



Museums for America

Sample Application MA-20-15-0407-15
Project Category: Community Anchors
Funding Level: \$25,001-\$150,000

Minnesota Historical Society

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|-------------------------|----------|
| Amount awarded by IMLS: | \$91,408 |
| Amount of cost share: | \$91,409 |

Attached are the following components excerpted from the original application.

- Abstract
- Narrative
- Schedule of Completion

Please note that the instructions for preparing narratives for FY2016 applications differ from those that guided the preparation of FY2014 and FY2015 applications. Most obviously, the names of the three narrative sections and the order in which they appear have changed. Be sure to use the narrative instructions in the FY2016 Notice of Funding Opportunity for the grant program and project category to which you are applying.

Abstract

The Minnesota Historical Society (MNHS) will conduct the planning phase for ***Together in Time***, a Community Anchors project that will meet the needs of a diverse, aging population by empowering them as lifelong learners, encouraging them to tell stories, and supporting their caregivers in their essential roles. Through the *Together in Time* project, MNHS will partner with National Museums Liverpool, Kairosalive!, and Wilder Research to provide resources and opportunities that will improve the quality of life for people living with dementia and their caregivers, focusing on those at the highest risk: aging African American and Latino populations.

Community Need: Dementia is one of the biggest global health challenges facing this generation, and there is an urgent need for community support. The population of people living with dementia and those becoming caregivers is growing exponentially, both nationwide and within the communities surrounding the Minnesota History Center. Amongst this growing population, African Americans and Latinos are two times and one and a half times, respectively, more likely to be diagnosed with late-stage Alzheimer's than Caucasians, due to risk factors that include high rates of stroke, diabetes, and obesity. (Alzheimer's Association, 2004) With 26 sites across our statewide network, MNHS is positioned to serve this statewide need on a local level. However, there is no program model available to history museums and historic sites specifically tailored for people living with dementia.

Activities: Between October 2015 and September 2016, MNHS and its partners will:

- Build an understanding of the needs and challenges of African American and Latino caregivers. MNHS and partners will also explore any barriers caregivers encounter using the current tools and programs available through cultural organizations for people with memory loss.
- Evaluate existing programmatic tools used by cultural organizations for inclusion in *Together in Time* implementation by piloting outreach and on-site programming and assessing National Museums Liverpool's *House of Memories* training program and mobile app.
- Create an evaluation plan with Wilder Research for the implementation phase of the project.

Intended Outcomes and Measurements: The intended results of *Together in Time* programming are 1) to provide resources and opportunities for people with memory loss and their caregivers to improve their quality of life, and 2) develop a plan for use by historic sites and museums of varying sizes and content to serve people with memory loss and their caregivers. MNHS will measure its success by tracking planning progress, recording statistical data from community outreach efforts, and using evaluation observation and survey instruments to measure and analyze audience changes in perceived mood, increased social engagement, and personal connection to content.

Public Benefit: *Together in Time* addresses an urgent and escalating need in the community. Through a year of listening, testing, and evaluating, this planning period will allow MNHS and its historic museums and sites to meet the needs of a diverse, aging population with culturally-relevant, accessible programming. The implementation of *Together in Time* will benefit an underserved population, expand training and resources to those in the healthcare field, raise the profile of other organizations working steadfast with this important population. The shared results of the *Together in Time* planning phase will also assist history museums and sites nationwide to serve their own memory loss communities.

1. Project Justification

The Minnesota Historical Society (MNHS) respectfully requests \$101,915 to support the planning phase of ***Together in Time***, a Community Anchors project that will meet the needs of a diverse, aging population by empowering them as lifelong learners, encouraging them to tell stories, and supporting their caregivers in their essential roles.

Dementia is one of today's biggest global health challenges. The global societal economic cost is currently estimated at \$604 billion dollars (Alzheimer's Disease International, 2012), and an estimated 5.2 million Americans have Alzheimer's disease in 2014. By 2050, the number of Americans aged 65 and older with Alzheimer's disease will triple from 5 million to as many as 16 million. In Minnesota, that number currently stands at 88,000, with 70% living in their own homes and needing support from their family and community. (Alzheimer's Association, 2014) Alzheimer's Disease International's Global Impact of Dementia 2013-2050 study observes that effective care programs are essential to addressing this challenge, noting: "Investment in the search for a cure must be balanced with [improved] access to... evidence-based packages of care." The study also stresses the importance of support, education and training for caregivers; and programs that optimize physical health and cognitive stimulation as key initiatives. Programs like "Meet Me at MoMA" have demonstrated how art museums can use cognitive stimulation to make a difference for adults living with dementia. The MoMA Alzheimer's Project 2011 study showed that the majority of programs for people with memory loss take place in museum galleries and include looking at and talking about art. However, there is no replicable model available for history museums and historic sites which, according to a 2014 report by the Institute of Museum and Library Services, make up 55% of United States museums.

MNHS's strategic plan features an institutional priority to expand and improve its service to lifelong learners, with an emphasis on the large population of Baby Boomers entering a new life chapter. Activities in support of this strategic priority include a universal design assessment of its historic sites and museums, focused on accessibility for an aging population; an evaluation overview and business analysis of adult programs across its network; program redesign and development targeted at adult learners; a revamping of the volunteer program to build capacity for using skilled volunteers; and the development of tours and other services for people with memory loss and their caregivers.

For the past three years, MNHS has conducted research, gained certifications, and piloted programs in an effort to better serve people with memory loss and their caregivers. MNHS is a TimeSlips Creative Storytelling certified organization, a process that aims to improve quality of care through creative engagement. Through its participation in ACT on Alzheimer's, a statewide collaboration preparing Minnesota for the impacts of Alzheimer's disease and related dementias, MNHS has conducted training and certified its front-line staff as Dementia Friends. MNHS is part of the Spark Alliance, a group of museums in Wisconsin and Minnesota serving the memory loss audience. The Helen Bader Foundation, which supports the Spark Alliance, is committed to funding public tours for people with memory loss and their caregivers at one MNHS site and piloting tours at a second site through 2016. MNHS is deeply invested in working with this audience as part of its strategic plan and through staff training, outreach, and programs at its historic sites and museums. However, dementia sufferers and caregivers require more support, education and training to meet the growing numbers of people affected by the disease. In the five zip codes surrounding the Minnesota History Center alone, it is anticipated that 5,640 people will be living with dementia or as caregivers in fewer than three years. (United States Census, 2012)

Together in Time will create a plan for history museums and historic sites to meet the critical needs of the memory loss community through a model of engagement that allows history sites of all sizes to serve this audience. The planning phase of this project will focus on those in the community at the highest risk: the aging African American and Latino populations. African Americans and Latinos are two times and one and a half times, respectively, more likely to be diagnosed with late-stage Alzheimer's due to risk factors that include high rates of stroke, diabetes, and obesity. (Alzheimer's Association, 2004)

MNHS has secured three strong partners to help address existing audience needs: **National Museums Liverpool (NML)**, **KAIROSalive!**, and **Wilder Research**. NML will share its experience developing *House of Memories*, a program designed to provide dementia knowledge and a greater understanding of how information about a person's history and life experience is a valuable tool for positive communication. MNHS and NML will investigate the application of *House of Memories* activities, including a caregiver training workshop and a mobile memory app, for a culturally-specific American audience. KAIROSalive! will bring their award-winning intergenerational dance program to the partnership, leading *Together in Time's* outreach efforts through community dance halls. MNHS's evaluation partner, Wilder Research, brings to the team vast experience working with both communities of color and the memory loss community. *Together in Time* will build on the combined expertise of these organizations to create a better quality of life for this community.

During the one-year planning phase, MNHS and its partners will:

1. Build an understanding of the needs and challenges of African American and Latino caregivers. MNHS and partners will also explore any barriers caregivers encounter using the current tools and programs available through cultural organizations for people with memory loss. Research components include:
 - a. **A community needs assessment.** Wilder Research will hold three focus groups with African American caregivers, Latino caregivers, and dementia care program managers.
 - b. **Education outreach testing.** Working in partnership with KAIROSalive!, *Together in Time* will test whether proven movement therapy (community dance halls) can be combined with an educational initiative, inviting experts such as AARP, ACT on Alzheimer's, and the Alzheimer's Association to host information tables outside the dance hall.
 - c. **Collections assessment.** MNHS will assess its collections for items that connect with and tell the story of those living with memory loss in the African American and Latino communities in Minnesota. These collections items will be used in the memory app, memory loss tours, and memory cafes. MNHS will identify gaps in the collection.
 - d. **Collections outreach.** In conjunction with the education outreach testing, MNHS collections teams will be present at the KAIROSalive! community dance halls to assist in digitizing family photographs and documents and discuss the opportunities for donating items to MNHS for preservation. This form of collections outreach has proven successful in the past for MNHS with the American Indian community, as it was for the National Museum of African American History and Culture's Save Our African American Treasures program.

Evaluate existing programmatic tools used by cultural organizations for inclusion in *Together in Time* implementation. Activities will include:

- a. **Pilot historic site-based programming that works for any sized historic site and works with their unique content.** Through its partnership Wilder, MNHS will test tours for people with memory loss from the African American and Latino communities at larger sites in its network, such as Mill City Museum and the James J. Hill House. At a smaller site, outside of

the Twin Cities metro area, MNHS will test a memory cafe - a social gathering for people in the memory loss community to come together in a safe, supportive environment with coffee and small presentations or activities. The memory cafe model combats social isolation and, since 1997, has found success across Europe and recently in the U.S.

- b. **Assess National Museums Liverpool's *House of Memories* training program and mobile app for US market application.** *House of Memories* tools include a day-long caregiver training featuring an overview of life with dementia and hands-on practice with museum resources available to caregivers. The My House of Memories mobile app is a digital memory resource for iPads and other tablets and is the first of its kind anywhere in the world. The product was co-created by NML and people living with dementia. The app allows users to browse objects from circa 1920 -1980 to prompt discussion and reminiscence about everyday memories and events. The app can be personalized to save objects to a user's own digital memory tree. In the *Together in Time* iteration, MNHS will work with NML to identify changes needed for the app to work for museums and diverse caregivers in the United States, especially for culturally specific audiences. MNHS will test the current app with memory care facilities it has existing relationships with, including Rakhma Homes, Southwest Minneapolis Day Center, Wilder Day Center, and CLUES (Comunidades Latinas Unidas En Servicio).

Community Need:

Together in Time will investigate the specific needs of people living with dementia and their caregivers with a focus on the African American and Latino communities. Education and resource information are key, as both populations are less likely to receive a dementia diagnosis than other groups - issues that *Together in Time* will address through community dance halls with an educational component. (Alzheimer's Association, 2010)

Any initiatives for dementia sufferers need to take into consideration the parallel problems of caregivers. In 2013, 15.5 million family and friends provided 17.7 billion hours of unpaid care to those with Alzheimer's and other dementias – care valued at \$220.2 billion. Due to the physical and emotional burden of caregiving, Alzheimer's and dementia caregivers had \$9.3 billion in additional healthcare costs of their own in 2013. Nearly 60 percent of Alzheimer's and dementia caregivers rate the emotional stress of caregiving as high or very high, and more than one-third report symptoms of depression. (Alzheimer's Association, 2014) In addition to the medical challenges of caregiving, Alzheimer's Disease International's 2012 report noted that feeling marginalized is also a common part of the caregiver experience. All of *Together in Time's* programs will take into account the needs of both the caregiver and the care receiver, aiming to reduce stigma and feelings of isolation.

For professional caregivers, a lack of understanding and education can also contribute to stress in working with this population. In Minnesota, professional caregivers in assisted living and nursing homes are not currently required to have any training to work with people living with dementia. However, beginning in July 2015, Minnesota legislation will require care staff to have eight hours of training prior to interaction with residents, and an additional eight hours annually. NML's House of Memories training model aims to provide social care staff with new skills and resources to share with people living with dementia, that will positively contribute to their quality of life and offer potential alternatives to medication. To date, NML has trained more than 2,000 caregivers in England through this model. MNHS is currently in discussion with the Care Providers of Minnesota to explore how

training at a cultural organization could improve staff skills and meet new certification requirements.

Project Planning-Phase Beneficiaries Include:

- More than 100 caregivers and people with dementia who take part in community focus groups, programming, and testing during the planning year.
- Assisted Living Centers and Adult Day Programs, who will receive improved resources and an expanded menu of free programs at more MNHS sites. This will include urban and rural organizations who currently do not have access to MNHS's sole memory tour at the James J. Hill house due to proximity and Metro Transit restrictions.
- Staff members at MNHS's statewide network of 26 historic sites and museums, who will benefit from the planning phase and implementation of a scalable model to serve their own communities with dementia.

The intended results of this project are:

At the end of the planning phase, MNHS will have an implementation and evaluation plan for a scalable model of community engagement that serves the memory loss audience, with a focus on African American and Latino populations. The planning activities will yield two primary results:

1. *Together in Time* programming will provide resources and opportunities for people with memory loss and their caregivers to improve their quality of life. Outcomes include:
 - a. Increased connection between care receivers and caregivers
 - b. Increased awareness and appreciation of the value of family and community history in caregivers
 - c. Reduced feelings of isolation, in both people living with dementia and caregivers

Together in Time partners will develop a scalable plan for use by historic sites and museums to serve people with memory loss and their caregivers to improve their quality of life. Outcomes include:

 - a. Increased perception of history museums/sites as relevant and valued resource for health and well-being (mental and/or physical)
 - b. Increased sense of ownership in programs for caregivers who assist in the development new programs
 - c. Increased sense of value of their life experience as caregivers assist in the development of new programs

Advancing the Strategic Plan: *Together in Time* will directly address the Lifelong Learning strategic priority in the institution's strategic plan: **MNHS is deeply engaged in cultivating meaningful relationships with adult audiences as lifelong learners, members, donors, volunteers and supporters.** Expanding the current offerings for people with memory loss and their caregivers will assist in serving a wider swath of urban and rural adults who have a need for programs that address the challenges of memory loss. Additionally, *Together in Time* supports the Diversity and Inclusiveness strategic priority: **MNHS is continuously engaged with communities of color and American Indian nations, and the diversity of Minnesotans is reflected in MNHS's collections, programs, staffing and governance.** As MNHS works to cultivate meaningful relationships with adult audiences, *Together in Time* will allow the institution to target communities of color who are disproportionately affected by Alzheimer's disease.

2. Project Work Plan

Program Activities and Timeline:

Community Needs Assessment (October 2015 - December 2015) Wilder Research will work with project team members to conduct three focus groups with key stakeholders: African American family caregivers, Latino family caregivers, and professional caregivers. These focus groups will be recruited from MNHS's existing network of partners, including CLUES, Wilder Day Center, and Care Providers of Minnesota. The focus groups will help to formulate a clear picture of 1) tools the stakeholders currently use to connect with their loved ones; 2) the gaps in services or resources stakeholders can identify; 3) the barriers stakeholders perceive to using existing tools from cultural organizations; and 4) how they would want to see their personal history represented in future tools. Wilder's report from these findings will inform the metrics used in evaluating existing program tools.

Tools Assessment (October 2015 - May 2016) MNHS will begin by inviting diverse caregivers and care centers to test the *Tours for People with Memory Loss* program at the James J. Hill House to see how the tours could better serve a diverse audience. Our existing memory care community partners, Wilder, and MNHS's Department of Inclusion and Community Engagement will assist in providing and finding tour participants. Concurrently, MNHS will adapt and test this tour for delivery at Mill City Museum, a very different physical environment with unique historical content. MNHS will also use its existing network of historic sites to pilot a memory cafe in a smaller, non-urban setting. Research from the community needs assessment will inform the selection of this site.

Concurrently, project team members will meet with collections staff to identify gaps in MNHS's collection of culturally specific photographs, objects and other materials for use in a mobile app or memory cafes and tours. The team will create a strategy for acquiring and/or digitizing community objects at outreach events, and collections staff will host tables at two community dance halls in the planning year to test the success of collecting initiatives in that environment.

Project team members will meet every other month via Skype with NML staff to identify the scope of the House of Memories caregiver trainings and memory app, review evaluation data, and create a plan for US market adaptation. Additionally, MNHS and NML staff will meet in person twice over the year to observe and evaluate program tools. Rakhma Homes will assist in the review of the current My House of Memories app by testing the app with their residents. MNHS will provide iPads for participant testing. All findings and plans will be reviewed by the project's advisory team in spring.

Resources and Cost Share The MNHS is requesting \$101,915 for a one-year planning grant. MNHS will invest \$108,807 of its own resources of staff time, equipment costs, and other expenses to achieve the full cost of this project of \$210,722. Please see attached budget and budget justification.

Personnel and Management MNHS has assembled a strong, multi-disciplinary team to create an implementation plan for this project. The job duties related to *Together in Time* for each individual fit directly with current job descriptions. Please see the budget justification for percentage allocations for each team member and the resume attachment for more information on the personnel listed below.

Wendy Jones, Director of Education is the project director and leading the strategic priority initiative to improve service to the lifelong learning audiences. **Maren Levad, Museum Outreach**

Specialist, is the project manager. She manages MNHS work with the memory loss audience. **Jennifer Sly, Museum Education and Technology Specialist** will work as the educational technology lead for the memory app. **Jim Ockuly, Web and Mobile Services Manager** will provide direction on technology specifications and serve as the liaison between the project team and MNHS's IT department. **Sheila M. Brommel, PH.D., LISW, Evaluation Coordinator** will provide technical assistance and consultation to project team members as they create an evaluation plan in partnership with Wilder Research. **Craig Johnson, James. J. Hill House Site Manager** has overseen the Hill House for more than twenty years where his staff run a monthly tour for people with memory loss. **Wini Froelich, Mill City Museum Program Associate** will develop the museum's site-specific pilot programs. **Sondra Reiersen, Associate 3-D Curator** is one of three curators responsible for over 250,000 3-dimensional objects in the Society's collection. Sondra and **Jennifer Huebscher, Associate Curator of Photography & Moving Images**, will serve as curatorial representatives to guide collections policy and strategy for use with a mobile app. **Chris Taylor, Head of Inclusion and Community Engagement**, will assist in connecting team members and key community stakeholders. **Jesse Heinzen, Multimedia Director**, will advise on planning for multimedia pieces and communication. **MNHS Marketing & Communication** staff members will work in an advisory role as project team members develop these programs and tools during implementation.

Project Partners

Vision Partners: National Museums Liverpool has been researching and creating programs for the memory loss community over the past four years, winning multiple awards for their work, including the Museums and Heritage Awards 2014 - Educational Initiative. MNHS and NML staff will meet in person twice over the year, and have up to six Skype meetings.

Program Partners: KAIROSalive! The KAIROS Dancing Heart™ program is a national, award-winning, research-based arts program that actively engages older adults through the artistic expression of dance, music, and story participation led by professional artists. KAIROSalive! has won three national awards including The Archstone Award for Excellence in Program Innovation.

Evaluation Partners: Wilder Research Wilder Research focuses on examining community concerns that are frequently ignored or disregarded. Wilder is uniquely qualified to provide evaluation and research services due to their ongoing work with MNHS's institutional evaluation and strategic priorities and their experience with community engagement in diverse communities of color. The Wilder Foundation also provides programs and direct service to both seniors and caregivers.

Advisory Team The project team will meet once in late spring of 2016 with an Advisory Committee made up of national experts who are actively researching and implementing new ways for communities to engage with people living with dementia. **Glenn E. Smith, Ph.D., L.P** is a principal investigator for the Education Core, Mayo Alzheimer's Disease Research Center. **Susan H. McFadden, Ph.D.**, is a Professor Emerita at the University of Wisconsin - Oshkosh, where she works with people with advanced dementia. She is interested in their expressions of creativity, emotion, and sociability, as well as the effects of living environments on their behavior. **Dawn Koceja**, is the Multigenerational Education Coordinator at Milwaukee Public Museum and SPARK! Coordinator.

Evaluation and Tracking: As project activities unfold, the project team, advisors and partners will maintain close communication to evaluate participants' experiences and track progress through planning phase activities. Using internal project tracking tools, the team will monitor the completion rate of focus groups, pilot activities and other project outputs. MNHS's internal evaluation staff will develop the instruments to measure qualitative outcomes for pilot program tools (tours, memory

cafes, education, and collections outreach activities) and will assist the project team with implementation, analysis and reporting. Finally, monthly meetings with key team members and partners will allow everyone to share feedback, gauge the success of the project while in process, and contribute to the implementation and evaluation plan.

Sharing Results: During the planning phase, partners will create a model for dissemination to other historic sites and museums that may include a website or web page on partner sites, videos, or downloadable PDF manuals or templates. As part of implementation, partners will publish articles, present at conferences and provide access to evaluation reports from the planning phase.

3. Project Results

Expected Planning-Phase Results: (Please see attached Logic Model for complete results)

This project will enhance the knowledge, skills, and behaviors of participants and partners in several ways:

- For MNHS Staff: Increased understanding of the specific needs of African American and Latino caregivers and people with memory loss.
- For Caregivers: Increased awareness and appreciation of the value of family history.
- For People with Dementia: Decreased anxiety or agitation.

Evaluation Plan: MNHS and Wilder will work together to conduct and report on focus groups with community stakeholders. MNHS's internal evaluation team will train staff to evaluate tours and programs through observation and audience surveys. Observational data will be tracked to illustrate perceived changes in mood, increased social engagement, and personal connection to content. Surveys will track benchmarks including net recommender scores and qualitative outcomes. Community engagement success will also be measured by attendance at programs and media hits. At the end of the planning year, Wilder Research will develop an evaluation plan for the implementation phase of *Together in Time*.

Tangible Products: The community and program tool assessments will be documented in a report that will be shared with project partners, the community, and museum peers. The planning phase will result in a *Together in Time* implementation plan and evaluation plan.

Sustainability: *Together in Time* is an initiative of MNHS's Lifelong Learning strategic priority. MNHS has aligned staff work plans and department budgets to support the implementation of its strategic plan, and operating funds are committed to Lifelong Learning activities. *Together in Time* is currently supported through a combination of funds, including a grant from the Helen Bader Foundation and the Minnesota Arts and Cultural Heritage Fund (ACHF). ACHF is an appropriation of the Legacy Amendment to the Minnesota constitution, passed in 2008 to create a new $\frac{3}{8}$ -cent sales tax to support art, history, and cultural heritage projects and activities for 25 years. Moving forward, *Together in Time* will be sustained financially through a combination of institutional operating and ACHF funds, earned and contributed revenue, and grant funds. MNHS is committed to sustainable programming, community relationships, and training and development to transform lives through history. Its Lifelong Learning and Diversity and Inclusion teams are particularly focused on identifying and expanding strategies to reach previously uncultivated communities, including those living with and giving care for dementia. This organizational commitment to programming that fosters healthy aging ensures that *Together in Time* will be implemented and sustained over time.

Schedule of Completion

| | 2015 | | | 2016 | | | | | | | | |
|-----------------------------------|------|-----|-----|------|-----|-----|-----|-----|------|------|-----|------|
| | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept |
| Project Management | | | | | | | | | | | | |
| Meetings with NML | | | | | | | | | | | | |
| Advisor Meetings | | | | | | | | | | | | |
| Create Evaluation Plan | | | | | | | | | | | | |
| Write Final Report | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Community Needs Assessment | | | | | | | | | | | | |
| Focus Groups | | | | | | | | | | | | |
| Write Focus Group Report | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| Tools Assessment | | | | | | | | | | | | |
| Test memory tours with community | | | | | | | | | | | | |
| Pilot a memory cafe | | | | | | | | | | | | |
| Review App | | | | | | | | | | | | |
| Collections Review | | | | | | | | | | | | |
| Dance Halls | | | | | | | | | | | | |
| Review HoM Training | | | | | | | | | | | | |
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