

# THE NATIONAL CENTER FOR CREATIVE AGING (NCCA)

## *Creativity Matters: Bridging Arts & Humanities, Aging, Education and Health Services*

### Significant Accomplishments

#### **NCCA Creative Aging Network (CAN) Consulting Services—2010 Launch**

NCCA will offer targeted technical assistance to encourage program development tailored to meet the unique needs of applicant organizations, providing online and onsite training in resource development and marketing support.

#### **NCCA Speakers Bureau: Creative Advancement in Later Life (CALL)—2010 Launch**

NCCA core team of artists, educators, researchers and leaders in the field of creativity in aging will lend their expertise and share their knowledge through keynote and open presentations.

#### **NCCA-Gerontological Society of America Gene D. Cohen Research Award in Creative Aging Announced—December 2009**

NCCA-GSA announced the Gene D. Cohen Research Award in Creative Aging and its first recipient, the late Dr. Gene Cohen at the GSA Positive Aging Conference.

#### **NCCA-MetLife Creativity Matters Symposia Series, 2008– Present**

NCCA brings together hundreds of professionals in the national and international arts and aging fields to learn about up-to-date research and best-practice programs in the fields of creativity and aging, inspiring participants to bring that knowledge to their own communities and create a positive and creative environment for older adults. Symposia take place in Miami, FL; Washington, DC; and San Francisco around the topics of Lifelong Learning; Health & Wellness; and Civic Engagement.

#### **NCCA Distance Learning Series, 2008—Present**

NCCA provides long-distance education on topics including: Research in Creative Aging; Best-Practice Programs; Resource Development and the Gene D. Cohen, MD, PhD Legacy Webinar Series highlighting his extensive research in creative aging.

#### **Creativity and Aging Education Project, 2007-2008**

NCCA conducted a 2-day intensive train-the-trainer pilot program utilizing the Creative Aging Toolkit at the Positive Aging Conference at Eckerd College in December 2007. The goal of the train-the-trainer program is to provide professional teaching artists with the knowledge and skills to increase quality and sustainable arts programs throughout the United States.

#### **Creativity Matters: Arts and Aging Toolkit, 2007-2008**

NCCA, in collaboration with the National Guild of Community Schools of the Arts and the New Jersey Performing Arts Center, produced online and in print “Creativity Matters: The Arts and Aging Toolkit.” The Toolkit fosters the replication and access to successful arts programs for older adults within the community arts education field, in order to increase the number of older adult music makers, dancers, actors, painters and poets. The Toolkit is a reference manual and educational resource guide for practitioners in the arts and aging services industries. The published Toolkit was published in English and Spanish in the summer of 2008.

#### **National Center for Creative Aging Headquartered in Washington, DC, 2007**

NCCA made a strategic move, in partnership with The George Washington University’s Center on Aging, Health & Humanities in Washington, DC, to reposition the organization in Washington, DC during the summer of 2007. This new partnership with GWU, combined with positioning in the Nation’s Capital alongside its national partners provides NCCA the opportunity to be at the center of growing public awareness and education.

#### **National Conference on “Arts & Aging: Creativity Matters,” November 3-4, 2006**

NCCA along with the New Jersey Performing Arts Center presented the first national conference focused solely on arts and aging. 235 leaders, staff and volunteers convened at the New Jersey Performing Arts Center in Newark, NJ to address issues of older adults’ access to quality arts programs. Attendees included professional community-based artists, representatives of healthcare, aging, education and cultural organizations, foundations, corporations and government agencies from across the country.

#### **The National White House Conference on Aging, December 12, 2005**

In May 2005, NCCA co-sponsored the White House Mini Conference on Creativity & Aging led by the National Endowment for the Arts where key players in policy research, best practices and support convened at the blue ribbon mini-conference at the White House Conference on Aging. The White House Conference on Aging produced the WHCoA Resolution 58 which focused on the beneficial impact that participating in the arts can have on older adults and their quality of life. Due to this, the NCCA had the opportunity to hold a reception, “The Art of Aging: Creativity Matters,” which featured artwork from over 80 older artists at WHCoA.

#### **Public Awareness Campaign, 2002-2005: “The Arts of Aging: Creativity Matters”**

NCCA, The National Institute of Senior Centers and the National Association of State Arts Agencies collaborated to create “The Art of Aging: Creativity Matters,” a public awareness campaign. Its purpose was to advance a new understanding of the beneficial link between creative health and aging. The public awareness campaign culminated with a national art exhibition of works produced by older adults at the White House Conference on Aging.