and wellness services to postpone aging



Leisure Interests-Fitness

- Yoga, Pilates, meditation, holistic wellness
- Exercise and medicine
- Quieter gyms
- Nature walks, healing gardens
- Personal training
- Running marathons, triathlons
- No more weekend warriors, a more conservative approach towards fitness

Leisure Interests-Health and Wellness

- Based on Statscan research baby boomers interested in maintain health and vitality
- Want to eat in a healthy way to have more energy
- More interest in fortified foods, health snacks, naturally healthy foods, organic foods
- More interest Alternative and Complementary Health Practice (e.g. , massage, reiki)

Opportunities:

- Weight management classes
- Assistance with controlling chronic illnesses (i.e. support groups)
- Information sessions on a range of topics including cosmetic surgery, alternative medicine

Other Opportunities

Boomers want to continue working

- Job Boards, Job Search Strategies, Starting your Own Business

Boomers want to volunteer

- Volunteer Boards, Volunteer Search Strategies, Advocacy

Boomers are interested in life-long learning

- Gardening, Preserving, Bird Watching, Wine Making, Pet Grooming, Anything to Do With Healthier Food Options, Game Clubs

Use Partnerships to Deliver

What About The Traditional Members?

- OACs serving distinct groups varying by age, cohort and often socioeconomic status
- Engaging boomers at the expense of traditional members may reinforce aging stereotypes
- OACs should become a mediating structure that helps build community, interests across generations and a collective purpose
- OACs should become public spots for lectures, community meetings etc.
- Certain programs should be “reclaimed and rehabilitated”

Roundtable

LEISURE & HEALTH AND WELLNESS
PROGRAMMING FOR BABY BOOMERS Share
ideas that are working for your Centre.

Please record ideas on lined paper.
Be prepared to present 2 or 3 ideas.

OACAO Toolbox

- If you have suggestions for content or if you have contributions for the website:

Email vivaaging@gmail.com

Selected References

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Thank You

OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés

 **collette**
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Canada 



A word cloud graphic featuring various terms related to older adults and their engagement. The words are arranged in a roughly triangular shape pointing to the right. The words include: OACAO (vertical), ENGAGING-BABY-BOOMERS (horizontal), Events (horizontal), Tech-Savvy (diagonal), Boomer (diagonal), Fitness (diagonal), Life-Long-Learning (vertical), Disposable-Income (vertical), Volunteer (vertical), Busy (diagonal), and Still-Working (diagonal).

OACAO
ENGAGING-BABY-BOOMERS
Events
Tech-Savvy
Boomer
Fitness
Life-Long-Learning
Disposable-Income
Volunteer
Busy
Still-Working