Creative Engagement: Successful Approaches to Creatively Engage with Older Adults

August 25, 2020
Webinar Instructions

• **Audio options**
  - Use your computer speakers (preferred), or dial in to the conference call
  - **We will be sharing a video.** The video’s audio feed will only be played through computer audio (mic and speakers).

• **“Questions” box**
  - Q&A session will be at the end of the presentation, but feel free to submit your questions at any time during the presentation. Click on the dropdown arrow icon “” to pop out the questions box where you can type and submit your questions.

• **Technical issues**
  - Due to increased demand on tele-work platforms, we may experience technical issues during the webinar. We assure you we are working to mitigate and correct any possible interference.
National Association of Area Agencies on Aging

Presenters

- **Anne Basting**  
  Founder, President of TimeSlips

- **Marla Fronczak**  
  Chief Executive Officer at AgeGuide

- **Colette Jordan**  
  Caregiver & Dementia Specialist at AgeGuide

- **Nobu Iizuka**  
  Director of Weber-Morgan Area Agency on Aging and Director of Community Services, Weber Human Services
TimeSlips
Meaning and Joy through Creative Engagement

- Anne Basting
  University of Wisconsin Milwaukeee;
  TimeSlips
  Author of Creative Care (New!)
The Need

Social isolation is a global public health crisis
- it is the health risk equivalent of 15 cigarettes a day
- it is happening across generations
- WE ALL FEEL IT NOW...

Ageism puts all ages at risk
- People with negative attitudes toward aging live
  7.5 years less than those with neutral or positive attitudes.
COVID is revealing a powerful ageism. And an equally
powerful creativity.
LET YOUR IMAGINATION SOAR.

TimeSlips brings meaning and joy to late life by pouring creativity into our care relationships and systems.
Meaning – Making

Facilitating **AWE**
through creative engagement

Yes, and (Inviting and affirming choices through play / improv)
Beautiful Questions (open a shared path of discovery)
Proof of Listening (radical affirmation of choices)
Rigor / Value (frame in context with social capital)
Connect (individual and communal purpose)

Timeslips™
Studies suggest that TimeSlips’ methodology improves:

- well-being for elders with dementia+
- communication for people with dementia<
- relationships between staff and elders with dementia*
- positive social engagement+*
- attitudes on aging among staff and volunteers*#

*(Fritsch 2009)
+(Vigliotti 2018) (George 2014)
#(George 2011)
<(Bahlke 2010)
TimeSlips Approach
Training for individuals and organizations
Resources / Support
Inspirational / Model Projects
Thank you for attending a TimeSlips Engagement Party!

**WHAT IS AN ENGAGEMENT PARTY?**

Engagement Parties are informal and joyful gatherings for those who want to learn how to engage with a friend, family member or neighbor who might be lonely, frail or experiencing memory loss.

At this party you will learn some simple engagement techniques that can create shared moments of imagination - with no right or wrong answers.
Engaged Learning & Student Artists in Residence Programs
year-long, community-building partnerships
CREATIVITY CENTER

Explore tools to spark meaningful engagement!
Click on a prompt and share your response by audio, image or words.
Share with family, or invite them to create with you.

HAVE A GENTLE CONVERSATION

ASK A BEAUTIFUL QUESTION

MAKE UP A STORY
Creative Care

• Programming as **collaborative**, connecting family, volunteers, staff, elders

• **Builds on strengths** over time to facilitate learning / skill building.

• **Improvisational** – inviting strengths from all who join.

• Rolling celebrations, culminating in **legacy** / community-building event.

• Marry generosity and creativity.
Remote Connection

“Asset Map” the Ways to Connect

• Live Tech (Facetime, Zoom, Games)
• Recorded Tech (video etc)
• Mail
• Deliveries (kits)
• Windows / Outdoors
• Telephone
• Radio
Letters / Postcards

- Make sure they are welcome
- Our list is all requested sites.
- 11,000 across the world
- Positive framing, a poem, a Beautiful Question, a little piece of artwork, a wish.
- Invite a response
Hello!

This looks like a place where there were plenty of adventures. Swordfights! A vial of love potion! A monster in the lake who has a pure heart. What do you think happened here?

LAC LEMAN
703 - Le Château de Chillon
et les Dents du Midi

IRIS MECHROMA

10201

Reproduction interdite
Tele-Stories™

• In Care Homes
• Through Volunteer Networks
• Through trained facilitators (MKE model)
• Begin with a Beautiful Question
• Sing, make music / rhythm, create poems
• Service Learning via college/Highschool
Live Sessions / Recorded

Wendy’s Neverland
WILL YOU BELIEVE?
Live Sessions / Recorded

Join us for
A LITTLE CREATIVE CARE

* 20 minutes of creative engagement by phone or video chat facilitated by artists.
* Ideal for caregivers at home or in care settings.
* Accessible to people with cognitive and/or physical challenges.

What question would you ask a child?

What moves you?

What brings you joy?

What stories do your hands tell?
FROM ME TO YOU

“What the desire to create is one of the deepest yearnings of the human soul.”

Dieter F. Uchtdorf
Beautiful Questions

CREATIVITY GUIDE

A TimeSlips Project
How do I ask them?

When inviting someone to respond, we suggest the following:

- I have a Beautiful Question - would you like to hear it?
- There is no wrong answer - you can answer any way you like.
- It's part of a bigger project - we are collaborating with TimeSlips artists all over the country and world to share responses and create a feeling of caring and belonging.

A BEAUTIFUL QUESTION:
If you could fly anywhere right now, where would it be?
Gathering / Sharing Responses

Voicemail 800.220.1822 x1

Email Info@timeslips.org

Photograph and upload
TimeSlips.org, Creativity Center
Our Superhero Journey Starts Here

THEME 1
What Does it Mean to Be a Hero?

Question to get us started:
• What does it mean to be a hero?
• What qualities might make someone a hero?
• Who is a hero in your life? Why?
• In what ways are YOU a hero in your own life?

STORYTELLING PROMPTS

Click here to find this image on the TimeSlips Creativity Center
https://tinyurl.com/tx29f54
Stay in touch!

We will continue to share new ideas and resources. Here is how to stay in the loop...

- **Follow us** on Social Media for tips, joyful links, and announcements about future webinars
- **Subscribe** to our monthly E-Newsletter
- **Subscribe** to our Weekly Creative Prompt emails
What if?
We had opportunities for meaning-making all the way to the end of life?
AgeGuide
Northeastern Illinois
Your Guide to Aging Services

Marla Fronczak, Chief Executive Officer
Colette Jordan, Caregiver & Dementia Specialist

Serving: DuPage, Grundy, Kane, Kankakee, Kendall, Lake, McHenry, and Will Counties
AgeGuide Northeastern IL

- 13 AAAs in Illinois
- AgeGuide’s serves the 8 collar counties of Cook County (Chicago)
- Over 700,000 persons 60 and older reside in our region
- Represents 25% of Illinois’ 60+ population
- Over 400,000 are family caregivers (conservative est.)
Virtual Programs to Reduce Social Isolation During COVID

- Good Memories Choir *Summer Rocks!* Program
- Intergenerational Music and Memory
- Sing-Along Memory Cafes
Good Memories Choir

Prior to the pandemic
Spring 2019
Intergenerational Music & Memory Program
Intergenerational Music & Memory Program
Sing-Along Memory Cafés
Webber-Morgan Senior Art Gallery

Nobu Iizuka, Director
Weber Human Services
Area Agency on Aging
Ogden, Utah
Overview of WM Senior Art Gallery

- Launched in January 2019
- URL: www.wmseniorart.net
- Virtual art gallery for senior artists who attend art classes at senior centers in Weber and Morgan.
- 6 of 12 senior centers in Weber and Morgan are currently participating.
- 5 senior center art class instructors and the AAA director initiated the concept.
- Only artwork produced in senior centers is displayed.
- Currently, 75 seniors are registered artists and more than 400 of their artworks are available on the virtual gallery.
- NO sponsors, NO logos, NO atmosphere of business promotion – it’s simply for seniors, senior centers, and art.
Objectives

1. Provide a meaningful way to showcase and promote senior artwork.
2. Promote equality, diversity, pride, and a sense of belonging among senior artists.
3. Enhance partnerships among senior artists, instructors, center directors, and AAAs who believe in the power of art.
4. Encourage art as a lifelong learning field.
5. Provide an accessible and cost-efficient engagement tool for community residents.
6. Promote art classes in senior centers.
Isolation vs. Engagement

Before Senior Art Gallery:

a) Artwork usually shared one on one
b) No competition with or stimulation from others
c) Introverted artists lacked opportunities to impact others
d) Employees were engagers for seniors

With Senior Art Gallery:

a) Artwork receives world-wide-web level of sharing
b) No competition with, but stimulation with others
c) Introverted artists receive opportunities to impact others
d) Seniors become engagers for other seniors
Seniors Engage Seniors & Art Promotes Art

Step 1: A senior in an art class
John’s stained glass class has only two regular participants, including him. But John—
Loves his art.
Wants to share his art.
Wants to promote the art class with his art.
Wants his own gallery page in WMSAG.

Step 2: Agreement Form
John fills out an agreement (Artwork Release Form), including:
His name or artist pseudonym.
Photos of the artwork (taken by AAA, the participant, instructor, center staff, etc.).
Permission for the website developer (AAA director) to display the artwork.

Step 3: A senior becomes a participant in WMSAG
John’s stained glass artwork appears on WMSAG:
Partners (AAA, senior centers, coalition members, instructors, art class participants) promote WMSAG,
Neighbors, family, friends, and other seniors see John’s stained glass artwork.

Step 4: Two new participants
Two new seniors decide to participate in the stained glass class:
The arts promote more art. Seniors promote the involvement of other seniors.
Arts → Contributors
Seniors → Contributors
John’s confidence goes up.
Two new participants = potential WMSAG artists!
Special Adaptations During COVID-19 Pandemic

- All the senior centers in Weber and Morgan Counties were closed as of 3/16/2020, and still remain closed.
- However, WMSAG is an online, virtual art gallery that demonstrates another way of continuing to be “open.”
- WMSAG now includes artwork created at home by registered WMSAG artists during the COVID-19 pandemic.
While all the senior centers still remain closed, WMSAG partners (AAA, center directors, artists, instructors) have convinced city authorities to reopen art classes on a limited basis with the following precautionary measures:

1) All attendees (instructors and students) must wear facemasks all the time.
2) No one can attend with any symptoms (fever, body ache, cough, loss of smell/taste). Either the center director or the class instructor will inquire of each student whether he/she has these symptoms every class.
3) Only 6 students and an instructor are allowed in the classroom at once.
4) Each student must maintain a 6-foot distance from other attendees.
5) The instructor will also stay 6 feet away from each student, although closer instruction may occasionally occur for a few minutes without any direct contact.
6) All paper tablecloths will be replaced every day, and all chairs and common areas (doorknobs, counter tables, etc.) will be sanitized at the end of class.
Summarizing WMSAG Project

- **Awareness:**
  - Art promotes more art.
  - Seniors engage more seniors.

- **Impact:**
  - Art for individuals
  - Solitary artists
  - Art for the community
  - Art promoters via their art

- **Sustainability:**
  - $128.57/year for a website maintenance + $17.49/year domain registration.
  - Thanks to nonprofit friends (AAA, senior centers, art instructors, artists), there is no business involvement.

- **Evaluation & Improvement:**
  - WMSAG is a new project – qualitative/qualitative study of effects is still underway.
Thank you!

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engAGED National Resource Center

- National effort to increase social engagement among older adults
- Administered by the National Association of Area Agencies on Aging (n4a)
- Project partners:
  - Generations United
  - National Center for Osher Lifelong Learning Institutes
  - Older Adults Technology Services
- Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living
COVID-19 Innovations from the Field
- Caregiver Social Isolation
- Telephone Reassurance and Wellness Checks
- Remote Connectedness
- Virtual Wellness Programming
- Engaging Older Adults at Home
- Transportation and Social Isolation
- Caregiver Social Isolation

Other Recent resources:
- Staying Connected At Home During COVID-19 (flyer)
- Blog Post Templates to Engage Older Adults and Caregivers During COVID-19
- New additions to blog, social media, newsletter

https://www.engagingolderadults.org/
Find us here:

– **www.engagingolderadults.org**
– Facebook: @engAGEDCenter
– Twitter: @engAGEDCenter
Questions?

Please use the questions tab in your Go To Webinar module to submit your question.
Thank you for attending today’s webinar!

The recording will be available on:
https://www.engagingolderadults.org