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**The National Center for Creative Caregiving Launches the NCCA Creative Caregiving Guide
in Los Angeles, California**

February 23, 2016 (Los Angeles, CA) – The National Center for Creative Aging (NCCA) will convene national leaders and advocates, master teaching artists and researchers for the regional launch of the NCCA Creative Caregiving Guide on February 23, 2016 3:00PM – 6:00PM PT, at the EngAGE NoHo Senior Arts Colony in Los Angeles, California. NCCA will co-host this pioneering event for family and professional caregivers with [UCLArts and Healing](#), [EngAGE of Los Angeles](#), [Opening Minds Through Art](#), and [Pregones Theater](#) that is sponsored by [The Rosalinde and Arthur Gilbert Foundation](#) with support from [Providence Hycy and Howard Hill Neuroscience Institute](#).

A clear and urgent need exists for effective interventions serving older adults living with Alzheimer’s and related cognitive disorders—alongside all who provide their care. Currently, the fastest growing percentage of the US population is comprised of older adults over the age of 85. More than 5.4 million Americans live with Alzheimer’s disease – and the number of individuals living with Alzheimer’s disease alone doubles with each five-year interval after the age of 65. And the statistics are echoed around globe. Alzheimer’s Disease International (ADI) reports more than 46.8 million adults are living with dementia in 2015 and estimates that there will be in excess of 131.5 million individuals living with Alzheimer’s disease and other related cognitive disorders by 2050.

As the population continues to age, the number of caregivers for older adults with Alzheimer’s is expected to rise rapidly, with enormous emotional, physical, and financial challenges placed upon spouses, relatives, and friends

The NCCA Creative Caregiving Guide is a FREE, web-based and community-shared resource, specially designed for both family and professional caregivers of adults who live with Alzheimer's disease and related cognitive disorders. The exercises are modeled on the work of master teaching artists and are informed by a growing body of research that supports the healing power of creative expression. You can access the guide through your computer, tablet or smart phone, or through caregiving support networks.

This FREE resource was supported by the Helen Bader Foundation, The Rosalinde and Arthur Gilbert Foundation, and the Pabst Charitable Foundation for the Arts. The University of Central Florida College of Arts & Humanities led the research efforts for the Caregiving Guide translating creative techniques to user friendly exercises for caregivers.

From the convenience of your own home, office, or care setting you can learn, experience, and share vibrant, research-based caregiving exercises that help you and your care partner to flourish in the art of daily caregiving.

“From the lessons that encourage self-care through the step by step instructions which are easy to follow and the conclusion that reminds us to savor the moment, this guide illustrates how caregivers can utilize the magic of the arts. It is a joy to see actual caregivers working with their elders. The connections that are created are apparent not just between each other but within themselves which is so incredibly important.” - Jessica McCracken, Program Director, Institute on Aging

“I can speak to the instant closeness that happened when we worked together. My mom kept saying, “This is just great! When can we sing together again?” – NCCA Creative Caregiving Guide User

“The Guide represents brilliant and inspired work by the design team. I am in awe of any team that can start with a raw idea and turn it into a real, living entity that is out there providing concrete benefits for people.” – NCCA Creative Caregiving Guide User

*“...to create the caregiver guide, I drew on my experience in having used poetry with my mother in hospice. I knew from my life how powerful art could be in bringing joy to the caregiving experience.”
– Gary Glazner, Founder of the Alzheimer’s Poetry Project*

Available for further inquiries and interviews

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The National Center for Creative Aging is dedicated to fostering an understanding of the vital relationship between creative expression and healthy aging, and to developing programs that build upon this understanding.