

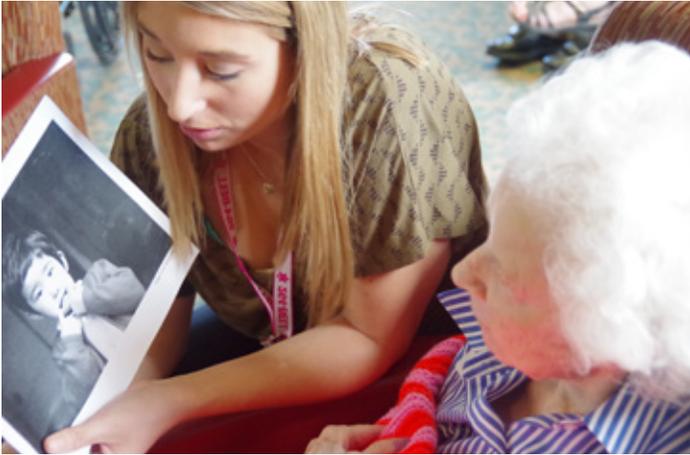
Strategic Plan

EXECUTIVE SUMMARY



TIMESLIPS PROMPTS AND PROCESS





TimeSlips brings meaning and purpose to late life by inspiring a dynamic of respect and wonder between older people and those who care for them. We provide inspiring tools and resources to spark creative engagement regardless of physical or cognitive disabilities. We work toward a moment when creative engagement is simply standard practice in our care relationships.

In 1995, Anne Basting received her PhD in Theatre Arts and Dance. Her dissertation lauded the positive impact of the senior theater movement specifically noting that “taking on a new role” radically changed the experience of aging. But one thing haunted Basting, she wondered how the benefits that healthy seniors got could be transferred to older Americans struggling with dementia. In 1996, she volunteered in a nursing home finding that fighting to retrieve memories frustrated the participants and did not change how those caring for the elders viewed them.



Then Basting decided to **“forget memory.”** She simply held up a picture of the Marlboro man and asked the participants to build a story about the picture. An awe-inspiring story emerged and it became clear that encouraging imagination, with all its verbal and social benefits, had a profound impact. Everyone saw beyond the roles of caregiver and cared for to recognize the person in each other. TimeSlips was officially born. Basting has received numerous awards and recognition for her work and most recently was named a MacArthur Foundation ‘Genius’ Fellow.

From the beginning, TimeSlips has been committed to research and **evidence-based practice.** Numerous studies have been conducted over the years and have shown a variety of positive impacts including:

- improved quality of life/well-being for elders;
- increased positive behaviors among elders with dementia;
- improved relationships between staff and people with dementia;
- increased sense of community among family members who visit loved ones in the nursing home;
- and increased awareness of dementia and improved attitudes toward people with dementia among the larger community.



Today, TimeSlips offers a set of programs and resources and reaches approximately **25,000 elders annually** through 250 active certified TimeSlips facilitators in 43 states and 13 countries. All of this is being accomplished with five part-time staff and a \$300,000 annual operating budget.

With over 46 million elders in America today and 12% of them facing some form of memory loss, TimeSlips must do more. At the same time, there is a steady movement towards **person-centered care** within health and elder care that creates opportunities for TimeSlips. In fact, professionals providing services to individuals with memory loss in skilled nursing

settings are now measured by regulatory agencies on the individualization of care plans and the implementation of therapeutic activities that reflect person-centered care. TimeSlips can fill this need.

In response, TimeSlips tested how to holistically bring creative engagement to care communities. Building off its proven individual training model and support resources, the organization designed a program and training model that embeds creative engagement across the care community and views every person and the entire environment as creative assets to be activated for the betterment of elders, those caring for them and their families.

Creative Communities of Care Model



TimeSlips’ next phase of growth will expand the number of elders we reach strategically so that our growth supports systemic change towards person-centered care. Building **Creative Communities of Care (CCC)** will become our primary focus and all individuals who touch the lives of an elder will be engaged and inspired to be advocates for this change.

The CCC model identifies Lead Facilitators for each site and a TimeSlips Master Trainer works with the organization to embed the core principles of creative engagement into their organization. Lead Facilitators then implement and sustain the program including engaging families, visiting artists, and

the community through volunteerism or service learning. Through the TimeSlips web platform and other CCC resources, elders staff, families and volunteers access ongoing support and inspiration to sustain their practice and deepen the impact on the well-being of the elders and the overall care community.

Through the CCC model, TimeSlips can more efficiently and effectively impact the lives of elders and those who care for them. The model is designed to support bold goals and objectives for the **next phase of TimeSlips growth** including:

- Serving **100,000 elders** annually;
- Creating and supporting **500 Creative Communities of Care**;
- Activating all stakeholders to be advocates for **creative engagement as a standard practice within elder care.**

Over the coming two years, a series of **capacity investments** will be needed for TimeSlips to scale our services and create momentum for systemic change through the expansion of Creative Communities of Care:

- TimeSlips must transition from its part-time staffing model and upgrade key positions to full time status;
- invest significantly in its web platform to support CCC sites and advocates;
- continue and improve its commitment to data collection for research and evaluation;
- and make direct investments to support growth and stakeholder engagement.

In the short term, TimeSlips partnership and resource mobilization activities will focus on these critical investments with a goal to **raise capacity funds of \$1M to \$1.5M.**

As an evidence-based intervention aligned to the cultural and regulatory movements toward person-centered care, now is the moment for TimeSlips to focus on establishing creative communities of care. **We hope you will join us on this journey to change the lives of the elders we care for today and to make sure we all age with the power and joy of creative engagement in our lives.**

Learn how you can help *TimeSlips* reach 100,000 elders annually.

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