„Community building through sharing wisdom"

Creativity applied to Sadness

Creating
Wellbeing
PROJECT

„Creating Wellbeing"
CREATIVITY APPLIED TO SADNESS

1. NAME OF THE ACTIVITY

COMMUNITY BUILDING THROUGH SHARING WISDOM

2. DESCRIPTION

Encourage and support the elderly person's creative skills and wellbeing through creating a social media account through which they can share their life knowledge and advice for younger generations.

Potential platforms could include Tik Tok, Instagram, YouTube or Twitter.

Community building within an online social platform can support the elderly to alleviate feelings of sadness that may be caused by isolation, especially if they are alone or don't have (many) visitors.

3.

OBJECTIVES

The objectives of this activity are that the older people

- feel engaged and motivated as they share their knowledge and wisdom with others (the younger generations)

- alleviate feelings of sadness by engaging with others and building a community

- develop creativity skills through planning the format and content for the messages they will share and the platform on which they'll share them.

4. RESOURCES AND MATERIALS

- A smart phone with (video) camera for recording or a laptop with camera
- An internet connection
- Pen and paper, for planning

5. IMPLEMENTATION – INSTRUCTION

1. Engage the older person by showing them some online videos that share tips, ideas and knowledge, e.g. through opening the Tik Tok or Instagram apps (if you have either of them already) or on YouTube. To find content of relevance for the elderly person you could do a search in the platform using a hashtag (#), e.g. #gardeningtips or #lifelessons. You could also look for specific (famous) people around their age to encourage them, e.g. on TikTok: @henry.winkler (U.S actor in his 70s), @anthonyhopkins (Welsh actor in his 80s) or @marktilbury (TikTok and YouTuber). Note: you may need to look in your own country for older people already using these (or other) platforms in your local language.

2. Begin a conversation about things they wish they knew when they were younger based on what they know now. It could be about life in general, or something specific such as 'How to … tie a tie' or 'How to give a speech'.

3. Help them expand on the topic and think about how they might explain it to others. It can help to structure the ideas with a clear title, e.g. "Something I learned about getting older", "What I learned from 40 years of marriage", or "Lessons learned about having grandchildren", etc. including some tips for people who may watch or listen to them.

4. Write out a script of what they would like to say for the first one. It doesn't need to be too long. Around 1 – 2 minutes is a good length for engaging people while being long enough to cover a good amount of content. Practice it a few times, and then them help them record it using their phone camera or a laptop – or you could allow them to use yours if appropriate.

5. Upload it to your/their chosen platform with a "call to action". This means a question of some kind to engage the viewers, such as "Let me know what you think in the comments below" or "Stitch this video with your own video response."

6. Help them to review and respond to comments they receive. This will help build confidence, to do more, as well as engagement and community.

7. Make more videos as the community and engagement grows and they gain more followers.

6. POSSIBLE MODIFICATIONS AND INSPIRATIONS

As they become more confident or practised, they might not need to fully script out what they would like to say.

Consider making sets of videos around specific themes, e.g. "5 things you need to do in your 30s to prepare for your 70s" or "My top 3 tips for keeping active in old age."

7. EXPECTED RESULTS

1. Decreased levels of sadness or loneliness caused by isolation or lack of contact with others.

2. Their creative skills will be developed and practiced.

3. Increased motivation for engaging with the outside world.

4. increased pride as the community grows and more people see their videos.

8. PREPARED BY

Convergence
International