

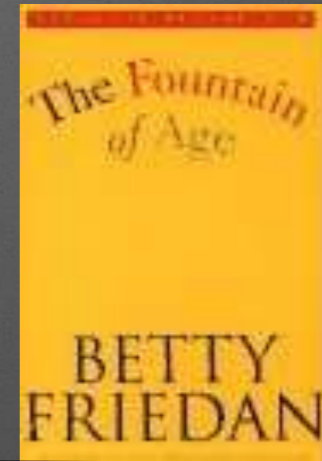


# Expanding the Aging Conversation

Is 60 the new 50  
or the new 20?



# Images of Aging



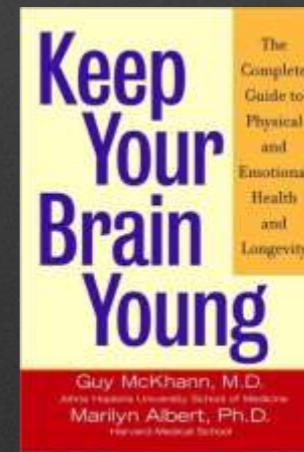
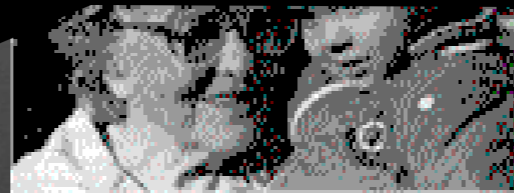
AGE

WELL

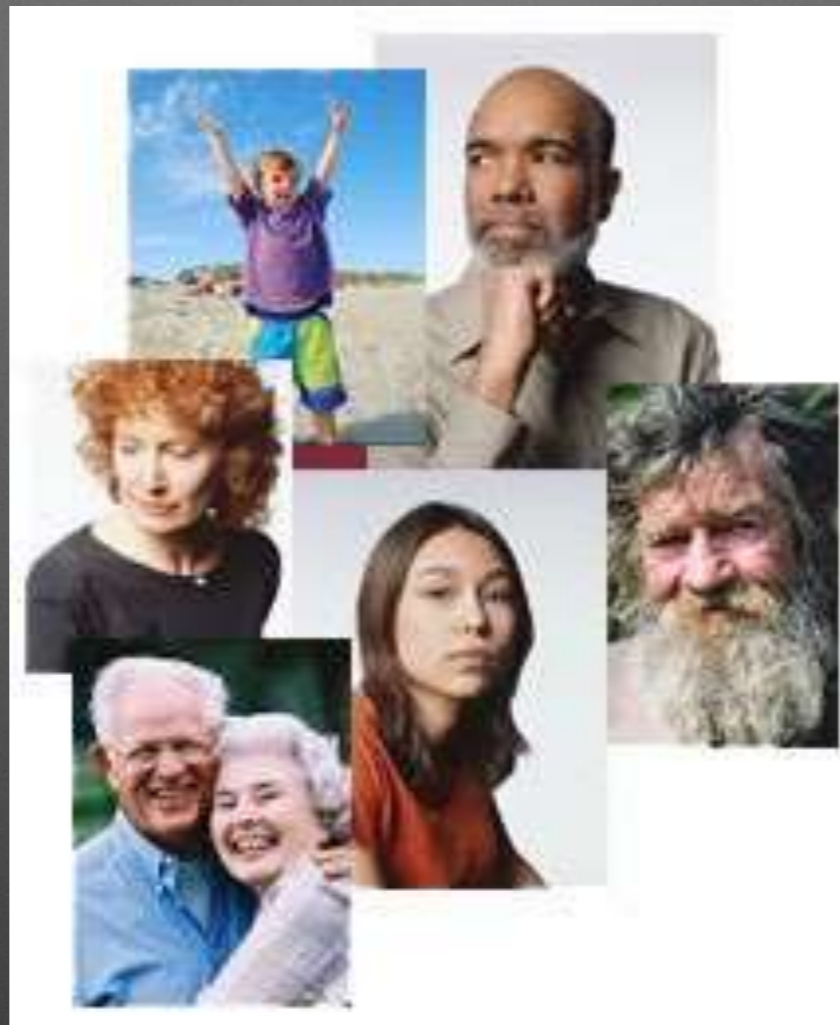
NOW

STOP

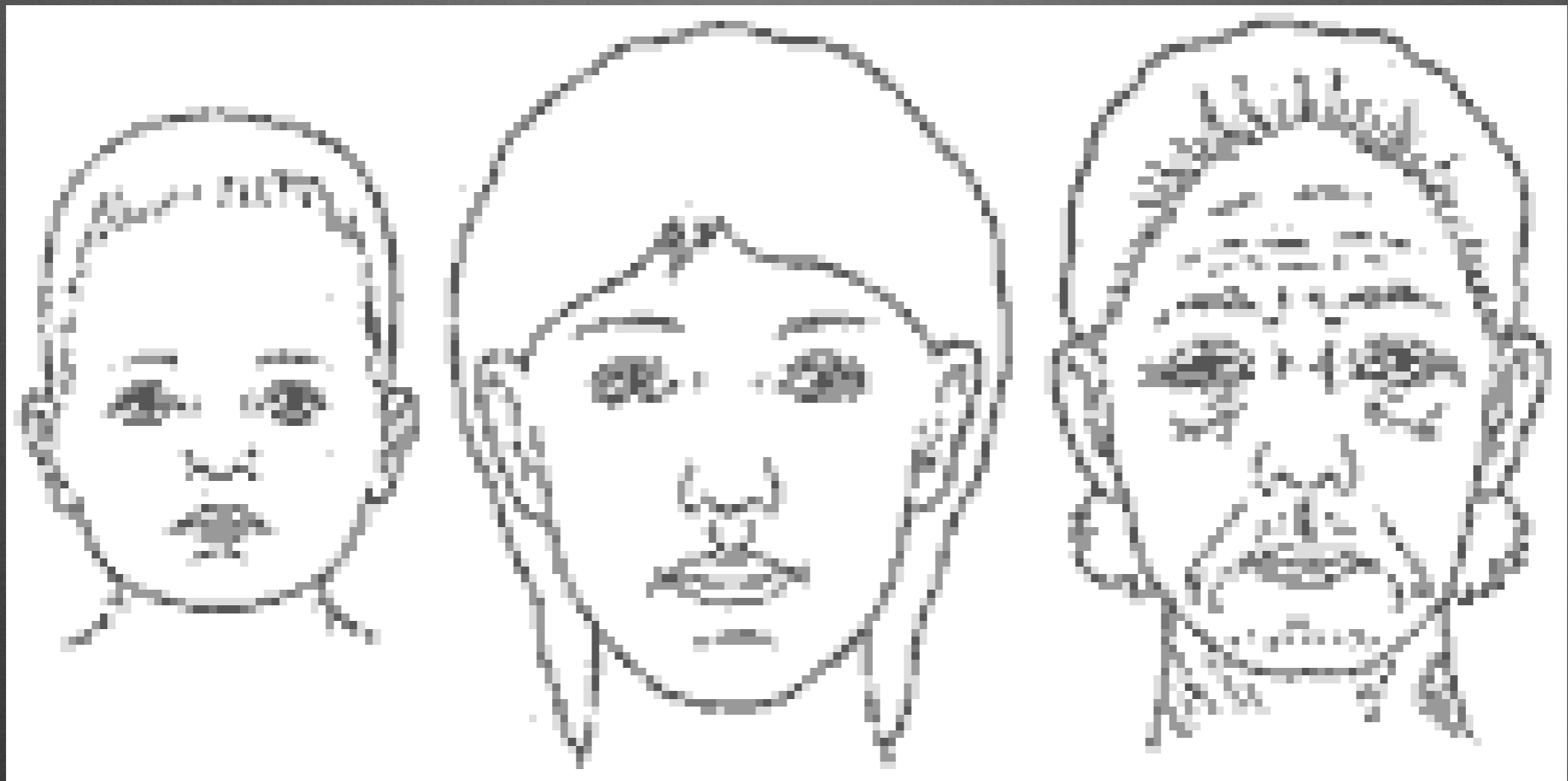
NOW!







**Aging**  
is a life long affair





# Who's Old? What's Old?

- Biological
- Social
- Personal







**A KINDRED  
SPIRIT**

*Marine Captain McAfee  
USMC*



**A FLAG A LETTER A ROSE**

*May 26-27, 1945*

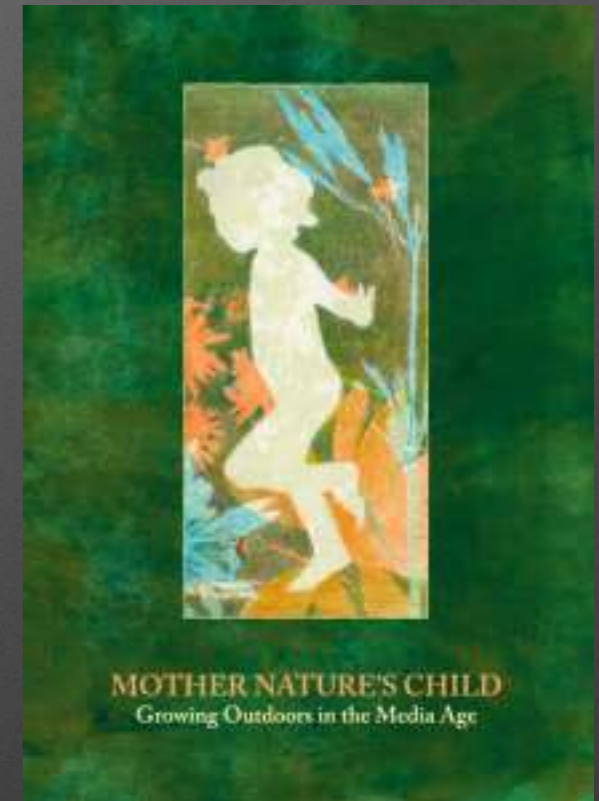
*July 7, 2010*



# Camilla Rockwell



DVD includes chapter points,  
and 2 bonus selections.  
RUNNING TIME: 57 minutes





# Design

- Three days
- Multiple venues
- Multiple art forms
- Commissioned works



Naomi Shihab Nye









# Full Circle

## Saturday Morning Conversation





















THE  
**WAKE UP  
TO DYING**  
PROJECT  
[wakeuptodyingproject.org](http://wakeuptodyingproject.org)











Kali Quinn

*n to ask questions about care-giving and speak of conc*



4



Your hand on my back

Our lives entwined like ivy


My heart in your heart

6









What do you  
associate with  
being the age  
you are now?

THE A





## **What Worked**

***Eventbrite ticketing***

***Program guide***

***Website***

***Grasshopper Phone System***

***Events promoted by performers***

***Volunteers***

***Production/Logistics***

***Cabot Marketing team support***

***In-kind food donations***





## **Attendee Summary**

***Audience: Women, ages 55 - 75***

***Tickets sold: 1020***

***Sponsor & Performer Tickets: 130***

***Volunteers: 160***

***Estimated total attendance: 1200+***





## Lessons Learned

*80+ age group hesitant to go out - programs need to come to them*

*Focus on women 55 - 70 (men accompany them)*

*Reduce # of venues: Stay centered at MSL/Union Station*

*With fewer venues, no need for vans*

*Fewer simultaneous activities*

*Repetition of key performances*

*Fewer films*

*More activities to bring generations together i.e. storytelling, dance, specific workshops*

*Allow some workshop sessions to be longer i.e. 3 hours*

*More grassroots promotion -- but no bear campaign!*





## Lessons Learned

***Creative Programming inspired attendees.***

***Positive approach was appealing.***

***Social Media works for some but not all.***

***College Students not interested but young people can be attracted with right approach i.e. Chalkboard Installation.***

***Offer selection of movement options: Nia, Tai Chi, Qi Gong, Yoga, Tango, etc.***

***Well trained volunteers = happy festival-goers!***





## ***"Before I Die"* Chalkboard Attracted Young People!**















# Success!

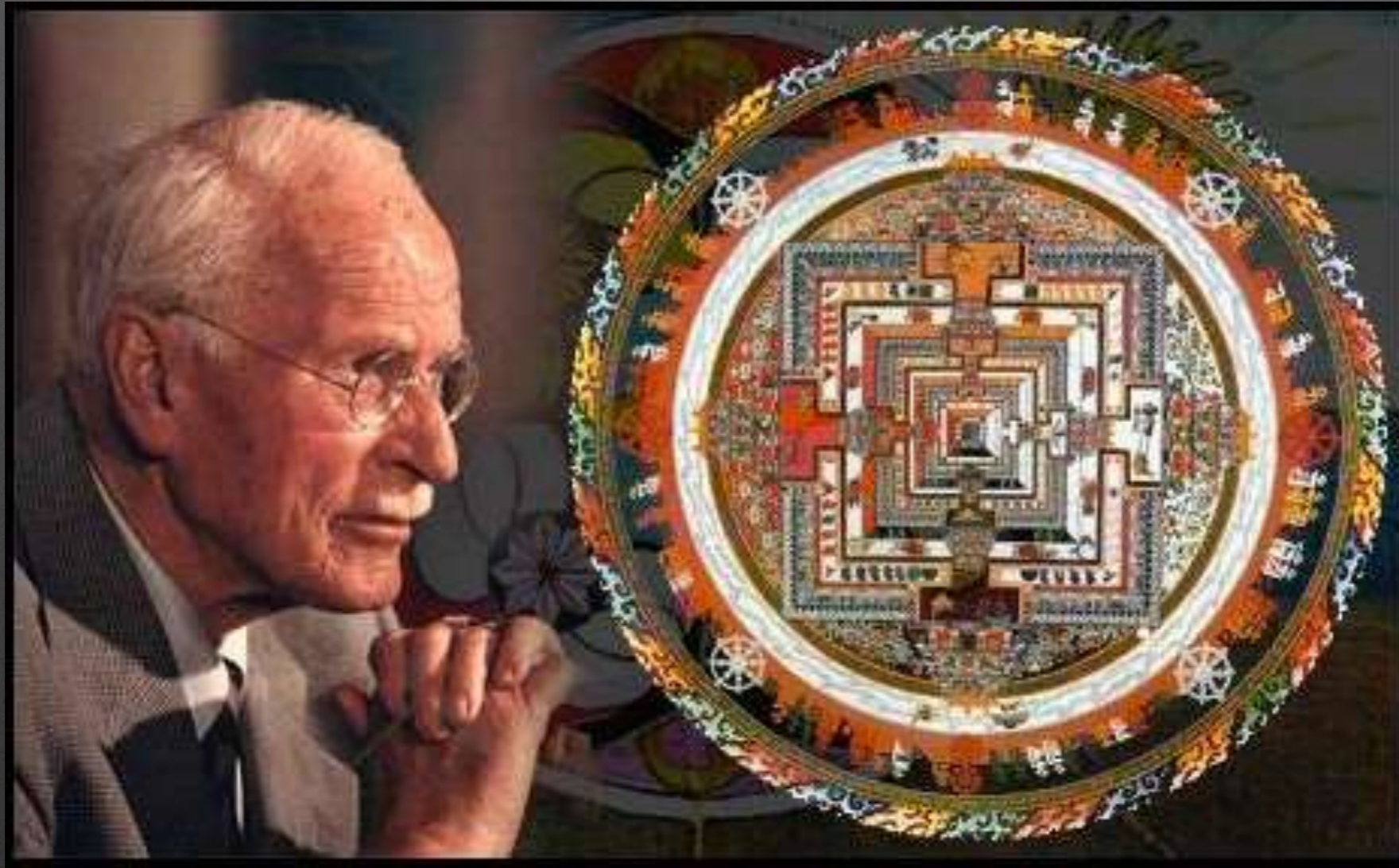
*The intent of the festival was achieved...  
We engaged people in a new conversation  
and opened the door to seeing aging as a  
creative journey filled with unlimited potential and joy.*

**“The festival brought the community  
together in a way that was different,  
special, and extraordinary.”**

**~ Anne Damrosch**



# Jung





# Jung: On early life

- significance of the morning
  - development of the individual
  - entrenchment in the outer world
  - propagation of our kind
  - care of our children



# Jung: On later life

- “... what in the morning was true will at evening have become a lie.” ...
- “Is culture the meaning and purpose of the second half ...?”



# Aging...

a process by which we become ourselves



"Becoming Ourselves"

torn-paper-weaving, 61 x 38"

© Deidre Scherer, 2014 SEABA  
Gallery





**GET Old**

**OR**

**GROW Old**



# Creativity is Ageless

Empowers

Provides energy



Inevitable



Necessary

# Aging is a life long affair

- GROWING ....old/feeling.... VITAL
- requires active participation



<http://www.fullcirclefestival.com>



**Today's presentation is available on my website and will be available on the HCBS App**

[susan.wehry@state.vt.us](mailto:susan.wehry@state.vt.us)

<http://www.susanwehrymd.com>

Follow on Twitter [@CommishVT12](https://twitter.com/CommishVT12)