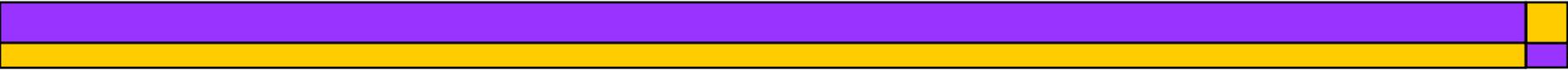


Older Adults Matter to State Arts Agencies

Roles and Resources





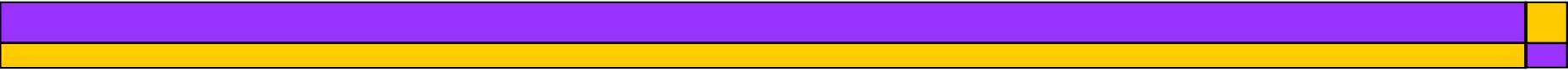
Older Adults Matter to State Arts Agencies: Roles – Overarching

- ✓ Be intentional. Include older adults and organizations that serve older adults in your programs and services.
- ✓ Think of arts education as lifelong learning in the arts that really is lifelong—65 – 90, and 100.
- ✓ Ensure that older adults are engaged in programs and services that focus on civic engagement and community building.



Older Adults Matter to State Arts Agencies: Roles – Advocacy

- ✓ Call on the growing demographic of older adults to help deliver the message of public value to your authorizers.



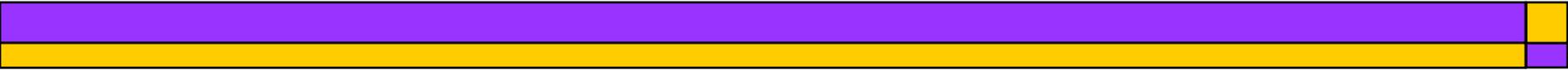
Older Adults Matter to State Arts Agencies: Roles – Grant making

- ✓ Encourage applications for projects that serve older adults.
 - Consider specifically mentioning older adults and the organizations that serve them (e.g., senior centers, residential facilities) in your guidelines.
 - Set a target for the number of applications for projects that increase participation in the arts among older adults.



Older Adults Matter to State Arts Agencies: Roles – Grant making

- ✓ Encourage applications for intergenerational projects.
- ✓ Try to find grants panelists who are older adults, specifically older artists.



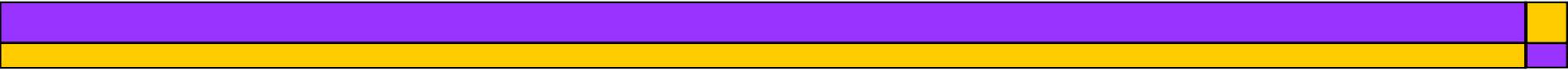
Older Adults Matter to State Arts Agencies: Roles – Grant making

- ✓ Be aware of issues that organizations need to address in serving older adults, and look for how they address these in their applications.
 - Social Engagement
 - Mastery
 - Transportation
 - Accessibility



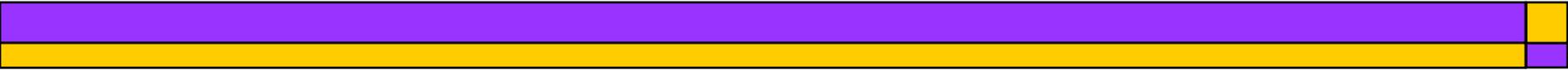
Older Adults Matter to State Arts Agencies: Roles – Training & Technical Assistance

- ✓ Train teaching artists to work with older adults.
 - Andragogy
 - Normal Aging
 - Dementia
 - Frail Elders
 - Working in an aging services setting



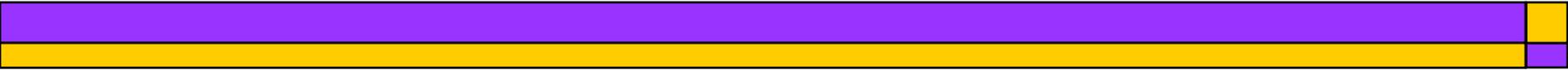
Older Adults Matter to State Arts Agencies: Roles – Training & Technical Assistance

- ✓ Train older artists to be teaching artists.
- ✓ Provide TA to arts organizations on how to
 - develop participatory programs for older adults;
 - work in partnership with aging service organizations; &
 - conduct outcome-based evaluation, using non-arts—health—measures.



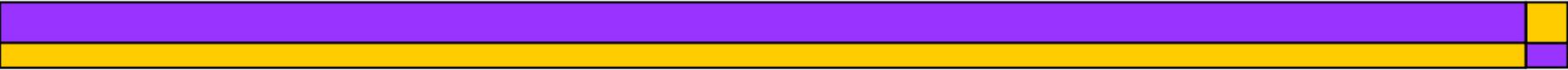
Older Adults Matter to State Arts Agencies: Roles – Convening

- ✓ Organize a meeting of the major arts and aging services players in your state so that everyone can get to know each other.
 - Raise awareness that the arts field and the aging services field can be resources for each other.
 - Open doors at the state level that might lead to resources (money and partners) at the local level.



Older Adults Matter to State Arts Agencies: Roles – Planning

- ✓ Invite older adults and organizations that serve older adults to the public meetings that you hold around the state.



Older Adults Matter to State Arts Agencies: Roles – Communications

- ✓ Include the phrase, “older adults,” and use images of older adults where appropriate in all communications: e-newsletter, brochure, Web site, etc....



Older Adults Matter to State Arts Agencies: Roles – Innovation

- ✓ Design programs that help
 - instigate culture change in residential facilities, potentially reducing staff turnover and increasing morale
 - mitigate burnout among family caregivers by increasing the quality of life for the older adults receiving care



Older Adults Matter to State Arts Agencies: Resources – Making the Case

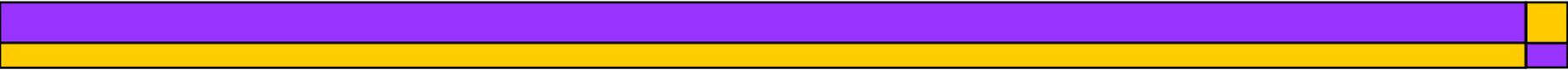
- ✓ Aging service policymakers want to reduce costs, and are trying to do so by
 - keeping older adults mentally and physically active
 - providing support to keep older adults living at home in their communities



Older Adults Matter to State Arts Agencies: Resources – Making the Case

--increasing the quality of life for those who live in residential communities

--reducing turnover among professional caregivers



Older Adults Matter to State Arts Agencies: Resources – Partners

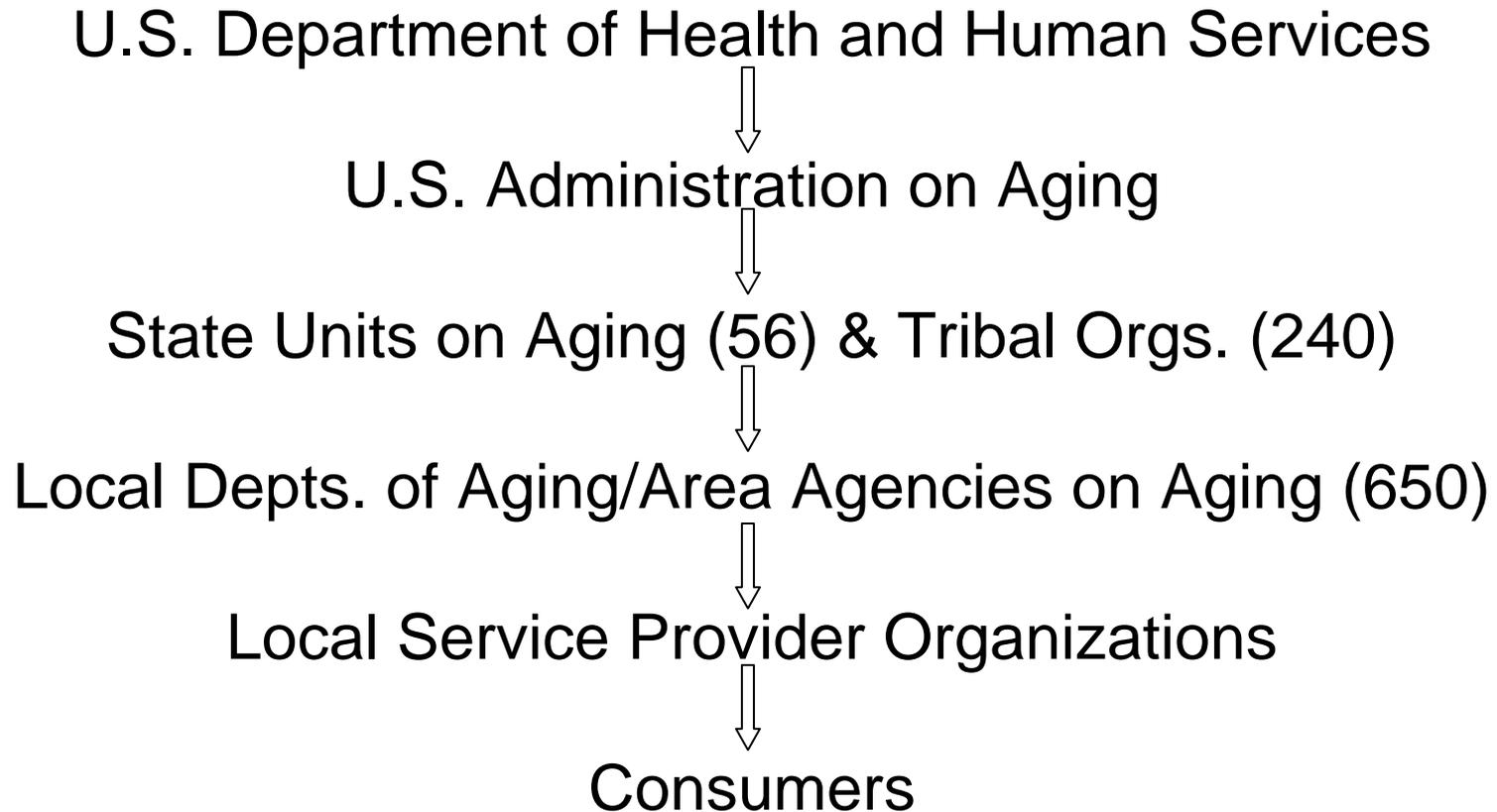
- ✓ Aging service organizations such as senior centers and residential facilities are
 - looking for quality content for their attendees and residents
 - becoming aware of the value of participatory arts programs

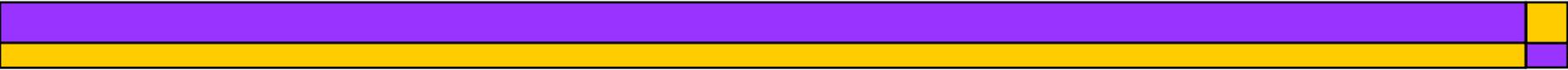


Older Adults Matter to State Arts Agencies: Resources – Partners

- ✓ Many colleges, community colleges and universities have lifelong learning programs targeted to older adults, and many are organized, run and taught by older adults.

Older Adults Matter to State Arts Agencies: Resources – Public Dollars





Older Adults Matter to State Arts Agencies: Resources – Private Dollars

✓ Foundations

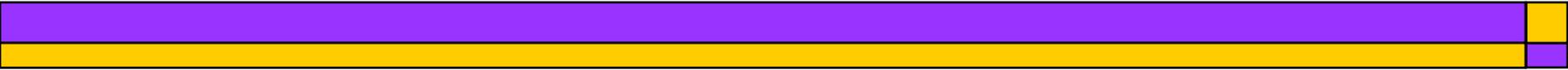
- MetLife Foundation

- NAMM Foundation

- The Atlantic Philanthropies

- The Harry and Jeanette Weinberg
Foundation

- Dana Foundation

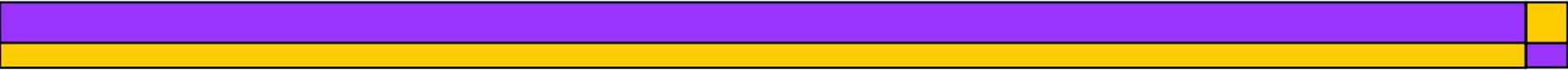


Older Adults Matter to State Arts Agencies: Resources – Private Dollars

- ✓ Corporations

 - Pharmaceutical, insurance and drug management (e.g., CVS Caremark, WalMart) companies

- ✓ Individuals



Older Adults Matter to State Arts Agencies: Resources – Information

- ✓ National Endowment for the Arts
 - Creativity and Aging in America*
 - Best practices, press clips and reports; results of Dr. Gene Cohen's research study

- ✓ National Center for Creative Aging
 - Technical assistance and training in program development



Older Adults Matter to State Arts Agencies: Resources – Information

- ✓ National Guild of Community Schools of the Arts
 - Creative Aging Program* – grants & TA
- ✓ *Creativity Matters: The Arts and Aging Toolkit / La Creatividad Importa: Guía de Recursos para las Artes y el Envejecimiento / www.artsandaging.org*
- ✓ “Philanthropy and Aging,” *Generations, Journal of the American Society on Aging*, Summer 2007

Older Adults Matter to State Arts Agencies

Questions & Answers

