

1. Proposal & Impact

Our country and world are staring at a “Silver Tsunami;” a massive generation of people moving into retirement and older adulthood. Americans’ knowledge, perceptions, and awareness of the impact the imminent Baby Boom are generally minimal and/or negative in nature.

At this juncture, It is crucial to engage culturally and generationally-diverse audiences in conversations around aging. Forty million Americans will be over age 65 by the end of 2011 and this number will balloon to over eighty-eight million within the next 40 years (Frey, 2011). These older adults provide a reservoir of knowledge, maturity, inspiration, and stability, which may be unnoticed, unappreciated, and underutilized. Creative use of media can attract and inspire audiences on a broad level, which is why mixed media will serve as the cornerstone of this effort to spark discussion about vibrant aging.

The ‘Vibrant Aging’ campaign was born from the merging of a wide variety of creative media, education, and direct service models. This particular model, however, is distinct from all others because of its emphasis on interactive media and its insistence on intentionally creating multigenerational and multicultural connections and understanding about aging. Tying these parts together into a culturally accessible, action-inspiring online community will supplement these efforts and engage an even broader base of change agents. In this digital era, open-source online platforms offer infinite possibilities for collaboration, learning, and ultimately, social change.

Project objectives:

- The production of a series of short films, which will catalyze much-needed and long-overdue community discussions about the future of aging in America.
- Sponsoring, “Breaking the Ice” innovation groups will engage participants in dialogue about aging not well, or gracefully, but vibrantly.
- Developing an interactive online “Vibrant Aging” community fueled by these efforts, in turn fueling this “Vibrant Aging” movement.

Program Component 1: The Films

Three short films will be produced as part of this project. These films will spotlight different topics and each will be screened at “Breaking the Ice” innovation group (detailed below) and posted to the “Vibrant Aging” online community. The topics will include;

- Aging Outside: Homelessness and Aging: an exploration of the influence of poverty, oppression, and barriers to resources in the lives of homeless elders.
- The New Older American: Immigration and Aging: Focusing on global migration as an aging issue, including navigating foreign cultural and linguistic terrain
- “Vibrant Aging is...” Multigenerational Dialogues about Aging: Generations share candid thoughts and opinions about the aging process and the role of older adults in America



Full Proposal Example “Vibrant Aging”

The goal in creating the three additional short films is to spark conversation about aging in a way that is relevant, accessible, and exciting. This leads to the 2nd program component in the request for funds.

Program Component 2: “Breaking the Ice” Innovation Groups to create dialogue

All films in the “Vibrant Aging” film series will be screened in settings such as universities and community centers, and outreach efforts will be extended to additional hubs of older adult activity, including senior centers and nursing homes. Outreach to younger adults, however, is imperative for the continued effectiveness of this program.

To accompany the film screenings, a “Breaking the Ice” curriculum has been developed. The 4-part curriculum was structured as such:

- Week 1: Aging and Self
- Week 2: Aging and Others
- Week 3: Aging and Society
- Week 4: Vibrant Aging

Please find an example of one “Breaking the Ice” group in the appendices. The structure of this curriculum will be changed in accordance with the specific event, but in general, each of the 4 topics will be condensed into one event and augmented by the screening of the short films as they are created.

Note: a long-term goal is for older adults and younger adults to produce these short films together and collaboratively facilitate “Breaking the Ice” Innovation Groups. Please see section 1f. for more information about long-term goals.

Program Component 3: Creating a Virtual “Vibrant Aging” Community

Please go to www.vibrantagingthemovement.com to see the “Vibrant Aging” website in its current state. This online community will grant open access to the “Vibrant Aging” films, as well as ongoing exposure to articles, news pieces, events, and other information relevant to the movement. This type of information will be similar to that shared in the ChangingAging blogstream, maintained by Dr. Bill Thomas, Founder of the Eden Alternative. What will be different, however, will be the open-source nature of this website, similar to that of the 18 Days in Egypt website. Please see section 1c. for more information.

Face-to-face outreach through the productions of the films and the facilitation of the “Breaking the Ice” campaigns will be mostly local and fairly modest and so the development of a user-friendly online “Vibrant Aging” presence is crucial. In order for aging to be seen as a living, breathing, evolving, and exciting idea, diverse online audiences must be able to consider themselves active in the Vibrant Aging movement, rather than passive onlookers.



Full Proposal Example “Vibrant Aging”

The present site is not currently capable of hosting interactive, open-source, content and this will be addressed in this project.

Practical Considerations

1a. Similar initiatives

There are a smattering of innovative pro-aging initiatives in existence, all of which provide a foundation for the “Vibrant Aging Is...” campaign. Because this project emphasizes interactive media, however, no one pro-aging initiative is covering the same amount of ground as the “Vibrant Aging” campaign will be able to cover with proper resources. The “Vibrant Aging” campaign will forge a path and innovate in this field by:

- *Producing short films with a wide lens*

Over the past decade, several engaging films centered around aging have surfaced, including “Young at Heart” (spotlighting a touring choir of singing seniors), “Old People Driving” (exploring the trials and tribulations of driving well into old age), and “Surfing for Life,” a documentary about aging surfers. A separate project, “Counter Culture” began as an oral history and photojournalism project about career diner waitresses working well into older adulthood, and has since been transformed into a book and theatrical production. Each of these pieces are critical to the conceptualization of the “Vibrant Aging” films and overall campaign, yet the approach is significantly different. These films were created in the “eye of the storm,” filming in true documentary style, but with limited insight into specific aging issues. The “Vibrant Aging” films have, and will, offer a broader perspective when challenging the norms of aging in America. The short films will catalyze crucial conversations about aging in a direct and specific way, hearing directly from interviewees about innovating aging.

- *Innovating in the “Vibrant Aging” online community*

As a point of foundational knowledge and comparison, Dr. Bill Thomas, Founder of the Eden Alternative (an international non-profit dedicated to transforming residential care settings for older adults into more livable, vibrant, communities) manages the weekly Changing Aging blogstream, a weekly round-up of progressive blogs relating to aging. This blog offers a wealth of resources about the culture change movement, and augments the Pioneer Network website, which focuses more on policy, academia, and research in the field of aging culture change. Content from the “Vibrant Aging” online community will be funneled to the Changing Aging blogstream and the Pioneer Network website on a regular basis as a marketing strategy. While both of these websites are helpful and innovative in their own rights, neither are virtually interactive beyond opening external links, nor do an exemplary job of engaging Internet users in a way that is inviting of action and participation in the “Vibrant Aging” movement beyond the laptop computer.



Full Proposal Example “Vibrant Aging”

Recently, Prudential revealed its “Day One” campaign, shining a bright light on the first day of retirement. This campaign thrust positive aging into the public eye in a creative manner. While the website itself is not open-source (meaning online users cannot add content to the site on their own), users can contact Prudential to recommend interviewees.

The virtual “Vibrant Aging” community will integrate the structure of the models (above) with the intention and goals of the “18 Days in Egypt” website. This film and site captures users’ attention by integrating mixed media and offering a space where users can both contribute and consume stories. Pairing this structure with the “Vibrant Aging” goals will pave the way for truly engaging and interactive online media.

- *Creating live opportunities for multigenerational learning, collaboration, and innovation*

The “Breaking the Ice” innovation groups are revolutionary in that they present as think tanks, focus groups, and community gatherings in one sitting. Similar initiatives to this usually consist of community events where one person actively presents a piece of information or media and an audience of people passively listen to the presenter and have an opportunity to ask questions at the end of the presentation. A different model, called The World Café model, engages all participants in conversation and subsequent action relating to the topic at hand. The original “Breaking the Ice” curriculum was loosely based on a games-based civic engagement curriculum for youth called *Peace Games*. While the curriculum will still be very much based on interaction between facilitator(s) and participants, cooperative games will take a secondary role to the screening and discussion of the films.

In terms of information-seeking, this campaign will continue to subscribe to the goals and ideals of participatory action research, an innovative process in which researchers (in this case, documentarians) and stakeholders (in this case, interviewees, group participants, and internet users) collaborate to design and implement all phases of research- or, in this case, the ongoing “Vibrant Aging” campaign. In order for aging culture change to occur, change must be spurred internally and externally. Open-source media platforms and interactive events have the power to both capture and broadcast these movements, simultaneously catalyzing broader change.

1b. Ethical, cultural, and legal considerations

In an attempt to unveil stories, facts, and opinions, issues of privacy must be considered. The multi-layered nature of this project calls for an added level of attention to ethical and legal issues, as well as cultural considerations. In regard to the films, each interviewee will be required to sign a waiver stating an understanding of the purpose of the film and consenting to its designated release. For safety considerations, all filming will take place in public settings with two persons: an interviewer and a camera operator. And in order to conduct as culturally competent an interview as possible, the interviewer(s) will be responsible for accruing at least foundational knowledge about the interviewee’s cultural background and context.



Full Proposal Example “Vibrant Aging”

1c. Recruitment Procedures

Recruitment is most relevant concerning the creation of the films. Interviewees will be recruited through the following sources:

- *Ageing Outside: Homelessness and Aging*: City of Berkeley Aging Services, St. Mary’s Homeless Senior Services, The Catholic Worker
- *The New Older American: Immigration and Aging*: On Lok Senior Services, Episcopal Community Services, Bayview-Hunters Point Adult Day Health Center, Civic Ventures, Lifelong Medical Care
- “Vibrant Aging is…” Multigenerational Dialogues About Aging: Coming of Age San Francisco, City of Berkeley Aging Services, The Ashby Village, Berkeley Public Library

1d. Potential Obstacles

With big ideas come potentially big obstacles. The digital divide plays an active role in this project’s marketing strategy, which is why multi-generational marketing techniques have been considered and will continue to be implemented. Cultural divides in their many forms (in regard to culture, ethnicity, language, age, religion, etc.) will arise while both creating films and facilitating “Breaking the Ice” innovation groups. This only further highlights the importance of collaborating with people in the community who are most familiar with the community, itself, and preferably reflect the background and experience of the community, itself.

In the case of this project, a multi-generational and multidisciplinary Advisory Council has been formed with the intention of adding breadth and depth to the project, building networks and resources, and supplementing the efforts of only one full-time team member. This team is comprised of professionals with expertise in marketing, social media, documentary-making, business, program development, direct service in gerontology. Please see Section 5 (Team Biographies) for details.

1e. Marketing goals and strategies

Social media, word-of-mouth, and recruitment via structured events will be the primary means of marketing for “Vibrant Aging.” The generation gap still separates internet users (mostly younger adults) from non-internet users (mostly older adults), and marketing must follow suit in order to be effective. Younger adults will most likely learn about “Vibrant Aging” through viral videos shared via Facebook and Twitter, whereas older adults will hear about the campaign through friends, children, grandchildren, and professionals in the aging community (ie senior center staff, residential facility staff, etc.) The “Vibrant Aging” mailing list will continue to grow via in-person and online information-gathering, and persons interested in joining the mailing list will be able to specify their preferred mode of communication as part of an ongoing assessment of best practices of multigenerational marketing and outreach.



Full Proposal Example “Vibrant Aging”

All videos will point to the “Vibrant Aging” website, which will a) provide information for individuals/groups interested in hosting “Breaking the Ice” Innovation Groups and b) offer virtual space for Internet users to add videos, photos, news articles, etc. relating to “Vibrant Aging.” The site facilitator will be able to remove inappropriate content if necessary. The website will be the hub of “Vibrant Aging” information and activity, and with each edited video upload, there will be a marketing push to the mailing list. Content will also be linked to several high-traffic blogs and websites (e.g., the websites of partner organizations. See Board of Advisors below).

2. Needs Statement

The fate of Social Security is unknown.

There is a shortage of professionals entering the field of gerontology.

Families are more mobile than ever before, leaving parents and grandparents alone.

Aging adults are living longer often with one or several chronic health problems.

The cost of health care is increasing while retirement benefits are decreasing.

(Blazer, 2003; Haan, 2004; Wolff et al., 2002; Kaye et al., 2010)

The culture of aging is changing every day. Non-profit and for-profit organizations are responding to the imminent population explosion by offering and improving services for older adults to the best of their ability. Healthcare systems are training emerging medical professionals in geriatrics. Mainstream and independent media is slowly understanding the need to focus on older adulthood as a distinct and multifaceted stage of life. What is missing, however, is a dynamic hub of information and story-gathering and sharing on a multicultural and multigenerational scale. To innovate aging, America must first be willing to discuss aging, which is perhaps the biggest challenge in this project. In a youth-obsessed culture, older adults and younger adults are generally less comfortable discussing issues relating to aging because they are often relatively unknown, negatively biased, and/or triggering of existential anxiety.

There is a desperate need for multi-generational and cross-cultural community dialogue geared toward 1) meaning-making in later life (including but not limited to, multi-generational civic engagement), 2) culturally-competent and person-centered service delivery, and 3) re-conceptualizing the meaning of aging and dying.

Using the “Breaking the Ice” Innovation Groups, short films, and “Vibrant Aging” online community, this project will begin to build a base of multicultural and multigenerational agents of change in the move toward a more pro-aging future. As previously stated, the “Breaking the Ice” groups will stem from responses to the “Vibrant Aging” short films, each of which will spotlight culturally-diverse and often-underserved populations of older adults in America. Documenting older adults and their the collective wisdom and expertise of what it means to age “vibrantly” (or not) will empower not only them, but the hundreds of older adults, caregivers, practitioners, and students who will watch the films. Other topics in the films will include: identity, resiliency, and effective programming and service delivery.



Full Proposal Example “Vibrant Aging”

3. Impact Evaluation

The overarching goal of the “Vibrant Aging” campaign is to challenge the status quo around aging as it currently exists. This paradigm shift requires a change in the aging vernacular. The more people even hear the term, “Vibrant Aging,” the more momentum the aging culture change movement is able to accrue. Therefore, the number of hits the “Vibrant Aging” online community obtains will serve as the primary marker of impact in the project. Goals for marketing impact include:

- Over 150 hits and 10 non-facilitator submissions to the website by October of 2012
- Over 300 hits and 20 non-facilitator submissions to the website by December of 2012
- Over 450 hits and 30 non-facilitator submissions to the website by April of 2013
- Over 600 hits and 40 non-facilitator submissions to the website by July of 2013

Polls and surveys will also be taken throughout the funding period to assess online users’ connection to the content, design, and direction of the website. These assessments will be distributed quarterly via Facebook, widgets installed on the “Vibrant Aging” website, and through the mailing list.

All “Breaking the Ice” Innovation Groups will be assessed for participant engagement and enjoyment at the end of each session via paper surveys and subsequent groups will be modified accordingly. Goals for “Breaking the Ice” Innovation Groups discussed for this funding period include:

- Over 100 participants by January of 2013
- Over 200 participants by July of 2013
- Over 250 participants by October of 2013
- Over 400 participants by December of 2013.

By December of 2013, the target number of “Breaking the Ice” participants will be 400, totaling over 1000 in-person and online exposures to the concept and efforts of “Vibrant Aging.”

4. Project Implementation Timeline



Full Proposal Example “Vibrant Aging”

Key:

Green: virtual “Vibrant Aging” community website activity

Dark Blue: “Aging Outside” activity

Maroon: “The New Older American” activity

Purple: “Breaking the Ice” Innovation Groups and public events

Red: “Vibrant Aging is...” activity

Black: Etc.

Note: Website content and design will be managed throughout.

Further programmatic and financial development efforts will be made throughout.

Activity	Begin Date	End Date
Identify host website format and begin to populate website	Mid-June 2012	Early July 2012
Finish editing “Aging Outside” Purchase film equipment	Mid-June 2012	Late July 2012
Recruit film participants for “The New Older American,” familiarize self with context	Early-August 2012	Early-September 2012
Post “Aging Outside” to website		
Set up 4+ “Breaking the Ice” Innovation Groups	Mid-September 2012	Mid-September 2012
Continue to recruit film participants	Mid-September 2012	Late September 2012
Film 4-8 participants, edit footage	Late September 2012	Mid-December 2012
Host 4+ “Breaking the Ice” Innovation Groups	Late December 2012	Late January 2013
Add completed film to website, Viral Vibrant Aging video campaign	Early February 2013	Mid-February 2013
Recruit film participants for	Mid-February 2013	Mid-February 2013



Full Proposal Example “Vibrant Aging”

“Vibrant Aging Is...”, Familiarize
self with base context

Set up 4+ “Breaking the Ice” Innovation Groups	Mid-February 2013	Late February 2013
Continue to recruit film participants	Late February 2013	Early March 2013
Present methodology and clips of film at American Society on Aging conference (pending submission acceptance)	Late March 2012	Late March 2012
Film 4-8 participants, edit footage	Early March 2013	Mid-May 2013
Present concept and methodology at American Geriatrics Society Annual Conference (pending submission acceptance)	Early May 2012	Early May 2012
Host 4+ “Breaking the Ice” Ice” Innovation Groups	Mid-May 2013	Mid-June 2013
Add completed film to website, viral “Vibrant Aging” video campaign	Early July 2013	Mid-July 2013
Plan event for mid-September	Early July 2013	Mid-September 2013
Copy and package films, caption, distribute to film participants	Mid-July 2013	Mid-August 2013
Host an event for film Interviewees, group participants, and community members: screen all films and discuss	Mid-September 2013	Mid-September 2013
Host screenings and “Breaking the Ice” Innovation Groups	Mid-September-Onwards	

5. Team Biographies



Full Proposal Example "Vibrant Aging"

Team Member:

Jane Smith is a graduate student of social welfare, emerging photographer and filmmaker, and creator of Breaking the Ice, a curriculum designed to deepen connections and build vibrant communities among older adults. As a teenager, Jane cultivated her interest and experiences with seniors by serving as a volunteer coordinator and, later, as an occupational therapist with older adults. She was honored as a Prudential "Spirit of Community" award winner and as a Points of Light Institute "Daily Point of Light" in recognition of completing over 1,500 hours of community service and directing a theater group for D/deaf, hearing, and hard-of-hearing teenagers in the Greater Hartford area. More recently, Jane has led yoga classes in studios, youth and senior centers, residential communities, and psychiatric treatment settings.

Board of Advisors:

Current advisors:

Patrick Arbore, EdD

Founder & Director, The Friendship Line
Program Director, Center for Elderly Suicide Prevention and Grief Related Services (CESP)
Institute on Aging, San Francisco, CA

Roy Earnest, MSW

UC Berkeley School of Social Welfare Alumni, 1982
Co-Producer, "Surfing for Life"
State Program Specialist
Corporation for National and Community Service: Senior Corps

Jim Emerman, BA

Former Chief Operating Officer, American Society on Aging, Oakland, CA
Executive Vice President
Civic Ventures

Howard Hahn, MSW Candidate

UC Berkeley School of Social Welfare Anticipated Graduation, 2013
Loyalty Marketing Specialist
Travelocity, Wells Fargo

Jitu Huntley, MA

Assistant Producer, "Vibrant Aging"
Program Coordinator
West Hartford Community Television, West Hartford, CT

Vicki Heller

95-year old Senior Center Volunteer



Full Proposal Example "Vibrant Aging"

Elmwood Senior Center
West Hartford, Connecticut

Jigar Mehta, MJ

UC Berkeley School of Journalism Alumni, 2005
Knight Journalism Fellow
Digital Entrepreneur, Video Journalist
Co-creator, "18 Days in Egypt"

Juliana Oronos, MPH Candidate

UC Berkeley School of Public Health Anticipated Graduation 2013
Consultant, Triage Consulting Group

6. Budget & Narrative

"Vibrant Aging" Mixed Media Campaign		
SECTION 1. PROJECTED EXPENSES		
I. Supplies Cost	Supplies Cost Details	Total
1 JVC GY-HM100 HD Camcorder	This video camera is the highest in its cost class- high definition, compact, and SD-compatible. This camera also comes with a 16 GB SD card, a camera bag, and a wide conversion lens.	\$2,749.99
1 5-Year Warranty	This expensive piece of equipment should be insured for at least 5 years in case of unforeseen accident or damage.	\$589.99
1 Pearstone VT2500B Video Tripod System	This is a medium-grade tripod with all accessories included. A tripod is necessary for premium video quality.	\$149.99
1 Audio Technica AT875 Short Condenser Shotgun Microphone Kit	This microphone mounts on the camera and is convenient for spontaneous and/or moving filming.	\$249.95
2 Audio Technica Omni-Directional Lavalier Condenser Water Resistant Microphones	Lavalier microphones are discreet and portable audio systems- very useful in documentariy filmmaking.	\$279.90
1 Optomo PT100 Portable DLP LED Projector	Slide projector to be used at "Breaking the Ice" Innovation Groups to screen short films.	\$199.99
500 Black and White Copies, DVD Labels	Papers will be used for educational purposes for community dialogues.	\$70.00
200 Blank DVD's- Verbatim 4.7GB DVD-R 8x White Inkjet Edge-to-Edge Printable	DVD's will be dispersed for community use in order to replicate community dialogues.	\$66.20
1 Website Account	This will cover domain registration on	\$150.00



Full Proposal Example "Vibrant Aging"

	www.godaddy.com, online web developer fees, maintenance of site, and Facebook ads, all of which will be used for marketing purposes.	
Subtotal Supplies		\$ 4506.01
II. Travel & Transportation Costs	Travel Cost Details	Total
1 Presenter Registration for ASA Conference, March 2013	This is the American Society on Aging conference. If the submission is accepted, this will be an excellent forum for networking and learning.	\$350.00
1 Presenter Registration for American Geriatrics Society Conference, May 2013	This conference will be another crucial learning experience and networking opportunity.	\$200.00
2 Round-trip plane tickets for travel to and from 2 conferences		\$800.00
6 Hotel Stays for 2 Conferences (at \$100/night)		\$600.00
Public transportation and gas mileage for local travel to and from filming engagements, "Breaking the Ice" Innovation Groups, etc.		\$300.00
Subtotal Travel		\$2250.00
TOTAL PROJECTED EXPENSES		\$ 6,756.01
SECTION 2. PROJECTED REVENUE		
Revenue and In-kind Contribution Sources	Revenue/ In-kind Contribution	Total
TOTAL PROJECTED REVENUE		\$00
SECTION 3. FUNDING GAP		
PROJECTED FUNDING GAP		\$6,756.01

7. Appendices



Full Proposal Example “Vibrant Aging”

7a. Works Cited

Blazer DG. Depression in late life: review and commentary. *Journals of Gerontology: Medical Sciences* 2003;58A:249-265.

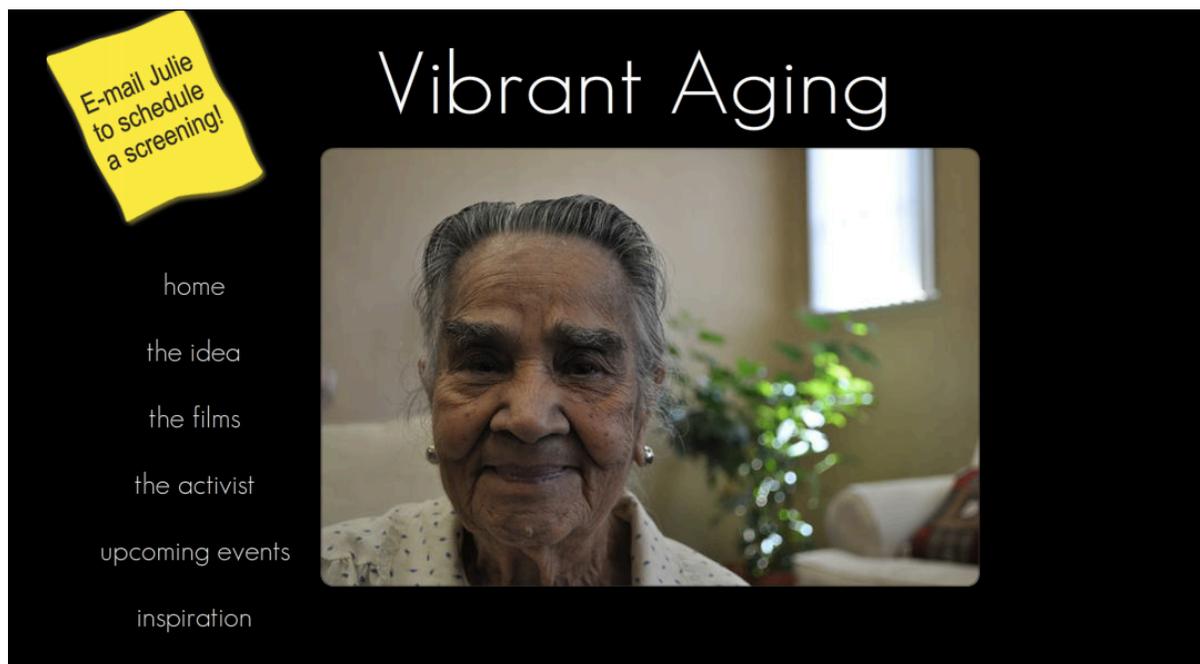
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Haan MN, Wallace R. Can dementia be prevented? Brain aging in a population-based context. *Annual Review of Public Health* 2004;25:1-24.

Kaye HS, Harrington C, LaPlante MP. Long-term care: who gets it, who provides it, who pays, and how much? *Health Affairs* 2010;29(1):11-21.

Wolff JL, Starfield B, Anderson G. Prevalence, expenditures, and complications of multiple chronic conditions in the elderly. *Archives of Internal Medicine* 2002;162:226902276.

7ab Screen Shot of “Vibrant Aging” website as it currently exists: (www.vibrantagingthemovement.com)



7c. Link to 30-second “Vibrant Aging” trailer:

<http://vimeo.com/35871503>

7d. “Breaking the Ice” Innovation Group: Sample Group 1 Overview

Purpose

To explore the concept of personal identity and history as it relates to one’s individual aging process

Indicators/Outcomes

By the end of this group, participants will:

- Reflect on their past and present sources of identity
- Identify positive and challenging aspects of their identity as chronologically-aging adults.
- Share and listen to others’ reflections of their identities; building bridges for a community of introspective engagement

Supplies

- A roll of toilet paper (alternatives: candies, almonds, small objects, etc.)
- 4 Small Signs- “Strongly Agree, Agree, Disagree, Strongly Disagree”
- Scotch tape to display signs
- Raffle tickets, 2 door prizes
- Give-away prizes

Before You Facilitate

- Reflect on your own identity. It is important to be clear, comfortable and grounded in your own identity before you can expect other people (especially those who have had a relatively very long time to grapple with their identity) to feel comfortable engaging around this discussion.
- The concept of aging as a source of identity change is complex and abstract. Plan ways to make these concepts concrete for participants. Start with concrete examples and encourage open-ended discussion about identity among group members.
- Conduct all activities from a strengths-based perspective- celebrating diverse experiences and opinions. Emphasize the value of an internal sense of accomplishment, worth, dignity and purpose. These concepts are closely related to community building and social and civic engagement.
- Considering identity (perhaps especially as a “senior” can also bring about relative pain, sadness, and/or discomfort of different sorts. Some participants may have come to the United States as political or economic refugees. Others may have lost significant others (spouses, friends, children, etc.) and hence, a source of their identity. Other participants

will suffer from racial, ethnic, linguistic, or religious stereotypes. All of these issues must be considered while facilitating a group of this nature.

- This group has several activities conventionally requiring fine and gross motor skills- walking, standing, and using fingers to hold small objects. talk and writing. Make alternative arrangements more than available for anyone who might feel more comfortable sitting, not having to hold objects, etc. These activities aim to be engaging- not embarrassing!
- Finally, please remember that the goal is to connect the knowledge, skills, and experiences older adults hold with a commitment to community building and social and civic engagement. This does not have to be shared the first group, and will be the central focus of the next group.

Agenda

Opening (25 minutes)

- Describe the purpose of the group
- Introductions
 - Ask each participant to introduce themselves to the group
- Tactile Activity: Take as much as you want
 - Facilitator hands one roll of toilet paper to the first group member and simply says, “Take as much as you want.” The roll is passed around the circle. 3 sheets of paper = 3 interesting facts about the person. 5 sheets of paper = 5 interesting facts about the person, etc. Note: this activity can be done with M&M’s, almonds, pennies, etc.

Focus (30 minutes)

- Physical Activity: Continuums (20 minutes)
 - Facilitator explains guidelines: Based on whether participants strongly agree, agree, disagree, or strongly disagree with each of the statements (below), he/she should move to that designated corner of the room. Once situated, he/she can either stand or sit while person(s) in each corner share their reasoning for moving to that area.
 - I have many stories to tell.
 - I am an active member of my community.
 - I am a young soul at heart.
 - With age comes wisdom.
 - I have lived better than my grandparents.
 - I have lived better than my parents.
 - 18 year olds and 80 year olds are more similar than they are different.
 - A life without learning is no life at all.
 - A life without love is no life at all.
 - I am concerned about my future.
 - I am excited to see what happens next.
 - There is more to me than my age.
- Activity: Concentric Circles (10 minutes)

Full Proposal Example “Vibrant Aging”

- Participants will probably have to move chairs. If mobility is an issue, chairs can stay where they are. Otherwise, an outer circle of chairs is formed, facing the center of the room, and an inner circle of chairs is formed, facing the outside of the room. In this way, two chairs (and people) are facing each other, about arms-distance apart. Facilitator offers the following questions and asks each participant to share their thoughts with their partner for approximately 2 minutes, switching and taking turns:
 - What was your main source of identity as a child? As a teenager? Young adult? Middle-aged adult? Post-retirement? And now several (or many) years out of retirement?
 - What do you feel is your greatest accomplishment? What are you most proud of in yourself? Why?
 - What do you bring to your community? And to the Senior Center (or the forum/setting in which this group takes place), in particular?

Closing (15 minutes)

- De-brief, Plus/Delta’s
 - Facilitator asks, “What did we do today? What did you enjoy about the group? What did you not enjoy about the group?”
 - Facilitator explains the theme of next week’s group: resiliency and asks, “Does anyone have any comments/questions about our time today?”
 - Facilitator thanks participants for joining the group, disburses give-away prizes (a book of Sudoku/mind game puzzles or a pack of cards, etc.) and awards raffle prizes to participants with “winning tickets,” if prizes are available.