

“Vibrant Aging” A Documentary Film Series

I want to innovate aging for 88 million Baby Boomers. I want to engage generations in a new kind of conversation about what it means to grow “old” by documenting what it means not to age “well,” not to age “gracefully,” but to age “vibrantly.”

Project Summary

This proposal requests \$9310 to produce a series of short films, titled “Vibrant Aging,” which will be used to catalyze much-needed and long-overdue community discussions about the future of aging in America.

40 million Americans will turn 65 by the end of 2011. This number will balloon to over 88 million within the next 40 years. Clinicians, city planners, government employees, program administrators, and caregivers are admittedly ill equipped to do much more than help Baby Boomers maintain their health as they age. The need for innovative thinking, discourse, and practice in the field of aging is at an all-time high. The emotional and financial strain on caregivers and the uncertainty of the Social Security system will continue to impinge on one’s ability to age healthily, let alone vibrantly.

There is a desperate need for multi-generational and cross-cultural community dialogue geared toward 1) meaning-making later in life (including by 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. These dialogues will ideally stem from reactions 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 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 film. Other topics in the films will include: identity, resiliency, and effective programming and service delivery. The “Vibrant Aging” films, screened in settings such as seniors centers, residential nursing homes, community centers, public and private agencies, and training institutes, will ignite a desire for innovative practice in the field of aging.

Problem Description

Within the next 40 years, the number of Americans over the age of 65 is going to balloon from 40 million to over 88 million. This statistic, staggering as it may be for health care professionals and other persons dealing with the “problems” of aging, is also exciting. Currently, the public focus is primarily on aging as a burden to society, such as increasing spending for pensions, potential labor shortages, and problems in the field of health care. The problem is that, in providing sub-standard programming and, more so, in “warehousing” seniors in residential facilities, American is overlooking a very valuable and resourceful population.

As Baby Boomers begin to redefine what it means to age in America, the culture of aging will begin to change. The general population will not longer be surprised by an 80-year-old’s ability and desire to volunteer in a school, nor by a 75-year-old’s financial need to continue working for pay. This population shift will not, however, guarantee a full attitudinal change in the way American views “most senior citizens.” If clinicians, public health workers, social

service providers, and caregivers do not answer the call for innovative practices in the field of aging, older adults will continue to succumb to living in increased isolation with limited opportunities to participate in accessible civic engagement, feeding into the current system of poor health outcomes, economic strain, and emotional distress for older adults and caregivers.

In 2011, as the first wave of Baby Boomers (or the “Silver Tsunami”) hits the United States in full force, a paradigm shift around innovative thinking and practice in aging must be in effect. Using film as a vehicle to catalyze discussion, the question becomes, “What does it mean to age vibrantly and how can vibrant aging become an expectation rather than a distant desire?”

Project Implementation Timeline

Activity	Begin Date	End Date
Identify a host site/organization in which to film, meet staff, familiarize self with setting, create MOU	Mid-June 2012	Late July 2012
Recruit film participants, explain project, purchase film equipment	Late July 2012	Late August 2012
Film 5-6 participants and begin to edit footage	Late August 2012	Late October 2012
Organize a multigenerational community forum on “vibrant aging,” led by participants who have already been filmed and have an interest in facilitating dialogues with others about innovating aging; arrange logistics	Late October 2012	Early December 2012
Host and film the community forum on “vibrant aging”	Early December 2012	Early December 2012
Film 5-6 participants and begin to edit footage	Early December 2012	Mid-February 2012
Edit first draft of complete film	Mid-February 2012	Mid-March 2012
Present methodology and clips of film at American Society on Aging conference (pending submission acceptance)	Late March 2012	Late March 2012
Edit final draft of complete film, copy and package films, caption, and distribute to participants	Late March 2012	Late April 2012
Present film and methodology at American Geriatrics Society Annual Conference (pending submission acceptance)	Early May 2012	Early May 2012

Team Biographies

[Name omitted for privacy] is a student in the school of social welfare, emerging photographer and filmmaker, and create of Breaking the Ice, a curriculum designed to deepen connections and build vibrant communities among older adults.

Her interest in gerontology was forged early on through strong relationship with her grandparents. As a teenager, she 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 1,5000 hours of community service and direction a theater group for D/deaf, hearing, and hard-of-hearing teenagers in the Greater Hartford area. More recently, she has led yoga classes in studios, youth and senior centers, residential communities, and psychiatric treatment settings.

Vibrant Aging Project Preliminary Budget

SECTION 1. PROJECTED EXPENSES		
I. Supplies Cost This section may include the cost of materials for producing your good or tools needed for your project	Supplies Cost Details Please include information here you think will be helpful in explaining the total cost, if applicable (e.g. cost per unit, total number of units required, etc.)	Total
1 JVC GY-HM100 HD Camcorder	This video camera is the highest in its 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	\$589.00
1 Pearstone VT2500B Video Tripod System	This is a medium-grade tripod with all accessories included. A tripod is necessary for premium quality video.	\$149.99
1 Audio Technical 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 Technical Omni-Directional Lavalier Condenser Water Resistant Microphones	Lavalier microphones are discreet and portable audio systems-very useful in documentary filmmaking.	\$279.90
100 Black and White Copies, DVD Label	Papers will be used for educational purposes for community dialogues.	\$125.00
200 Blank DVDs-Verbatim 4.7GB DVD-R 8x White Inkjet Edge-to-edge Printable	DVDs will be dispersed for community use in order to replicate community dialogues	\$66.20

1 website account	This will cover domain registration, online web developer fees on Wix.com and maintenance of site, all of which will be used for marketing purposes	\$100.00
Subtotal Supplies		\$4,310.03
III. Personnel Costs This section may include the salaries of anyone you are hiring as part of your project	Personnel Cost Details Please include information here you think will be helpful in explaining the total cost, if applicable (e.g. FTE and job description)	Total
1 25% time video editing consultant service	A video consultant will be paid as a consultant to the filmmaker. These services are necessary in order to ensure premium quality video.	\$5,000
Subtotal Personnel		\$5,000.00
TOTAL PROJECTED EXPENSES Please sum all subtotaled sections above here to give your total projected project expenses.		\$9,310.03
SECTION 3.FUNDING GAP		
PROJECTED FUNDING GAP Please indicate here the remaining funding gap for your project		\$9,310.03