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**The National Center for Creative Caregiving Launches the NCCA Creative Caregiving Guide  
in Milwaukee, Wisconsin**

May 11, 2016 (Milwaukee, WI) – 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 May 11, 2016 4:30PM – 6:30PM PT, at Bader Philanthropies, Inc. in Milwaukee, Wisconsin. NCCA will co-host this pioneering event for family and professional caregivers with [Interfaith Older Adults Programs](#), [Milwaukee County Government](#), [Milwaukee Public Museum](#), [SEWI Alzheimer’s Association Chapter](#), [Stowell Associates](#), [Wisconsin Alzheimer’s Institute \(WAI\)](#), [University of Wisconsin School of Medicine and Public Health](#), [TimeSlips](#), and [United Community Center](#).

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 Guide is comprised of online video modules - modeled on the work of master teaching artists. Informed by a growing body of research the Guide equips caregivers with powerful tools to enrich the caregiving experience. The Guide can be accessed through any computer, tablet or smart phone, or through caregiving support networks.

This FREE resource was supported by the [Bader Philanthropies, Inc.](#), [The Rosalinde and Arthur Gilbert Foundation](#), [The Pabst Charitable Foundation for the Arts](#), and the [May & Stanley Smith Charitable Trust](#). The [University of Central Florida College of Arts & Humanities](#) led the research efforts for the Caregiving Guide to study the physical, mental, and emotional impact on these user-friendly exercises for caregivers.

From the convenience of your own home, office, or care setting caregivers 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. Current users report that the impact has been innovative, immediate, and powerful.

*“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.*