GALE PRESENTS: GETSETUP
RESOURCE SNAPSHOT FOR AGING AUDIENCES AT PUBLIC LIBRARIES

As older adults become one of the fastest growing patron groups, libraries have a unique opportunity to lead with purpose. *Gale Presents: GetSetUp* offers an age-friendly solution that empowers lifelong learning, builds digital skills, reduces isolation, and supports overall wellness—without adding staff burden.

Target Audience
Adults aged 55+ and older

- **Barriers:** Often face digital literacy gaps, isolation, and limited access to enrichment opportunities

- **Needs:** Looking to stay engaged, independent, and socially connected

Why It Works

- Rotating catalog of over 5,000 live and on-demand classes, short videos, and articles

- Platform and program features designed specifically for adults 55+

- Led by peers for a relatable, welcoming experience

- Content in multiple languages (English, Hindi, Mandarin, Spanish)

- Digital Assistant Helen for built-in tech support and navigation help

- Minimal staff effort required—a fully turnkey solution

Top Program Categories

- **Technology Skills** – smartphones, video calls, social media, internet safety

- **Health & Wellness** – fitness, nutrition, mental health, mindfulness

- **Personal Finance** – budgeting, Medicare, retirement planning

- **Lifelong Learning** – hobbies, history, travel, cooking, entrepreneurship

- **Community & Social Engagement** – live peer-led classes, group learning, community discussions

Results that Matter

- Bridges the digital divide for older patrons
- Encourages repeat visits and patron loyalty
- Opens partnership opportunities with senior centers and health organizations
- Enhances your library's role as a trusted, inclusive community hub

→ **GALE PRESENTS: GETSETUP IS NOW AVAILABLE TO PUBLIC LIBRARIES.**

LEARN MORE AT **GALE.COM/GETSETUP**

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Gale, here for **everyone.**