



Log On Learn: Ireland's Log On Learn program helps older adults cross the Digital Divide

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Máire Hoctor T.D.
Minister for Older People

Technology changes in the last two decades have changed the way we work, live and play. While the younger generation cannot live without email, instant messaging and social networks, the older population seems to find itself on the outside of this technology transformation.

At Intel, our focus is not simply on the technology we make, it's on how technology can be used to change people's lives. For that reason Intel, (in collaboration with Microsoft and An Post), created a school-based program called Log On, Learn (LOL), where teenagers provide one-to-one mentoring to help older adults become confident technology users and use PCs and the Internet in meaningful ways. By helping older adults overcome their fears of technology, LOL makes it more likely that they will have the skills to research their health conditions, access e-government services and remain connected to family and friends.

Intel devised the training modules and all associated supporting materials for the schools. Microsoft contributed expertise and funding for the hotline and website to support the program. An Post, one of Ireland's largest companies, saw LOL as a natural extension of its national adult literacy campaign and supported the initiative with a national television advertising campaign.

The program is seen as a great learning experience for the young student 'teachers', as stated by the Minister for Older People, Máire Hoctor T.D., "This (program) will undoubtedly provide numerous benefits for the students, including the development of their research, marketing and teaching skills, as well as the chance to enhance their interpersonal communications". All the while the seniors are getting connected in this technology era. One older participant in Co. Cork said, "What a great bunch of lads we have teaching us. We're learning loads and now I can use the mouse, email, the internet and even book flights".

To date more than 160 secondary schools across Ireland have signed up, with almost 3,000 seniors and 3,000 student tutors involved. As the programme is rolled out further, it will have the capacity to train up to 30,000 older people in basic computer skills, making it the largest delivery system of computer training, designed especially for older people, in the country. **To find out more, please visit: www.logonlearn.ie**

Around the world, Intel sites support outreach programs that address the priorities and concerns of its surrounding communities through grants, employee volunteering and donations. In 2008 Intel employees around the world volunteered more than 1.3 million hours in their communities and Intel matched the volunteering with grants of approximately \$8M to 5,000 non profit organizations and schools.

To find out more, visit: www.intel.com/community

