

ARTS *&* THE MIND

WITH LISA KUDROW

ENGAGEMENT KIT

Produced by



and



Funded by



Contents

ABOUT *Arts & the Mind* 3

Our National Partners 4

PARTNERING AND PLANNING FOR STRONG OUTREACH..... 5

SPECIFIC OUTREACH IDEAS FOR *Arts & the Mind* 7

 REACHING OUT to COMMUNITIES and FAMILIES..... 8

 REACHING OUT to EMPLOYERS AND EMPLOYEES..... 9

 REACHING OUT to KIDS..... 10

DISCUSSION QUESTIONS FOR *Arts & the Mind*..... 12

PROMOTING YOUR WORK..... 14

ABOUT *Arts & the Mind*

Arts & the Mind, hosted and narrated by Lisa Kudrow, reveals the crucial impact of the arts on the human brain across our lifetimes, and explores its particularly vital role in human development during youth and older age. This two-part documentary shares stories of how music, dance, painting, poetry and theater markedly improve well-being at both ends of life, and reveals the cutting-edge science that explains the powerful, positive impact of the arts on our brains.

Showcasing some of the nation's most innovative and successful arts programs plus the work of leading American educators and scientists, *Arts & the Mind* illuminates: How the arts can improve children's school performance as well as keep our brains agile and sharp into old age; how teenagers find meaning and hope through poetry at a renowned L.A. program supported by actor Tim Robbins; how the arts help heal children in hospitals and older veterans with post-traumatic stress disorder; why one of America's leading Alzheimer's researchers advises that dance is the single most effective way to ward off dementia; and much more, including a program website featuring resources for parents, educators and health professionals.

Arts & the Mind is a production of **tpt** National Productions and Eaton Creative. Funding for *Arts & the Mind* is provided by MetLife Foundation.

Learn more about the program by visiting its comprehensive website at www.tpt.org/artsandmind. You'll find streaming video and other hands-on tools to share with your community. Use this site to familiarize yourself with the benefits of the arts, the people working in the field, and equip yourself with knowledge you can share with whatever partners or audiences you choose.

Online visitors can choose from various options:

- **WATCH THE FILMS:** Watch the full program; both episodes will be streamed in their entirety.
- **MEET THE ORGANIZATIONS AND INDIVIDUALS:** Clips featuring the organizations, community leaders, and researchers working in the arts provide vivid snapshots of advocating for the benefits of the arts in life.
- **LEARN MORE:** The Resource Room offers information on bringing the arts to both homes and organizations.

Arts & the Mind's engagement opportunities are tailored specifically to serve the needs of young and old, with opportunities for multigenerational interaction as well. These endeavors can easily integrate into existing local-regional-national events and/or partnerships, many lasting long after the television program airs on PBS. Localized activities will vary significantly from one community to the next. Our goal is to help PBS stations, organizations and individuals have wider access to the benefits of arts participation.

To help you in creating your local effort, this toolkit provides background project information and a menu of outreach activity options. We know your outreach successes have been built on fruitful local partnerships as well as teamwork within your station.

We hope this kit provides you with information to get ideas flowing and connects you to helpful organizations and resources to make your local effort memorable and effective. The challenges and needs raised by *Arts & the Mind* are both in the immediate term and for our future as individuals, as families, and as a society. We applaud you for your willingness to get involved.

Across the country at a time when arts education is being diminished in our schools, this is a great opportunity to help your friends and community understand the vital role the arts play in the health of our minds over a lifetime.

Our National Partners

[Americans for the Arts](#)

Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education. From offices in Washington, DC and New York City, they provide a rich array of programs that meet the needs of over 150,000 members and stakeholders. Americans for the Arts is dedicated to representing and serving local communities and to creating opportunities for every American to participate in and appreciate all forms of the arts.

[The National Center for Creative Aging \(NCCA\)](#)

The National Center for Creative Aging was founded in 2001 and is dedicated to fostering an understanding of the vital relationship between creative expression and healthy aging and to developing programs that build on this understanding. The arts can serve as a powerful way to engage elders in a creative and healing process of self-expression, enabling them to create works that honor their life experience.

[The National Guild for Community Arts Education](#)

The National Guild for Community Arts Education, founded in 1937, supports and advances access to lifelong learning opportunities in the arts. We foster the creation and development of community arts education organizations by providing research and information resources, professional development, networking opportunities and funding, and by advocating on behalf of the field.

PARTNERING AND PLANNING FOR STRONG OUTREACH

We all know that effective outreach springs from strong partnerships. Jumping on board an existing community activity or inviting other organizations to join your initiative will strengthen, extend, and excite your target audience.

Whether you're coordinating your efforts with a community organization, educational institution, large corporation, small business, sports team, faith-based group, or other local partner, this guide will help.

Connect with powerful local partners. Where available, link up with organizations who are already committed to addressing the need for arts programming and implement joint outreach and educational efforts, individually tailored to the needs of your community.

1. ORGANIZE A PLANNING COMMITTEE.

Try to represent all partners. Focus committee discussions on answering these questions:

- Who is the target audience you're hoping to reach for participants?
- What activities will you choose to support the purpose of the event and what space, resources, or approvals do you need?
- Where is the best event location (with easy access) to attract the largest participant audience possible?
- When is the best time to hold the event to assure maximum participation?
- How many people will be needed to help coordinate event activities?
- Who will be the key person responsible for coordinating the promotion and event activities?

2. DESIGN YOUR EVENT.

Review Event Activity Ideas in this guide with your committee. Decide which ideas will work with your audience, available space, staff, and other practical considerations.

3. OUTLINE YOUR PROMOTION PLAN.

Promote your *Arts & the Mind* activities by including fun, effective strategies. Select those that will work best in your community and within your budget. Although all team members will spread the word about your initiative, assign specific committee members to create and implement your more "planful" promotions.

4. REMEMBER: LOCATION, LOCATION, LOCATION.

Boost participation potential by choosing a convenient location that will accommodate your target audience. Keep in mind public transportation options, as well as parking facilities, when you select your location.

5. SPREAD THE WORD.

Recruit as many groups as possible to promote your initiative. Whether you're involving a whole community or a worksite, create a list of those who can help you and your partners spread the word.

6. SELECT A COMMUNICATION CHAMPION.

The mayor, your local PBS station's general manager, your partners' CEO or other leader, or a local celebrity can lend visibility and extend your reach. Ask your selected champion to personally invite constituents/fans to join your station and its partners in creating a healthier, more vital community.

7. STICK TO THE PLAN.

Define roles and stay on schedule. Develop a timeline and to-do list. Assign committee members tasks and review milestones along the way. Make sure you obtain all supplies, secure approval for your location, and recruit enough volunteers to help coordinate your event.

8. REWARD PARTICIPATION.

You can create interest by planning to offer prizes at your event. Consider organizing a drawing for everyone who takes part.

9. WALK THE TALK.

Invite local PBS station employees, members, your partner organizations' staff, and related others to attend and enjoy any event, whether it's onsite or in the community. It's inspirational for event attendees to see the outreach partners actively participating in the programming they create and champion.

10. TRACK YOUR SUCCESS.

After you have held your event, collect data on the number of participants, your successes, and the challenges you encountered. Keeping track of this information will streamline your planning for upcoming events and may entice future funders.

SPECIFIC OUTREACH IDEAS FOR *Arts & the Mind*

In the following section, we provide outreach ideas designed to “prime the pump” as you begin thinking about ways to raise awareness of and build interest in healthful living in your specific community.

There are many more creative ways to build on *Arts & the Mind*.

Regardless of the approach you choose, keep these tips in mind as you plan your local outreach. Start “surfing” and visit the destination website for *Arts & the Mind* at www.tpt.org/artsandmind and explore the benefits of participating in the arts. Watch streaming video, meet the organizations and researchers, and explore the Resource Room for more information.

Partner Up!

Scan your community for groups already focused on the benefits of the arts, and offer to collaborate with them. Look for these potential locations and partners:

- Non-profit community groups
- Schools
- Hospitals, clinics, and other health-practitioner facilities
- Faith communities
- Museums
- Health insurance companies
- Parent organizations/PTAs
- Girl Scout or Boy Scout troops
- Community colleges or universities
- Community centers
- Veterans groups

Find Some Freebies!

Solicit prizes, refreshments, pro-bono performances and the like from local organizations.

Consider your location!

When securing a location for the event, make sure parking is available and that it is accessible to those with disabilities. Your local YMCA may be an option.

REACHING OUT to COMMUNITIES and FAMILIES

Tailor these fun initiatives for families, parents, singles, seniors, or anyone interested in gaining more access to the arts.

SCREENING EVENTS

Goal: To raise awareness about the benefits of arts for a healthy mind.

Local community organizations could combine forces to screen the documentary, either at the local PBS station or at partner facilities. This event could include employees, board members, clients, and other stakeholders in each organization, as well as their families, or could be advertised and opened to the public to raise community awareness about your local PBS station and/or your partner(s)' organization.

Depending on your venue's resources and your targeted audience, consider one or more of these activities:

- Viewing one of the episodes, or relevant clips for your goals
- Organizing a unique art activity that is part of the screening event
- Holding a tandem "art fair" by inviting appropriate health-related partner groups who may wish to showcase their organizations in "mini-booths" or tables during the event.

In all the above, feature fun music, healthful snacks, etc.

Press coverage could be sought for these events, but is more likely to be gained as an announcement promoting the event (if it is open to the public), rather than actual stories about the event.

LECTURE SERIES

Goal: To inform and educate people about the health benefits of the arts, and offer resources addressing this issue.

This adult event involves screening the film (or an edited version) at your PBS station or working with a community partner to hold it at a local health-related organization like a hospital, school of public health or medical school, or other place where people work with and/or learn about health. Invite a local speaker who has similar expertise to that of the physicians, researchers, or community activists featured in the documentary. You may want to consult local health experts or arts professionals when selecting a lecturer(s). In addition, it may be helpful to contact local or national health organizations for speaker suggestions or invite appropriate health-related partner groups to showcase their organizations in "mini-booths" or tables prior to the lecture. These events could deal with multi-generational issues, or be focused on the health benefits of the arts for youth, veterans, or the elderly.

ELDER ARTS SERIES

Goal: To encourage an intergenerational commitment to the arts, instill ongoing arts participation and activity habits in your community's senior citizens, and build relationships with community organizations who share a commitment to arts-based programming.

For this partnership program, work with local senior leisure centers, assisted care centers or nursing homes to present an intergenerational arts event or series. Invite everyone from grandchildren to parents to grandparents and schedule an event(s) where families can sample a clip or two from the

show, then enjoy an entertaining arts demonstration by an invited local group or individual (e.g. visual artist, dance troupe, author, photographer, musician, etc). Depending on participants' abilities, integrate some hands-on physical activities, as well as prompts to keep conversations—and connections—rolling.

Other intergenerational activities could include:

- "Radio Roulette," where participants have to dance to whatever song is played. Choose songs that are favorites from all eras: Glenn Miller to Jimmy Hendrix to Lady Gaga!
- A scrapbooking activity where families bring snapshots to fashion into a special collage.
- Sing songs that appeal to all ages: "You are My Sunshine" and "Twinkle, Twinkle Little Star" are examples to get you started. Have the participants move to the music while they sing.

Each of these activities are designed to encourage sharing of memories or knowledge. Encourage participants to talk about particular songs, images or dances.

REACHING OUT to EMPLOYERS AND EMPLOYEES

Face it: Most of our waking hours are spent in the workplace. Use this venue to share arts information ...at work!

ON-THE-JOB ARTS SERIES

Goal: To create a healthier lifestyle by educating employees about the benefits of the arts both on and off the job.

The positive role that arts plays in life across all ages are amazing. The film illustrates how participating in the arts not only helps with keeping the mind healthy but improves the emotional well-being of participants as well. To take steps toward more productive and economically viable workplaces, and support your community's employees in their quest for better health, share these ideas with local businesses, or use them at your own organization:

- *Brown Bag Lecture Series:* Tap into a company's best resource: its people. Offer opportunities for employees to gather at lunchtime and share informal presentations with colleagues on arts-related topics. You could kick off the series with a screening of *Arts & the Mind* and share the online resources. From there, the sky is the limit. Someone might choose to lead a discussion on the benefits of arts and children. Someone else might talk about how she reached her parent with Alzheimer's through music therapy.
- *Art at Work?:* Reserve a conference room, and gather for a lunchtime dance, drawing, or painting session (led by a teaching artist). Organize the group to meet regularly. Nothing fancy required; it can be four colleagues or a company-wide initiative. But it's a proven fact: participation in the arts over your lifetime helps keep the mind healthy as it ages.
- *Arts & the Mind* online tools: Log onto www.tpt.org/artsandmind and look at programs going on around the country. Can any of these programs be introduced to your workplace? Reach out to employers in your local community and share the *Arts & the Mind* Engagement Toolkit and other online resources. This provides employers with everything they would need in order to share the benefits of the arts within their worksite.

REACHING OUT to KIDS

Many afterschool programs are in need of good programming and provide an eager audience. Check into partnering with your local YMCA, Boys and Girls Clubs of America, scouting groups, schools, or childcare centers to implement these ideas that combine exercise with an art form.

In addition to afterschool programming, classrooms nationwide are acutely experiencing the lack of funding for the arts within formal educational settings. Any of the following activities can easily integrate into the school day in low- or no-cost ways; educators can share these options with principals, administrators and school boards to reintroduce the arts back into their students' academic lives.

MENTOR MADNESS!

Goal: To introduce artistic career options to your community's children, showing them how art can become not only a hobby or passion, but a lifelong professional pursuit.

In the same vein as the OrchKids initiative featured in Arts & the Mind, which teams children with professional musicians for music learning and encouragement, identify a professional arts organization in your community that can commit to spending five sessions with your students. Get creative: a professional orchestra, pottery guild, dance troupe, or even rock band will engage kids. Keep the format simple, with artists first sharing their own childhood experiences and how they got "hooked" on their artistic genre, underscoring that they, too, were once kids just like the audience. A short performance or demonstration can follow, with a brief interactive element (i.e. singing or drumming along, molding simple shapes with clay, learning a basic dance step or routine, etc.). Nurture kids' artistic skills today, as well as their career dreams for tomorrow.

DANCE TO THE MUSIC

Goal: To encourage and instill lifelong commitment to the arts in your community's children.

This program would get kids moving to and learning about different kinds of music. Invite local musicians, music teachers, or simply music-loving staff members to give a fifteen-minute lesson highlighting their favorite musical genre (e.g. rock, pop, hip-hop, rap, jazz, electronica, classical, fifties or sixties artists) and offer information about some of the great artists and/or works in this genre. Then it's time to dance! Pump the featured music and have kids dance. Five sessions, each with their own genre focus, could be offered. A built-in "teaser" or riddle about the next week's story/activities (e.g. offering a rather obscure song title) could create anticipation for the next dance session.

CREATIVE SISTERS

Goal: To encourage and instill lifelong commitment to the arts in your community's children.

Research shows that collaboration, talking, and relationship-building all play important roles in girls' learning styles. This initiative could honor these elements by rolling out five separate lessons on collaborative artistic activities. Examples might include dance routines, making up a song, writing poetry, writing a play or making their own stop-motion animation. To create longevity for this program, the girls could choose their favorite experience from the initial five, and commit to doing this activity at the classroom or club once a week for the rest of the school year. An end-of-the-year

"Sisters Soiree" could celebrate their success once their mission is accomplished, and girls could invite their families, local leaders, and press. Music, recognition awards, and snacks would be featured.

HIP HOP CHALLENGE

Goal: To encourage and instill lifelong commitment to the arts in your community's children.

Poetry what? Get boys and girls interested in poetry through hip hop! Have the kids pick one of their favorite songs, and then show them how it relates to traditional poetry. After they learn the basics, have them write their own. End the session with a hip hop performance featuring the kids work. A celebration could mark the kids' achievements at the end of this initiative. Families, press, and a cool local artist could be invited to this party.

DISCUSSION QUESTIONS FOR *Arts & the Mind*

After watching the full film or the clips on the *Arts & the Mind* website at www.tpt.org/artsandmind - consider the following questions and select the ones most relevant to your screening event.

- Dr. Charles Limb, who researches how creativity impacts the human brain, says “Creativity exists in almost every facet of life; there’s a wide range of creative behaviors.” What behaviors, including and *other than* art, do you consider creative?
- Music Director of the Baltimore Symphony Orchestra Marin Alsop calls art “the ultimate form of communication.” How or what do we communicate through art?
- Tamie Smith, a teaching artist employed by California’s PS Arts, feels that the arts helps children develop problem-solving skills. Do you agree? Why or why not?
- Answer and discuss Dr. James Catterall’s question: “What was the first artistic experience you remember, either creating something, dancing, singing, or even watching someone else’s performance?” How did this experience affect you? Why do you remember it?
- Research shows that along with sports, engagement in the arts is one of the few things that keep some kids in school. Do you feel that the arts are a tool for student retention, and if so, should policymakers consider this in budgetary decisions? Why or why not?
- Albert Einstein famously said that “imagination is more important than knowledge?” Do you agree or disagree?
- Psychologist Ellen Winner and her colleagues study how abilities in art transfer to broader cognitive skills. How do you think the arts relate to or enrich students’ experience of science, or of other academic disciplines?
- Dr. Charles Limb says “practice is a critical part of being able to be creative.” Do you think that anyone can develop artistic ability through hard work and perseverance, or is it simply a “gift” that some have and others do not?
- Marin Alsop discusses *El Sistema*, a Venezuelan program that emphasizes intensive musical training as a way to expand the mind and encourage social change. Can you think of instances in which music, dance, or theater drove or impacted societal issues?
- Dr. Catterall says that “the arts encourage interaction between kids.” How do you feel the arts impact children—and adults—socially? Discuss an artistic experience that you’ve either had or witnessed that forged collaboration or social connection.
- Dr. Ellen Winner says that “the purpose of education is to help our children understand the greatest things that humans have done, and that is the sciences, the humanities, and the arts. If you leave out the arts, you’re leaving out one-third of the equation.” Are you aware of the arts curriculum in your child’s school? Is it a core element?
- Dr. Ellen Winner claims that “there is virtually no one in the world who is not involved in the arts in some way.” True or false? Why?
- Dr. Jay Giedd discusses neuroplasticity as the “use it or lose it” principal: the human brain adapts to its environment, becoming optimized for frequently performed activities and eliminating connections for things we rarely do. What artistic endeavors are you “optimized” to perform or enjoy? How does this optimization impact your life? What abilities have you lost—or gained—over time?
- Dr. Immordino-Yang of the Brain & Creativity Center asserts that “fMRI research is only now confirming that emotions released through the arts deeply affect our brains and physical bodies.” Describe an emotional response you’ve had to performing, creating or witnessing art.
- Dr. Stefan Friedrichsdorf’s work as a medical director at Children’s Hospital in Minneapolis has underscored that the arts directly impact physical health, and has integrated art into his therapeutic practices. Can you describe a time when the arts had a healing effect on you or someone else?

- Pediatrician Ellen Bendel-Stenzel acknowledges anecdotal evidence that integrating the arts into hospital care shortens patients' stays and reduces their need for medication. However, Dr. Bendel-Stenzel and other physicians want scientific evidence demonstrating art's impact on healing. Do you feel that this "hard proof" is necessary, or that if the arts consistently improve patient outcomes, they can and should be integrated into medical protocol?
- There's growing evidence that art can help veterans suffering from Post-Traumatic Stress Disorder. Dr. Anjan Chatterjee asserts that "the right piece of art can be exactly that trigger where a person discovers something about themselves. Something that they have been suppressing that ends up coming to the surface, and a connection is made that they perhaps have been unwilling or unable to make themselves." Have you ever experienced or witnessed this phenomenon?
- The arts have provided stability and cultural identity across generations to Appalachian people. How have the arts made you feel connected to your ancestors, or to history? Why is this important for children?
- At Inner City Arts in South Central Los Angeles, dancer Marissa Herrera says that art offers at-risk kids the chance to "break the cycle of either poverty or not having education in their family... and create a better life for themselves." Have you seen examples of this?
- KAIROS Alive!, a multi-generational dance company in Minneapolis, is led by Maria Genné, who daily witnesses the positive effect dance has on elders' cognitive abilities, physical capacity, and spirit. Long-term population studies bear this out, with evidence showing that participation in dance programs may reduce the rate of development of dementia by up to 75%. Why do you think this is?
- "Cognitive reserve" refers to how stimulating activities (like the arts) may build alternate neural pathways that protect against mental decline in old age. Have you seen evidence of this in others, or experienced it yourself as you've aged?
- Acclaimed researcher Dr. Peter Davies says that Alzheimer's disease is very common, "but sixty five to seventy percent of individuals *don't* end up with Alzheimer's disease...A lifetime of involvement with the arts, particularly with arts that involve both physical and mental activities...improves the ability of the brain to resist the disease." What do you think about this statement? Have you seen evidence of this in your own experience?
- Elder care professional Maudie Ross shows how music inspires Loretta, a former opera singer, to complete her daily exercise. What music and/or songs motivate you to work out, be creative, finish chores, or even just relax?

PROMOTING YOUR WORK

How you implement your *Arts & the Mind* events is up to you—there's no single right way to inspire your population to participate in the arts. But here are a few quick tips on sharing the word about your event, whatever it might be.

1. DOWNLOAD PROMOTIONAL TOOLS.

Visit our *tpt* press site created exclusively for [Arts & the Mind](#) for a wide variety of promotional images and tools for you to download and tailor with your own event details.

2. PIGGYBACK ON EXISTING TOOLS.

Take advantage of existing communication vehicles. Ask potential participants to include an announcement in their groups' e-newsletter or offer the information on their Web site. Stuff an informational flier in a paycheck envelope, include an announcement in a paper-based newsletter, or ask to be included in any regular verbal announcements.

3. SPREAD THE WORD WITH PAPER.

If possible, pass out fliers to members of your target audience. For example, if your event addresses employees at a particular business, distribute promotional collateral at high traffic areas like entryways, break rooms, or lunch spots. Use "passive promotions" like colorful posters in places your target audience convenes. And of course, encourage potential participants to invite friends and family members to join the fun and creative.

4. REWARD THOSE WHO SPREAD THE WORD.

Offer a prize (like a restaurant gift certificate or discount on a local performance) to the partner, department, team, or group who encourages the most people to participate in the event.

5. EXTEND PERSONAL INVITATIONS.

These are the best way to engage participants. Ask everyone involved to personally invite potential audience members.

Good luck, and enjoy the important, innovative and fun work of sharing the arts with people of all ages!

Engagement Kit Credits

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