



Museums for America

Sample Application MA-20-14-0283-14

Project Category: Community Anchors

Funding Level: \$25,001-\$150,000

Charles and Emma Frye Free Public Art Museum

Amount awarded by IMLS: \$121,824

Amount of cost share: \$228,948

Attached are the following components excerpted from the original application.

- Abstract
- Narrative
- Schedule of Completion

Lead Applicant and Partners

The lead applicant is the Frye Art Museum. In a creative alliance with the Alzheimer's Association of Western and Central Washington and Elderwise Adult Day Center, and in partnership with Dr. Lee Burnside of the University of Washington, we propose to expand our established, free, and highly respected *here:now* arts engagement program for people living with dementia and their care partners, adding program components that serve participants at later stages of the disease, and building critical strategic partnerships that advance dementia care in our community.

Needs and Challenges

The need for quality, creative arts-engagement programs for people living with dementia at all stages of the disease is urgent. The Alzheimer's Association reports that one third of all seniors experience some form of dementia in their lifetime. Eighty percent of caregivers report frequent high levels of physical and emotional stress; fifty percent report symptoms of depression. *here:now* is one of only a handful of enrichment programs in Seattle that serve this audience, and the only museum-based program. In addition to continuous demand for our early/mid stage programs, we see a growing need to continue to serve participants as their disease advances beyond the early stages.

Project Activities and Time Frame

Between October 1, 2014 and September 30, 2016 we will:

- Offer an extensive slate of gallery tours and art-making classes for people with early/mid stage dementia and their care partners.
- Expand our early/mid stage offerings by adding an interactive film program.
- Pilot an innovative advanced engagement program for people with mid/late stage dementia that has the potential for broad impact.
- Support a University of Washington research study of the program.
- Present a continuing education workshop for caregivers and health providers on techniques for incorporating art into dementia care.
- Convene a professional development conference on art, creativity, and dementia.
- Establish a student internship in Creative Aging with a local university.
- Publish a report and present the results of our program pilot at conferences

Intended Results and Measures of Success

The intended results of *here:now* are to (1) enhance quality of life for people living with dementia and their care partners throughout the course of the disease, and (2) to serve our wider community through research, training, and the open exchange of information that can seed similar programs across our city. We will measure our success in achieving our intended results by tracking progress against project milestones, by recording evidence of benchmark behaviors, by documenting evidence of mutual respite, and by carefully logging statistical data on the nature and level of community engagement.

Public Benefit

here:now provides public benefit by meeting the needs of an underserved population for free; by connecting senior living communities to the resources of the Museum and increasing access to our programs; by providing training and education to health care professionals that will have a lasting impact on dementia care; by educating students in the growing field of Creative Aging; and by presenting and publishing the knowledge we gain from our pilot program for the benefit of others in Seattle and beyond.

1. Project Justification

Proposal: A grant of \$122,574 from the Museums for America “Community Anchors” program would enable the Frye Art Museum in Seattle to expand our highly respected, and free, *here:now* arts engagement program for people living with dementia and their care partners. It would allow us to meet urgent needs in our community, add program components that serve participants at later stages of the disease, and to build strategic partnerships that advance dementia care among those we serve.

In 2010, recognizing the dramatic increase of Alzheimer’s disease in our community and the growing number of senior living facilities in the immediate neighborhood of the Frye Art Museum, we developed an alliance with the Alzheimer’s Association of Western and Central Washington, Elderwise Adult Day Center, and a partnership with Dr. Lee Burnside of the University of Washington Department of Gerontology, to offer *here:now* – a highly specialized arts engagement program designed to meet the needs of those living with dementia and their care partners.

Featuring small group gallery discussions and art-making experiences for individuals with young onset and early-to-mid-stage dementia and their care partners, *here:now* offers an opportunity for adults facing the challenges of a devastating disease to strengthen the relationship between the person with dementia and their care partner, to receive affirmation and a sense of normalcy within a wider community, and to build self-confidence in theme-based discussions of works of art and hands-on art-making classes. Participants are encouraged to live in and celebrate the present —the “here:now”—through viewing, discussing, and making art. The program emphasizes what people are able to do, and draws upon their strengths as individuals, regardless of their diagnosis.

“...this is really a way to think outside the box and our voice is translated in art and feelings and conversation.”
~Participant

In 2012, Dr. Lee Burnside conducted a formal study of the impact of *here:now* on participants’ quality of life. Dr. Burnside’s interviews with 38 participants are providing evidence of how art works as a treatment to dementia.

“I felt...I felt lighter. I felt happier. You know, with my position, which is sometimes kind o’ down.” ~Participant

In addition to assisting Dr. Burnside’s research, the Frye Art Museum has played an important role in a growing community awareness of the role of art in mitigating the effects of Alzheimer’s. In 2010 and 2012 the Museum hosted professional development workshops and public lectures that encouraged community conversations on arts engagement and dementia care. In 2013, the Frye partnered with the Alzheimer’s Association to bring Dr. John Zeisel, author of *I’m Still Here: A New Philosophy of Alzheimer’s Care*, to Seattle. He spoke at the Future of Health lecture series at Town Hall Seattle and conducted an interactive film program for people with dementia at the Frye. *here:now* has also attracted the attention and support of medical professionals from Virginia Mason Medical Center’s Neuroscience Institute, a number of whom have referred patients to our program.

We are committed to build on the effectiveness of our existing program to meet the continuing needs of our community.

With our proposed program expansion we will:

1. Serve people living with dementia and their care partners as the disease progresses—for as long as possible—to improve their quality of life, by:
 - Piloting an advanced engagement program at the Museum and in homes/care facilities for people with mid/late stage dementia, thereby moving the field of arts engagement for those living with dementia into new territory. (There are currently few if any programs for mid/late stage dementia nationally).
 - Offering an increased number of programs of gallery tours and art-making classes for people with early/mid stage dementia and their care partners.

- Expanding our early/mid stage program by adding an interactive film program.
2. Serve our wider community through research, training, and the open exchange of information that can seed similar programs across our city and nationally, by:
 - Hosting a research study of the pilot advanced engagement program that will be shared at national conferences and published in academic journals.
 - Convening an annual conference on art, creativity, and dementia.
 - Presenting an annual continuing education workshop for caregivers and health providers that offers training in techniques for incorporating art in dementia care.

Needs and Challenges: The need for quality, creative arts-engagement programs for people living with dementia is urgent. The Alzheimer's Association reports that one third of all seniors experience some form of dementia in their lifetime, and this number is rising. In addition, eighty percent of caregivers report frequent high levels of physical and emotional stress; fifty percent report symptoms of depression (Etters J., *Journal of the American Academy of Nurse Practitioners*, 2008).

In Seattle, enrichment opportunities for those with dementia are extremely limited. *here:now* is one of only a handful of programs in the city that serve this audience, and, as far as we are aware, it is the only museum-based program in the State. Demand for our free programs exceeds our current capacity to provide services and we have an ongoing waiting list for our classes.

In addition to high demand for our early/mid stage classes, there is an urgent need to continue to serve participants as their disease advances beyond the early stages. Our research has shown that few, if any, museums in our nation are offering arts engagement for those in the later stages of dementia. We believe that an expanded *here:now* program that is thoughtfully designed, thoroughly piloted and tested, and has the support of our peers and colleagues in the field, has the potential for significant lasting impact in our community and beyond.

In the wider community, health care professionals, caregivers, and family members express an urgent need for ongoing training workshops and conferences to learn creative techniques and strategies to improve the quality of life for people living with dementia. Following the visit by Dr. John Zeisel to Seattle where he spoke about creating dementia-friendly cities, the Frye Art Museum and the Alzheimer's Association took a leadership role in encouraging Seattle-area organizations to form the Alzheimer's Service Coalition and to work together as a community to coordinate services, learn from one another, and strengthen our collective response to this disease.

Our proposed program expansion addresses these needs on multiple levels: it grows the successful existing program allowing us to serve more individuals in the early-to-mid-stage of the disease. Importantly, it adds components which enable us to serve people as the disease advances, and it builds critical strategic partnerships that strengthen community responses to dementia care.

Project beneficiaries include:

- Over 1,200 people living with dementia and their care partners who will attend our programs, including 60 participants with advanced dementia.
- Senior living communities, especially those neighboring the Frye Art Museum on First Hill, such as the Terraces at Skyline (Presbyterian Retirement Communities NW), Faerland Terrace at Merrill Gardens, and Gaffney House Full Life Care, who will benefit from a strengthened connection to resources at the Frye and increased access to our programs.
- Over 200 community members who will attend the conference and workshop convened around arts engagement as a strategy for improving the lives of those living with dementia, including health care providers and memory care service providers near the Museum (Virginia Mason Medical Center Neuroscience Institute, the UW Department of

Gerontology, the Swedish Hospital Medical Center Neuroscience Institute), our partners at the Alzheimer's Association and Elderwise, as well as providers in the broader Seattle area.

- Participants attending national conferences at which *here:now* will be presented and individuals reading the final evaluation/publication on the project who will benefit from our acquired knowledge and expertise.

We will form an Advisory Committee comprised of community leaders, health care professionals, participants, family members, and senior care advocates to aid in the planning and design of our advanced engagement program.

The intended results of our project are:

1. To enhance quality of life for people living with dementia and their care partners throughout the course of the disease:
 - a. Build expressive outlets, create forums for dialogue, and foster social interactions in which all participants' contributions are valued
 - b. Provide cognitive stimulation for the person living with dementia
 - c. Improve communication between patient and care partner
 - d. Reduce feelings of isolation and depression in both people living with dementia and care partners
2. Serve our national community through research, training, and the open exchange of information that can seed similar programs locally and nationally.

Dr. Burnside's study of our existing *here:now* program confirms that the program's intended results are being realized in participants with early/mid stage dementia (See Dr. Burnside's study abstract in the Supporting Documents); we are confident that by building on the strengths of our existing program, we can achieve similar results in participants with more advanced dementia. Similarly, by leveraging our existing community relationships, we are confident that we can successfully serve as a community locus for the development of programs for individuals with advanced dementia, and share what we learn nationally.

Strategic Value: This project, with its joint focus on serving individuals/care partners living with dementia, and on strengthening our community's ability to respond to the needs of this population, advances the Frye Art Museum's strategic vision of being a civic and cultural resource at the heart of the city that is wholly engaged with its diverse communities. *here:now* was developed as part of our mandate to provide relevant and life-changing arts engagement programs targeted in response to the needs of the diverse communities we serve. This project will allow us to continue to engage our community in authentic ways by serving an area of need where our expertise and resources can have a meaningful impact. It will allow us to deepen partnerships with our neighborhood stakeholders.

The expansion of *here:now* aligns strongly with the Museums for America Community Anchors funding priorities by offering an opportunity for the Frye Art Museum to engage civically with our neighboring senior communities and medical facilities on First Hill; by fostering dialogue between participants, their caregivers and the wider community; and by galvanizing community participation in creating services for people living with dementia that improve their quality of life. The program will leverage the resources of the Museum to invest in the well-being of our community; working with our Advisory Committee will bring a wide range of community perspectives into the design and implementation of the program, creating a dynamic of mutual investment.

2. Project Work Plan

Program Activities: The existing *here:now* program for participants with early/mid stage dementia and their care partners consists of gallery tours and art-making classes. The 90-minute, discussion-based gallery tour is led by a museum educator and highlights themes in works of art in the Frye collection. The forum is designed to create a safe, comfortable arena for expression and sharing of thoughts, ideas, and memories that do not depend on recall of art history.

The art-making classes are held over six sessions. An initial gallery viewing and discussion is followed by art activities led by a teaching artist, and concludes with a short social time. Enrollment is limited to five couples per class so that educators and teaching artists can provide individualized attention and a safe and supportive environment.

Program Expansion Activities: Building upon the existing program, we will pilot and then implement four (six session) advanced engagement studio classes per year. Though the exact structure of the program to be developed will be informed by the input of our Advisory Committee, it will focus on more tactile activities that require limited physical strength. Enrollment will be limited to three couples. A trained Health Aide will assist with some of the practical challenges that accompany later stage dementia.

We know that one of the most significant challenges facing people with mid/late stage dementia is reluctance and/or a physical inability to leave their home or care facility. We therefore plan to pilot and implement a mobile program that will take the art activities we test in our studio classes into people's homes. We plan to offer 12 of these visiting programs in Year One and 48 in Year Two.

We will also launch *Meet Me at the Movies*, a film program designed by Dr. John Zeisel that features a curated collage of film excerpts designed to spark reminiscence, group discussion, and image recognition. We will augment this program delivery with community advocacy and professional development. In Year Two, we will convene a professional conference and present a caregiver workshop on creativity strategies in dementia care with continuing education credits offered for participants. As mentioned above, the Frye Art Museum has experience in presenting conferences and workshops, and with IMLS support we will establish a regular annual program of professional events built around *here:now*. We will also establish a student internship program in Creative Aging in partnership with a Seattle based university.

Program Management: The Museum's three years of experience in developing our current *here:now* program, organizing a national conference and professional development workshop, and revising the program based on the evaluations from many participants provides the necessary conditions to successfully achieve the intended results and complete the project on time and within budget.

The project will be overseen by Director Jo-Anne Birnie Danzker, a curator and scholar with over thirty years' experience in the field and a passion for connecting museums to their communities. The program is directed by Jill Rullkoetter, Senior Deputy Director. Ms. Rullkoetter has over thirty years' experience as an art historian and art museum educator. She develops the structure and content of the program. The program will be developed and managed by Mary Jane Knecht, an arts educator with ten years' experience and several years of training in arts engagement strategies for people with dementia. Gallery tours and classes are led by Ms. Knecht and by specially trained educators and teaching artists. Knecht has presented on *here:now* at the National Association of Professional Geriatric Care Managers Annual Conference, the Aging Services Activity Forum, and has twice been invited to participate in the Museum of Modern Art's Alzheimer's Project Exchange.

Program Partners: Dr. Lee Burnside, a Board Certified expert in Geriatrics and Palliative Care, will continue his research study into the impacts of *here:now* on participants, expanding it to include participants at later stages of the disease. The Alzheimer's Association of Western and Central Washington helps recruit participants, promotes the program, trains Museum staff on the disease, and will co-facilitate *Meet Me at the Movies*. Elderwise Adult Day Center provides a unique approach to aging through cultural enrichment, its teaching and outreach program, and through its leadership in the field of eldercare. Elderwise assists in recruiting participants and one of its teaching artists leads our classes.

Project Activities and Timeline: Prior to the grant period, we will form an Advisory Committee comprised of community stakeholders. With the help of this Committee, we will undertake further research and design our new program components in accordance with appropriate practice in the field of dementia care. We will train staff educators and teaching artists for working with people with mid/late stage dementia. We will reach out to the care community to recruit our first participants for

the pilot scheduled at the start of the IMLS grant period. We will begin planning an internship program in order to mentor students in arts engagement. We have secured the necessary funding to carry out this planning phase.

Activities and timeline during the IMLS grant period will proceed as follows:

Year One: October 1, 2014 – September 30, 2015 (estimated 908 participants served):

Year One builds upon our existing program to test, implement and evaluate new program components for participants at the mid-to-late stages of dementia:

- Continue the *here:now* program for early stage enrichment. (24 tours and 6 classes)
- Launch quarterly *Meet Me at the Movies* events, a discussion-based film program.
- Recruit additional participants for the advanced engagement pilot, forging new partnerships with the senior living and care community in our neighborhood.
- Pilot the new program tailored for more advanced dementia. Program components will be developed with the input of our Advisory Committee and will include:
 - Individual or small group discussion tours in the Museum galleries and art-making experiences in the Frye Art Studio that provide a safe place for people who may be challenged when entering an unfamiliar environment.
 - Visits to homes and care facilities by teaching artists and/or museum educators that provide personalized attention and guidance in art-making activities.
- Continue study with Dr. Burnside. Expand to include piloted program components.
- Continue planning the Internship Program.
- Begin planning a conference and workshop
- Revise program design and activities based on evaluation findings.

Year Two: October 1, 2015–September 30, 2016 (1,216 participants served):

Year Two implements the fully expanded program and builds opportunities for sharing project results. In this phase we will:

- Operate the expanded *here:now* as a permanent part of the Frye' Art Museum's programming. (24 tours and 6 classes for early stage, 4 movie events, plus 4 classes and 48 home visits for advanced stage).
- Convene a professional development conference and training workshop for eldercare professionals and our peers in the museum field. Continuing education clock hours and credits will be offered through Seattle Pacific University.
- Establish the Internship Program in creativity and dementia care with a Seattle-area university in order to mentor students in arts engagement
- Present our project results at arts, museums, and medical conferences.
- Complete a research study on our expanded program and arrange for its publication.

Required Resources: To accomplish the *here:now* expansion, the Museum will need financial resources to increase staffing capacity (higher staff to participant ratios will be necessary to work with participants who are at more advanced stages of the disease, and a health aide will be hired to assist during studio classes) and to provide the supplies and equipment necessary to serve more participants.

The Manager of Adult Programs will become a full time *here:now* Program Manager who will focus on planning, working with the Advisory Committee, forging connections in the community, promotion, and developing conference and workshop materials. Teaching artists from Elderwise will teach additional hours, requiring additional compensation. Conference speakers will travel to Seattle, stay overnight in a hotel, and be paid an honorarium. Frye staff will be trained to lead the movie program by Dr. John Zeisel, and the rights to his program will be licensed for use at the Frye. A new program brochure will be produced, and conference and workshop materials will need to be printed. A publication that shares the

findings of Dr. Burnside's evaluation of the expanded *here:now* program will be produced and posted on the Museum's website; a limited number of copies of this publication will be printed and distributed at conferences.

Frye Cost Share: The Frye Art Museum is committed to *here:now* and the Frye Foundation has invested over \$100,000 in the program's development over the past three years. This commitment will continue and will form the foundation for the program expansion.

The total cost of the expanded program over two years is \$351,522. In addition to the Frye Foundation's ongoing commitment, we have secured an individual leadership gift of \$125,000 to be paid over two years as we reach program and fundraising milestones (The Richard M. and Maude M. Ferry Charitable Foundation). The Frye will also continue to work to secure contributions from corporate, foundation and individual donors. In addition, conference and workshop registration fees will bring a new source of earned income to the program. Together, these funds will significantly exceed the 1:1 cost-share requirement.

Tracking Progress: We have identified milestones for the whole project that provide a framework for regular review and a means by which to objectively assess our progress. These milestones are linked to attendance, community engagement and fundraising goals and will give us the information we need to make adjustments nimbly as the program progresses (please see attachment to Ferry Charitable Foundation letter of support).

We will measure our success in achieving our intended results by tracking our progress against our project milestones, by evaluating our success in eliciting benchmark behaviors in participants, and by carefully logging statistical data that confirms evidence of community engagement. (See Evaluation Plan below)

Sharing Results: Disseminating information about our *here:now* program expansion is a critical component of the project. The project's conferences and workshops will reach care partners, family members, health care providers, and museum educators, and will serve as catalysts for change city-wide and beyond. Ms. Rullkoetter and Ms. Knecht will present the results of our work at national and regional museum conferences, and locally at other nonprofits' meetings. Ms. Knecht, Ms. Rullkoetter and Dr. Burnside will write articles directed to art educators, museum professionals, care partners, and the memory care community, and secure outlets for their publication in journals such as the *Journal of American Geriatrics Society*, the *Journal of Museum Education*, and *Museum*. A publication with the project's final evaluations will be produced by the Frye and posted on the Museum's website; a limited number of this publication will be printed and distributed at conferences.

3. Project Results

Expected Outcomes: The knowledge, skills, and behaviors to which we expect contribute are:

- For participants: enhanced connections with care partners, and reduced feelings of isolation and depression.
- For families and caregivers: increased opportunities for connection with the person living with dementia, and for stress relief/respice, increased opportunities to learn and apply creative activities into their caregiving routines.
- For the health care community: increased awareness of how creativity can be incorporated into dementia care.
- For the community: deeper knowledge of arts engagement for those living with dementia, strengthened non-profit connections and partnerships to better serve target audiences.
- For our neighborhood senior communities: increased awareness of ways in which the Frye Art Museum may serve them as a resource.

Tangible Products: The project will test and implement a new model for using arts engagement with participants at the mid-to-late stages of their dementia. This model will be carefully documented in a report that will be widely shared with our partners, the community, and our peers. It will be published locally and nationally.

Evaluation Plan: Our Evaluation plan was developed in consultation with Dr. Lee Burnside, and our evaluative protocols will complement those he uses in his study. Every *here:now* tour, class, or event will be observed by program staff, and after each class session participants will fill out a survey developed with the expertise of our Advisory Committee. Surveys will track evidence of benchmark behaviors such as levels of conversation, changes in mood or self-confidence, evidence of social engagement, evidence of respite, and comments on the appropriateness and effectiveness of the art activities. Analysis will occur quarterly, and will then be used to make program adjustments over the grant period. Surveys will also assess the effectiveness of content and materials prepared for presentations at local and national conferences.

To measure success in the area of civic engagement, we will carefully log program attendance, source data for all requests for information, and monitor any unmet demand as evidenced by waiting lists. We will monitor media placements; log source data for provider referrals; monitor attendance at lectures and presentations by Frye Art Museum staff, track inquiries from nonprofits that have an interest in our program design, and document catalog publications produced.

Sustainability: Our program expansion will support our mission of civic responsibility, while building contributed revenue streams. The planned conferences and workshops are expected to become self-sustaining from registration fees. We believe that the increased visibility that will follow significant growth of the *here:now* program will spur increased interest from both individual and institutional funding sources. Support from IMLS will greatly strengthen our case for support with other funders. Based on our experience with present participants, we anticipate that new participants in the *here:now* program will become Frye Art Museum members and donors thereby supporting the financial contribution of the Museum to the costs of the program.

In conclusion, the Frye Art Museum strives to create a free, inclusive environment and rich art experience for every visitor. An expanded *here:now* program that can meet the needs of our diverse audiences – undertaken in partnership with leaders in the field – can serve as a catalyst for transformational impact on dementia care. The Frye Art Museum is eager to be a part of such meaningful change.

