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CC0007 Science and Technology for Humanity

# Communication Challenges With an Ageing Population

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# Communication 101

- Know your audience.
- Make the purpose of your message clear.
- Choose the right platform to deliver the message.

$\frac{1}{4}$  will be BS





2014, gov form pioneer generation office  
to, catch out, offer slow congestion

# Seniors Are Not a Homogeneous Group

- divergen factor
- 





# Lines of Communication Had to Shift



Jargon  
you invest in dialect



# Devices Are Not Smart Enough





grant fluencer = Old tiktok user

## Keep Seniors in the Loop





# Takeaways

- No one platform can reach all sections of the seniors group.
- Solutions for outreach may overturn current thinking.
- Technology can be enhanced to improve the lives of seniors.
- Everyone gains when seniors are engaged.



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