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7 Surprising Black Friday Shopping Facts

The biggest shopping holiday in America is right around the corner: Black Friday! For many Americans, Black Friday is an opportunity to save money on gifts for the holidays. For others, it’s a day to stay home to avoid frantic shoppers and long lines. As a business owner, you know Black Friday is a prime opportunity to attract holiday shoppers and increase sales.

We share seven Black Friday facts that can help you make the most out of the holiday, and shed some light on how COVID-19 could affect Black Friday shopping in 2020.

1. The Average Shopper Plans to Spend \$358

For many, Black Friday is the biggest shopping day of the year. In fact, the average shopper plans to spend \$358 during pre-Christmas sales.

2. It’s the Most Popular Day for Shoppers

Black Friday is the most popular shopping holiday, garnering more shoppers than other shopping holidays during Thanksgiving week, like Cyber Monday and Small Business Saturday. In fact, 61% of people planned to shop on Black Friday in 2019.

3. Sales May Reach \$11 Billion in 2020

In 2019, Black Friday sales reached \$11.9 billion — a 20% increase compared to 2018. While sales are expected to decrease in 2020 due to COVID-19, sales are still expected to reach \$11 billion in 2020.

4. Shoppers Still Go to Stores ...

Even though more shoppers are turning to their devices on Black Friday, the shopping holiday remains the busiest in-store shopping holiday, with 84.2 million shoppers hitting the stores in 2019. In 2020, however, it’s possible shoppers will be reluctant to visit stores in person due to COVID-19. To capture sales online, considering offering free shipping on online orders or giving shoppers the option to pick up products curbside after purchasing online.

5. But Online Sales Are Growing

In 2019, Black Friday saw a total of \$7.4 billion in online sales — a 19.6% increase compared to 2018. Being equipped for e-commerce can help small businesses capture more sales on Black Friday. In fact, more people shopped online than in stores in 2019 — 142.2 million shopped online versus 124 million in stores.

6. Consumers Use Smartphones to Research

Of all devices — smartphones, desktop computers and tablets — the majority of traffic to retailer websites is from smartphones, while the majority of purchases are made on desktop. For businesses, that means having a mobile-optimized site is essential to capture the shoppers while they’re researching products and prices before they make a purchase.

7. Shoppers Get an Early Start

The National Retail Federation reports 56% of shoppers start holiday shopping the first week of November, and the majority of shoppers (61%) don’t think deals will get better after Thanksgiving weekend. Don’t hold out on offering good deals — take advantage of early shoppers by offering deals early.



Announcements

Cut this slip out, fill the information in below, and mail it to
Saline County Aging Services— PO Box 812— Wilber, NE 68465
or bring it into our office at 109 W. 3rd Street in Wilber
or call us at 402-821-3330.

Name:

Email or Mailing Address:



TAI CHI

We will be starting up a new
Tai Chi class in January!
Watch for upcoming details.
Date and times to be announced.



Heidi Clark

Of

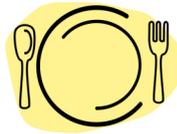
Crete, NE

received a \$5 gift card to
Subway in October. Enjoy!

The answer to October's riddle, "What
spends all the time on the floor but never gets
dirty?"— Shadow

Interested in Home Delivered Meals??

For Wilber & the rest of Saline County call:
402.821.3330



NOVEMBER IS ALZHEIMER'S AWARENESS MONTH!



Calling all Caregivers!!

Join us for an informative presentation on Alzheimer's
Awareness and Caregivers Assistance.

Presented by Randy & Pam Kozeal, owners of Whispering
Wind's Cottage. They are certified and trained on
Alzheimer's.

Times of Presentations:

2:00pm @ SCAS
6:30pm @ Hotel Wilber

Please call to RSVP!
402.821.3330

DO YOU ENJOY PLAYING CARDS?

We are looking for individuals to join our pitch crew on Friday's at 11:00 am!

Please give us a call to get your name put on our list!
We would love for you to join us.



NOVEMBER MEALS/PROGRAMS

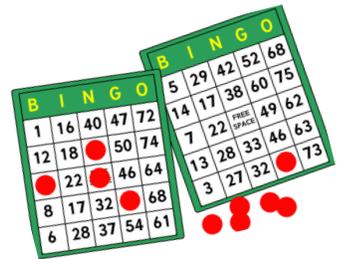
The following dates/towns will be what we are offering for the month of October.
We hope you can join us! **The meal is \$5.**

Tuesday, November 16th @ 11:30— *Saline County Aging Services, Wilber*
Join us for lunch!

Thursday, November 18th @ 11:30— *Saline County Area Transit Building, Western*
Join us for lunch!

Please call Saline County Aging Services to RSVP your spot!
402-821-3330

We will play BINGO following each meal!



Senior Dental Problems & Underlying Health Issues

There's an old saying about the eyes being windows to the soul. But the latest medical and dental research shows that the mouth truly is a window into one's overall health. Looking out for a loved one's health means not only keeping an eye on their nutritional intake and physical capabilities, but also on their teeth and gums. Senior dental problems can be common, from dry mouth to periodontal disease, and since oral health directly impacts the health of the rest of the body, these issues need to be taken seriously. Taking care of elderly teeth and gums is just as important as heart or digestive health.

COMMON DISEASES WITH ORAL SYMPTOMS

Researchers have found that many diseases in the rest of the body have oral symptoms. With careful examination of the teeth, gums, and tongue, dentists have found evidence of heart or liver disease, eating disorders, diet deficiencies, anemia, diabetes, arthritis, HIV, osteoporosis, and even some autoimmune diseases. "We're now realizing how they're interrelated," explains Dr. Cynthia M. Carlsson, assistant professor of geriatrics and gerontology at the University of Wisconsin School of Medicine and Public Health.



Not only does the mouth tattle on the rest of the body, oral health can actually affect overall health.

For example, recent studies show a correlation between gum disease and heart disease. In fact, risk factors for periodontal disease and cardiovascular disease are similar: smoking, stress, poor diet, excessive weight gain, and low exercise levels. One study suggests that people with severe periodontal disease face double the risk of fatal heart disease, and severe periodontal disease also is associated with higher rates of stroke in some studies. And in certain circumstances, a tooth infection has the potential to cause bacterial endocarditis, which is an infection of the heart's inner lining or the heart valves. Bacteria in the bloodstream can lodge on the valves or damaged heart tissue, and it could be serious enough to damage, or even destroy, the heart valves.

Periodontitis also appears to share risk factors with chronic degenerative diseases such as ulcerative colitis, and lupus. If a patient has severe gum disease, they may be advised to take antibiotics before undergoing invasive dental procedures such as gum surgery or tooth extraction.

Conversely, other diseases can affect the mouth. For example, diabetes affects healing, so if a diabetic senior has gum disease, it may take quite a bit longer to treat that gum disease.

Researchers now urge both doctors and dentists to be alert to overall health problems when taking care of elderly patients and encourage behaviors that will promote a healthy body from head to toes.

MAKING ORAL HEALTH A PRIORITY

It's easy for someone to let oral health slide a bit when they're distracted by other ailments. Perhaps arthritis makes tooth brushing painful, or they can't stand at the bathroom sink very long. "They're maybe not quite as vigilant because of their frailty, which leads to a quick decline in oral health, and this could be a detriment to systemic health," explains Dr. Marsha A. Pyle, director of the Training Center for Geriatric Oral Health and associate dean of Education at the Case School of Dental Medicine in Cleveland, Ohio. "You can't just treat dental disease in isolation."

It's best to brush after every meal, says Pyle, not just in the morning and at night. If a patient is at risk of periodontal disease, a dentist can prescribe special toothpastes or gels that help combat dental disease, as well as a daily treatment of high-fluoride gel or anti-bacterial rinse.

Carlsson advises encouraging your loved one to visit their dentist on a regular basis either to have their teeth cleaned or to have their dentures refit. Missing teeth or dentures that don't fit well can lead to potentially serious senior dental problems. "They may aspirate the food, where food goes down into the lungs and causes pneumonia," Carlsson says. Besides encouraging good nutrition and regular dental visits, watch him eat to see if he's avoiding something, and try to notice if any of his teeth look loose or broken.

Ill-fitting dentures can be a culprit in poor nutrition among seniors. When a person loses his natural teeth, his jaw bones begin to shrink away, leading to the jaw continually "remodeling" itself. Dentures that once fit well start slipping. So, a senior may start limiting the kinds of food he eats because it's too hard to eat, or because he's embarrassed that others may see him having trouble chewing.

"And it happens during a really important stage of a person's life. These really frail seniors really need their nutrition," Pyle says.

If a senior does lose her natural teeth, instead of traditional dentures, she could have implant-supported dentures. These implants are attached to the jaw bone, and a special denture snaps onto the implants. These implant-supported dentures fit more snugly than traditional dentures, so eating different foods shouldn't be a problem.

Senior Dental Problems & Underlying Health Issues

A less drastic measure places a softer material on the gum side of traditional dentures so they're more comfortable.

Just a few decades ago, 50% of all seniors had no natural teeth remaining, according to Pyle. That number has now dropped to 27% of those over age 65. "It's not a natural part of aging, I'm happy to say," says Pyle. "People now are aging with a full set of teeth."

Whether or not your loved one has his natural teeth or dentures, a little help from you can go a long way toward ensuring that he maintains good dental hygiene. A healthy smile may affect a person's confidence and self-image, but, more importantly, it will pay off not only in her oral health, but in her overall health as well.

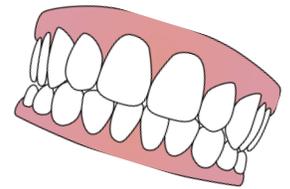
DRY MOUTH: A COMMON ISSUE FOR SENIORS

According to Pyle, one of the major senior dental problems is dry mouth. "If they have a chronic disease managed by medications, one of the side effects is dry mouth. There are 400 medications known to cause dry mouth," Pyle says, including medications for common problems such as high blood pressure and depression.

While a small amount of gum recession is normal as seniors age, dry mouth increases that recession dramatically, leaving the mouth more susceptible to root area cavities. And those root surface cavities advance more quickly on the soft surface of a tooth.

There are many ways to treat dry mouth including:

- Increase liquid intake
- Rinse mouth frequently with water
- Use a commercially available saliva substitute
- Use specially-formulated toothpastes, chewing gum, or non-alcohol-based mouthwashes
- Apply lip moisturizer frequently
- Suck on tart, sugarless hard candies
- Avoid dry, salty foods



aPlaceforMom.com



Thanksgiving Day

Fourth Thursday of November



AMERICA
CANOE
COLONY
CORNUCOPIA
ENGLAND
FALL
FAMILY
FEAST
FREEDOM

GRATITUDE
HARVEST
HOLIDAY
INDIANS
MAIZE
MAYFLOWER
MILES STANDISH
NEWWORLD
NOVEMBER

PILGRIMS
PLYMOUTH
PUMPKIN PIE
PURITANS
SQUASH
STUFFING
THANKSGIVING
TURKEY
YAMS



Exercise of the Month— Stand On One Foot

WHAT YOU NEED: Sturdy Chair

You can do this exercise while waiting for the bus or standing in line at the grocery. For an added challenge, you can modify the exercise to improve your balance.

1. Stand on one foot behind a sturdy chair, holding on for balance.
2. Hold position for up to 10 seconds.
3. Repeat 10-15 times.
4. Repeat 10-15 times with other leg.
5. Repeat 10-15 more times with each leg.

As you progress in your exercise routine, try adding the following challenges to help your balance even more:

- Start by holding on to a sturdy chair with both hands for support.
- When you are able, try holding on to the chair with only one hand.
- With time, hold on with only one finger, then with no hands at all.
- If you are really steady on your feet, try doing the balance exercises with your eyes closed



go4life.nia.nih.gov

Recipe of the Month

Creamy Italian Chicken

Ingredients:

- 2-3 chicken breast
- 8 oz block cream cheese
- 1 can cream of chicken soup
- 1 packet dry Italian seasoning
- Rice or noodles

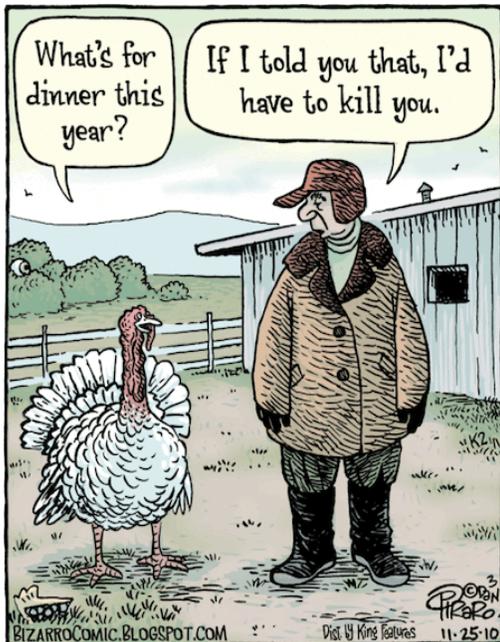
Directions:

1. In your crockpot combine all the ingredients, besides the rice or noodles.
2. Cook on low for at least 6 hours.
3. Shred the chicken and serve over the pasta or rice.



Pinterest.com

Just For Laughs...



What's Happening Near You?

DeWitt Senior Center Schedule

Tuesdays & Thursdays — Tai Chi from 9:00 am—10:00am, Quilting from 1:00 pm– 5:00 pm

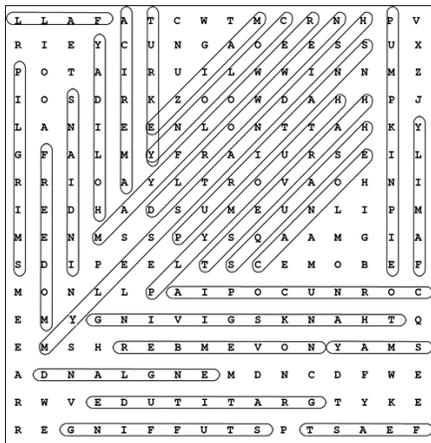
EVERY Wednesday — Congregate Meals, Program, Cards & Games @ 12:00pm

Friday, November 12th — Health Fair from 9:00am—2:00pm

- They will also be checking bone density.

Call Melissa for more info! 402.683.4325

ANSWERS TO THIS MONTHS PUZZLES



Riddle of the Month

Answer the riddle correctly by the **15th of the month** at Saline County Aging Services and get entered into a drawing to win a prize at the end of the month!

What happened to the turkey who got in a fight?

Please include your name & phone number with your answer!



(Top left) In October, we enjoyed a program on fraud and scams! We learned so much! It doesn't take much information for somebody to get scammed! So scary.

(Bottom right) If you are a card player that enjoys pitch, you need to join us on Fridays! We have such a fun time.

The photos above, show our Fall/Halloween window display! We enjoy decorating for various holidays and seasons.



Cooking Oils: Fab Fat Facts



There are a wide variety of cooking oils available and understanding the differences can be confusing. Not all oils are created equally. Each will differ in flavor, uses in cooking, and health benefits. Many oils contain healthy fats and can be a healthy substitution for solid fats such as butter, shortening and lard.

The smoke point of an oil is the temperature the oil will reach before it starts to break down. Once oil begins to break down, it will release free radicals (cancer promoting chemicals) that can have harmful effects on our health. Refined oil has undergone more processing, which gives it a higher smoke point as well as a more subtle flavor. Unrefined oils have not been processed, have a lower smoke point, and retain more of the natural flavor.

Type of Oil	Health Benefits	Smoke Point	Use in Cooking
Canola	Lowers cholesterol levels and decreases inflammation	400 degrees	High heat cooking
Corn	Lowers cholesterol levels and aids in blood clotting	450 degrees	High heat cooking, sauteing, frying
Olive Oil-light or Extra Virgin	Lowers cholesterol levels and reduces inflammation	Light-470 degrees Extra Virgin-375 degrees	Baking, grilling, sautéing, roasting Sautéing at low temperatures, salads, dips, dressing
Peanut-Refined/Unrefined	Promotes heart health and immune system	Refined-450 degrees Unrefined-320 degrees	Stir frying, frying Marinades, dressings, dips
Safflower, Soybean, Sunflower	Boosts heart health by lowering cholesterol levels and inflammation; supports bone health	450 degrees	High heat cooking
Avocado-Refined/Unrefined	An antioxidant for vision and eye health, promotes heart health	Refined-480 degrees Unrefined-520 degrees	Grilling, baking, roasting, searing, frying, stir fry, sautéing High heat cooking
Grapeseed	Aids in immune system function, reduce inflammation and aids blood clotting	420 degrees	Good base oil
Sesame	Anti-inflammatory properties, heart health, reduce LDL cholesterol	350 to 400 degrees	Flavor condiments, sautéing, stir fry
Coconut-Refined/Unrefined	Raises HDL cholesterol	Refined-400 degrees Unrefined-350 degrees	All encompassing Roasting, sautéing

UPD 10/11/21

Medicare D

Check your mail. You may get important notices from Medicare or Social Security. If you have a Medicare plan, you'll get an annual notice of change (ANOC). Note any 2021 changes to your health coverage or any Extra Help you may get to pay for prescription drugs. You also get health plan marketing materials, like brochures, from insurance companies that offer Medicare health and prescription drug plans. Remember— plans aren't allowed to call or come to your home without an invitation from you.

Preview 2021 health and prescription drug plans. Medicare Plan Finder makes it easy to compare coverage options and shop for health plans. For a personalized search call Saline County Aging Services to schedule an appointment: 402-821-3330

Compare your Medicare D Prescription Plan!

Saline County Aging Services (Wilber)

Tuesday, November 23rd —9:00am-3:00pm
(For other dates call for an appointment)

Friend Community Healthcare System

Tuesday, November 2nd —10:00am-3:00pm
Tuesday, November 16th — 10:00am –3:00pm



Western SCAT Building

Tuesday, November 9th — 10:00am –3:00pm
Friday, November 19th — 10:00am -3:00pm

Please call Saline County Aging Services to schedule an appointment for any location that is listed! 402.821.3330



