Serving Older Adults in Cultural Institutions

Thursday, October 17, 2019

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Today's Panel

- **Louise C. Hawkley, PhD**, Senior Research Scientist, NORC (National Opinion Research Center) at the University of Chicago

- **Karen Kolb Flude**, founder and principal of Age With Ease

- **Deb Del Signore**, ATR-BC, Art Therapist, Adjunct Associate Professor, School of the Art Institute of Chicago

- **Hillary Pearson**, Manager of Operations for Harris Theater for Music and Dance; CCAC Steering Committee member

- **Moderator: Lucas Livingston**, Assistant Director, Accessibility and Lifelong Learning, Art Institute of Chicago; former CCAC Steering Committee member

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Social Isolation, Loneliness, and Aging: How are arts and culture relevant?

Thursday, October 17, 2019

Louise C. Hawkley, PhD
NORC at the University of Chicago

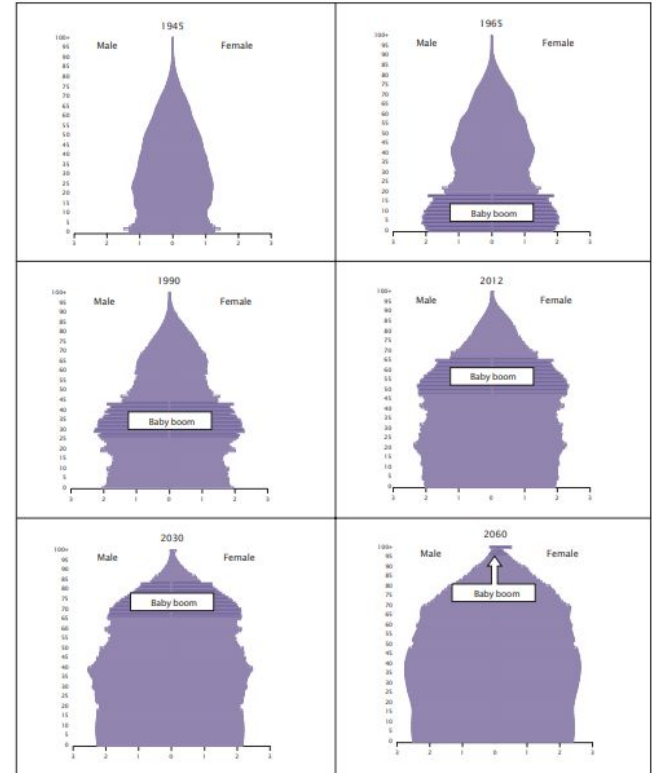Chicago
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Aging in the USA

- Who are older adults?
    - 65 and older
    - 51 million (16% of the total population)
        - Increasing to 95 million (23% of population) by 2060
    - 34 million Silent Generation (born 1925-1945)
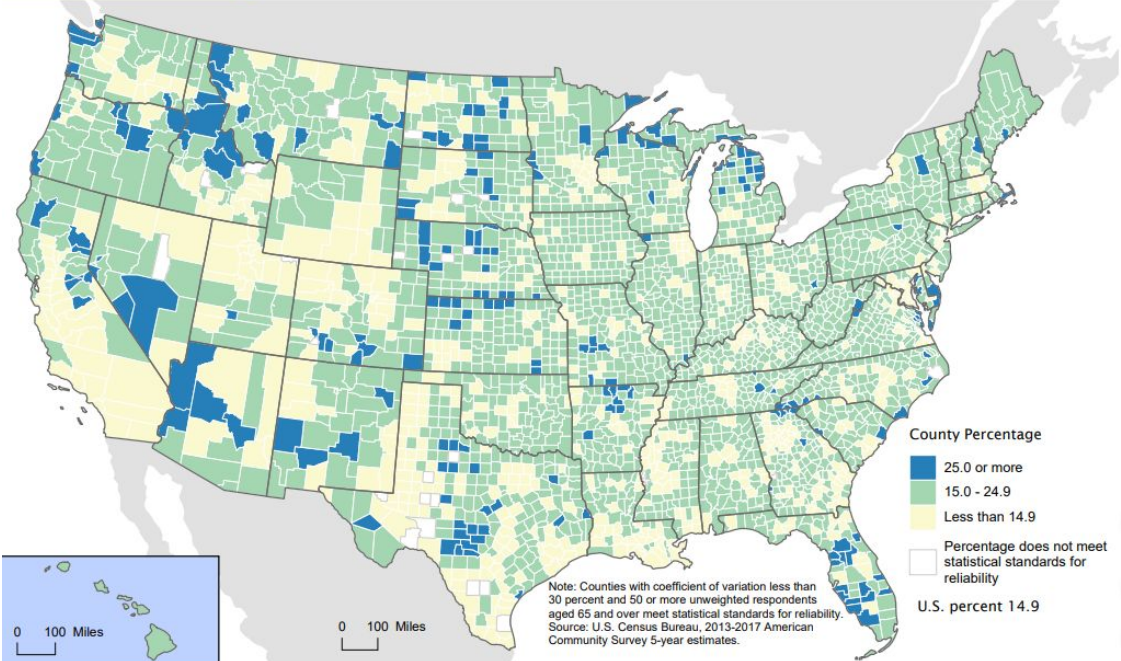   - 17 million Baby Boomers (born 1946[-1964])

From Pyramid to Pillar: A Century of Change. Population of the United States. 1960 / 2060. U.S. Department of Commerce, Economics and Statistics Administration, U.S. Census Bureau, census.gov. Source: National Population Projections, 2017. www.census.gov/programs-surveys/popproj.html
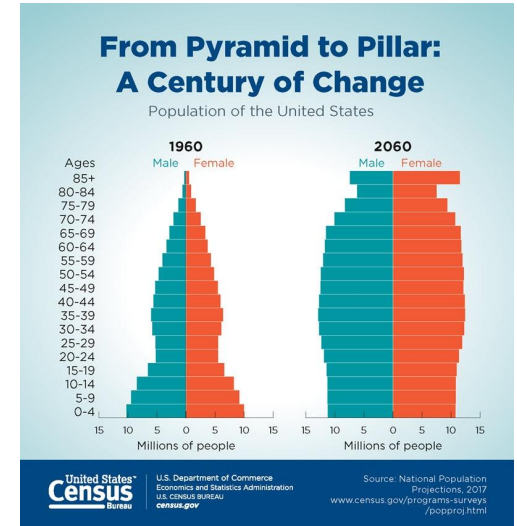
Aging in the USA

- Generational changes
  - Compared to the Silent Generation, Baby Boomers…
    - have a higher level of education,
    - will live longer,
    - are more likely to be obese and have a disability,
    - will work longer,
    - are less secure financially (high debt, low wealth),
    - are more racially/ethnically diverse.

Population 65 and older: 2013-2017

County Percentage

- 25.0 or more
- 15.0 - 24.9
- Less than 14.9
- Percentage does not meet statistical standards for reliability

U.S. percent 14.9

Note: Counties with coefficient of variation less than 30 percent and 50 or more unweighted respondents aged 65 and over meet statistical standards for reliability. Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year estimates.

0 100 Miles

0 100 Miles

Social isolation	Loneliness
Objective: being isolated	Subjective: feeling isolated
Low levels of social contact (*quantity*)	Mismatch between actual and desired social relationships (*quality*)
Need not be unpleasant	Unpleasant
May be chosen: "solitude"	Low sense of control or choice

Social isolation and loneliness: Why care?

- Increased risk for:
  - premature mortality
  - poor physical health (e.g., cardiovascular disease)
  - poor mental health (e.g., depression)
  - poor cognitive health (e.g., cognitive impairment, dementia)
- Increased healthcare cost:
  - Additional **$1,608 annually for each socially isolated older adult** compared to a socially connected older adult. **$6.7 billion** in additional federal spending per year.
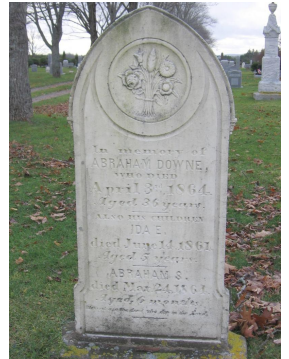
# Combating social isolation and loneliness with arts & culture

- Receptive engagement with *museums/galleries/exhibitions* at least every few months reduced the odds of loneliness over a 10-year follow-up period in a study of over 3,000 older adults in the UK (Tymoszuk et al., 2019).
- *Theater and drama participation* have widespread benefits for health and well-being, social connectedness, learning and creativity. The <u>aesthetic value and quality</u> of older adults' drama matter (Bernard & Rickett, 2016).
- Participatory arts engagement (*dance, theater, music, visual arts*) has mental and physical benefits to memory, problem solving, reaction time, balance/gait, and quality of life (Noice et al., 2014).

Older adult motivators for arts engagement

- Intrinsic pleasure
- Social support in group arts contexts
- Stimulating and/or productive activity
- Satisfaction with creating something
- Perceived meaning in life

Receptive Engagement in the Arts: NEA (2015)

- Motivation for older adults:
  - Socialize
  - Learn
  - *Experience high quality art
  - Support the community

- Barriers for older adults:
  - Time
  - Cost
  - *Access
 - *No one to go with
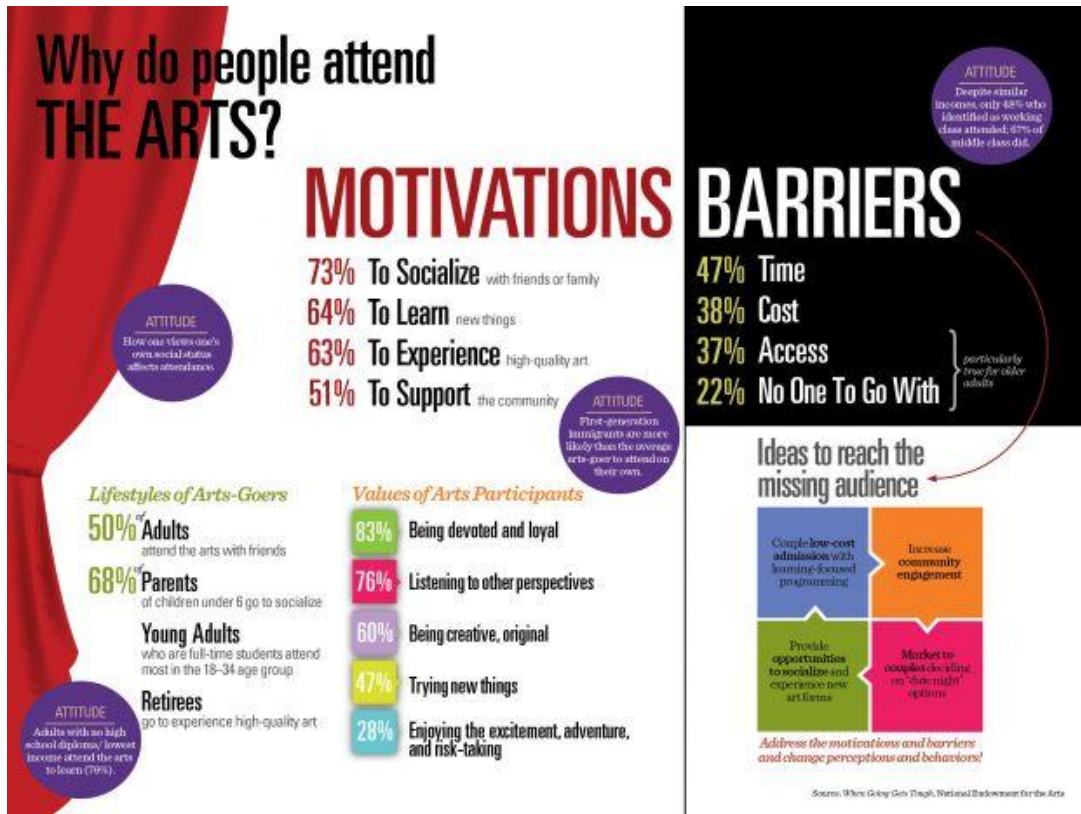
Older adult barriers to arts engagement

- **Disability**: mobility, sensory impairment, cognitive
- **Disease**: pulmonary, cardiovascular, diabetes
- **Access**: lack of transport, inadequate transport, availability (remoteness)
- **Appeal**: acceptable, appropriate, engaging, "worthwhile"
- **Fear:** of social rejection and/or exploitation (i.e., ageism); of loss of identity

*In 2012, about 13% of the adult US population were "*interested non-attenders*" (GSS).

Who are the "interested non-attenders" (exhibits and performances)?

- Location access
  - 47% of those 60 and over
- Lack of someone to go with
  - 38%
- Lack of time
  - 35%
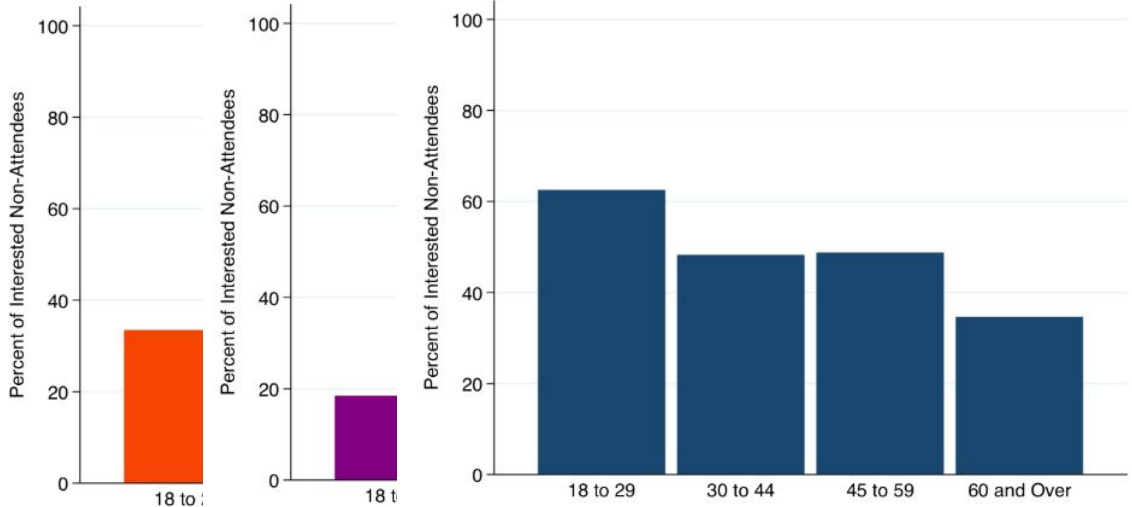
Connecting Socially Isolated Older Rural Adults with Older Volunteers through Expressive Arts

Ann MacLeod,[1] Mark W. Skinner,[2] Fay Wilkinson,[3] and Heather Reid[4]

ABSTRACT

Employing a participatory arts-based research approach, we examined an innovative program from rural Ontario, Canada, designed to address social isolation among older people. Older socially isolated adults were matched to trained volunteers, where in dyads, the eight pairs created expressive art in their home setting over the course of 10 home visits. With thematic and narrative inquiry, we analysed the experiences and perceptions of the program leader, older participants, and older volunteers via their artistic creations, weekly logs, evaluations, and field notes. The findings reveal a successful intervention that positively influenced the well-being of older adult participants and older volunteers, especially in regards to relationships, personal development, and creating meaning as well as extending the intervention's impact beyond the program's duration. We also discuss opportunities for similar programs to inform policy and enable positive community-based health and social service responses to rural social isolation.

Address barriers at the community level (UF & ArtPlace America)

Creating Healthy Communities: Arts + Public Health in America
—
A national initiative led by the University of Florida

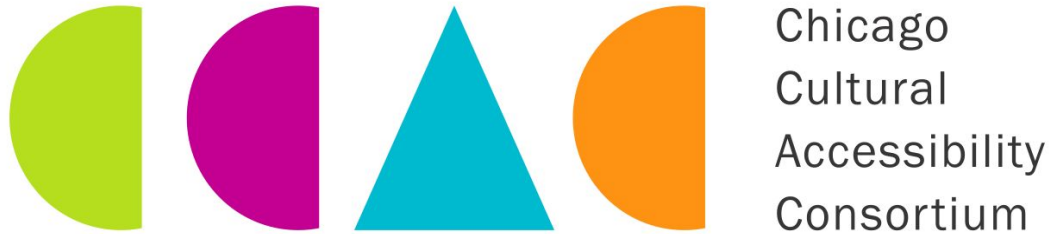*Center for Arts in Medicine in partnership with ArtPlace America*

CREATING HEALTHY COMMUNITIES THROUGH CROSS-SECTOR COLLABORATION

PUBLIC HEALTH

ARTS & CULTURE

COMMUNITY DEVELOPMENT

This paper presents a case for how collaboration among the public health, arts and culture, and community development sectors is critical to addressing the issues and conditions that limit health in America.

ARTPLACE UF UNIVERSITY of FLORIDA Center for ARTS IN MEDICINE Debra STEINMETZ

Karen Kolb Flude

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Aging & the Arts

"Older adults" who attended cultural events, from museum exhibitions to the opera, reported better mental and physical health than those who did not"

National Endowment for the Arts, 2014

What is Gerontology?

ger·on·tol·o·gy ˌjerənˈtäləjē/

noun

noun: **gerontology** the scientific study of old age, the process of aging, and the particular strengths and deficits of people as they age.

Includes:

Financial Considerations   Health & Wellness

Physical Environment   Lifelong Learning

Community Development   Social Connections

Legal Planning and more . . .

What is Happening in Chicago?

- Over 395,000 individuals aged 60 and better
  - Almost 119,000 living alone
- Nearly 45% of calls received by the Chicago Department on Aging were for help at home
- Though increasing needs and numbers of people as they age, declining revenues federally impact at state, and local levels
- An opportunity for consumer-driven and community-directed innovation
  - Increase in people wanting to remain at home
  - Increase in supports to help them to do so

  Need for programs to decrease social isolation and increase quality of life

Aging-in-Community: Ensuring Livability for All

- ## What is Aging-in-Community?

- ## Who is doing it?

- ## Why is it important?

Considers & Integrates:

Housing, Public Spaces & Places, Transportation, Services, Safety, Emergency Preparedness, Health Centers, Physical and Built Environment, Land Use (Formal and Informal Spaces), Arts, Accessibility, Commerce and Businesses

Reframing Aging

A Social Change Endeavor
designed to improve the
public's understanding of aging

🐦 @ReframingAging

*Original research conducted by the
FrameWorks Institute and sponsored by the
Leaders of Aging Organizations*

Ageism is not publicly recognized as a problem

Common, unproductive assumptions about ageism:

- Ageism is less serious than other forms of discrimination
- Ageism is not considered a policy issue
- Ageism is impossible to address

Strategies for reframing ageism:

- Explain that ageism leads to social injustice and unequal treatment or exclusion
- Explain that ageism begins with biases that are implicit and unseen

Why Engage Older Adults?

- Learning is lifelong
- Combat social isolation
- Creating a sense of belonging
- Increase your impact <u>across</u> the community
- Underserved population
- Significant patrons of the arts
- Intergenerational opportunities
- Influencers
- Volunteers
- Alumni
- Donors

Physical Changes as We Age

Physical

- Need to get up frequently
- Presbyopia – Close up vision loss
- Cataracts
- Macular degeneration
- Visual field narrows
- Presbycusis – Hearing loss
- Tinnitus
- Challenges with ambulation
- Ability to see in low lighting declines

AMD view
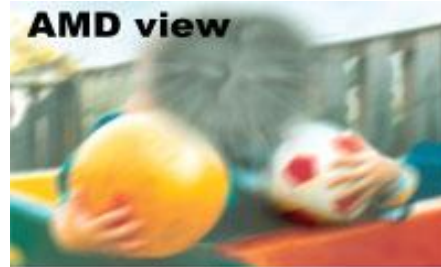
Normal view

cataracts

normal vision

Practical ideas: Getting started

- Focus groups of volunteers / patrons
- Survey of patrons
- Engage a workgroup of donors / Impact Panel
- Convene groups to visit / socialize after (affinity groups)
- Special engagements for particular audiences
  - Intergenerational activities
- Marketing strategy & evaluation

Deb Del Signore

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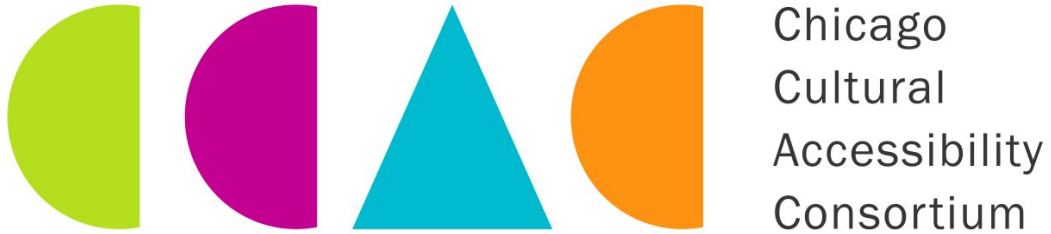
How do we ensure cultural spaces are socially accessible for older adults?

- Check our own ageist ways of being and thinking, which includes checking our assumptions and generalizations
- Consider how we communicate: language and tone
- How are cultural spaces co-created with older adults
  - Consider being and doing *with* instead of *for*
- How are the first line of customer service providers in any cultural space engaging with older adults?

Benefits of creative engagement for older adults, and people living with dementia.

Socially

Artists suffer less loneliness and depression than the general population.

Research Center for Arts and Culture (RCAC)

One hour of art engagement a week: ...improved self-esteem, well-being and physical health and increased civic engagement.

Cohen, et al. (2006)

Developmentally

As we age we become more primed to be creative.

Human Potential Stages, Gene Cohen

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Benefits of creative engagement for older adults, and people living with dementia.

Nervous system
Engages: motor system; somatosensory pathway; visual pathways; affective processing system; cognitive symbolic system

Mental health

Engagement with creative activities has the potential to contribute toward reducing stress and depression and can serve as a vehicle for alleviating the burden of chronic disease.

Stuckey, H. L., & Nobel, J. (2010)

How to make the overall experience in the cultural space accessible to as many as possible.

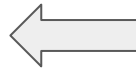When designing programs consider:

Multi-sensory strategies

Diverse-learning strategies

Multimodal art-based strategies

Looking for strategies for working with people with memory loss?

Support their sense of personhood.
(Kitwood, 1996)

Psychological needs of a person living with dementia.

Engaging creatively with folks living with dementia.

Sarah Zoutewelle-Morris, 2009

- Open Attitude

- Quality of Attention

- Focus on Potential

- Trusting the Process

- Authenticity

- Tolerance for Uncertainty

Art in the Moment

Art viewing, discussion, and hands-on art making for people living with a dementia diagnosis and their carepartners.

CJE SeniorLife

ART INSTITVTE CHICAGO

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Anatomy of a Gallery Discussion

- **Observation**
  - 30-60 seconds of close looking
- **Description**
  - Share surface-level observations
  - Repeat comments
- **Interpretation**
  - Open-ended inquiry
  - Interpretive framework*
- **Connection**
  - Relate the work to the lives of the participants; open conversation
- **Summary**
  - Reinforce the work's relationship to the tour theme

Interpretive Framework

1. Broad open-ended interpretation questions
   a. Setting, mood, action … ?

2. Build on responses to go deeper
   a. Discuss relationships, form connections

3. Promote self-reflective interpretation
   a. What's familiar … unfamiliar?
   b. What would you title this painting?

- Avoid vague phrasing ("What's happening here?"

- Embrace personal interpretation (What do *you* think … ?)

Accessibility

- Accommodations for hearing loss, reduced mobility, low vision
- Care partners or nursing assistants
- Multisensory engagement
- Pedagogical accessibility
- Art making considerations
- Multigenerational and multi-gender considerations

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Art Insights

- Serving Chicagoland's older community of individuals facing barriers to visiting the museum

- Independent/assisted living communities; nursing and memory care; Public Libraries; Park Districts; Places of Worship; Senior Centers/Groups

- Over 100 programs and over 1,000 individuals served annually

- Generously supported by the Hulda B. and Maurice L. Rothschild Foundation

Art Insights

- Mitigating barriers to access

- Accommodating people with disabilities

- Integrated vs. self-contained experiences

- Remote programming – Well Connected's "Museums at Home" & Mather LifeWays Telephone Topics

- Volunteer driven

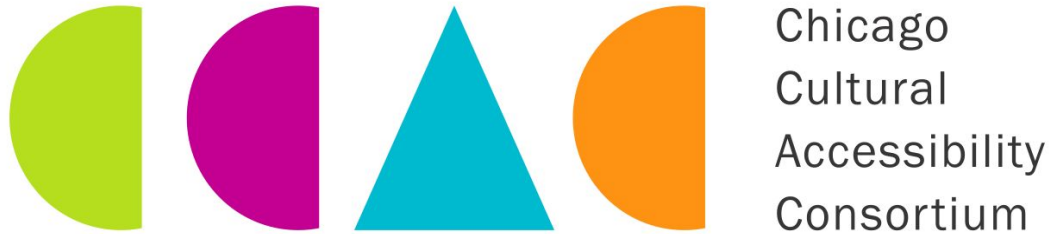- Volunteerism as wellness

Reflections Festival of Lifelong

Art Insights Volunteer Symposium

"Nearly 55 percent of older adults report that the arts helped them to stay active and engaged. Additionally, nearly 59 percent reported that the arts helped them to socialize ..." (*Staying Engaged* 2017)

Hillary Pearson

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Resources

- [Arts + Social Impact Explorer Fact Sheet: Arts + Aging (Americans for the Arts)](#)

- [Staying Engaged: Health Patterns of Older Americans Who Participate in the Arts (NEA 2017)](#)

- [The Arts and Aging: Building the Science (NEA 2013)](#)

- [Cohen, G. D., Perlstein, S., Chapline, J., Kelly, J., Firth, K. M., & Simmens, S. (2006). The impact of professionally conducted cultural programs on the physical health, mental health, and social functioning of older adults. The Gerontologist, 46 (6), 726–734.](#)

- [The Creative Age: How the Arts Can Help Us Live Longer, Healthier Lives (Bienvenu and Hanna 2015)](#)

- [Targeted Museum Programs for Older Adults: A Research and Program Review (Smiraglia 2016)](#)

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Resources

- [Holt-Lunstad, Julianne et al. (2015) Loneliness and Social Isolation as Risk Factors for Mortality](#)

- [Cigna's U.S. Loneliness Index: Survey of 20,000 Americans examining behaviors driving loneliness in the United States (2018)](#)

- The UnLonely Project: The Foundation for Art & Healing https://artandhealing.org/

- [Hafner, Katie (2016) Researchers Confront an Epidemic of Loneliness](#)

- [How a Nation Engages with Art: Highlights from the 2012 Survey of Public Participation in the Arts (NEA 2012)](#)

- [Duay, D. L. & Bryan, V. (2008) Learning in Later Life: What Seniors Want in a Learning Experience. Educational Gerontology, 34(12), 1070-1086.](#)

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- Creating Healthy Communities Through Cross-Sector Collaboration. University of Florida & ArtPlace America, 2019. https://arts.ufl.edu/sites/creating-healthy-communities/resources/white-paper/

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- Cities Alive: Designing for Aging Communities. ARUP, 2019. https://www.arup.com/-/media/arup/files/publications/c/citiesalive_designing_for_ageing_communities.pdf

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- **Taking Your Grandparents to Museums Could Improve Their Health (2017).** https://www.artsy.net/article/artsy-editorial-grandparents-museums-improve-health

- What Role do Museums Play for Aging Adults? https://www.brhoward.com/new-blog/what-role-do-museums-play-with-aging-adults

- Bernard M and Rickett M. The cultural value of older people's experiences of theater-making: a review. *The Gerontologist*. (gnw093 ((2016). DOI:10.1093/geront/gnw093

Resources

- Livingston, Lucas and Calgary Haines-Trautman (2018). "Equitable Access: Leveraging Multi-sensory Strategies to Engage and Empower Museum Learners of Diverse Abilities." *CIPEG Journal of Egyptology*, no. 2. <doi.org/10.11588/cipeg.2018.2.58149>

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- Rosenberg et al. (2009). *Meet Me: Making Art Accessible to People with Dementia*. The Museum of Modern Art, New York. <https://www.moma.org/visit/accessibility/meetme/>

- Universal Design Quick Reference poster <https://www.mos.org/UniversalDesign>

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Thank you!

Questions and Comments?

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Kitwood, T. (1997). *Dementia Reconsidered: The Person Comes First*. New York, NY: Open University Press.

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