

# Bream

Redefine Health  Creatively

## Health Benefits of Creative Aging



**This document is a resource on the health benefits of Creative Aging programs. We will review 8 studies that have impacted the field.**

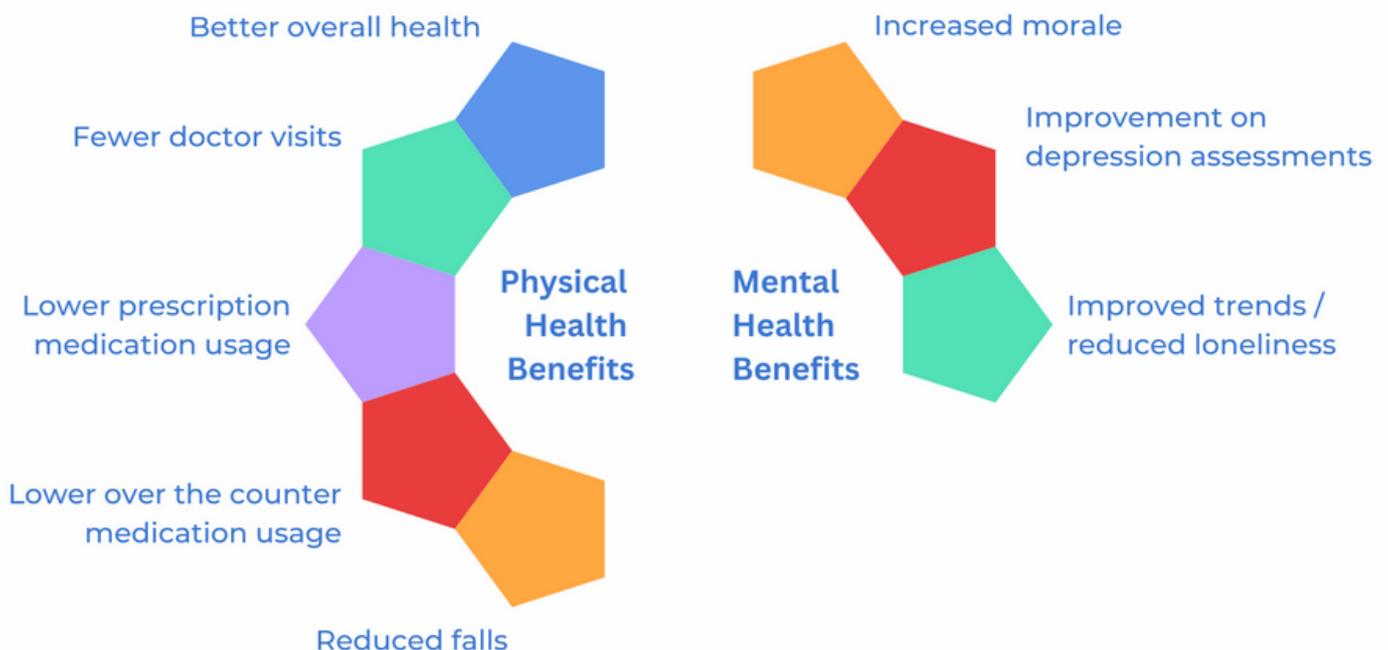
# Seminal Creative Aging Study

## The Creativity and Aging Study

**Seminal study on creative aging by Dr. Gene Cohen. Initiated in 2001. Final Report: April 2006.**

*'measuring the impact of professionally conducted community based cultural programs on the general health, mental health, and social activities of older persons, age 65 and older [...] Results reveal strikingly positive differences in the intervention group as compared to a control group not involved in intensive cultural programs.'*

### The Impact of Professionally Conducted Cultural Programs on Older Adults

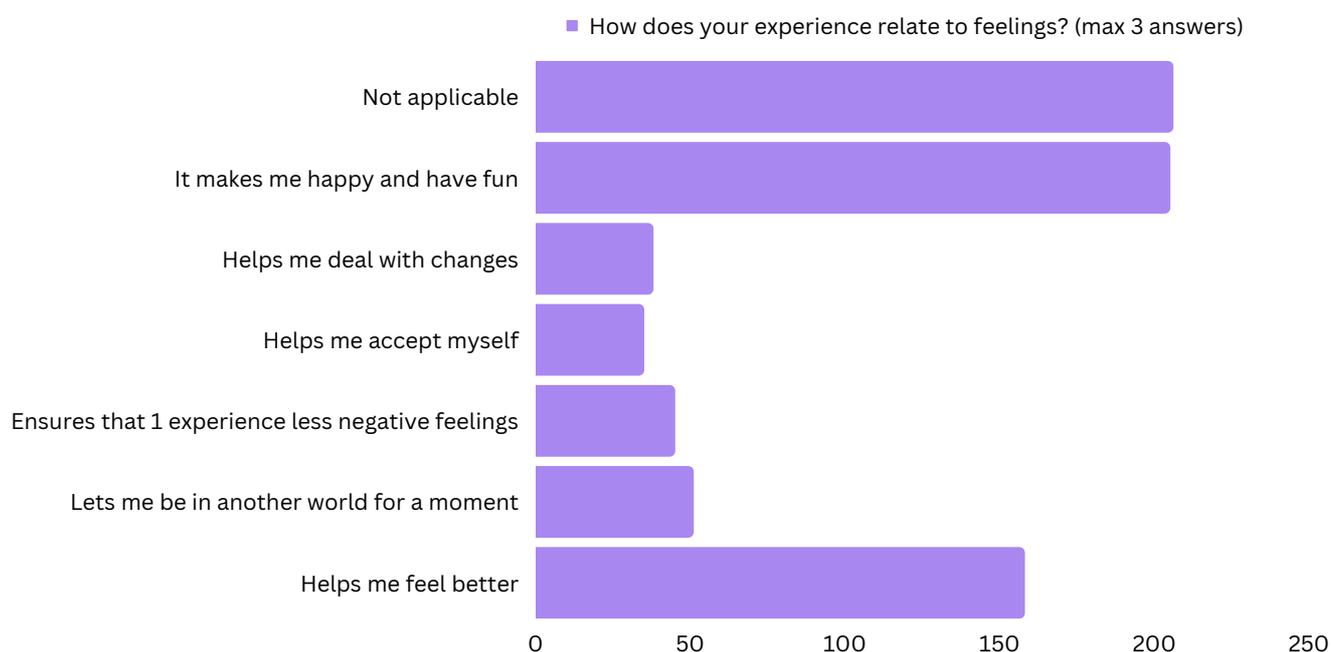


Professionally facilitated creative aging programs have a profound effect on seniors' quality of life. Bream teachers are professionally trained, expert facilitators and leaders in their field.

# Value of Active Arts Engagement for Older Adults

## The Value of Active Arts Engagement on the Health and Well-Being of Older Adults

Nationwide 18-month study in the Netherlands documenting the value of arts engagement with emphasis on capturing people's lived experiences.



### STUDY DEMONSTRATED:

- Positive feelings (ie, it makes me happy, helps me deal with changes, helps me accept myself, ensures that I experience less negative feelings, lets me be in another world for a moment, helps me to feel better)
- Personal and artistic growth (ie: learning, being challenged, developing new skills, engaging their full attention, crossing thresholds)
- Increased quality of social interactions (ie: better contact with care providers, make contact in a different way, contact outside my usual social circle, being among people, be accepted as you are, belonging, doing fun things together, taken seriously, expand social network)

Bream curricula is tailored to senior developmental stages so they can open their minds, spark creativity, and make connections to their past and present experiences.

# Arts Participation and Life Expectancy

## Active and Receptive Arts Participation and Their Association with Mortality Among Adults in the U.S.

Epidemiological study, national study addressing the association between arts participation and mortality. Study of two cohort groups in 2012 and 2014. Large longitudinal cohort representative of the US population.

Studied programs like: engaging in the arts, listening to music, doing arts and crafts, and singing/playing an instrument.

### KEY FINDINGS



'Engagement in the arts was associated with lower risk of mortality even after risk adjustment, especially for adults over 65 years.'



Active arts participation provides opportunity for social interaction and can reduce feelings of loneliness



Mastery and social interaction present in active arts engagement is beneficial for older adults



Arts engagement is a potential resource for minority groups facing social disparities

At Bream, we believe that well-being happens at the intersection of health care, creativity, and community.

# Role of the Arts in Improving Health and Well-being

## What is the Evidence on the Role of the Arts in Improving Health and Well-being? A scoping review

This report, created by the World Health Organization, that synthesized the global evidence on the role of the arts in improving health and well-being, with a specific focus on the WHO European Region. Results from over 3000 studies identified arts in the prevention of ill health, promotion of health and management and treatment of illness across the lifespan.

It found that the beneficial impact of the arts can be furthered through promoting arts engagement at the individual, local and national levels.

### Value of Arts in Contributing To Core Detriments of Health



Plays a critical role in health promotion



Helps to prevent the onset of mental illness and age-related physical decline



Supports the treatment or management of mental illness, noncommunicable diseases and neurological disorders



Assists in acute and end-of-life care

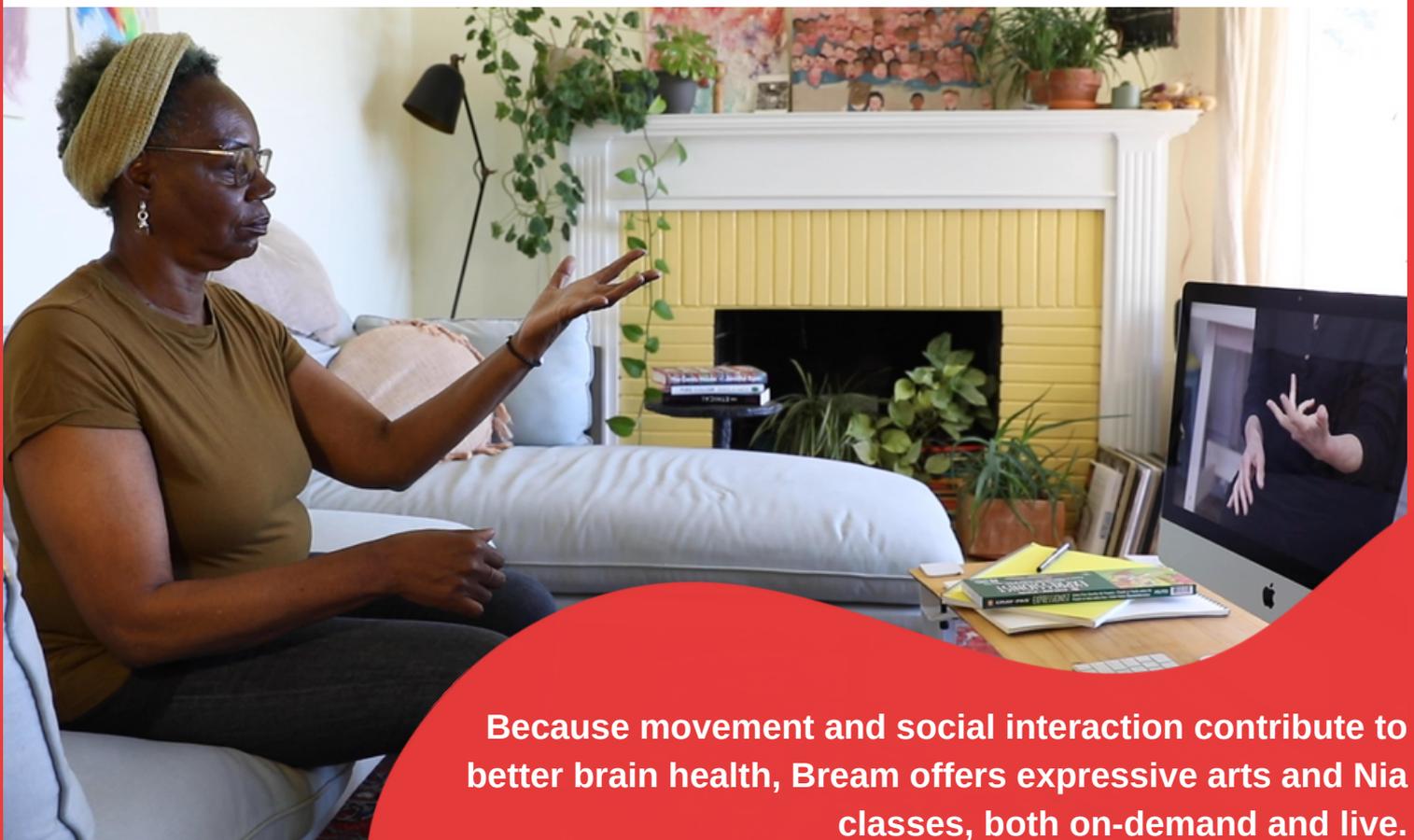
Bream is gerontologist-tested and approved. Our curriculum is intentionally designed to meet the complex needs of seniors and care providers.

## White matter plasticity in healthy older adults: The effects of aerobic exercise

The study measured the impacts of aerobic exercise on white matter in the brain, which is commonly regarded as passive brain tissue without the plasticity that gray matter has. Evidence of plasticity in white matter and gray matter has important implications for cognitive health and avoidance of memory loss.

### **FINDINGS:**

- Researchers found that aerobic activity over a period of six months stimulated the brain's white matter, especially the regions that affect memory and executive functions.
- Participants in the study who did regular movement showed the greatest impact, those who took social dancing classes also showed positive impact.



Because movement and social interaction contribute to better brain health, Bream offers expressive arts and Nia classes, both on-demand and live.

# Loneliness and Social Connections

## A National Survey of Adults 45 and Older: Loneliness and Social Connections

AARP commissioned survey on loneliness and social connections.

### PREDICTORS OF LONELINESS



#### FINDINGS:

- Low-income seniors are especially vulnerable to loneliness and isolation.
- Loneliness has the same incidence across race and ethnicity.
- Loneliness affected different groups, differently.
  - LGBTQ (49% report being lonely)
  - Married (26-48% report being lonely)
  - unpaid caregivers (8 percentage points higher than non-caregivers).
- Of those who reported loneliness:
  - 41% loneliness and isolation have persisted for more than six years
  - 31% for 1-5 years
  - 26% for up to a year

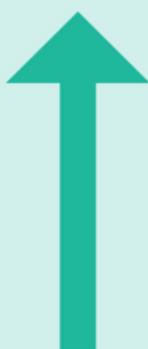
Combating loneliness is a key value of Bream's mission.

# Arts Engagement and Implications for Mental and Social Wellbeing

[Arts engagement trends in the United Kingdom and their mental and social wellbeing implications: HEartS Survey](#)

Study of 5,300 older adults in 2018-19 examining the connections between art engagement and social wellbeing.

More arts engagement was associated with:



Improved wellbeing

Increased social connectedness

Strengthened relationships and built new

Promoted reciprocal relationships



Decreased loneliness

Lowered odds of intense social loneliness

At Bream, we take a holistic approach to learning that puts the needs, desires, and abilities of seniors first.

# Intergenerational Techno-Creative Activities

## Intergenerational Techno-Creative Activities

Techno-creative activities across generations can overcome age and gender stereotypes related to creative uses for technology.

### Findings:

- Uniting generations or families to make art online can help fight age-related stereotypes
- Focus on actively promoting intergenerational learning opportunities
- Foster climate of collaboration in risk-free and judgment free context



At Bream, we expand your capacity for care, connecting seniors with themselves, their community, and the world around them through accessible arts and wellness education.

# Bream

Redefine Health  Creatively

At **Bream**, we're on a mission to make arts and wellness education accessible to seniors.

Backed by **science** and rooted in **health benefits**, our **on-demand** and **live** classes deliver transformational learning experiences for seniors.

Experience the **Bream** difference at  
[hellobream.com](https://www.hellobream.com)



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