

National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

2021 Creative Aging Institute

July 20-21 & 27-28, 2021
Virtual Convening

Agenda

NASAA's [Creative Aging Institute](#) (CAI) convenes staff and commission / council members from all 56 state arts agencies for online professional development focused on trends and topics in creative aging. In addition to presenting high-caliber national experts in creative aging and related fields, the CAI leverages lessons learned from the cohort of state arts agencies who have received Leveraging State Investments in Creative Aging grants. Plan to attend the online Creative Aging Institute to glean the inspiration and information you need to be a creative aging leader and champion in your state.

WEEK I

Tuesday, July 20

All times are Eastern Daylight Time.

3:00 – 3:20 p.m.

Convocation and Opening Remarks

Pam Breaux, President and CEO, National Assembly of State Arts Agencies

Teresa Bonner, Executive Director, Aroha Philanthropies

Emcee: Susan Oetgen, Arts Learning Projects Director, National Assembly of State Arts Agencies

3:20 – 4:00 p.m.

Keynote Remarks

Keynote Speaker: Ashton Applewhite, Activist and Author, *This Chair Rocks: A Manifesto against Ageism*

In her book *This Chair Rocks: A Manifesto against Ageism*, nationally renowned anti-ageism activist and author Ashton Applewhite speaks about her journey from apprehensive boomer to pro-aging advocate, debunking harmful myths and stereotypes about aging along the way. In her keynote remarks, Applewhite looks at ageism from a variety of angles: from discrimination in the workplace to the cost of the all-American myth of independence and the misinformed portrayal of older people as burdens to society.

4:00 – 4:15 p.m.

Intermission

4:15 – 4:45 p.m.

Keynote Q&A

Keynote Speaker: Ashton Applewhite

Moderator: Laura Smith, Chief Advancement Officer, National Assembly of State Arts Agencies

Ashton Applewhite and Laura Smith engage in a dialogue and take questions from CAI attendees about Applewhite's keynote remarks.

4:45 – 5:00 p.m.

Closing Announcements

Emcee: Susan Oetgen

Wednesday, July 21

All times are Eastern Daylight Time.

3:00 – 3:10 p.m.

Welcome, Introductions, Opening Remarks

Emcee: Susan Oetgen

3:10 – 4:30 p.m.

Dialogue: Mapping the National Creative Aging Network

Leaders from two national organizations conducting creative aging programs discuss their work, highlighting bright spots across the states and data about reducing barriers to creative aging programs. Hear what these national initiatives have learned about how to ensure that older adults have ready access to lifelong learning in the arts.

Speakers: Heather Ikemire, Chief Program Officer, The National Guild for Community Arts Education, and Elizabeth Merritt, Vice President, Strategic Foresight and Founding Director, Center for the Future of Museums, American Alliance of Museums

Moderator: Susan Oetgen

4:30 – 4:45 p.m.

Intermission

4:45 – 6:00 p.m.

Workshop: Creative Aging: Engaging Older Adults as Learners and Makers

Presenters: Annie Montgomery, Director of Education, Lifetime Arts, and Maura O'Malley, CEO and Cofounder, Lifetime Arts

The research that underpins creative aging emphasizes sequential, skill-building arts learning along with the inclusion

of intentional social engagement opportunities. This, along with the unique cross-sector potential of the work, allows creative aging to flourish in a variety of organizations. Additionally, the pandemic has amplified the need for artistic and learning opportunities for older adults who are socially isolated. Lifetime Arts discusses the unexpected benefits that have sprung from pandemic-related social restrictions over the past 18 months, and how creative aging programs pivoted to remote formats across the country in response. Lifetime Arts shares strategies and protocols used by organizations across the country to deliver high quality programs that meet creative aging goals and best practices. Q & A follows the presentation.

Moderator: Susan Oetgen

WEEK II

Tuesday, July 27

All times are Eastern Daylight Time.

3:00 – 3:10 p.m.

Welcome, Introductions, Opening Remarks

Emcee: Susan Oetgen

3:10 – 6:00 p.m.

Workshop: Core Elements of Reframing Aging

The Reframing Aging Initiative is generating a groundswell for culture change—from local efforts to national leaders—to tell a more balanced story of aging. This story explains that good ideas know no age limit, and that experience and wisdom can be tapped to benefit us all. Our words matter. Changing the way we talk will change attitudes about aging and, ultimately, will advance policies and programs that support us at every age and stage of life. This initiative is powered by research and proven to change how people think about aging. What we need is you! Join us for an interactive session that equips you with ways to communicate effectively to support your work in creative aging—and change culture at the same time!

3:00 – 3:45 p.m.

Are You Ageist? Overview of Ageism and Framing Fundamentals

More than 80% of people over the age of 50 experience some form of ageism daily. In this workshop segment we review how ageism impacts American society and how it affects our health, our lives and our work. In addition, we learn how the Reframing Aging Initiative counteracts ageism and how "framing" affects our communications to better understand that it's not just what we say, but how we say it.

3:45 – 4:00 p.m.

Break

4:00 – 4:45 p.m.

Explore the Swamp of Aging

Researchers found that most experts in the field of aging think differently about aging than most Americans. Learn the inside scoop on how the public feels about aging, and how we can change our communication to reach our audiences more effectively. We will explore the "Swamp of Aging" so that you will be able to recognize communication traps that can derail your messages.

4:45 – 5:00 p.m.

Break

5:00 – 5:35 p.m.

Tell a New Story about Aging: The Embracing the Dynamic Narrative

All of us are aging, and all of us are doing it our own way. Isn't it time to tell a new story that recognizes the complex experience of aging? We teach the step-by-step process of constructing a well-framed social change narrative that will improve attitudes and increase support for aging policy and programs. Participants learn how to use the Embracing the Dynamic Narrative and its core elements of value, metaphor and solution.

5:35 – 6:00 p.m.

What You Can Do

Learn how you can start reframing right now and gain support and information from the resources and tips on our website, www.reframingaging.org and ask your final questions.

Reframing Aging Initiative Facilitators: Beth Kowalczyk, Chief Policy Officer, Ohio Association of Area Agencies on Aging (o4a), and Jane Paccione, Managing Director of Collective Impact, San Antonio Area Foundation

Wednesday, July 28

All times are Eastern Daylight Time.

3:00 – 3:10 p.m.

Welcome, Introductions, Opening Remarks

Emcee: Susan Oetgen

3:10 – 4:15 p.m.

Feeling Treasured: A Case Study of Artful Storytelling with Older Adults

In partnership with New York City's Educational Alliance and three senior centers on NYC's Lower East Side, Ping Chong + Company launched a pilot creative aging program in 2021, building upon its community-engaged, interview based

theatrical practice. Entitled *Artful Storytelling: Our Meaningful Histories*, the program was designed to enhance quality of life for adults aged 55+ through creative expression, social connectivity, and making meaning of personal and community histories. In this panel conversation, education staff, teaching artists and program participants share their experiences of program planning, delivery, partnership, virtual adjustments, outcomes and impact, as well as what the team learned from its fledgling creative aging effort.

Panelists: Christina Bixland (she/her), Education Director, Ping Chong + Company; Carly McCollow (she/her), Teaching Artist, Ping Chong + Company; Cory Michael Herman (he/him), Director, Alliance Stage Company; Courtney Surmanek (they/their), Teaching Artist, Ping Chong + Company

Moderator: Susan Oetgen

4:15 – 4:30 p.m.

Intermission

4:30 – 5:45 p.m.

Flashes of Inspiration: Creative Aging Intersections

Older adults are more than the sum of their years! In addition to facing the multiple rewards and challenges of aging, older adults have many different life experiences, cultural identities and ties to place that provide relevant touchpoints for lifelong learning in the arts. This session showcases state arts agencies that are conceiving new creative aging initiatives designed for rural, BIPOC and lower-income populations. Hear about exciting program concepts, collaborations and ideas currently on the drawing board for emerging programs from your peers. The session includes short program overviews plus time for discussion and Q&A with the state panelists.

Presenters: Elisa García-Radcliffe, Arts Learning Manager, Arizona Commission for the Arts; Elizabeth G. Shapiro, Director of Arts, Preservation and Museums, Department of Economic and Community Development, State of Connecticut; Zoe van Buren, Folklife Director, North Carolina Arts Council

Moderator: Kelly Barsdate, Chief Program and Planning Officer, National Assembly of State Arts Agencies

5:45 – 6:00 p.m.

Closing Remarks

Emcee: Susan Oetgen

END of Creative Aging Institute