



Collaborations in Creative Aging

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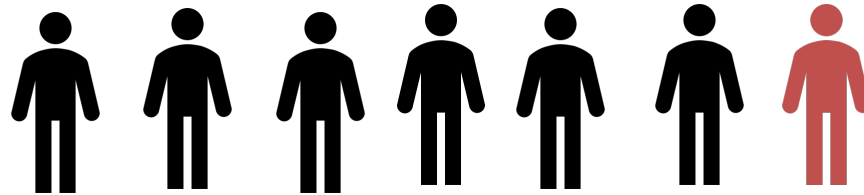
Today's Agenda

Creative Aging: Why and How?

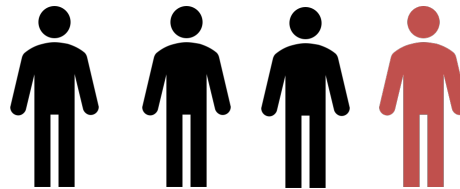
- *Vitality Arts*®
- Partnerships
- Collaborations and training

U.S. Older Adult Population

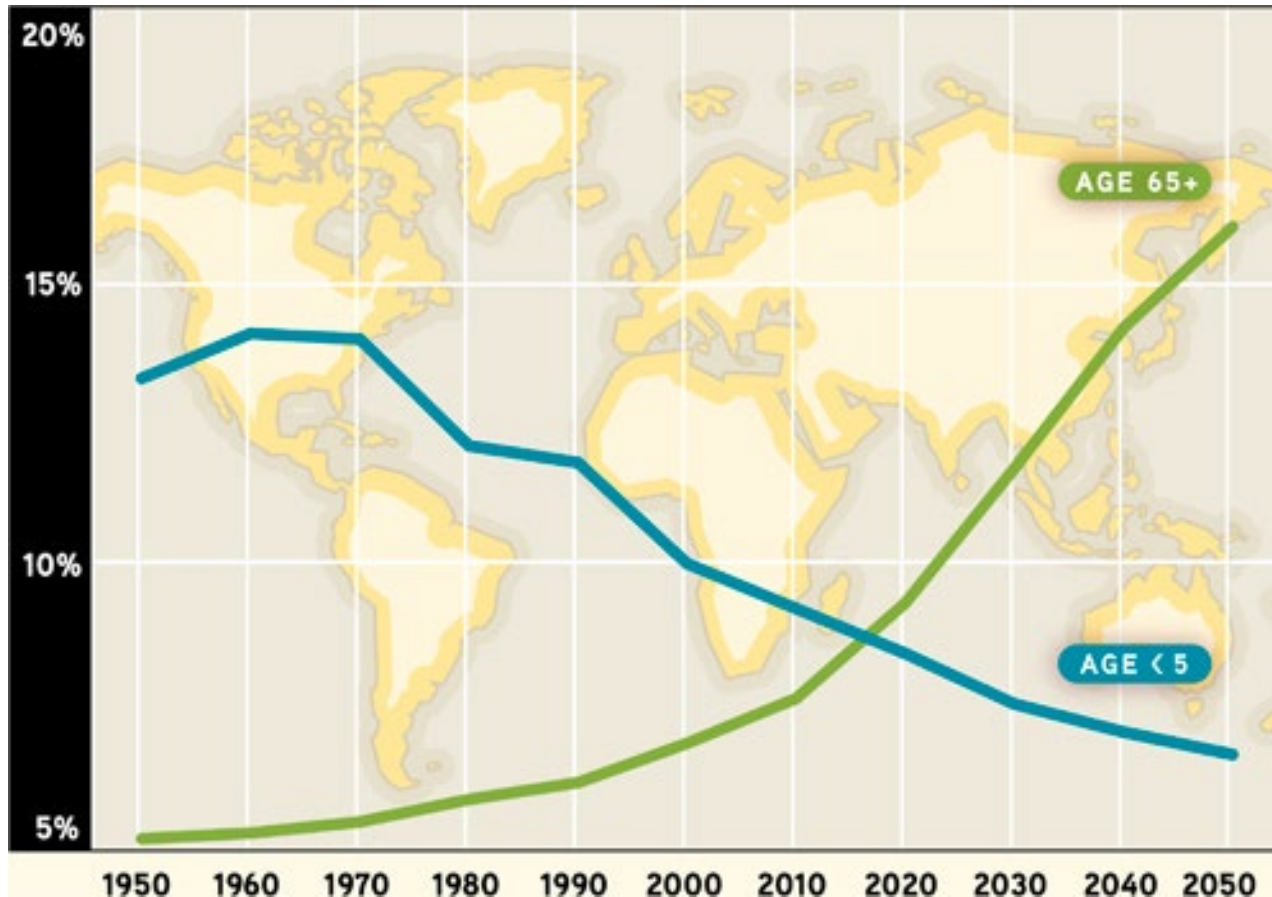
Today: 1 in 7 in U.S. are over 65



In 10 years: 1 in 4!



U.S. Global Population





Why We Started This



"Help! I've fallen into obscurity and I can't get up!"

January 25, 2018

New Yorker Cartoon.© CN Collector

Learning about Creative Aging

1. Research

- ↑ Cognition (memory / executive)
- ↑ Quality of life
- ↑ Emotional well-being
- ↓ Fewer over-the-counter meds, doctor visits, falls

2. Leadership

3. Infrastructure

Ageism



“It’s always Sit, Stay, Heel - never
Think, Innovate, Be yourself.”

New Yorker Cartoon. © CN Collection

Aroha's Focus - *Vitality Arts*®

- Active older adults learning, making and sharing the arts
- Community, friendship and engagement
- All the arts!



*Minneapolis Institute of Art
Minneapolis, MN*

Aroha's Work to Date

- **\$9+ million** in grants awarded since 2014
- >\$1 million in direct charitable activity
- Published videos and other resources
- Convening and speaking
- Launched Seeding *Vitality Arts* U.S., MN and in Museums
- Presentations

[About](#)[Programs](#)[Grantees](#)[Applicants](#)[News & Notes](#)[Contact](#)

Our Videos

Vitality Arts®

Enjoy our brief inspirational videos. We encourage you to share them — just click the paper airplane icon in the upper-right corner of each.

To download a video, click the Vimeo URL.



Seeding *Vitality Arts* ®

Program Components

- Seed new programs
- Cohort model of shared learning
- Training and support by Lifetime Arts
- Evaluation resources
- Seeding *Vitality Arts* U.S.
- Seeding *Vitality Arts* MN
- Seeding *Vitality Arts* in Museums

Seeding *Vitality Arts*® in Museums



*Craft Contemporary
Los Angeles, CA*



*Heard Museum
Phoenix, AZ*



*Anchorage Museum
Anchorage, AK*

National Collaborations



Data From:

- 221 workshop series
- 1,698 post-program participant surveys
- 2,468 culminating event audience surveys
- 145 coordinator reports
- 104 evaluation interviews



*Johnson City Public Library
Johnson City, TN*

Outcomes

Increased Creativity + Mental Engagement

Improved creative expression

83%

Increased mental engagement

76%

Increased confidence in creating art

69%

Increased interest in learning other art forms

56%

Outcomes

Growth in the Art Form

Increased skills

79%

Increased knowledge and appreciation

80%

Increased interest in knowing more

77%

Outcomes

Social + Physical Gains

Formed new/stronger relationships

68%

Encouraged participation in other community activities

55%

Increased physical activity

38%



Photo: Darla Beverage

Benefits to Arts Organizations

- Relationships with adult audiences
- Participant engagement
- New collaborations



*Fairhaven-ACTs Retirement Community
Sykesville, MD*

Stories



*Grafton County Senior Citizens Council, Inc.
Lebanon, NH*



*Rumriver Art Center
Anoka, MN*



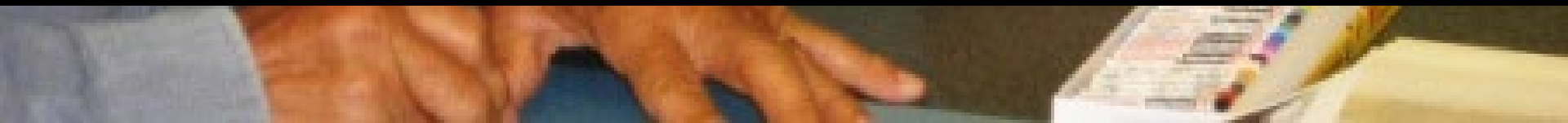
*Newark Museum
Newark, NJ*



Lifetime Arts



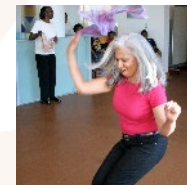
MASTERY & SOCIAL ENGAGEMENT



Seniors? Older Adults?



Who Does This Work?



Creative Aging Program Model

Skill-building sequential workshops sessions (8-10)

All art forms: visual, performing, literary arts

Taught by professional teaching artists

Reflects the interests of the target audience

Intentional social engagement component

Culminating event

Capacity Building

Professional development/training

Seed funding for arts programs

Technical assistance (tools/resources/templates)

Peer networking

Documentation

Evaluation

Training & Technical Assistance



Training Content

Impact of ageism

Best practices in
creative aging

Adult learners

Exemplary
Creative Aging
programs

Identifying
qualified teaching
artists

Marketing,
recruitment, &
registration

Curriculum
development

Intentional social
engagement

Developing
community
partnerships

Sustainability

S.A.F.E. Planning

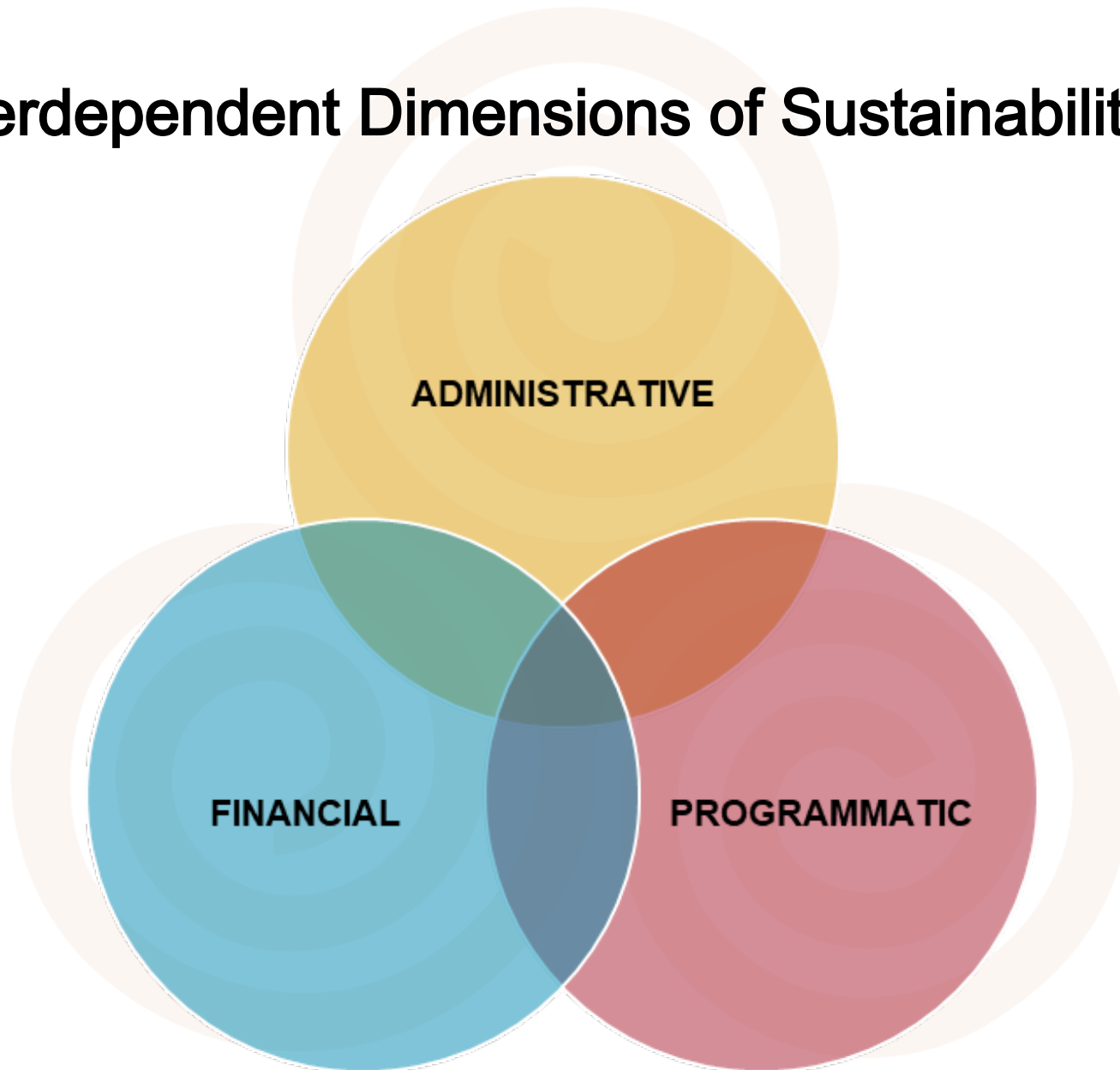
Skills

Assessment

Feedback

Engage socially

Interdependent Dimensions of Sustainability



Key Findings: State Library Interviews

Lack of focus on older adults

Need for training based on current research on Lifespan Learning

Variability across agencies and approaches to professional development

Potential for collaboration with departments on Aging and Arts Councils

Key Findings:

State Arts Agencies Survey 2016

Need for Inclusion of Creative Aging Programming in Cultural Plans

Need for Comprehensive Training

Lack of Cultural Diversity Among Teaching Artists

Need for Documentation & Dissemination

Need for Advocacy

Cross Sector Opportunities

Initiate dialogue among cross-sector agencies to identify older adults as a common constituency and explore ways to collaborate

Cross-train administrators, staff, and teaching artists on ageism, positive aging, and creative aging program delivery

Co-create customized community focused plans

Co-fund, seed and sustain creative aging programming

Collaborations

State Agencies: Arts, Parks & Rec, Tourism, Aging, Libraries

Municipalities

Service Organizations in Aging, Arts, Community Development, Social Justice, Health, Intergenerational Programming, Education

Colleges and Universities

Philanthropic Affinity Groups

Senior Housing (private and non-profit)

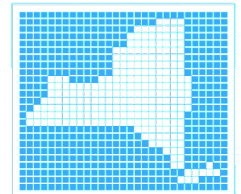
Collaborators



advocacy | action | answers on aging



State of the Arts



NYSCA



THE NEW YORK
COMMUNITY TRUST



School One



School
One!

Intergenerational Snapshot

Year 1:

- Hosted 3 Programs (10 Sessions Each)
- Recruited 30 Older Adults
- Offered a Variety of Art Forms:
 - Storytelling
 - Creative Writing
- Hosted 3 Culminating Events for the Public



Intergenerational Snapshot

Year 2:

- Hosted 3 Programs (10 Sessions Each)
- Recruited 30 Older Adults
- Offered 3 Art Forms:
 - Landscape Painting
 - Drawing
 - Book Arts
- Coordinated 4 Studio Visits and Demonstrations
- Hosted 3 Exhibitions for the Public



Program Highlights: Landscape Painting

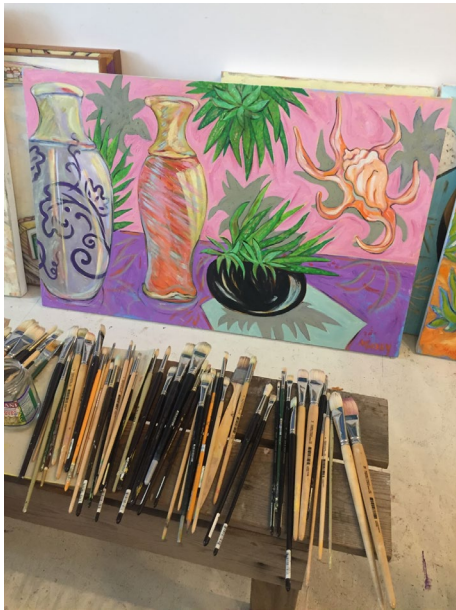


Program Highlights: Storytelling



School
One!

Program Highlights: Visual Art and Studios



What We're Learning



School
One!



Questions?