Expanding the Aging Conversation

Is 60 the new 50
or the new 20?
Images of Aging

AGE WELL NOW

STOP NOW!
Aging is a life long affair
Who’s Old? What’s Old?

- Biological
- Social
- Personal
Camilla Rockwell

HOLDING OUR OWN
EMBRACING THE END OF LIFE

DVD includes chapter points, and 2 bonus selections.
RUNNING TIME: 57 minutes
Design

• Three days
• Multiple venues
• Multiple art forms
• Commissioned works

Naomi Shihab Nye
Watching the magic of Vamping gave the audience the courage and motivation to ask questions about care-giving and speak of concerns around dementia that have probably been on their hearts for a long time.
Your hand on my back

Our lives entwined like ivy

My heart in your heart...
What do you associate with being the age you are now?
What Worked

Eventbrite ticketing
Program guide
Website
Grasshopper Phone System
Events promoted by performers
Volunteers
Production/Logistics
Cabot Marketing team support
In-kind food donations
Attendee Summary

**Audience:** Women, ages 55 - 75

**Tickets sold:** 1020

**Sponsor & Performer Tickets:** 130

**Volunteers:** 160

**Estimated total attendance:** 1200+
Lessons Learned

80+ age group hesitant to go out - programs need to come to them

Focus on women 55 - 70 (men accompany them)

Reduce # of venues: Stay centered at MSL/Union Station

With fewer venues, no need for vans

Fewer simultaneous activities

Repetition of key performances

Fewer films

More activities to bring generations together i.e. storytelling, dance, specific workshops

Allow some workshop sessions to be longer i.e. 3 hours

More grassroots promotion -- but no bear campaign!
Lessons Learned

Creative Programming inspired attendees.

Positive approach was appealing.

Social Media works for some but not all.

College Students not interested but young people can be attracted with right approach i.e. Chalkboard Installation.

Offer selection of movement options: Nia, Tai Chi, Qi Qong, Yoga, Tango, etc.

Well trained volunteers = happy festival-goers!
“Before I Die” Chalkboard Attracted Young People!
Before I die...
Success!

The intent of the festival was achieved...
We engaged people in a new conversation
and opened the door to seeing aging as a
creative journey filled with unlimited potential and joy.

“The festival brought the community
together in a way that was different,
special, and extraordinary.”
~ Anne Damrosch
Jung
Jung: On early life

- significance of the morning
- development of the individual
- entrenchment in the outer world
- propagation of our kind
- care of our children
Jung: On later life

- “... what in the morning was true will at evening have become a lie.” ...

- “Is culture the meaning and purpose of the second half ...?”
Aging...
a process by which we become ourselves

"Becoming Ourselves"
torn-paper-weaving, 61 x 38"
© Deidre Scherer, 2014  SEABA Gallery
GET Old

OR

GROW Old
Creativity is Ageless

Empowers

Provides energy
Inevitable

Necessary

Aging is a life long affair

• GROWING ….old/feeling…. VITAL

• requires active participation
Today's presentation is available on my website and will be available on the HCBS App.

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Follow on Twitter @CommishVT12