

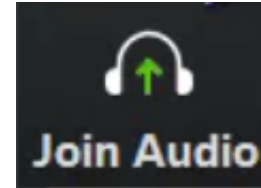
Arts and Creative Engagement: Successful Programs, Activities and Approaches

December 15, 2021

Webinar Instructions

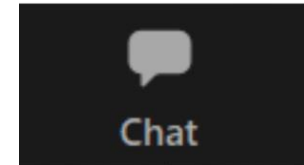
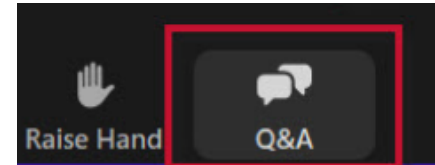
Audio Options

- Use your computer speakers, **OR** dial in using the phone number in your registration email.
- All participants are muted.



Questions and Answers (Q&A)

- You can submit questions for the panelists at any time during this presentation. On the Zoom module on the bottom of your screen, click the Q&A icon, type your question in the box and submit.



CLICK HERE TO START CHAT

Accessibility

- **Screen Reader Users: Reduce unwanted chatter**
 - Request speech on demand: Insert, Spacebar, “S”
- **To get our attention if you need tech assistance:**
 - Raise or Lower Hand: Alt + Y

engAGED

- National effort to increase social engagement among older adults, people with disabilities and their caregivers
- Administered by USAging
- 17 Project Advisory Committee members:
www.engagingolderadults.org/partnerships
- Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living

Presenters



Sarah House

Program Director, Arts for the Aging

Meghan Young

Associate Director, Opening Minds
Through Art, Scripps Gerontology
Center at Miami University

Luke Rackers

Director of Development and
Communications, Central Vermont
Council on Aging



Lolo Sarnoff, Founder



Photographer, Joel Breger

Our Mission /

Arts for the Aging engages older adults and caregivers in health improvement and life enhancement through regular participation in the multidisciplinary arts.

Our Vision /

Pioneering arts programming for older adults, Arts for the Aging is a model for excellence in life-long learning and creative aging.



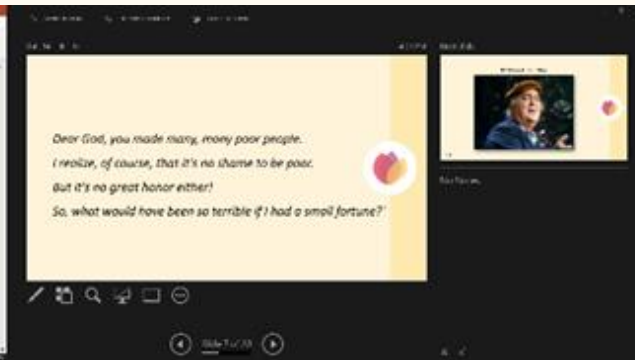
In-person Workshops



Slowly Reconnecting



Virtual Programming *Behind the Scenes*





heART Kits

Visual Art at Home

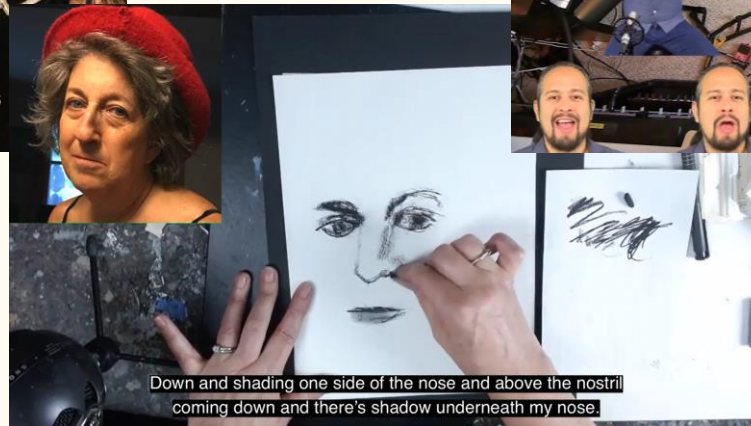


Pre-Recorded Programs

Art Experiences on Demand



Arts for the Aging Teaching Artists
Carlos César Rodríguez and Peter Burroughs



Down and shading one side of the nose and above the nostril
coming down and there's shadow underneath my nose.





Creative Aging

Arts and Health



Commitment to Accessibility and Inclusion



"You brighten the day, you make us laugh, you help us sing, and you uplift us!"

- **Ms. Betty Rice** (participant with the Deaf and Hard of Hearing Senior Program in Ward 8, Washington D.C.)

Connect with Us!



@ArtsfortheAging

www.ArtsfortheAging.org



ARTS FOR THE AGING

Opening Minds through Art: Connecting the Generations

Meghan Young, MGS
USAging's engAGED Webinar
December 15, 2021



Overview

1. What is OMA?
2. What do people get from doing OMA?
3. Virtual OMA
4. Adapting OMA
5. How to get Involved

What is OMA?

Opening Minds through Art (OMA)

- An intergenerational art program for **people living with dementia**
- Developed in **2007**
- Replicated at **200+** locations
- **2,476** Miami students since 2008
- Awards
- Research





OMA is
inspired by
modern,
abstract art



















OMA Art Show





EXIT

EXIT



An Overview of OMA:

<https://www.youtube.com/watch?v=ATuvAzJ7VTM&t=1s>

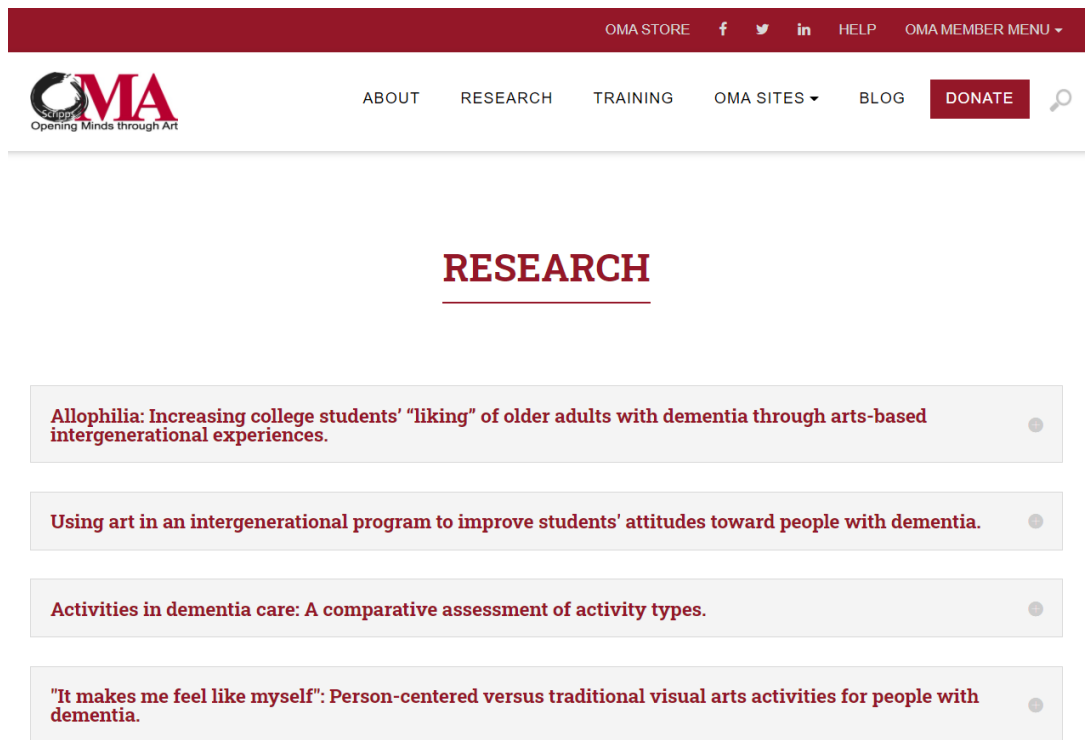
What do people get from
doing OMA?

Overview of Research

8 published studies (2012-2021)

- 3 on elders
- 5 on students

All show the benefits for everyone



The screenshot shows the OMA website's Research page. The header is dark red with navigation links: OMA STORE, social media icons for Facebook, Twitter, and LinkedIn, HELP, and OMA MEMBER MENU. Below the header is the OMA logo (Opening Minds through Art) and a navigation menu with links for ABOUT, RESEARCH, TRAINING, OMA SITES, and BLOG. A red DONATE button and a search icon are also present. The main content area features the word "RESEARCH" in red, underlined. Below this, there are four research study titles, each in a light gray box with a red dot on the right:

- Allophilia: Increasing college students' "liking" of older adults with dementia through arts-based intergenerational experiences.
- Using art in an intergenerational program to improve students' attitudes toward people with dementia.
- Activities in dementia care: A comparative assessment of activity types.
- "It makes me feel like myself": Person-centered versus traditional visual arts activities for people with dementia.

Virtual OMA

Virtual OMA

- Zoom breakout rooms
- Older adults with and without dementia
- Art, music, story building, poetry
- Weekly, 60 minutes



Comments from Older Adult Participants

"I was amazed at the level of sharing and touched by everyone's authenticity. The students final project blew me away. We all exchanged phone numbers so we could keep in touch. What an amazing gift this group is."

"I am so grateful for the opportunity to interact with students and engage in enjoyable activities. The ability to meet through Zoom has been an excellent tether during the pandemic."

"I found both in form and content our much too brief time together fascinating, surprisingly challenging, and very well presented."

Comments from Student Participants

“I used to think older adults were not able to express creativity as well as younger adults. However, after a couple of sessions, I realized that older adults are just as capable of expressing creativity as anyone else, no matter their age.”

“I think this class has taught me how I will always be working with older adults so I should learn how to listen well, be respectful, and create relationships.”

“She loves to do the activities, and especially likes to tell us stories. Not only that, she likes to hear about our lives too. She is a joy to talk to and I am so glad she is our partner.”

Adapting OMA

Senior Center: Case Study

During the Fall of 2021, Miami students went to the local senior center and worked with clients.



How to Get Involved

1. Invite clients to **attend our classes**: Free and starts February 2022
2. **Creative Caregiving Guide**: Free and available now
3. Become a **certified OMA Facilitator**: Open to anyone
4. **ScrippsAVID**: Free and available in 2022

Attend our Classes

- Registration will open in **January 2022** for the Spring semester
- **FREE** and open to **all** older adults
- **1 hour** per week for **10 weeks** (February – May)
- **Zoom access** required
- **First come, first served** sign-up
- **Email us** for registration form at ScrippsOMA@MiamiOH.edu



Creative Caregiving Lessons



Visual art:

Create beautiful paintings or discuss artwork by famous artists



Music:

Create activities around familiar songs



Dance & movement:

Create dance movements using familiar songs



Poetry & language:

Recite familiar poems and create original poems and stories



Thank you to our Creative Caregiving **sponsors**
and **supporters!**

OMA Facilitator Training

Two formats:

- Fully Online Training with live art-making sessions
- Hybrid training (online training with in-person practicum in Ohio and Virginia)

Cost: \$750

“Very well thought out training process with support from OMA leaders are available to continue implementing. The OMA concept down to the small details is well communicated.”

Opportunities for the Future

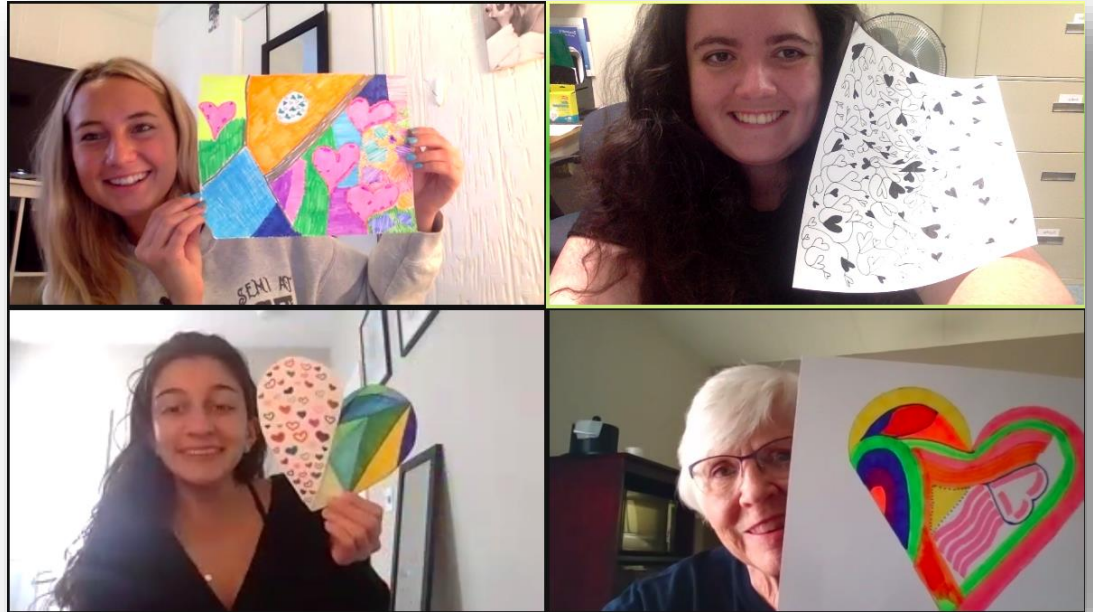
ScrippsAVID

Arts-based

Virtual

Intergenerational

Dementia-friendly



Thank you!

Meghan Young, MGS

ScrippsOMA.org

ScrippsOMA@MiamiOH.edu

(513) 529 - 2914



facebook.com/openingmindsthroughart



@openingmindsthroughart



SCRIPPS GERONTOLOGY CENTER



Creative Aging Initiative





HELLO!

I'm Luke Rackers,
Director of Development and Communications at CVCOA
and advocate for creative aging to promote healthy aging
and enhance social connection.

Creative Aging Description

Creative aging activities promote positive psychological, physical, and emotional well-being through engagement with skills-based, social-centric, and practice-focused creative opportunities.

Creative aging is an important component of healthy aging for those who seek to share, expand, and unlock their capacity for self expression and reflection, meaningful connection, lifelong learning, and personal growth throughout the lifespan.



Why Creative Aging?

Alleviate loneliness and enhance social connection by encouraging ongoing meaningful conversations, a path to self-expression, and connection to community

Engage the mind holistically, helping people create meaning and purpose through artistic expression, processing of emotions, storytelling, and lifelong learning

A way to emphasize “doing with” rather than “doing for,” encouraging autonomy and independence

Utilize multiple areas of the brain and physical processes simultaneously through arts creation and replication, helping to make new connections and improve memory

Tap into the resource of professional teaching artists who are trained in creative aging best practices to design activities and help others express freely

Provide a path for participants to develop new skills and mental habits, promote neuroplasticity, and improving overall health and well-being



“

*Even when we recognize the value
of creativity, too often we remain
blind to the presence and potential
of creativiity throughout our life
span...*



“

Our vision is clouded most of all by stereotypes, misunderstanding, and ignorance about aging, and then muddled more by stereotypes of creativity as belonging only to the artists' domain.



Creative Barriers and Blocks

Habitual

- Physical, time, and/or financial limitations
- Reluctance to share new ideas or engage in creative thinking

Motivational & Emotional

- Fear of taking risks, uncertainty, and ambiguity
- Lack of social connectedness and support

Perceptual

- Ageism, and the perception of creativity as frivolous
- Hesitancy to communicate different values or personal needs

Cultural

- Traditional roles and social norms
- Cultural desire to protect the status quo
- Communication needs and expectations



“

Some people have had more opportunity and fewer obstacles in acquiring experience or expertise; some have had the good fortune of ample exposure to positive influence and opportunities...



“

*But it is never too late to benefit
from new opportunities and
positive influences.*



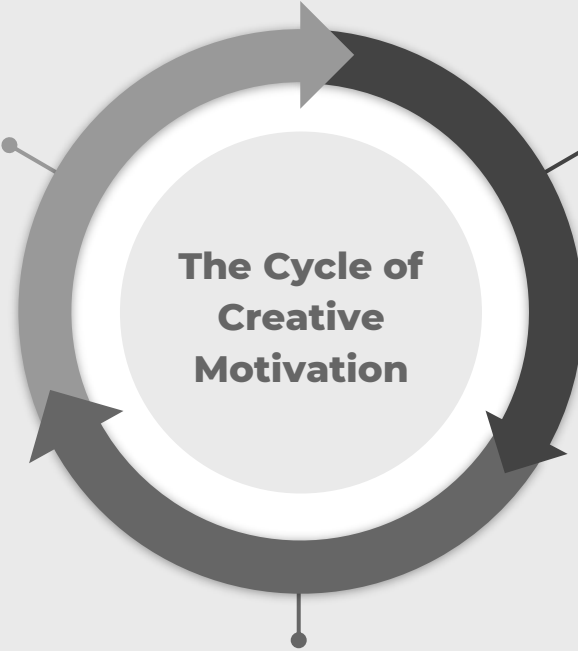
Creative Care Kits



A project providing skills-based, practice-focused, and social-centric creative arts opportunities to homebound older adults.

Providing Creative Motivation

Self-reflection
& expression



Skill-building
& practice

Connection to
Teaching Artists,
Community, & Peers



Project Goals

- Provide a path for ongoing self-expression, reflection, and social connection through creativity
- Alleviate the opportunity gap for homebound older adults
- Showcase and honor the creative work of older adults in the community
- Help bridge the digital divide by providing devices, connection and individualized training
- Facilitate peer to peer engagement and intergenerational storytelling



Pilot Project Kit Contents

Activities and supplies designed for
months of practice

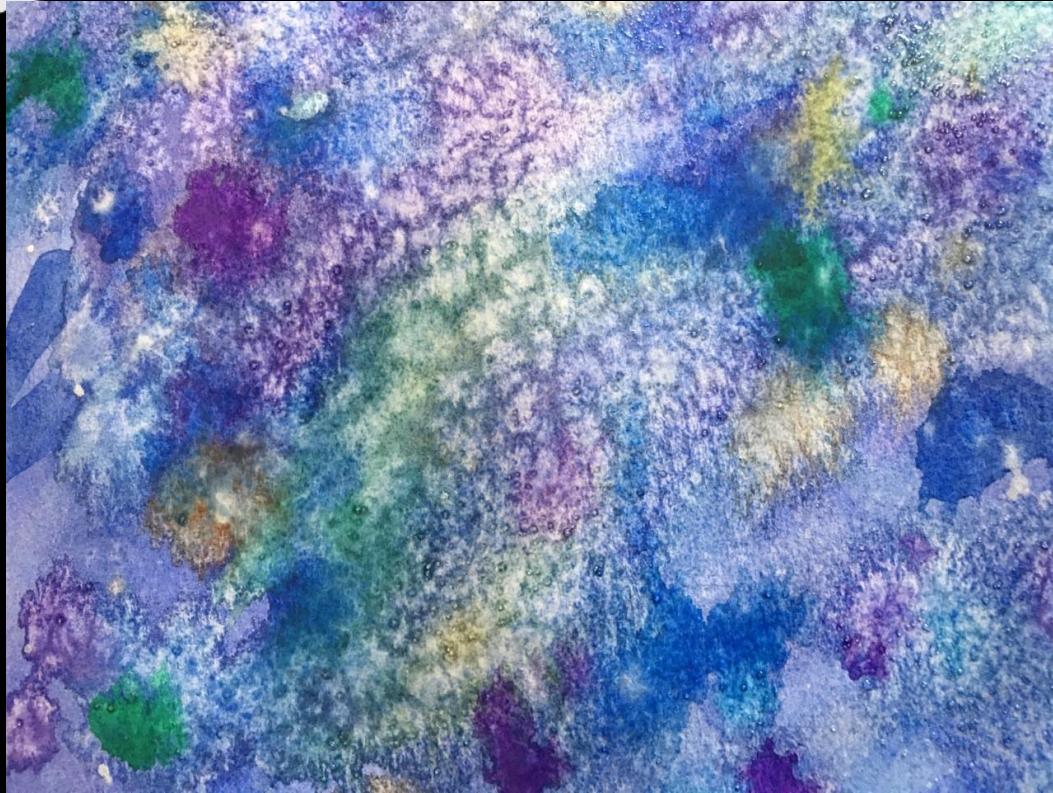


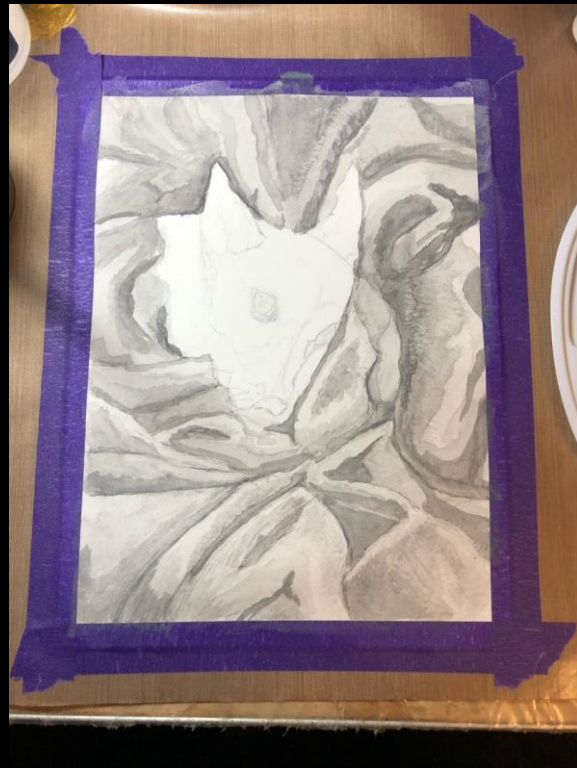

















A Very
Merry
Christmas
+
A Happy
New Year

Love
Mama

A hand-drawn illustration of two holly leaves and three red berries is positioned at the top of the card. Below it, the text is written in a mix of red and green cursive. The message reads: "A Very Merry Christmas + A Happy New Year". To the right of this message, the words "Love Mama" are written in red cursive.



75%

Answered Yes or Maybe to developing new social connections

65%

Answered Yes or Maybe to strengthening existing social connections

97%

Indicated their interest in participating again!



Project Pilot and Second Project Round Key Differences

Pilot Project 2020-21

Single kit option, with watercolor activities designed by teaching artists and supplemental activities added for additional interest.

The teaching artists created additional instructional videos toward the end of the project period to inspire continued practice.

Participants were connected with a Creative Companion volunteer who contacted a cohort of 2-5 kit recipients a few times per month to help inspire their creative journey.

Informal virtual art show at the end of the project to highlight creative work of participants.

Second Iteration 2021-22

Two kit options, both containing a primary activity intended to be completed over several months and a supplemental

Kits designed by professional teaching artists trained in creative aging best practices by Lifetime Arts in conjunction with the VT Arts Council.

Group zoom opportunities with teaching artists scheduled in early and mid-winter plus pre-recorded instructional videos.

Creative Companion volunteer connection and open virtual studio sessions optional.

Creative aging community event to showcase work in May!

CREATIVE CARE KIT TIMELINE

Teaching Artist recruitment and training. Creative Aging capacity building.

Supply and material ordering, including tech to help bridge the digital divide..

Creative Care Kit delivery and volunteer organizing.

Continued Creative Companion connections and open studio Zoom sessions.

Encourage recipients and volunteers to continue sharing work.

Community event to highlight Creative Aging and the work of older adult artists.

JUL

AUG

SEP

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

Activity and resource binder development

Video production to accompany activities and training materials for volunteers.

Volunteer training and initial calls by volunteers. First group Zoom session to engage with teaching artists.

Second group Zoom session with teaching artists. Contact recipients to share work.

Planning for community event to celebrate and honor the creative work of older adults.

Document lessons learned, send surveys, and event followup.



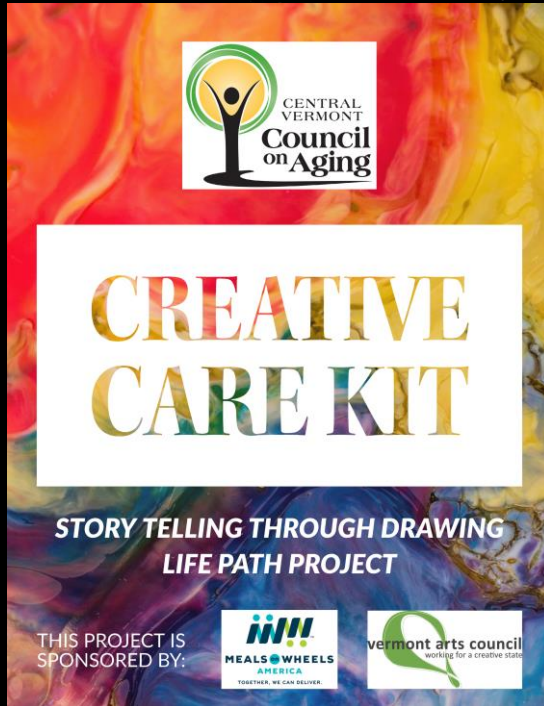
Second Iteration Kit Contents

Activities and supplies designed for
months of practice



Features of the Kits

- High-quality supplies and materials to help motivate and inspire
- Resource binders with primary and supplemental activities developed by professional teaching artists trained in creative aging best practices
- Include technology option to encourage and facilitate the sharing of work digitally
- Enough supplies and materials to allow for several months of practice and skill-building



This activity is made possible by a grant provided by the National Assembly of State Arts Agencies in partnership with Aroha Philanthropies.



This activity is made possible by a grant provided by the National Assembly of State Arts Agencies in partnership with Aroha Philanthropies.



If participants are continuing to use the iPad at the end of the project, then can choose to keep it indefinitely!

Bridging the Digital Divide

1- iPad Device

2- Individualized tech training through Tech4Tomorrow and CVCOA's Community Engaged Tech Specialist

3 - Broadband internet connection



Volunteer Engagement

Creative Companions and volunteer drivers are the heart of the project

Volunteer Drivers

Volunteers delivered kits in November before the holiday season, just in time to check in on people and bring some warmth as the cold weather came to Vermont. One volunteer dressed up to provide some extra holiday cheer!



Creative Companions

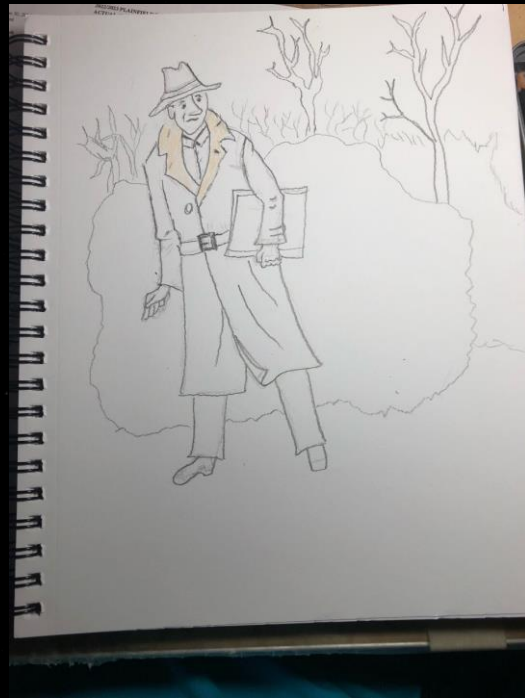
Creative Companion volunteers courageously embrace the unknown, inspiring kit recipients and motivating them to stay engaged through the project period, continue practicing the skills, and share their work with others. These volunteers play a key role in leading conversations about creativity and the meaning of creative work in their lives.





The Role of Creative Companion Volunteer

- Contact their assigned participants (2-3) a few times per month via phone, video calling, or in person
- Complete the same activities as kit recipients
- Serve to inspire and motivate kit recipients to continue practicing
- Lead meaningful conversations inspired by the creative work
- Encourage kit recipients to share their work for the community event at the end of the project







Voices of Kit Recipients

We asked kit recipients to provide 1-3 sentences about their motivation for engaging in creative activities this fall/winter/spring.



“

I am always interested in creativity. It's particularly important now with COVID and the new variant on the loose. We all need good ways to express ourselves.



“

Mobility issues are making it difficult to get out and about. Rising COVID cases make it less likely that I will want to gather in enclosed spaces...



“

*I enjoy doing artwork,
but I find it most difficult
to do in a vacuum.*



“

*Help getting through
the winter.*

I really need this at this time!

Boredom.

“

*I want to write love notes for my
wife when we are apart.*

I want to watch much less TV!

*I love to do things with my hands
and mime.*

A large, vibrant green brushstroke graphic that sweeps across the top and left side of the slide, framing the title text.

Building Creative Aging Capacity in Vermont

Partnership with Vermont Arts Council

- ❖ Training professional teaching artists in creative aging best practices through Lifetime Arts
- ❖ Bringing together stakeholders from area agencies on aging, community centers, and arts education organizations
- ❖ Sharing sample kits and activities with other area agencies on aging throughout the state to encourage more Creative Care Kit projects
- ❖ Building a creative aging resource hub on the Vermont Arts Council website
- ❖ Developing a creative aging networking website to bring together creative aging volunteers and aging services professionals

Let's Get Creative!

How can we continue to uplift creative aging as an integral component of healthy aging?

How can we help older adults overcome creative barriers and blocks, particularly for homebound older adults?



THANKS!

Any questions?

You can find me at lrackers@cvcoa.org

engAGED Resources

- Innovations Hub
- Toolkits and template materials
- Videos
- Consumer brochures
- Newsletter and blog
- Resources and research links
- Information on upcoming events

Connect With Us!

- www.engagingolderadults.org
- Facebook: @engAGEDCenter
- Twitter: @engAGEDCenter
- info@engagingolderadults.org

Commit to Connect

- ACL campaign working to combat social isolation through:
 - Network of champions
 - Connection to resources
 - Establishment of partnerships
 - Sharing of successful initiatives



COMMIT TO
Connect

acl.gov/CommitToConnect

Questions and Discussion

Please submit your questions or comments
through the Q&A.

Thank You!

- Please complete the survey which will be displayed in your browser after Zoom closes.
- The recording will be available on www.engagingolderadults.org.
- Thank you for attending today's webinar!