



ATTN: 2010 Achievement Awards Program  
 Virginia Association of Counties  
 1207 East Main Street, Suite 300  
 Richmond, Va. 23219-3627

address service requested

Call for Entries



All applications must include the following information. Separate applications must be submitted for each eligible program. Deadline: June 1, 2010.

**Program Information**

Locality Henrico County

Program Title Senior Outreach Program at Twin Hickory Area Library

Program Category Customer Service

Population Category (5) 100,001+

**Contact Information**

Name Gerald McKenna

Title Director

Department Henrico County Public Library

Complete Mailing Address 1001 N. Laburnum Avenue, Henrico, VA 23223

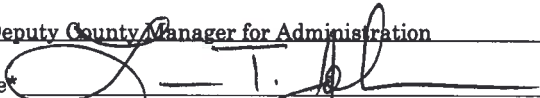
Telephone # 804-290-9050 Fax# 804-222-5566

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**Signature of county administrator or chief administrative officer**

Name Mr. Leon Johnson

Title Deputy County Manager for Administration

Signature\* 

\*Entries without this signature will not be accepted.

**Senior Outreach Program, Twin Hickory Area Library  
Henrico County, Virginia**

**1. Abstract of the Program**

In the fall of 2007, the Friends of the Twin Hickory Area Library began collaboration with library staff to offer monthly Senior Programs for residents of assisted living facilities in the area. After two years, this program is still going strong and continues to receive positive feedback from the community. The programs, both entertaining and educational, have included musical performances, travelogues, film screenings and games. Accomplished by a successful partnership between the Friends of the Twin Hickory Area Library and library staff, the Senior Programs have reached a segment of the Henrico population that was underserved and in need of activities tailored to their interests.

# **Senior Outreach Program, Twin Hickory Area Library Henrico County, Virginia**

## **2. The Problem/Need for the Program**

Residents of assisted living facilities usually have limited mobility. Activities that may be of interest to them are frequently offered in the evening, a time that may not be suitable for their schedules. While many facilities enjoy visits from the library Bookmobile, residents aren't always able to enjoy the full range of library services available to the Henrico community. The president of the Friends of the Twin Hickory Area Library, Dr. Bob Singer, was concerned that this group was underserved and troubled that they would not enjoy the resources and services of the beautiful new Twin Hickory Area Library. He proposed a monthly afternoon Senior Program that would be targeted to residents of assisted living facilities. Library staff agreed that an outreach effort was needed to bring services to this group. The Senior Programs would give them an outing for the afternoon and allow them to enjoy the new library in their community.

## **3. Description of the Program**

In the summer of 2007, shortly after the Twin Hickory Area Library opened, the president of the Friends of the Twin Hickory Area Library, Dr. Bob Singer, proposed a monthly Senior Program that would be targeted to residents of assisted living facilities. The manager of the Twin Hickory Area Library agreed that this segment of the community was underserved and an outreach effort to engage this group was an excellent idea. It was decided that the Friends would partner with library staff to offer an afternoon Senior Program each month with content that would appeal to the older residents of assisted living facilities. Dr. Singer contacted assisted living facilities in the area to make them aware of the program, and the Friends developed an e-mail list of activity directors so they could easily notify them each month about the content of upcoming Senior Programs. At their regular meetings once a month, the Friends planned

## **Senior Outreach Program, Twin Hickory Area Library Henrico County, Virginia**

activities for future programs with assistance from the Twin Hickory Area Library Manager and Assistant Manager. Library staff assisted with publicity by preparing flyers to email to the facilities and display in the library to promote the programs to the public. Library staff also handled the set up of the library meeting room, provided technical support for presenters and performers, and worked with volunteers from the Friends to greet audience members and assist with seating. Along with the entertainment, volunteers from the Friends and library staff served refreshments to attendees. Planning and execution of the programs require approximately 3 to 4 hours of time each month from library staff members and Friends volunteers.

The Senior Programs have attracted a regular audience of 30 to 40 residents from 4 to 5 assisted living facilities each month. All seniors who attend the programs express their appreciation for the monthly activities and consistently comment on their enjoyment of the programs.

### **4. Use of Technology**

Computers and the Internet were used to contact the assisted living facilities and email flyers and information each month about upcoming Senior Programs. Library staff used Microsoft Publisher 2003 to prepare publicity flyers. Staff also used a scanner to convert the flyers to pdf files, a format that most people can access and so ensure that all email recipients would be able to view the flyers and program information. Also, Microsoft PowerPoint 2003 was used to create a slide for each Senior Program that could be shown on the library's electronic bulletin board. For the travel programs, a laptop running a PowerPoint program was connected to a projector to present photographs of different travel destinations. A digital camera was used to take photographs at the programs.

**Senior Outreach Program, Twin Hickory Area Library**  
Henrico County, Virginia

**5. The Cost of the Program**

The expenses for this program were minimal and mostly covered refreshments and paper goods. Occasionally there was a fee for a performer, but most presenters and performers waived their fees. In 2008, expenses were \$74.91. In 2009, expenses were \$212.00.

**6. The Results/Success of the Program**

An effective collaboration between the Friends of the Twin Hickory Area Library and library staff, this monthly Senior Program has been a successful outreach effort that has engaged elderly members of the community with activities that fit their interests and schedules. The program has been operating for over two years and consistently attracts a regular audience of 30 to 40 residents from 4 to 5 assisted living facilities each month. The programs have also attracted library patrons (about 4 to 6 people per month) who enjoy the entertainment and educational value of the programs. The Senior Program has increased the Twin Hickory Area Library's value to the community and reached out to an underserved segment of the population in a significant way.

The library is a true community resource that serves all residents with a variety of materials, technology, and services. When the Twin Hickory Area Library opened in July 2007, there was a full schedule of story times, programs, and classes for children, teens and adults. The library lacked activities that were targeted specifically for seniors. The Friends of the Twin Hickory Area Library and library staff worked together to fill this need with the monthly Senior Programs. The program has successfully achieved its goal of reaching out to seniors and increasing their enjoyment of the library through appealing activities.