



Creative Aging in the Healthy Aging Ecosystem

Advancing Brain Health, Social Connectedness, and Livable Communities

Executive Summary

Creative engagement through the arts is fundamental and deeply linked to health and well-being. Older adults are essential arts and cultural contributors, enriching communities and gaining first-hand benefit from active arts participation. Creative aging is the practice of intentional artistic and creative engagement throughout our lives—advancing vital ways to help restore and maximize health and functional ability regardless of one's age, health status, or perceived capabilities. While a growing field, common barrier mindsets can distort the value the arts and older adults—limiting awareness and investment.

As leaders redesign services for today's and tomorrow's older adults, three trends shape the healthy aging agenda: brain health, social connectedness, and livable communities. Across and where they converge, creative aging contributes distinctive and valuable strategies that support holistic aging for individuals, communities, and society.

This brief makes the case to incorporate creative aging more intentionally into the healthy aging ecosystem through three recommendations.

RECOMMENDATIONS

1

Elevate Awareness

Elevate awareness of creative aging and its significant linkage to healthy aging among cross-sector local, state, and federal leaders with emphasis on trending issues of brain health, social connectedness, and livable communities.

2

Embed in Policy

Embed creative aging principles and attributes in federal and state policy plans and implementation efforts that are centered on healthy aging with specific ties to brain health, social connectedness, and livable communities.

3

Accelerate Investment

Accelerate diffusion of and investment in creative aging efforts within health- and aging-focused service landscapes, particularly in the private sector, which seek improvements in brain health, social connectedness, and livable communities.



Scan the QR code or visit CreativeHealthyAging.Org to read the full brief and learn more.



THE MUSIC MAN
FOUNDATION

WOLF EAGLE
ENTERPRISES, LLC