Creative Aging in America’s Libraries
A National Leadership Project
Lifetime Arts, Inc.

- Creative Aging Resources and Technical Assistance
- Training
- Strategic Planning
- Demonstration (The Libraries Initiative)
- Advocacy
Why is Everyone Talking About Aging?

By the year 2030:

- 71.5 Million or 20% of the U.S. Population is 65+
- # Number of People 85+ will DOUBLE
Who are the 72 Million?

The Silent Generation

THE BABY BOOMERS!

Generation Jones / X
Today’s Older Adults
Impact?

- Problem
  - ↓ ↓
  - Potential

- Period of Decline
  - ↓ ↓
  - Age of Opportunities

- Deficits Based Approach
  - ↓ ↓
  - Assets Based Approach
Positive Aging Initiatives

- Aging in Place
- Encore Careers
- Livable Communities for All Ages
- Age Friendly Cities
- R.E.S.E.R.V.E.
What is Creative Aging?

Using the ARTS to improve the quality of life for older adults through skills mastery, creative expression and social interaction.
IT IS NOT PASSIVE ENTERTAINMENT
IT IS VERY ACTIVE ENGAGEMENT!
Creative Aging In Public Libraries
Creative Aging Areas of Practice

Health and Wellness
Arts Therapies and Artists In Healthcare

Civic Engagement/Community
Intergenerational Arts Programs

Lifelong Learning
Community Based Instructional Learning Programs
The National Conversation
Cross Sector Funding

ART WORKS.
MetLife Foundation
Aroha Philanthropies
AARP Foundation
State of the Arts
LIVESTRONG Foundation
NYC Cultural Affairs
NYSCA
The Creativity & Aging Study:
By Dr. Gene Cohen, George Washington University, 2006

• Less medication
• Fewer doctor visits
• Elevated mood
• More independent functioning
• Less depression, loneliness
• More activities
Why Libraries?

- Age Neutral
- Free to Everyone
- Community Based
- Barrier Free
- Almost 17,000 Local Libraries in the USA
- 22% of Library Patrons are Over 55 Years Old
The Creative Aging Libraries Project

Demonstrate the value of professionally conducted instructional arts programs for older adults in public libraries.

Build the capacity of public libraries to develop, deliver and sustain creative aging programs.

Nationally disseminate a replicable, adaptable program model.
Project Components

• Professional Development
• Incentive funding
• Instructional Arts Programs
• Technical Assistance/Resources
• Peer Networking
• Documentation
• Evaluation
Project Benefits

For Older Adults
- Improved quality of life
- Reduced social isolation
- Learn new skills

For Libraries
- Training
- Resources
- Technical assistance
- New Partners
- New programming

For the Field
- Replicable Model
- National Dissemination
- The Creative Aging Toolkit
- Lifetime Arts Affiliate Network
Lifetime Arts Affiliate Network

• National Expansion 2014-2016
• 67 Libraries
• 20 Library Systems
• 12 States
Online Workshop Info

In 2014 and 2015, we will offer a series of online workshops designed as a companion and expansion of The Creative Aging Toolkit for Public Libraries. The online workshops will be offered as live WebEx events. Recordings of each will be available along with related materials on this website.

Workshop Schedule
March 5, 2014, 2:00 - 3:00 PM EST

Download the Presentation Deck (PDF 3MB)