

# Bringing Resident Engagement to Life With Creativity



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**NATIONAL  
PHILHARMONIC**  
AT STRATHMORE

**Mather**



 *Mather*  
be **next**raordinary™





**CREATIVITY**



## Gene Cohen's "Creative Age"

Demonstrated that older adults in creative expression groups improved all measures of physical, mental, and social health

- Better health after one year
- Less medication
- Fewer doctor visits
- Elevated mood
- Reduced depression and loneliness
- Increase in number of activities





Continuing  
Creativity



Changing  
Creativity



Commencing  
Creativity



Creativity  
Connected with  
Loss

“There is no denying the problems that accompany aging. But what has been universally denied is the potential. The ultimate expression of potential is creativity.”

- Gene Cohen





















# Culture of Creativity

*Our residents are creators, not just consumers of culture -  
participants in the human experience,  
not just recipients of care.*





# THE NEXT WAVE IN CREATIVE AGING

| CREATIVE AGING INNOVATION FORUMS  
CROSS-INDUSTRY REPORT

<https://www.mather.com/whitepaper>



## Arts Partnership

**NAT**IONAL  
**PHIL**  
**HARMONIC**  
AT STRATHMORE



Music Director & Conductor Piotr Gajewski  
[www.nationalphilharmonic.org](http://www.nationalphilharmonic.org)



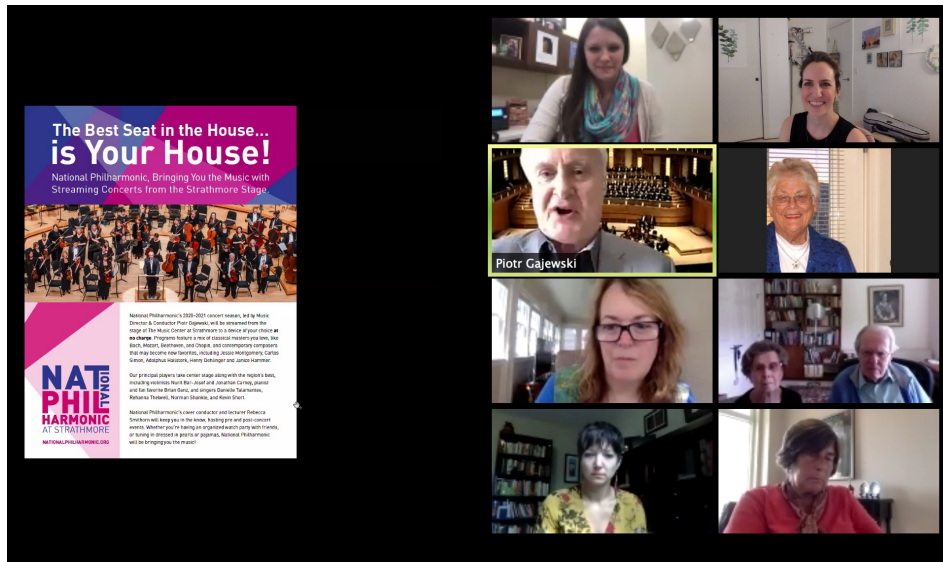
# Our Goals

- Create access to arts experiences
- Use art as a vehicle for skill-building, empathy-building, and human connection
- Create more equitable opportunities in the orchestral landscape & our communities
- Disrupt the traditional pathways to the arts



# Streamed Concerts → Virtual Reality

- Streaming music performances to older adults during the pandemic
- As the pandemic progressed, access to the concert hall was still a barrier
- Virtual Reality brought the live concert experience to adults living across the country





# Arts & Racial Equity

- Using music & art to address DEI issues within partner communities
- Concert stream of World Premiere
- Community discussions about racial equity with Composer Adolphus Hailstork and Poet Dr. Herbert Martin





# Color the Music

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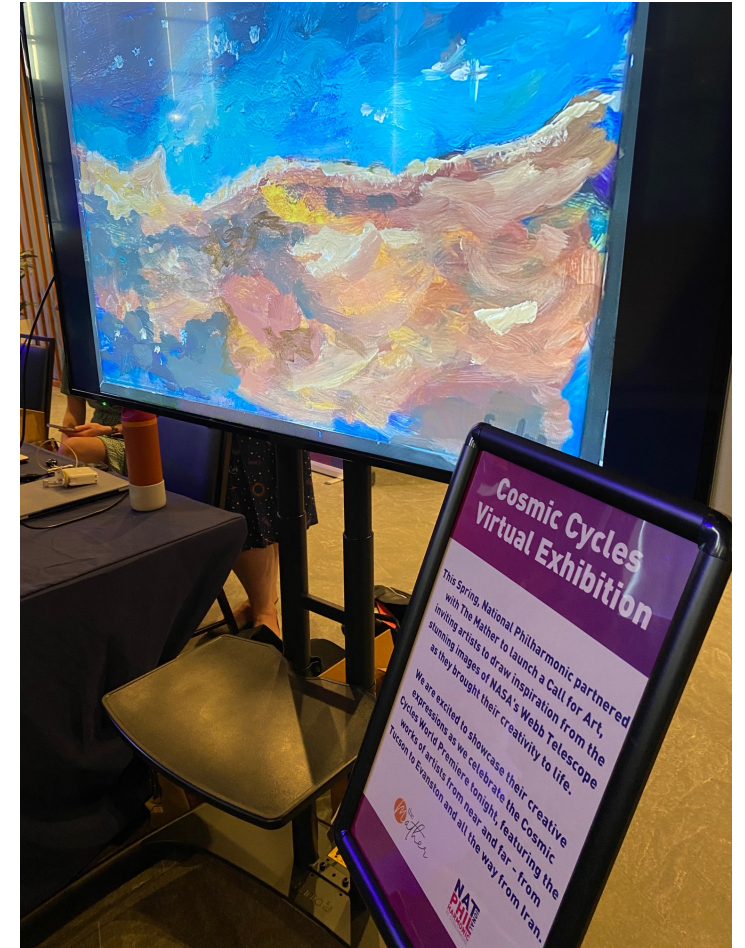
- Musical programs and lesson plans that combine NatPhil music with artistic creation
- Translating a program originally designed for schools to be dementia-friendly for older adults







- Artistic creations inspired by images from the Webb Telescope
- Panel & community discussions with NASA team members
- Inter-generational STEAM program in collaboration with NASA inspired by the Cosmic Cycles World Premiere



**NAT**  
**PHIL**  
**HARMONIC**  
AT STRATHMORE

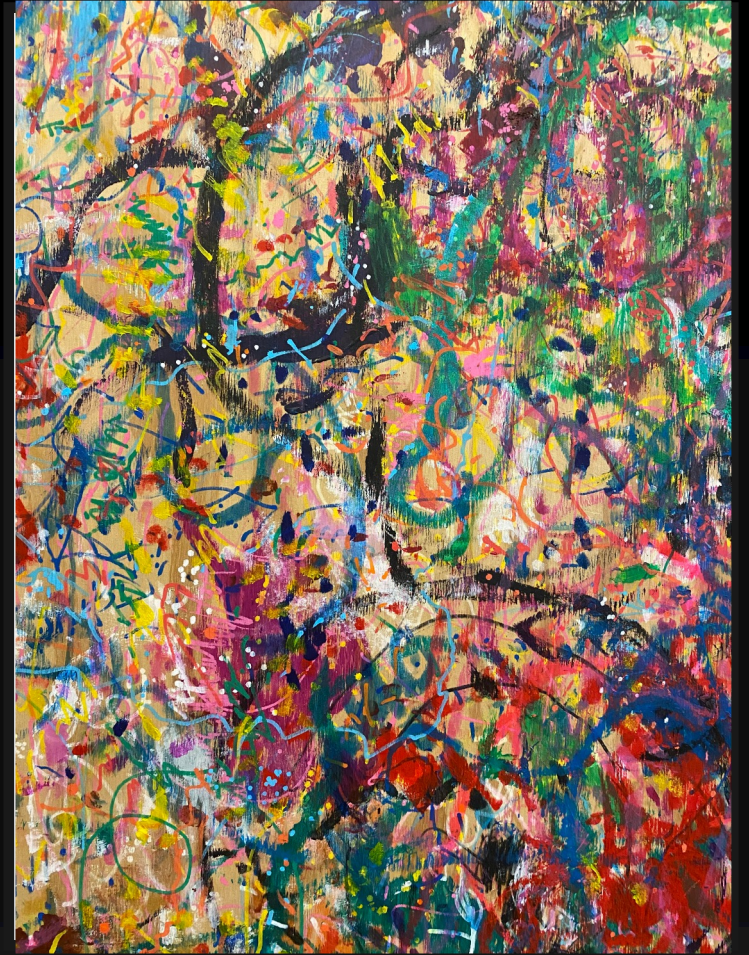
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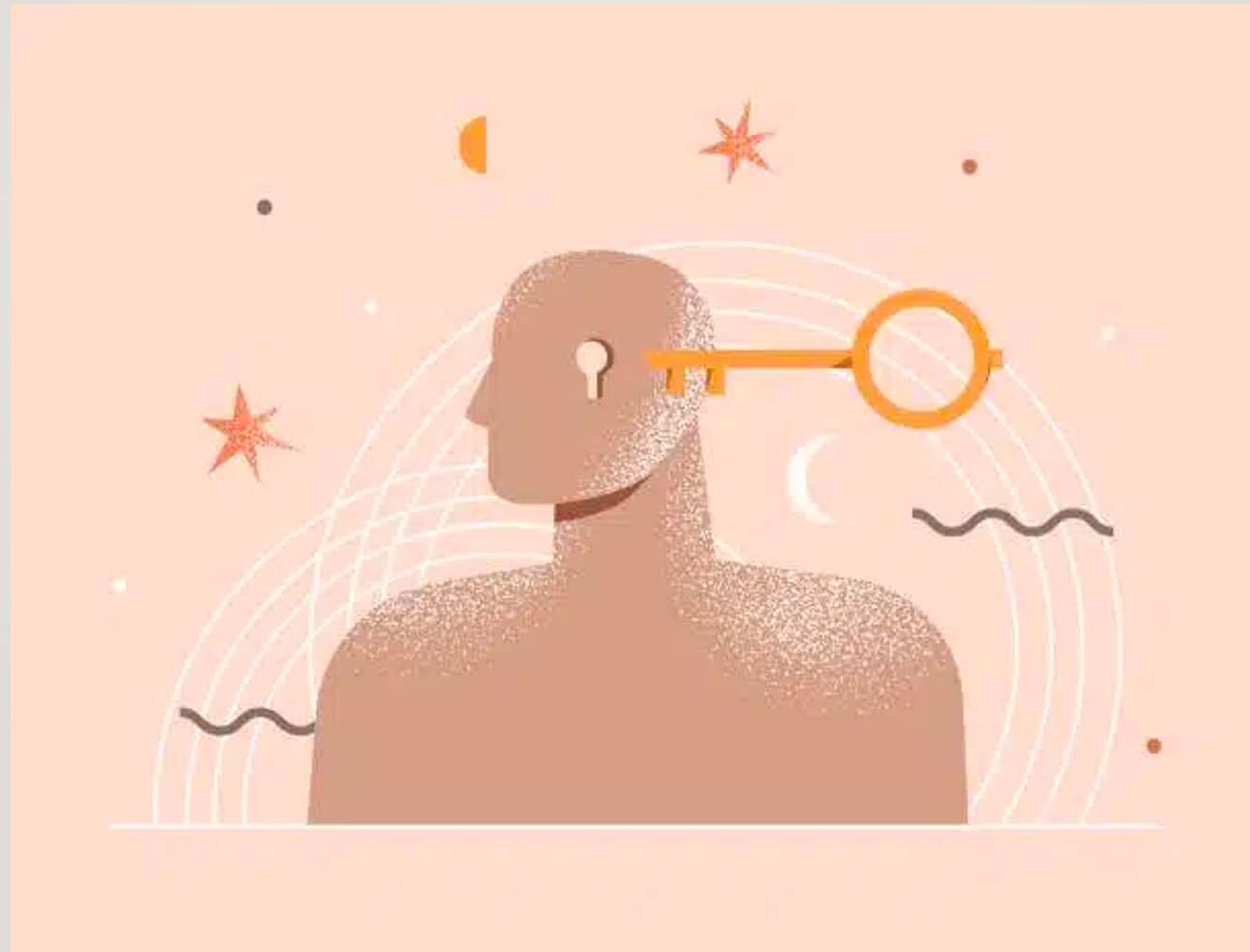
# How can I be a Creative Disruptor?

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Bringing the systems lens to your own organization's and individual interactions



# What is selfhood?





# What does it really mean to attune?

- > Get curious
- > Be aware of verbal and nonverbal communication
- > Reflection of their statements
- > Asking for clarification
- > Engage your own creativity
- > Look for small bids for connection







**Everyone is  
creative in  
dementia care!**

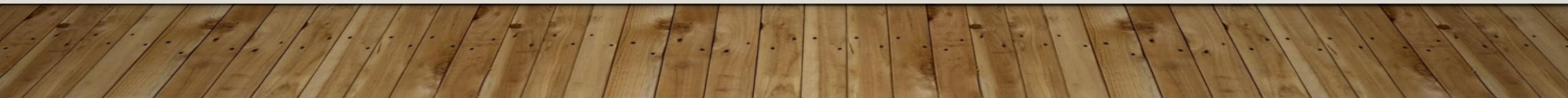




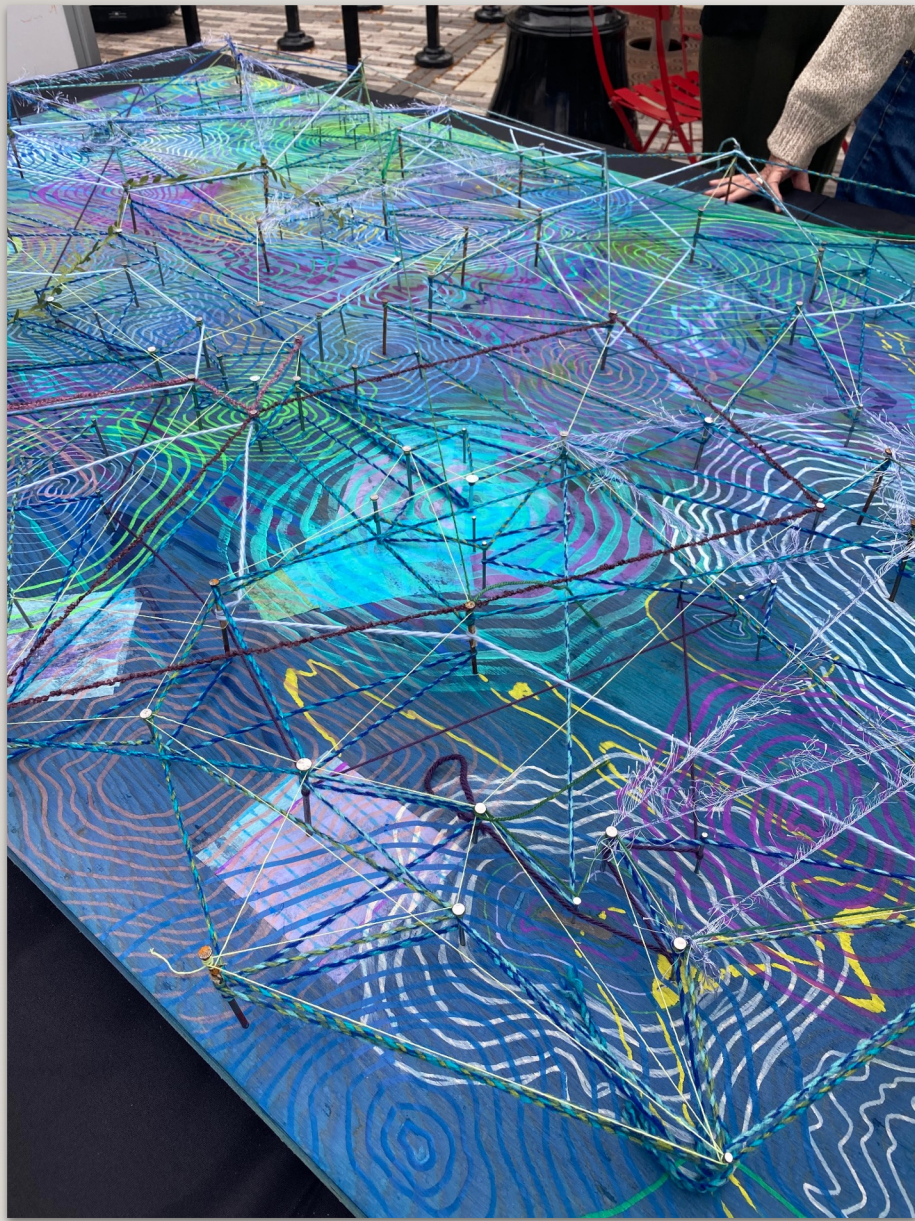
















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**You can't use up creativity.  
The more you use, the  
more you have.**

**Maya Angelou**

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