



## MESSAGING MATRIX

A framework to help you align messaging and strategically communicate creative aging to diverse stakeholders.





## AUDIENCE

### State Units on Aging (SUA)

## MESSAGING MATRIX



### MAIN CONCERN

We need proven scalable approaches that align with our statewide aging mandate.



### MESSAGE 1

Creative aging supports health, dignity and well-being.

- » Creative participation supports emotional health, cognitive engagement and overall well-being among older adults.
- » Arts programs reduce isolation and loneliness, which are strongly linked to negative health outcomes.
- » Creative aging affirms older adults as active participants with skills, stories and value to contribute.
- » Engagement through the arts supports dignity, autonomy and purpose later in life.



### MESSAGE 2

Arts-based programs align with aging services priorities.

- » Creative aging supports prevention, independence and quality of life goals.
- » Programs complement existing health and social services rather than replacing them.
- » Arts engagement often reaches individuals who may not respond to traditional service models.
- » Creative activities support whole-person approaches to aging.



### MESSAGE 3

Partnerships with state arts agencies expand impact efficiently.

- » State arts agencies bring vetted partners and tested program models.
- » Programs can be scaled across rural, urban and underserved communities.
- » Cross-sector collaboration maximizes the impact of existing public investments.
- » Partnerships reduce duplication and administrative burden.



## AUDIENCE

### Area Agencies on Aging (AAA)

## MESSAGING MATRIX



### MAIN CONCERN

We need practical, cost-effective ways to engage older adults and strengthen outcomes.



### MESSAGE 1

Arts programs create meaningful, sustained engagement.

- » Creative activities foster connection, purpose and peer relationships.
- » Participants are more likely to attend consistently when programs feel meaningful.
- » Arts engagement supports emotional well-being and mental stimulation.



### MESSAGE 2

Creative aging integrates easily into existing services.

- » Programs fit naturally into congregate meals, wellness initiatives and caregiver supports.
- » Activities can be adapted for different physical abilities, cultures and languages.
- » Arts programs work well in both group and small-scale formats.



### MESSAGE 3

Arts partnerships help agencies reach more people.

- » Creative programs attract participants who may be hard to reach otherwise.
- » State arts agencies can connect AAAs to experienced artists and organizations.
- » Arts engagement strengthens AAAs' role as trusted community connectors.



## AUDIENCE

Senior Centers

## MESSAGING MATRIX



### MAIN CONCERN

We want programming that keeps people coming back and enriches daily life.



### MESSAGE 1

Arts programming helps centers feel vibrant and welcoming.

- » Creative activities foster joy, curiosity and social interaction.
- » Programs give participants something to anticipate and talk about.
- » Arts engagement strengthens a sense of belonging.



### MESSAGE 2

Creative aging empowers participants.

- » Programs center lived experience and self-expression.
- » Participants engage at their own pace and skill level.
- » Creative success builds confidence and pride.



### MESSAGE 3

Arts programs refresh and strengthen offerings.

- » Creative activities add variety without requiring new infrastructure.
- » Local artists bring fresh energy and perspectives.
- » Arts programming helps centers stay responsive to changing interests.



## AUDIENCE

## MESSAGING MATRIX

### Community Partners

Libraries, Community and Hospital Foundations, Community Centers



### MAIN CONCERN

We want initiatives that deliver visible, meaningful community value.



### MESSAGE 1

Creative aging improves well-being and quality of life.

- » Arts participation supports mental health and emotional resilience.
- » Creative engagement reduces isolation, a growing public health concern.
- » Programs are grounded in national research and evidence.



### MESSAGE 2

Arts initiatives align with broader community goals.

- » Creative aging supports health, education, and lifelong learning priorities.
- » Programs adapt well to libraries, healthcare settings and residential communities.
- » Arts initiatives create inclusive, welcoming spaces.



### MESSAGE 3

Partnerships with state arts agencies ensure quality and credibility.

- » State arts agencies provide trusted leadership and oversight.
- » Partnerships reduce risk through proven approaches.
- » Creative aging programs generate compelling stories of impact.



---

The creation and publication of **Vital & Vibrant: A Creative Aging Toolkit** was made possible by a generous grant from E.A. Michelson Philanthropy.