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

[Graph showing population trends over time, with age groups highlighted.]
Why We Started This

“Help! I’ve fallen into obscurity and I can’t get up!”

January 25, 2018
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!
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
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.
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

- Lifetime Arts
- American Alliance of Museums
- Grantmakers in the Arts
- National Assembly of State Arts Agencies
- Next Avenue
- Aroha Philanthropies
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%
Benefits to Arts Organizations

- Relationships with adult audiences
- Participant engagement
- New collaborations
Stories

Grafton County Senior Citizens Council, Inc. Lebanon, NH

Rumriver Art Center
Anoka, MN

Newark Museum
Newark, NJ
Seniors? Older Adults?
Who Does This Work?
## Creative Aging Program Model

<table>
<thead>
<tr>
<th>Feature</th>
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<tr>
<td>Skill-building sequential workshops sessions (8-10)</td>
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<td>All art forms: visual, performing, literary arts</td>
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<td>Taught by professional teaching artists</td>
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<td>Reflects the interests of the target audience</td>
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<td>Intentional social engagement component</td>
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<td>Culminating event</td>
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Capacity Building

- Professional development/training
- Seed funding for arts programs
- Technical assistance (tools/resources/templates)
- Peer networking
- Documentation
- Evaluation
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

ADMINISTRATIVE

FINANCIAL

PROGRAMMATIC
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)
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
Program Highlights: Visual Art and Studios
What We’re Learning
Questions?