



advocacy | action | answers on aging


engAGED

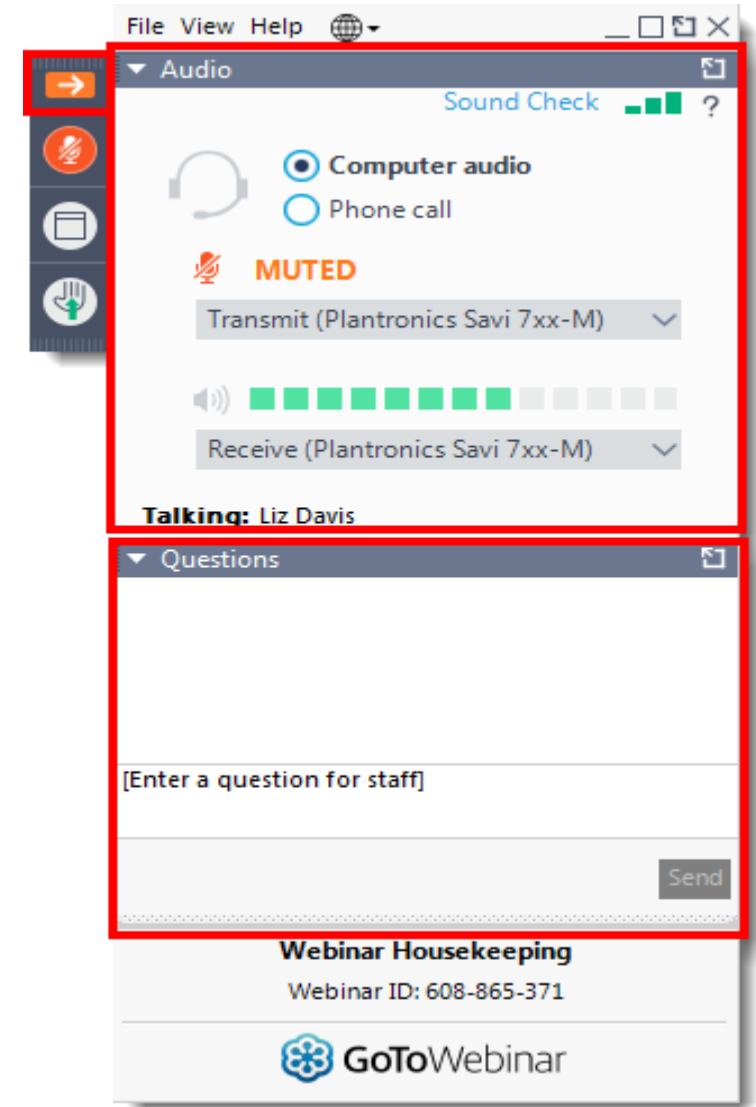
The National Resource Center  
for Engaging Older Adults

# Creative Engagement: Successful Approaches to Creatively Engage with Older Adults

August 25, 2020

# Webinar Instructions

- **Audio options**
  - Use your computer speakers (preferred) , or dial in to the conference call
  - **We will be sharing a video.** The video's audio feed will only be played through computer audio (mic and speakers).
- **“Questions” box**
  - Q&A session will be at the **end** of the presentation, but feel free to submit your questions at any time during the presentation. Click on the dropdown arrow icon “



# Presenters



- **Anne Basting**  
Founder, President of TimeSlips
- **Marla Fronczak**  
Chief Executive Officer at AgeGuide
- **Colette Jordan**  
Caregiver & Dementia Specialist at AgeGuide
- **Nobu Iizuka**  
Director of Weber-Morgan Area Agency on Aging and Director of Community Services, Weber Human Services

# TimeSlips

## Meaning and Joy through Creative Engagement

- *Anne Basting*

*University of Wisconsin Milwaukee;*

*TimeSlips*

*Author of **Creative Care (New!)***



## The Need



**Social isolation** is a global public health crisis

- it is the health risk equivalent of 15 cigarettes a day
- it is happening across generations
- WE ALL FEEL IT NOW...

**Ageism puts *all ages at risk***

- People with negative attitudes toward aging live **7.5 years less** than those with neutral or positive attitudes. COVID is revealing a powerful ageism. And an equally powerful creativity.





Lifetime Arts

ENRICHING THE LIVES OF OLDER ADULTS  
THROUGH ARTS EDUCATION

APP

Alzheimer's Poetry Project

# Creative Aging

CULTURAL PROGRAMS THAT ENGAGE AND INSPIRE!



ARTS FOR THE AGING



SPARK!

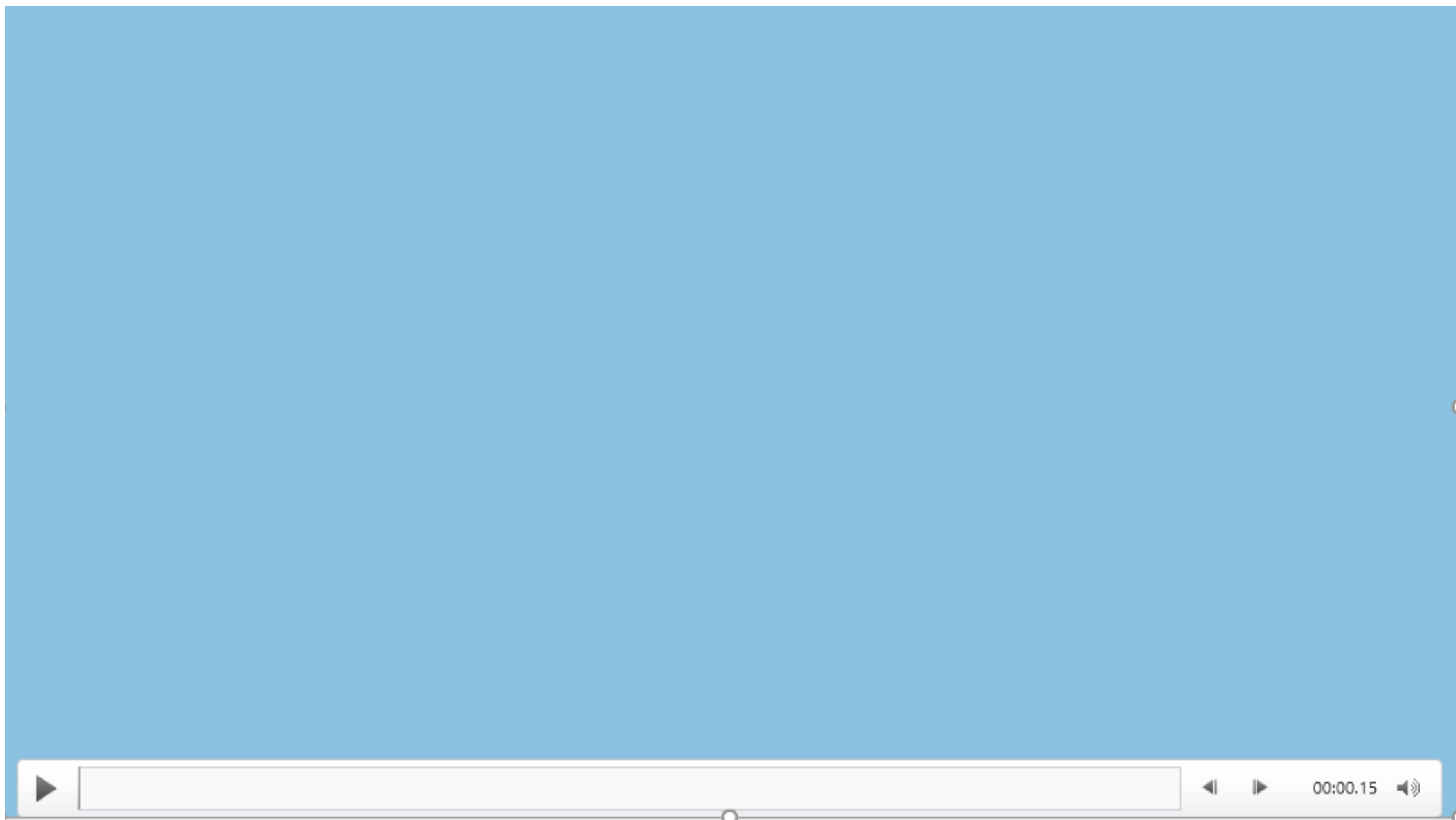
CULTURAL PROGRAMMING  
for PEOPLE WITH MEMORY LOSS



## LET YOUR IMAGINATION SOAR.

TimeSlips brings meaning and joy to late life  
by pouring creativity into our care relationships and systems.







# Meaning – Making

*Facilitating **AWE**  
through creative engagement*

**Yes, and** *(Inviting and affirming choices through play / improv)*

**Beautiful Questions** *(open a shared path of discovery)*

**Proof of Listening** *(radical affirmation of choices)*

**Rigor / Value** *(frame in context with social capital)*

**Connect** *(individual and communal purpose)*



# Evidence



Studies suggest that TimeSlips' methodology improves:

- well-being for elders with dementia+
- communication for people with dementia<
- relationships between staff and elders with dementia\*
- positive social engagement+\*
- attitudes on aging among staff and volunteers\*#

\*(Fritsch 2009)

+(Vigliotti 2018) (George 2014)

#(George 2011)

<(Bahlke 2010)

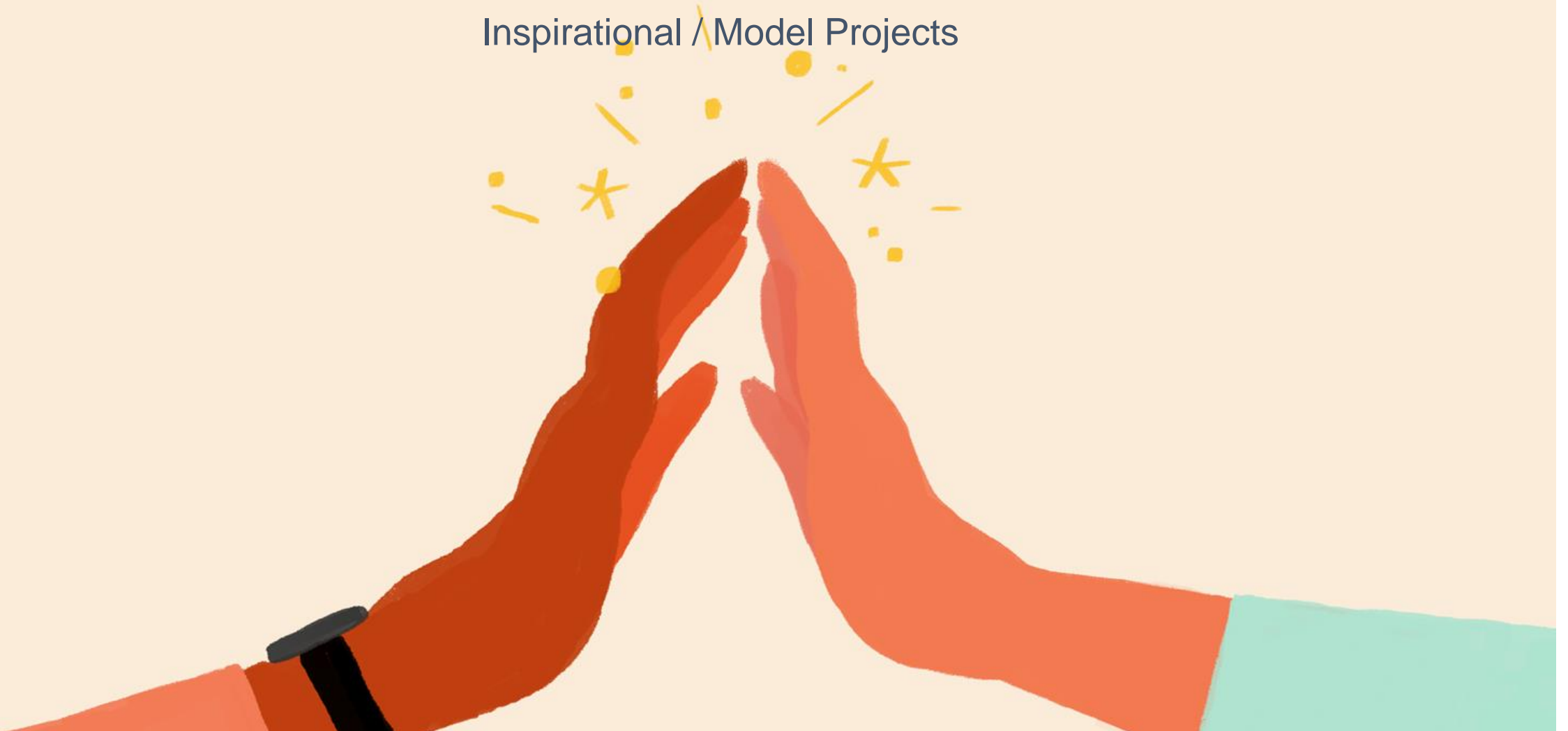


# TimeSlips Approach

Training for individuals and organizations

Resources / Support

Inspirational / Model Projects





# Thank you for attending a TimeSlips Engagement Party!

**Family and  
Friends**

## WHAT IS AN ENGAGEMENT PARTY?

Engagement Parties are informal and joyful gatherings for those who want to learn how to engage with a friend, family member or neighbor who might be lonely, frail or experiencing memory loss.

At this party you will learn some simple engagement techniques that can create shared moments of imagination - with no right or wrong answers.







**Engaged Learning &  
Student Artists in Residence Programs**  
year-long, community-building partnerships

400+ free prompts for remote engagement

[LOGIN](#) [SIGN UP](#) [A A A](#)

Search for



- [ABOUT](#)
- [SERVICES](#)
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- [RESOURCES](#)
- [OUR NETWORK](#)
- [GET INVOLVED](#)
- [DONATE](#)

## CREATIVITY CENTER

Explore tools to spark meaningful engagement!  
Click on a prompt and share your response  
by audio, image or words.  
Share with family, or invite them to create with you.



HAVE A GENTLE CONVERSATION

What do you treasure in your home - and why?

ASK A BEAUTIFUL QUESTION



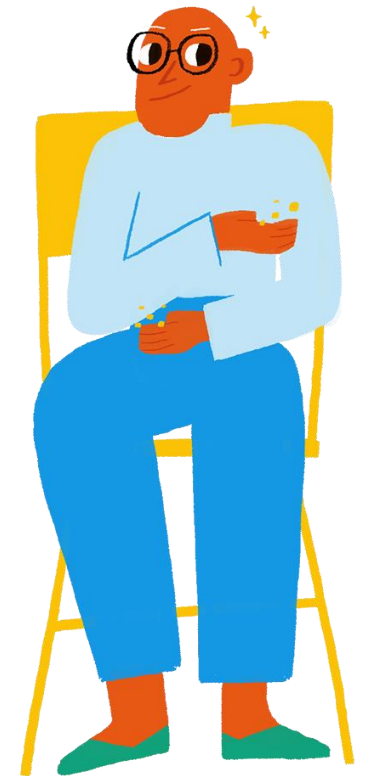
MAKE UP A STORY



# Creative Care



- Programming as **collaborative**, connecting family, volunteers, staff, elders
- **Builds on strengths** over time to facilitate learning / skill building.
- **Improvisational** – inviting strengths from all who join.
- Rolling celebrations, culminating in **legacy** / community-building event.
- Marry **generosity and creativity**.



WENDY'S

NEVERLAND











LOST BOY

Crocodile

SK

Signature













# Remote Connection

## “Asset Map” the Ways to Connect

- Live Tech (Facetime, Zoom, Games)
- Recorded Tech (video etc)
- Mail
- Deliveries (kits)
- Windows / Outdoors
- Telephone
- Radio





# Letters / Postcards

- Make sure they are welcome
- Our list is all requested sites.
- 11,000 across the world
- Positive framing, a poem, a Beautiful Question, a little piece of artwork, a wish.
- Invite a response



# Postcards



Hello!

LAC LEMAN  
703 - Le Château de Chillon  
et les Dents du Midi

IRIS  
MEXICHROME

This looks like a  
place where there were  
plenty of adventures.  
Swordfights! A vial  
of love potion! A  
monster in the lake  
who has a pure  
heart. What do you think happened here?

5  
W  
13  
D

18201

Reproduction interdite

EDITIONS  
JAEGER  
GENEVE





# Tele-Stories™

- In Care Homes
- Through Volunteer Networks
- Through trained facilitators (MKE model)
- Begin with a Beautiful Question
- Sing, make music / rhythm, create poems
- Service Learning via college/Highschool



# Live Sessions / Recorded



*Wendy's Neverland*

WILL YOU BELIEVE?

# Live Sessions / Recorded

*What question would you ask a child?*

Join us for  
**A LITTLE CREATIVE CARE**

- \* 20 minutes of creative engagement by phone or video chat facilitated by artists.
- \* Ideal for caregivers at home or in care settings.
- \* Accessible to people with cognitive and/or physical challenges.

*What moves you?*

*What brings you joy?*

*What stories do your hands tell?*

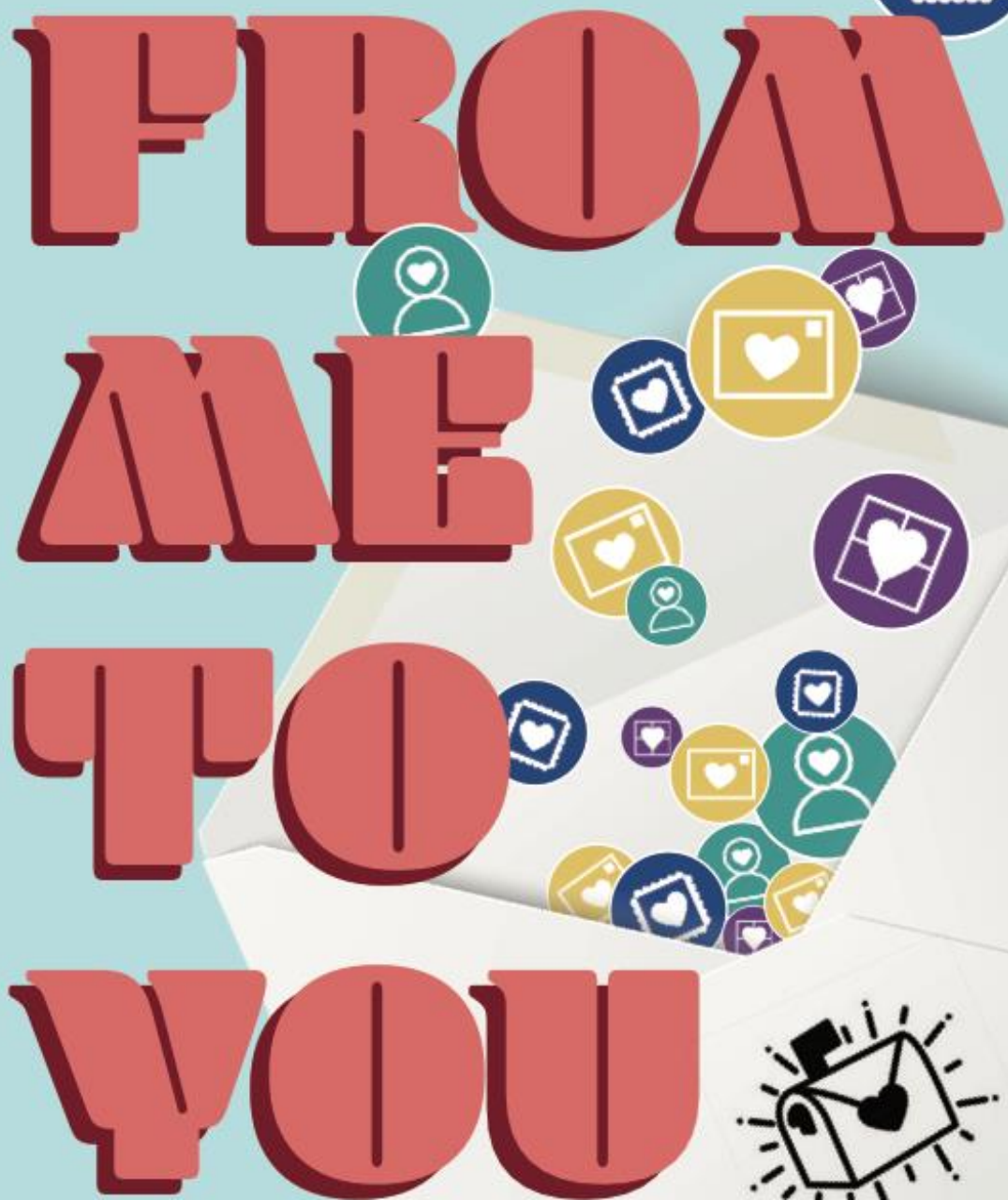


**TimeSlips™**



**Dementia Inclusive Durham**  
"Enhancing Well-Being of Persons Living With Dementia"

# FROM ME TO YOU



**“The desire to create  
is one of the deepest  
yearnings of the  
human soul.”**

**Dieter F. Uchtdorf**



Sunflower - Back




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Sunset Dreams - Back




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Bright Light - Back



To: \_\_\_\_\_

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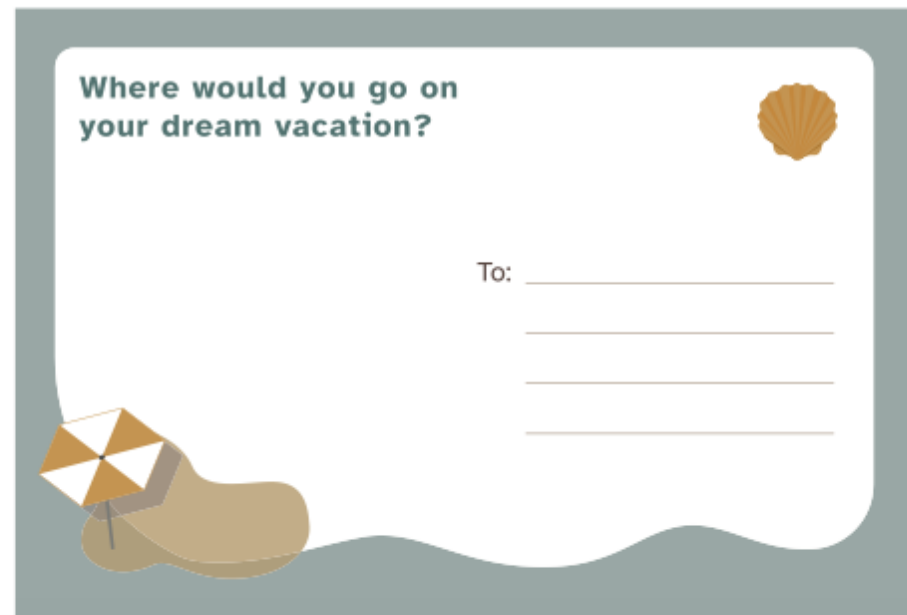


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Island Dream - Back



To: \_\_\_\_\_

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# Beautiful Questions

CREATIVITY GUIDE

A TimeSlips Project

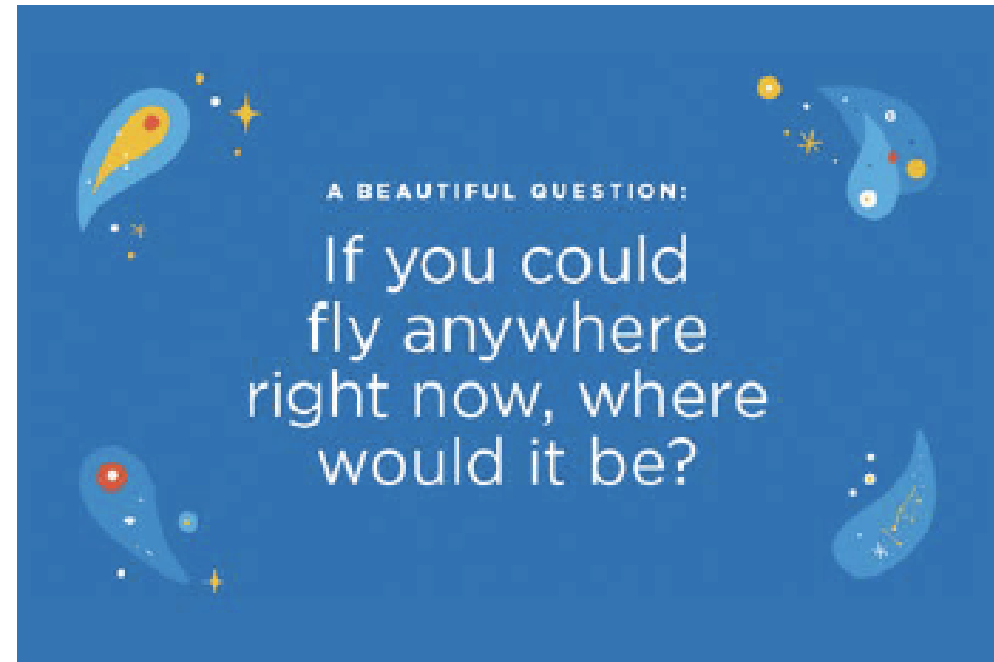


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# How do I ask them?

When inviting someone to respond, we suggest the following:

- \* *I have a Beautiful Question - would you like to hear it?*
- \* *There is no wrong answer - you can answer any way you like.*
- \* *It's part of a bigger project - we are collaborating with TimeSlips artists all over the country and world to share responses and create a feeling of caring and belonging.*



# Gathering / Sharing Responses

Voicemail 800.220.1822 x1

[Email Info@timeslips.org](mailto:Info@timeslips.org)

Photograph and upload  
TimeSlips.org, Creativity Center





# Superheroes

## CREATIVITY GUIDE

### A TimeSlips Creative Community of Care Project

With support from the Harry G. and Charlotte H. Slater Family Fund  
and the William and Alicia Schoenrich Arts and Culture Fund  
of the Greater Milwaukee Foundation



## Our Superhero Journey Starts Here

### THEME 1

## What Does it Mean to Be a Hero?

### Question to get us started:

- What does it mean to be a hero?
- What qualities might make someone a hero?
- Who is a hero in your life? Why?
- In what ways are YOU a hero in your own life?

### STORYTELLING PROMPTS



Click here to find this image on the  
TimeSlips Creativity Center  
<https://tinyurl.com/tw29f34>











# Stay in touch!



We will continue to share new ideas and resources.  
Here is how to stay in the loop...

- **Follow us** on Social Media for tips, joyful links, and announcements about future webinars
- **Subscribe** to our monthly E-Newsletter
- **Subscribe** to our Weekly Creative Prompt emails



What *if*?

*We had opportunities for meaning-making all the way to the end of life?*

[www.timeslips.org](http://www.timeslips.org)





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YOUR GUIDE TO AGING SERVICES

Marla Fronczak, Chief Executive Officer  
Colette Jordan, Caregiver & Dementia Specialist

Serving: DuPage, Grundy, Kane, Kankakee, Kendall, Lake, McHenry, and Will Counties

# AgeGuide Northeastern IL

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- 13 AAAs in Illinois
- AgeGuide's serves the 8 collar counties of Cook County (Chicago)
- Over 700,000 persons 60 and older reside in our region
- Represents 25% of Illinois' 60+ population
- Over 400,000 are family caregivers (conservative est.)

# Virtual Programs to Reduce Social Isolation During COVID

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- Good Memories Choir *Summer Rocks!* Program
- Intergenerational Music and Memory
- Sing-Along Memory Cafes



# Good Memories Choir

Prior to the pandemic  
Spring 2019



# GOOD MEMORIES

CHOIR

## Summer Rocks

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=FVRPIGRF-M](https://www.youtube.com/watch?v=FVRPIGRF-M)







## Intergenerational Music & Memory Program

# Intergenerational Music & Memory Program





# Sing-Along Memory Cafés

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## YOUR GUIDE TO AGING SERVICES



**1910 South Highland Avenue  
Suite 100  
Lombard, IL 60148  
(630) 293-5990  
ageguide.org  
mfronczak@ageguide.org  
cjordan@ageguide.org**



Now including artwork created at home by registered artists during COVID-19 pandemic.

*Weber-Morgan  
Senior Art Gallery*

# Weber-Morgan Senior Art Gallery

SHOWCASING THE INCREDIBLE TALENT OF  
SENIOR ARTISTS IN WEBER-MORGAN  
COUNTIES!

WELCOME TO WEBER-MORGAN SENIOR  
ART GALLERY

TAKE A LOOK

***Nobu Iizuka***, Director  
Weber Human Services  
Area Agency on Aging  
Ogden, Utah

# Overview of WM Senior Art Gallery

***Come Create Art!***

**[www.wmseniorart.net](http://www.wmseniorart.net)**

*Weber-Morgan Senior Art Gallery*

- Launched in January 2019
- URL: [www.wmseniorart.net](http://www.wmseniorart.net)
- Virtual art gallery for senior artists who attend art classes at senior centers in Weber and Morgan.
- 6 of 12 senior centers in Weber and Morgan are currently participating.
- 5 senior center art class instructors and the AAA director initiated the concept.
- Only artwork produced in senior centers is displayed.
- Currently, 75 seniors are registered artists and more than 400 of their artworks are available on the virtual gallery.
- NO sponsors, NO logos, NO atmosphere of business promotion – it's simply for seniors, senior centers, and art.



# Objectives

1. Provide a meaningful way to showcase and promote senior artwork.
2. Promote equality, diversity, pride, and a sense of belonging among senior artists.
3. Enhance partnerships among senior artists, instructors, center directors, and AAAs who believe in the power of art.
4. Encourage art as a lifelong learning field.
5. Provide an accessible and cost-efficient engagement tool for community residents.
6. Promote art classes in senior centers.

Fri, Jan 10, 6:02 AM

Can my brother in Japan see this site?

Fri, Jan 10, 7:33 AM

Yes of course.  
He can visit  
[www.wmseniorart.net](http://www.wmseniorart.net)

Fri, Jan 10, 7:48 PM

My brother enjoyed website.  
Thanks.

Very good. Thanks 😊

Thu, Jan 16, 6:35 AM

Do you think I submitted too many sakuhin? Those sakuhin were while I was attending the art class. I told my friend in California about this site; she said I submitted so many.



# Isolation vs. Engagement

Before Senior Art Gallery:

- a) Artwork usually shared one on one
- b) No competition with or stimulation from others
- c) Introverted artists lacked opportunities to impact others
- d) Employees were engagers for seniors

With Senior Art Gallery:

- a) Artwork receives world-wide-web level of sharing
- b) No competition with, but stimulation with others
- c) Introverted artists receive opportunities to impact others
- d) Seniors become engagers for other seniors



# Seniors Engage Seniors & Art Promotes Art

## Step 1: A senior in an art class

John's stained glass class has only two regular participants, including him. But John—

Loves his art.

Wants to share his art.

Wants to promote the art class with his art.

Wants his own gallery page in WMSAG.



## Step 2: Agreement Form

John fills out an agreement (Artwork Release Form), including:

His name or artist pseudonym.

Photos of the artwork (taken by AAA, the participant, instructor, center staff, etc.).

Permission for the website developer (AAA director) to display the artwork.

## Step 3: A senior becomes a participant in WMSAG

John's stained glass artwork appears on WMSAG:

Partners (AAA, senior centers, coalition members, instructors, art class participants) promote WMSAG,

Neighbors, family, friends, and other seniors see John's stained glass artwork.



## Step 4: Two new participants

Two new seniors decide to participate in the stained glass class:

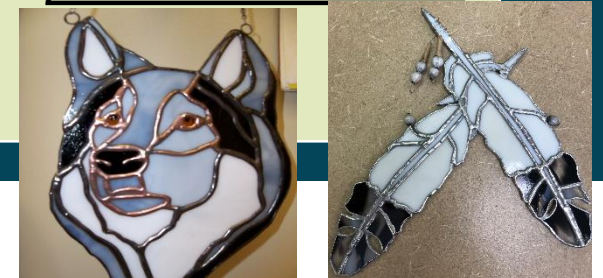
The arts promote more art. Seniors promote the involvement of other seniors.

Arts → Contributors

Seniors → Contributors

John's confidence goes UP.

**Two new participants = potential WMSAG artists!**





# Special Adaptations During COVID-19 Pandemic

- All the senior centers in Weber and Morgan Counties were closed as of 3/16/2020, and still remain closed.
- However, WMSAG is an online, virtual art gallery that demonstrates another way of continuing to be “open.”
- WMSAG now includes artwork created at home by registered WMSAG artists during the COVID-19 pandemic.

wmseniorart.net  
Now including artwork created at home by registered artists during COVID-19 pandemic

Webster-Morgan  
Senior Art Gallery



# Special Adaptations During COVID-19 Pandemic (continued)

- While all the senior centers still remain closed, WMSAG partners (AAA, center directors, artists, instructors) have convinced city authorities to reopen art classes on a limited basis with the following precautionary measures:
  - 1) All attendees (instructors and students) must wear facemasks all the time.
  - 2) No one can attend with any symptoms (fever, body ache, cough, loss of smell/taste). Either the center director or the class instructor will inquire of each student whether he/she has these symptoms every class.
  - 3) Only 6 students and an instructor are allowed in the classroom at once.
  - 4) Each student must maintain a 6-foot distance from other attendees.
  - 5) The instructor will also stay 6 feet away from each student, although closer instruction may occasionally occur for a few minutes without any direct contact.
  - 6) All paper tablecloths will be replaced every day, and all chairs and common areas (doorknobs, counter tables, etc.) will be sanitized at the end of class.



# Summarizing WMSAG Project

- **Awareness:**

Art promotes more art.

Seniors engage more seniors.

- **Impact:**

Art for individuals



Art for the community

Solitary artists

Art promoters via their art

- **Sustainability:**

\$128.57/year for a website maintenance + \$17.49/year domain registration.

Thanks to nonprofit friends (AAA, senior centers, art instructors, artists), there is no business involvement.

- **Evaluation & Improvement:**

WMSAG is a new project – qualitative/qualitative study of effects is still underway.



# Thank you!

**Nobu Iizuka, Director**

Weber Human Services Area Agency on Aging

Ogden, Utah

(801) 625-3771

[nobui@weberhs.org](mailto:nobui@weberhs.org)





## **engAGED National Resource Center**

- National effort to increase social engagement among older adults
- Administered by the National Association of Area Agencies on Aging (n4a)
- Project partners:
  - Generations United
  - National Center for Osher Lifelong Learning Institutes
  - Older Adults Technology Services
- Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living

**COVID-19 Innovations from the Field**

- Caregiver Social Isolation
- Telephone Reassurance and Wellness Checks
- Remote Connectedness
- Virtual Wellness Programming
- Engaging Older Adults at Home
- Transportation and Social Isolation
- Caregiver Social Isolation

**Other Recent resources:**

- Staying Connected At Home During COVID-19 (flyer)
- Blog Post Templates to Engage Older Adults and Caregivers During COVID-19
- New additions to blog, social media, newsletter

<https://www.engagingolderadults.org/>

## Find us here:

- [www.engagingolderadults.org](http://www.engagingolderadults.org)
- Facebook: @engAGEDCenter
- Twitter: @engAGEDCenter



# Questions?

Please use the questions tab in your  
Go To Webinar module to submit your question.

# Thank you for attending today's webinar!



advocacy | action | answers on aging

The recording will be available on:  
<https://www.engagingolderadults.org>