

# IMMA



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[COVER IMAGE](#) IMMA Azure



## Executive Summary

Since its founding in 1991, IMMA's Engagement and Learning Department has pioneered the development of programming for older people in museums and galleries in Ireland. It has demonstrated its commitment and capacity to deliver innovative, impactful programming, and has successfully established itself as the leading authority in this space.

Programming for older people both within the walls of our cultural institutions, in their local communities and in residential settings is becoming increasingly important as Ireland's population continues to age and IMMA has identified the need and opportunity to make provisions to guarantee the inclusion of older audiences in all of its programming. As an institution, IMMA recognises the diversity of the experience of older people in Ireland; from those who are healthy, independent and well, to older people with disabilities, and a growing population of people living with dementia or caring for someone living with dementia. IMMA understands that Covid19 has resulted in significant challenges for this population and realised that older people were restricted in terms of their access to meaningful cultural encounters and Art experiences and commenced the development of an online programme in response to the pandemic.

In July 2020 Minister Catherine Martin T.D launched the Creative Ireland Programme "Creativity in Older Age" a wide-ranging fund designed specifically to counteract the social side effects of the pandemic.

In Autumn 2020, IMMA in-partnership with The Creative Ireland Programme launched a new inclusive Art programme, Art & Ageing, to help older adults and people living with dementia to combat the social side effects of the global pandemic. The programme was aimed at both adults cocooning in their home, as well as older adults living in a residential setting. The programme featured a series of inclusive and interactive online activities, each meant to introduce new individuals to the IMMA Collection and to stimulate engaging conversation with participants about Contemporary Art.

The following quote is from a staff member working in residential setting who described the value of these activities for their service:

**"I know my group of older adults has felt quite isolated given impact the pandemic has had on their ability to travel, see friends and family, and feel connected. This was such a brilliant opportunity for them to focus their full attention on some beautiful pieces from the IMMA Collection."**

(Respondent 32)

IMAGE IMMA Grounds / Photography by Matthew Thompson

To understand what changed for participants and stakeholders alike, as well as to gather feedback that would enable IMMA to further innovate its activities, research into Art & Ageing was commissioned. Over three months, participants, as well as Activity Coordinators, staff and volunteers working with older people completed an online survey designed to measure outcomes and gather qualitative feedback about Art & Ageing.

#### Findings from this online survey shows:

- 74% of participants reported increased opportunities to engage or participate in the Art;

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- 61% of participants experienced increased social contact during the global pandemic;

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- 64% of participants reported increased interest in Modern Art;

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- 45% of participants experienced increased engagement or connection with IMMA;

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- 79% of participants reported increased life satisfaction as a result of participating in Art & Ageing;

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- And, 83% of staff and volunteers working in a residential setting reported increased capacity delivering interactive sessions for their service users from the support offered by IMMA.

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The report contains an overview of the Art & Ageing programme as well as a key findings and qualitative feedback collected from 66 individuals who participated in this research, followed by a set of recommendations from IMMA on ways to further develop and innovate the programme.

The Irish Museum of Modern Art (IMMA) is described on its website as a unique and open space for contemplation, connection and creativity. However, as a result of the global pandemic, most people are unable to visit public spaces and institutions, like IMMA, because of risk to their personal health, especially older individuals who are cocooning and maintaining strict social distancing. *“Lockdown has been depressing when the light is low and winter evening draw in”* stated an older adult who participated in IMMA’s Art & Ageing programme,

**“(Art & Ageing) helps bring our minds to a different place, it feeds our minds and our spirit.”**

<sup>1</sup> Throughout this report, Modern Art is used generic term to capture all of the art genres included in IMMA’s Collection.

## Foreword

### When IMMA was faced with closure of its galleries, studios and grounds in March 2020 due to the Covid 19 pandemic our main concern was on how we would maintain connection with all of our stakeholders.

As school, university and community organisations quickly pivoted to engaging online through Zoom platforms we were especially concerned with our engagement with adults who access our public programmes as individuals; especially older adults who were advised by government to cocoon and to stay indoors to minimise their contact with people. IMMA has had a long and successful programme that has seen thousands of older adults engage over its thirty-year history; the most well-known and long term being our Studio 10 programme which sees older adults come to IMMA on a weekly basis to engage with our Visitor Engagement Team in our galleries and studios, and since 2012 we have deepened our knowledge about how best to meet the needs of people living with Alzheimer’s and dementia through our Azure programme. Both of these programmes were most under threat in March 2020.

Discussion began with The Creative Ireland Programme in the summer of 2020 when we were invited to bid for a fund to experiment and test out a new inclusive arts programme, Art & Ageing, to help older adults and people living with dementia to combat the social side

effects of the global pandemic. Building on the relationships that we had established with individuals on our Studio 10 programme and with our partner organisations, a suite of programming resources was designed and tested and made available from September 2020. The programme was aimed at both adults cocooning in their home, as well as older adults living in a residential setting.

The new inclusive arts programme, Art & Ageing, that staff at IMMA created have enabled us to maintain our connection with older adults who have been longstanding participants in our programmes and to make new connections both new audiences throughout Ireland and beyond. It has been one of the silver linings of the pandemic and has demonstrated what can be achieved when people collaborate and work together to find solutions to a challenge.

This report and the research that it gathers was commissioned by IMMA and The Creative Ireland Programme to evaluate what changed for stakeholders as a result of engaging in the Art & Ageing programme, as well as to better

understand how the pilot programme could be improved for its participants.

The timeliness of this financial support from The Creative Ireland Programme was crucial and building on our longstanding relationship with our key stakeholder organisations coupled with the tenacity of older people themselves, to adapt to a new online and virtual world with the same pioneering spirit that brought them to our galleries and studios initially, has proven the power of the arts to create a means of connection, transformation, and hope in a time of global uncertainty.

IMMA wishes to extend its thanks to The Creative Ireland Programme and to our partner organisations who promoted the Art & Ageing programme through their network of professionals, older adults, families and carers, including Age & Opportunity, the Alzheimer’s Society of Ireland, the Irish Dementia Working Group and the Dementia Carers Campaign Network; HSE Understand Together, MISA Social Prescription Programme at St. James’s Hospital in Dublin, the Creative Ireland Co-ordinator Network and Philip Isard and his team at Quality Matters who worked with us to capture and analyse the findings.

**Helen O’Donoghue**  
Senior Curator, Head of  
Engagement & Learning



IMAGE IMMA Grounds /  
Photography by Matthew Thompson

# 1 INTRODUCTION

## Introduction

Art & Ageing is a new Art engagement programme for older people, developed by the Irish Museum of Modern Art (IMMA) in partnership with The Creative Ireland Programme. In response to the unique challenges and circumstances experienced by older people during the pandemic, IMMA sought to pilot an interactive and accessible experience that would support older adults to have access to the enriching cultural and art activities from either their home or from a residential setting. Between January to March 2021, 400+ individuals participated in a range of free, inclusive art-based activities, including interactive talks and conversations with IMMA staff.

This research was commissioned by IMMA and The Creative Ireland Programme to evaluate what changed for stakeholders as a result of engaging in the Art & Ageing programme, as well as to better understand how the pilot programme could be improved for its participants. The objectives of this research were to:

- Develop a Theory of Change for the Art & Ageing programme (this is a diagram explaining the pilot programme's model and process by which stakeholders experience outcomes from the programme);
- Create a research instrument that would enable IMMA to gather feedback and outcome data from participants about their experience participating in the Art & Ageing programme;
- Identify and measure outcomes experienced by stakeholders involved in the Art & Ageing programme

And, lastly, to develop a series of recommendations on ways to improve or innovate the Art & Ageing programme informed by either feedback from participants or findings from this research.

The research was undertaken by Quality Matters between January and April 2021. In total, 73 individuals were involved in this research, including older adults, family members of older adults, health and social care services, as well as partner organisations.

The report is in five sections. The first section summarises the methodology and steps used to involve both IMMA and its stakeholders in this research. It also briefly outlines the limitations of this research.

The second section provides background information on the Art & Ageing and outlines the various activities delivered by IMMA. The third section details findings from the online survey undertaken with participants, including the outcomes for both participants (e.g., older adults) and health and social care services (e.g., Activity Coordinators, staff and/or volunteers who were involved in Art & Ageing). The fourth section contains a brief thematic analysis of qualitative feedback from the online survey. Finally, the last section contains a series of recommendations co-developed with IMMA's Visitor Engagement Team on ways to improve and innovate the pilot programme.



IMAGE IMMA Azure

# 2 METHODOLOGY

## 2.1 Overview

**The methodology for this research involved four key stages, which included workshops and phone interviews to develop a Theory of Change for the Art & Ageing programme, development of an outcome measurement tool kit, data collection and analysis of findings, and development of the report and recommendations.**

## 2.2 Workshops and phone interviews to develop Theory of Change

A series of workshops were held with IMMA and its Visitor Engagement team as a starting point to developing the Theory of Change for the Art & Ageing programme. A Theory of Change is an illustrated diagram explaining the relationship between the programme activities and the outcomes experienced by its stakeholders. The purpose of the workshops was to identify the key stakeholder groups, activities and outcomes generated by the programme.

Following this, seven phone interviews were undertaken with purposively-sampled representative stakeholders. These individuals were selected by IMMA and included staff involved in the delivery of past Art & Ageing activities, representatives for partner organisations, and participants in past Art & Ageing activities. The primary focus of these interviews were to identify any additional positive and/or negative outcomes, to validate the Theory of Change and the causal links between short-term and long-term outcomes, as well as to explore ways to gather outcomes data in an accessible, meaningful way from stakeholders. The stakeholder map and Theory of Change for Art & Ageing can be found as an appendix to this report.

## 2.3 Development of survey instrument

Once the Theory of Change was developed, an outcome measurement tool was designed by Quality Matters to gather process and outcome data from its key stakeholders. Due to the global pandemic, Art & Ageing interventions are being delivered online and through use of web-based conference calls. For this reason, IMMA decided that an online survey would be an appropriate method of collecting outcome data from participants involved in the Art & Ageing programme. To gather data from various stakeholders, two surveys were developed:

- An online survey designed to gather data from participants or completed by a family member, friend or carer who assisted an individual with participating in Art & Ageing;
- An online survey designed for professional staff, Activity Coordinators and carers working in health and social care settings and are facilitating Art & Ageing activities with their clients or residents.

Once the survey was developed and approved by IMMA, the survey was designed using Sogo Survey, an online survey platform, which allowed IMMA to record data anonymously from participants.

## 2.4 Data Collection

IMMA was primarily responsible for administrating and promoting the online survey among both its participants and partner organisations, with assistance provided by Quality Matters. The data collection involved gathering data from stakeholders who were directly involved in Art & Ageing, or if they were unable to complete the survey, by gathering feedback from an individual or staff member who had assisted a person with their participation. The survey was completed anonymously, which meant that no personally-identifiable information was sought from participants. Also, the research was voluntary, which meant that respondents were not obligated to provide information if they did not want to.

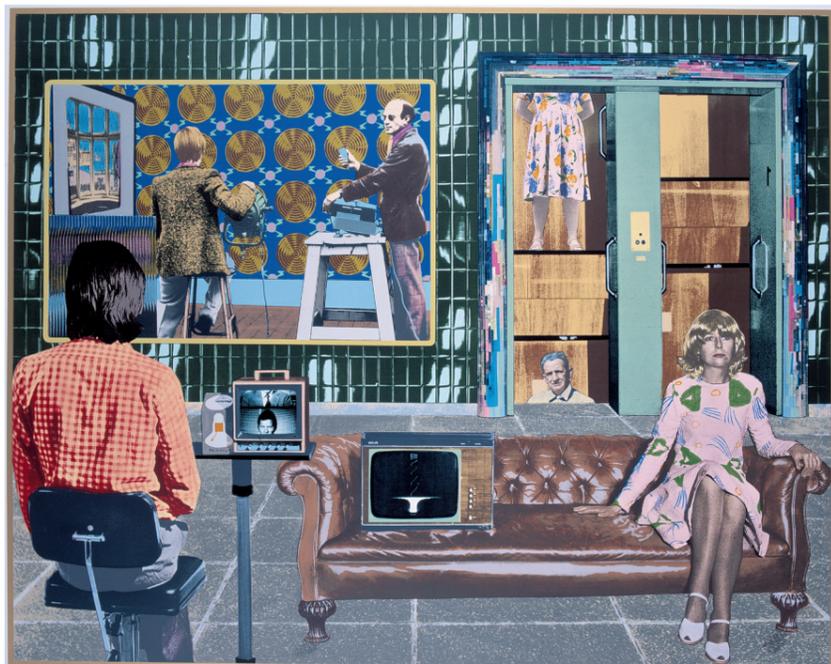
The promotion of the survey was undertaken using three approaches. Firstly, individuals who attended the Art & Ageing programme were invited by email to complete an anonymous, online survey about either their experience or the experience of a person who they supported with participating in Art & Ageing. Secondly, an email was sent to each health and social care service who had expressed interest or had registered a group to participate in Art and Ageing. Lastly an email was shared with member-based organisations, who had shared information about Art & Ageing with their network of service users, to invite anyone who had participated in Art & Ageing to complete the online survey. The survey was open to responses between the period of January to March 2021.

## 2.5 Analysis of data

Survey data was exported from Sogo Survey and the dataset was reviewed and cleaned for further analysis. Cleaning data also was used to ensure data was anonymised and/or individuals could not be identified by their responses. All quantitative data was analysed using Microsoft Excel to identify patterns and trends in the dataset. These findings are presented in section three of the report. A thematic analysis of qualitative, open-ended feedback provided by respondents was undertaken. This thematic analysis involved coding each of the responses until a saturation of themes in the response set was reached. This thematic analysis is contained in section four of the report.

## 2.6 Development of recommendations

Based on the findings from this analysis, a workshop with IMMA and the Visitor Engagement team was held to co-develop a series of recommendations for enhancing the Art & Ageing programme or to improve outcomes for key stakeholders. The recommendations contained were initially drafted by Quality Matters and later refined by IMMA to ensure that recommendations were relevant, achievable and in-line with the objectives of the programme.



**IMAGE** Tim Mara / Power Cuts Imminent, / 1975 / Screenprint / 77 x 97 cm / IMMA Collection: Donated by the artist's family / 1999 / excerpt from 'Talking Art with IMMA' resource pack

## 2.7 Report Limitations

The limitations of this research are detailed below and, where relevant, steps taken to mitigate any limitations are also outlined. The limitations were:

**Positive responder bias.** This bias refers to the potential for a respondent to feel inclined, either consciously or sub-consciously, to provide a positive or positively-rated answer. To minimise the effect of this bias, the survey was anonymous and respondents were informed that all research would be analysed by Quality Matters, an independent research charity.

**Selection bias for stakeholders.** Although IMMA had sent invitations for the online survey (via email) to all participants who attended Art & Ageing, some individuals voluntarily decided not to engage in this evaluation. This voluntary decision may have resulted in an unintended selection bias (i.e. collecting feedback from only those with positive views).

**Low response rate for people living with dementia or their families and carers.** Individuals living with dementia or Alzheimer's were considered by IMMA to be a key stakeholder of the Art & Ageing programme, but the response for this target group was lower than expected. A reason is that some participants might have experienced some difficulties with completing an online survey. To mitigate this limitation, IMMA offered participants with the option of completing the online survey as a phone interview with a member of their staff.

**Low response rate for health and social services.** The number of responses from health and social care services was lower than expected. While efforts were made by IMMA to follow-up with health and social care services, by email and by phone, to encourage staff and managers to complete the online survey, the primary reason shared with IMMA was staff were unable to participate due to the global pandemic and related time constraints.

**Lack of longitudinal data on outcomes.** This evaluation marks the first time that outcome data had been collected for the Art & Ageing programme. In this instance, the lack of past outcome data or benchmark data to compare findings against was considered a limitation.

**Data collection undertaken during the global pandemic.** A limitation of this research is that data collection was undertaken during the global pandemic and a period of lockdown within Ireland, which may have impacted some findings in this report (e.g., participants' perceptions of need or benefit experienced).



IMAGE IMMA Azure

# 3 BACKGROUND ON ART & AGEING

## 3.1 Background

**In September 2020, the Irish Museum of Modern Art (IMMA) and The Creative Ireland Programme announced the launch of a partnership to develop new Art programming for older people who were impacted by cocooning and social distancing measures in Ireland during the global pandemic. Recognising art and culture are important experiences for people, and how the independence of older adults was restricted during the pandemic, the programme aimed to counteract the social side effects of Covid-19 and to give access to cultural and art experiences for older people from the comfort of their home or from a residential setting.**



**IMAGE** Connemara portraits from the series 'There's Plenty Cloud on the Mountains Abroad' by Perry Ogdén; / excerpt from 'Talking Art with IMMA' resource pack

Working in collaboration with IMMA's Visitor Engagement Team, IMMA developed a series of online-based activities and art experiences where participants could engage in a series of virtual tours, conversations and guided presentations built around selected artwork for the IMMA Collection. Some of these activities were accompanied by resource packs, which could be printed in-advance so older adults could learn more about the artwork and discuss with their friends, family or group.

Also, IMMA worked with a number of partner organisations to promote the Art & Ageing programme through their network of professionals, older adults, families and carers, including Age & Opportunity, the Alzheimer's Society of Ireland, the Irish Dementia Working Group and the Dementia Carers Campaign Network to name a few.

## 3.2 Art & Ageing Activities

**In January 2020, IMMA launched the Art & Ageing programme with included a series of online activities for older adults. The programme included:**

### 3.2.1.1 Talking Art with IMMA

Online, interactive sessions encouraging participants to engage in conversation and to share their thoughts and opinions about IMMA artwork. Before the session, participants are provided with a printable 'Talking Art with IMMA' resource pack, each focussing on selected work from the IMMA Collection and accompanied by a range of conversational prompts that offer a guided way of exploring artwork. The sessions were attended by individuals alone, or individuals along with family and/or friends, or used by Activity Coordinators in nursing homes or other residential settings with their residents. The following quote highlights a participant's perspective on the value of this offering:

**"Thanks so much for the Talking Art with IMMA sessions. I was absorbed in it for hours. You are so thoughtful. It really brightened my day and encouraged me to draw again!"**

(Respondent 29)



**IMAGE** Dorothy Cross / Parachute / 2005 / Parachute and Gannet Dimensions Variable / IMMA Collection: Purchase, 2005 / excerpt from 'Talking Art with IMMA' resource pack

### 3.2.1.2 Slow Looking Art Videos

A series of accessibly produced (e.g., captioned, audio described) videos where participants are invited to watch a guided exploration of selected artwork for the IMMA Collection. The Slow Looking Art Videos were available to Activity Coordinators in nursing homes and other residential settings, as well as available to the wider public through IMMA's website.

### 3.2.1.3 Armchair Azure

An online experience delivered by IMMA's Visitor Engagement Team and designed for people with dementia and their family or friends. During Armchair Azure, participants are guided through a selection of artwork from the IMMA Collection by a facilitator with special training in delivering dementia-inclusive art programming. In each session, participants engage in meaningful conversation and dialogue with participants about each piece of artwork.

**"The Armchair Azure sessions gave my Mum a chance to get excited again about something she loves!"**

(Respondent 19)

### 3.2.1.4 Bookable Zoom Sessions with IMMA

Older people from across Ireland joined IMMA for a virtual guided tour of the IMMA Collection. In this guided tour of IMMA, the Visitor Engagement Team offered participants a close look at selected artwork from the IMMA Collection and to invited participants to express their thoughts and opinions with the wider group. Each session was intended to simulate the experience of a walking tour through IMMA, but from the comfort of their home.

**"The guides were so good. They spoke so well and asked prompts to help us with sharing our thoughts. They praised our answers even when I felt it was a bit off point. They were polite and never impatient, I didn't feel left out. I look forward to the next session."**

(Respondent 53)



**IMAGE** Paula Rego / Little Miss Muffet / 1989 / Etching and Aquatint on Hand-Made Paper 52 x 38 cm / IMMA Collection: Purchase, 1996 / excerpt from 'Talking Art with IMMA' resource pack



**IMAGE** IMMA Grounds / Photography by Matthew Thompson



IMAGE IMMA Grounds /  
Photography by Matthew Thompson

# 4 THE BENEFITS OF ART & AGEING TO THOSE WHO PARTICIPATED

## 4.1 Overview

This section outlines the outcomes reported by each stakeholder group. In total, 66 individuals participated in this research. Findings are presented in three parts:



IMAGE Hannah Starkey / Untitled / 1999 / C-type print / 126 x 164 x 4 cm / 122 x 152 cm (framed) / IMMA Collection: Donated by George and Maura McClelland, 2000 / excerpt from 'Talking Art with IMMA' resource pack

- **Profile of respondents.** Details on the number and demographic background of individuals who participated in this research.
- **Findings regards the experience of participating in Art & Ageing.** Information on the number of sessions attended by participants, how they heard about the programme, and views on the quality of the programme.
- **Findings on outcomes for Art & Ageing.** A brief description of the outcomes and a breakdown of the number of respondents who experienced this outcome, as well as the indicator used to measure this change.

The outcomes measured in this evaluation are presented in the Theory of Change, which is found as an appendix to this report.

## 4.2 Profile of Respondents

A total of 66 individuals responded to the online survey, which included 60 individual responses and 6 responses from health and social care services working with older people. The diagram below presents a breakdown of these groups.

Out of the six health and social care services who completed the online survey, four services were retirement homes or care service working with older adults (66%), one service was a community group/club (17%), one was another organisation in Ireland (17%).

Out of the 60 individual responses to the online survey, a series of demographic questions were used to better understand the makeup of individuals who attended Art & Ageing. When asked to identify their gender, 67% of respondents were female (N=44) and 11% were male (n=7). The diagram below also provides a breakdown on the age profile of respondents.

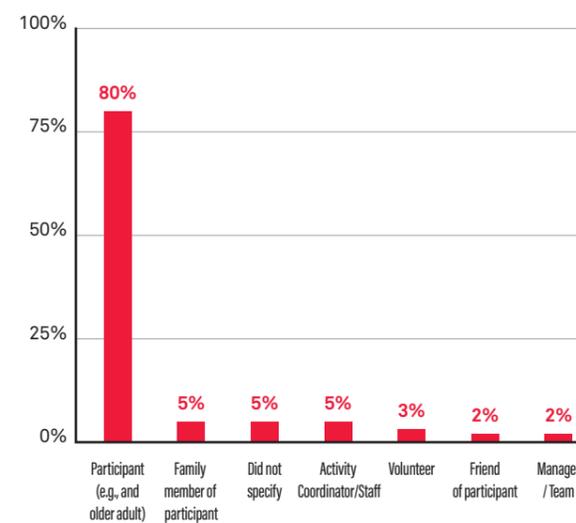


Figure 1 Breakdown of respondents by type (N=66)

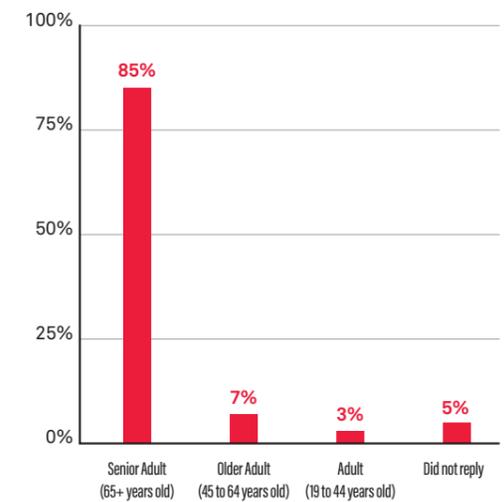


Figure 2 Breakdown of respondents by age category (N=60)

## 4.3 Findings on Art & Ageing Participation

When respondents were asked where they were lived, the highest proportion of respondents reported they reside in Co. Dublin (30%, n=20), followed by 9% of respondents who live outside of Ireland (n=6) and 6% of respondents living in Wexford (n=4). The diagram below presents a breakdown on the location of respondents.

### Key finding

Out of 60 participants, 85% of respondents (n=51) were an senior adult who were aged 65 years or older. 67% of respondents were female and 11% were male. Nearly a third of respondents reside in Dublin (n=20).

### 4.3.1 Engagement in Art & Ageing activities

Respondents were asked to identify which specific Art & Ageing activities did they participant and the number of sessions they had attended between January and March 2021. Overall, 57% of respondent (n=38) attended more than one type of Art & Ageing activities and, on average, respondents attended two to three sessions. An analysis of Art & Ageing activities attended by respondents shows:

- 73% of respondents attended Talking Art with IMMA (n=48)
- 61% of respondents attended bookable Zoom sessions and tours (n=40)
- 26% of respondents participated in Armchair Azure (n=17)
- 23% participated in Slow Looking Art Videos (n=15)

### Key finding

Among all four Art & Ageing activities, nearly three-quarters of respondents attended Talking Art sessions with IMMA (n=48) followed by 61% who attended bookable Zoom sessions or tours (n=40). The highest reported ways that respondents learned about Art & Ageing were directly from IMMA (27%, n=18), family and/or friends (18%, n=11) and the Alzheimer’s Society of Ireland (9%, n=6).

When participants were asked how they learned about Art & Ageing, 27% of respondents received information from IMMA’s website or newsletter (n=18), followed by 18% who heard from either a family member or friend (n=12) and 9% who learned about the programme from the Alzheimer’s Society of Ireland (n=6). A detailed breakdown of responses is illustrated in the figure below.

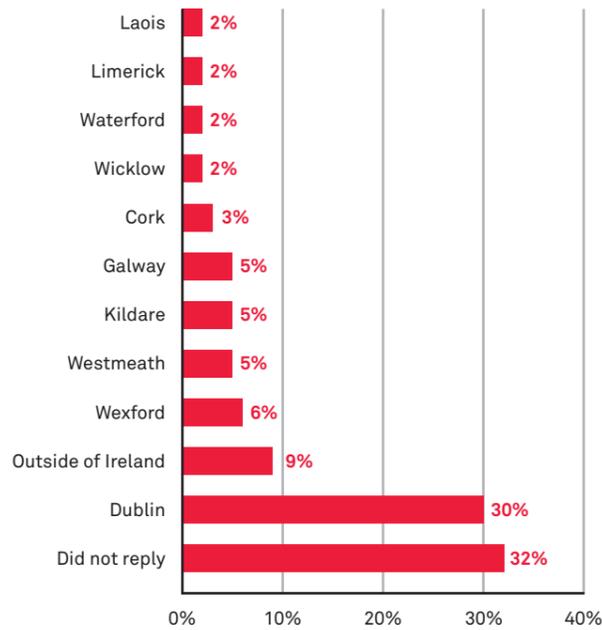


Figure 3 Breakdown of location of respondents (N=60)

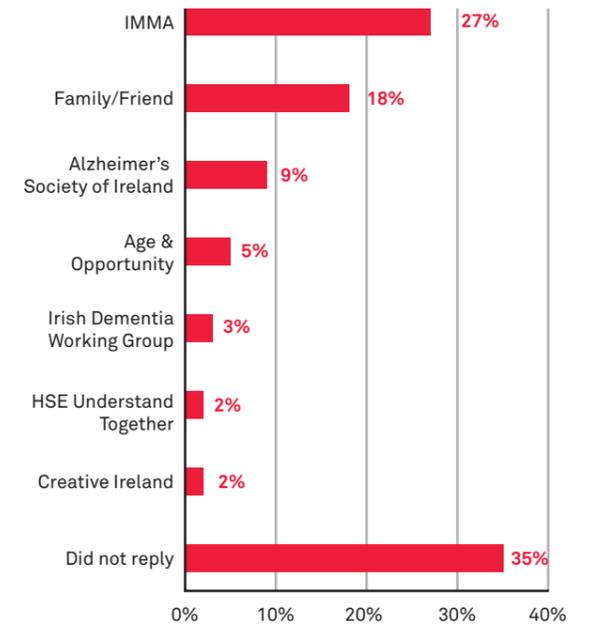


Figure 4 Breakdown of source of information for Art & Ageing (N=66)

### 4.3.2 Enjoyment rating

In the online survey, respondents were asked to rate how much they enjoyed participating in Art & Ageing activities. 77% of respondents (n=51) rated their participation in Art & Ageing as being either 'good' or 'very good'. The responses are further detailed in the figure below.

#### Key finding

77% of respondents (n=51) rated the Art & Ageing programme as being 'good' or 'very good'.

### 4.3.3 Accessibility rating

With Art & Ageing delivered as a series of online meetings, and because older adults were considered main stakeholders for this activities, respondents were asked to rate their difficulty experienced with participating online. 73% of respondents (n=48) stated that participating online was either 'very easy' or they experienced 'no problems at all'. A minority of respondents reported that participating in Art & Ageing was 'very difficult' (n=2). Findings are outlined in the figure below.

#### Key finding

73% of respondents (n=48) rated the accessibility of participating in Art & Ageing activities as either 'very easy' or having experienced 'no problems at all'.

### 4.3.4 Future topics

At the end of the online survey, respondents were asked to suggest topics they would be interested in exploring if the programme were run again. Based on a list of pre-defined options, respondents were asked to nominate any topics that were of interest. The highest rated topic was 'art making and creativity' (68%, n=45). A breakdown of responses are presented in the figure below:

#### Key finding

The topics that were most of interest to respondents included art making and creativity, learning about the artist(s), as well as community and society.

Figure 5 Rating of enjoyment by Art & Ageing participants (N=66)

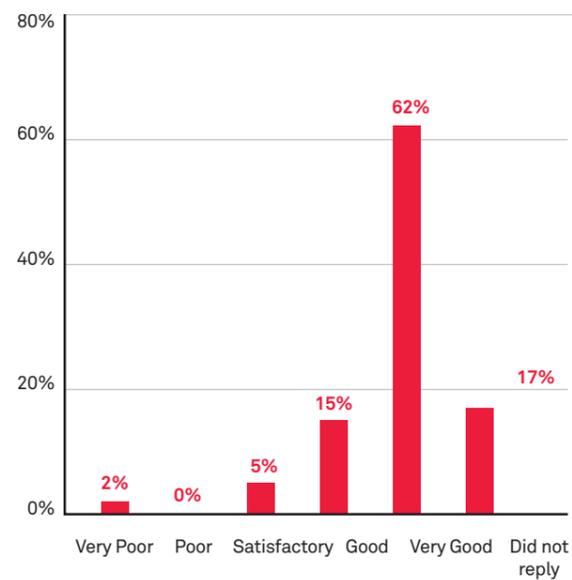


Figure 6 Rating of accessibility by Art & Ageing participants (N=66)

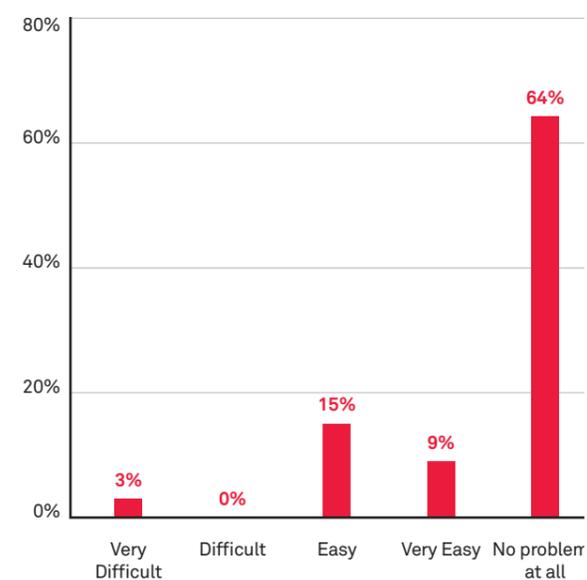
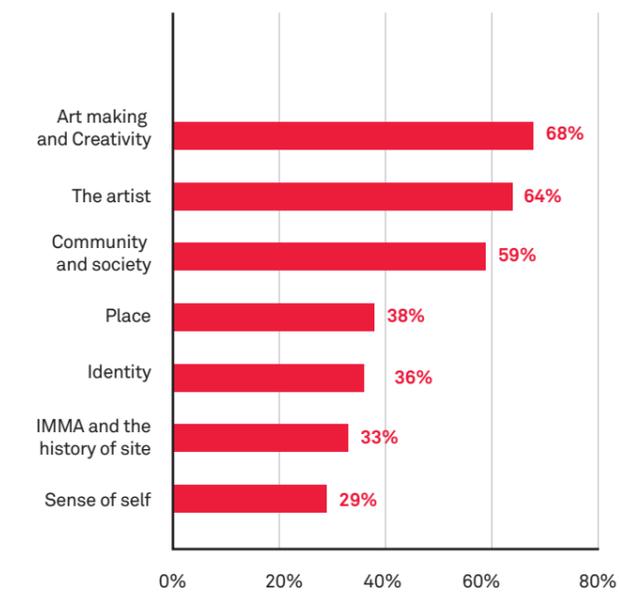


Figure 7 Topics of interest for participants in upcoming workshops or events (N=66)



## 4.4 Outcomes for Art & Ageing Participants

### 4.4.1 Increased opportunity to engage/participate in the Art

An important short-term outcome of the Art & Ageing programme was to offer participants with meaningful opportunities to engage in the Art, through online group conversations and activities facilitated by IMMA. The value of this outcome for participants is best illustrated in their own words:

“There was one particular art piece, it was very contemporary. I couldn’t figure it out, I was looking at the art trying to understand what it was saying. As we were having a discussion, I learned that there isn’t an single answer for this picture, it’s not necessarily about being right or wrong – and that simply meant that I could participate.”

(Respondent 6)

“Lockdown has been depressing when the light is low and winter evening draw in. (Art & Ageing) helps bring our minds to a difference place, it feeds our minds and our spirits. By combing through the painting and discussing what messages the artwork is trying to convey; it is revealing and always surprising.”

(Respondent 53)

### How this outcome was measured?

At the end of the Art & Ageing programme, participants were asked to complete an online outcome measurement tool to gather data about whether they had experience any positive changes from their participation. An indicator was used to measure whether participants felt they had greater opportunity to share their views and opinions of Art with other participants. To measure this change, a four-point Likert-scale with a range from 0 (no change) to 4 (a lot of change) was used to gather outcome data from participants after they had attended Art & Ageing.

### Key finding

Out of 66 responses, 74% (n=49) experienced increased opportunity to engage or participate in the Art. Of the remaining, 15% experienced a small change (n=10) and 5% experienced no change for this outcome (n=3), which was understood as participants already having opportunities to participate in the Art. Four individuals did not provide an answer.

### 4.4.2 Increased social contact

Another short-term outcome for participants was increased social contact as a result of participating in Art & Ageing activities. This outcome was considered important because many participants were cocooning due to the global pandemic or reported feeling socially distant from friends and/or family, but had experienced greater opportunity to connect with other people with mutual interests by participating in Art & Ageing:

“During the workshop, it felt that we have all got to know each other better and interact with each other.”

(Respondent 47)

### How this outcome was measured?

An indicator was used to measure if participants experienced more social contact or interaction with people as a result of attending Art & Ageing. Similar to the previous outcome, this outcome was measured using a four-point Likert scale.

### Key finding

61% of respondents (n=40) reported increased levels of social contact as a result of attending Art & Ageing. Of the remaining, 21% of respondents (n=14) reported a small change and 12% (n=8) reported no change in their social contact. Four individuals did respond to this question.

### 4.4.3 Increased interest in Modern Art

In phone interviews with stakeholders in order to develop the theory of change, some interviewees stated a benefit of the Art & Ageing was their increased interest in Modern Art, which is best described by the following quotes:

“It’s such a different way of looking at art during these strange times. It encouraged me to take a look at Modern Art in a more positive way and become more culturally aware of its significance.”

(Respondent 17)

“Participating in this session has inspired more interest in Modern Art and it’s good to learn about artists and their works.”

(Respondent 21)

### How this outcome was measured?

To determine if participants were more interested in Modern Art as a result of participating in the Art & Ageing programme.

### Key finding

64% of respondents (n=42) reported increased interest for Modern Art. Of the remaining, 17% of respondents (n=11) reported a small change and 9% (n=6) reported no change in their interest of Modern Art. Seven individuals did give an answer.

#### 4.4.4 Increased connection with IMMA

Another outcome reported by participants was greater engagement or connection with IMMA as a result of their participation in the Art & Ageing. This is best described using the following quotes:

**“As an IMMA member, I helped me to keep connected with other members who I'd see at previous events and talks.”**

(Respondent 5)

**“I miss being able to visit galleries in person. While online sessions cannot fully substitute for this, it is much more interesting than visiting a website or being on my own.”**

(Respondent 14)

#### How this outcome was measured?

To understand if participants felt more engaged or connected with IMMA, the indicator asked respondents to report if they had participated in more activities, workshops or talks delivered by IMMA during the global pandemic.

#### Key finding

45% of respondents (n=30) reported increased connection with IMMA as a result of participating in Art & Ageing. Of the remaining, 15% reported a small change (n=10) and 29% reported no change at all (n=29), which was understood as some participants already feeling connected to IMMA, such as IMMA Members or past participants in the Studio 10 Adult programme at IMMA. Seven individuals did not respond to this question.

#### 4.4.5 Increased life satisfaction from art as a hobby/interest

In workshops to develop a Theory of Change and following interviews with purposively-sampled stakeholders, it was agreed that a long-term outcome for participants was an increase in their life satisfaction as a result of their engagement in art as a hobby or interest. This is best demonstrated by the following quote:

**“I am in isolation due to my age. I have not studied art before and found I enjoyed (Art & Ageing). I felt enriched and stimulated. I enjoyed the insight I got from the group. I will pursue this interest, it's another world for me and I can enter it from my home. I felt my perceptions started to grow and was excited at this new aspect.”**

(Respondent 2)

#### How this outcome was measured?

This long-term outcome was measured using a post-hoc approach, which meant participants were asked to report on their level of change after attending Art & Ageing. The indicator used to measure this outcome asked respondents to self-report whether their life was more enriched from participating in the Art & Ageing activities.

#### Key finding

79% of respondents (n=52) reported increased life satisfaction from participating in Art & Ageing. Out of the remaining responses 18% (n=12) reported a small change and no respondents reported no change. Two individuals did not give a response.

## 4.5

### Outcomes for Organisations and Groups

#### 4.5.1 Increased awareness of social benefits of Art for target group

By collaborating with Activity Coordinators, staff and volunteers working in a residential setting, IMMA was able to craft virtual and accessible experiences for adults who would not be able to visit the Museum and might not have the IT skills to attend Art & Ageing on their own. IMMA provided any organisation who expressed interest in delivering Art & Ageing activities with one-to-one mentoring to assist Activity Coordinators, staff and/or volunteers with delivering or facilitating activities for service users. Overall, partner organisations found this approach was accessible and an effective use of their time.

A short-term outcome of this mentoring supports was considered an increased awareness of the social benefits of Art-based activities for older people or individuals with memory impairments. This is best illustrated by the following quote from an Activity Coordinator working in a retirement home:

**“It felt particularly valuable to have access to these sessions during this pandemic; clients repeatedly stated how much the meetings enhanced their lives and helped them feel a sense of connection.”**

(Respondent 63)

#### How this outcome was measured?

Similar to the previous outcomes for participants, individuals who were delivering or facilitating Art & Ageing activities were asked to complete an outcome measurement tool to gather data about whether they had experience any positive changes. To measure this outcome, respondents were asked to determine if they a greater understanding of the social benefits of Art-based activities. Responses were measured on a four-point Likert scale ranging from 0 (no change) to 4 (a lot of change).

#### Key finding

Out of six respondents, 83% (n=5) reported increased understanding of the social benefits of Art-based activities as a result of working with IMMA. One respondent (17%, n=1) experienced a small change and no individuals reported no change.

#### 4.5.2 Increased confidence with delivering Art-based activities

Another short-term outcome for organisations who were delivering Art & Ageing activities was increased confidence with delivering Art-based activities. In interviews used to develop the Theory of Change, this outcome was understood in two ways:

- Increased confidence with delivering Art & Ageing activities for staff or volunteers who have limited experience with Art-based interventions
- Increased confidence facilitating a blended activity, which refers to a combination of online and in-person activities for older people.

##### How this outcome was measured?

Two questions were used to measure this outcome. These questions include an indicator to measure any change in their level of confidence delivering Art-based interventions and another indicator to measure their confidence with facilitating a blended learning exercise with their service users. Similar to the previous outcome, both indicators used a four-point Likert scale.

##### Key finding

83% of respondents (n=3) reported increased confidence with delivering Art & Ageing activities, which was measured by indicating 'a lot of change' for both indicators. 17% (n=1) experienced a small change. No individuals reported no change.

#### 4.5.3 Improved delivery of online-based Art activities accessible for target group

In interviews with stakeholders about the Art & Ageing programme, one interviewee explained that the longer-term outcome for organisations was to improve their capacity delivering online-based Art activities for their service users. This was viewed as an important change for organisations because they had traditionally arranged visits to IMMA or had not delivered online-based activities in their service:

**I know my group of older adults has felt quite isolated given impact the pandemic has had on their ability to travel, see friends and family, and feel connected. This was such a brilliant opportunity for them to focus their full attention on some beautiful pieces from the IMMA Collection.**

(Respondent 32)

##### How this outcome was measured?

To understand if organisations experienced this change, the indicator asked respondents to report if IMMA had supported staff and/or volunteers with making Art & Ageing more accessible for both staff and service users.

##### Key finding

83% of respondents (n=5) reported an improvement for this outcome. Of the remaining, 17% (n=1) experienced a small change. No individuals reported no change.

## 4.6 Summary

Overall, the findings from the evaluation show many respondents benefited from their participation in the Art & Ageing programme, including both participants as well as the staff or volunteers who delivered activities for their service users.

Among the participants, the key findings showed that:

- 74% (n=49) experienced increased opportunities to engage or participate in the Art;
- 61% (n=40) reported increased social contact;
- 64% (n=42) reported increased interest for Modern Art;
- 45% (n=30) experienced increased engagement or connection with IMMA;
- 79% (n=52) reported increased life satisfaction as a result their participation in Art & Ageing, which was considered the longer-term outcome of the programme.

For Activity Coordinators, staff and volunteers with organisations who delivered Art & Ageing activities for their service users, the findings showed that:

- 83% (n=5) reported increased understanding of the social benefits of Art-based activities;
- 83% (n=5) reported increased confidence with delivering Art & Ageing activities,
- 83% of respondents (n=5) reported increased capacity with delivering online sessions for their service users, which was considered the long-term outcome for organisations.



IMAGE IMMA Grounds /  
Photography by Matthew Thompson

# 5 ANALYSIS OF QUALITATIVE FEEDBACK FROM PARTICIPANTS

## 5.1 Overview

At the end of the online survey, respondents were invited to share feedback about the Art & Ageing activity. The following section details the key themes and patterns that emerged from the qualitative feedback shared by respondents.

## 5.2 What participants enjoyed most about the programme

When respondents were asked to report on what aspect of the Art & Ageing programme they had enjoyed most, there were four themes based on the feedback shared in the online survey. Out of 50 responses, the key themes were:



**IMAGE** Stephen McKenna / The Yellow Window / 1990 / Oil on Canvas / 126.8 x 167.3 x 5 cm 120 x 160 x 3.5 cm / IMMA Collection: Donation, Maire and Maurice Foley, 2000 / excerpt from 'Talking Art with IMMA' resource pack

### Theme

Style of facilitation and how sessions were delivered by IMMA (n=19)

### Description of theme

Over a third of respondents (n=19) stated they enjoyed how IMMA had delivered the Art & Ageing programme and found the programme was interactive, participatory and accessible to older adults. This is best described by the following quote:

“I enjoyed seeing my Mum getting excited about seeing Art she hadn't seen before. She felt very isolated from her friends, she has no opportunity to visit art galleries or go to concerts, so she is gradually withdrawing. But the Armchair Azure sessions gave her a chance to get excited again and talk about something she loves.”

(Respondent 19)

Respondents also highlighted how IMMA had made viewing and discussing Modern Art more engaging and accessible to participants. This is best described by the quote below:

“I believe this kind of interactive programming truly increases the accessibility of modern art; the overall message being that art is for everyone, and you don't have to be an expert to enjoy and understand it. Our facilitator allowed for contributions from our entire group with a unique blend of knowledge, patience, and humour.”

(Respondent 32)

Conversation and interaction with other participants (n=15)

Nearly a third of participants (n=14) reported that they enjoyed the conversation and being able to learn from other people attending the Art & Ageing activity:

“The opportunity to learn in such a pleasant, non-threatening, supportive environment. The presenters were, to a person, pleasant and helpful and seemed to know when to step in with assistance or prompts. The chance to get to know, and to enjoy the company, of other participants.”

(Respondent 19)

| Theme  | Description of theme  |
|--|---|
|  | <p>Some respondents explain that participating in an online activity was something new, and they enjoyed the opportunity to engage with other people from their home:</p> <p><b>“Doing this activity was something completely new to me. I enjoyed the insights that the other participants had – they were a revelation! Thinking about answers to the questions that were posed really focussed the mind.”</b><br/>(Respondent 32)</p>  |
| <b>Learning more about Modern Art and artists (n=12)</b> | <p>Nearly a quarter of participants reported that they enjoyed learning more about Modern Art and the artist behind the paintings discussed in their Art &amp; Ageing activity. The value of this benefit is best described by the following quotes:</p> <p><b>“I enjoyed seeing different types of art. I liked being encouraged to view the pictures and sculpture with fresh eyes. The guidelines from the facilitator were very helpful and helped me to better understand what I was looking at .”</b><br/>(Respondent 19)</p> <p><b>“To me this was an introduction to Modern Art and a very enjoyable experience (Respondent 25) very enjoyable experience.”</b> (Respondent 25)</p> |
| <b>Feeling inspired in their own art (n=4)</b>           | <p>As a result of attending Art &amp; Ageing, a minority of respondents stated they felt more inspired in their own art or to take up drawing or painting during the pandemic. This is best described by the following quote:</p> <p><b>“I enjoy having the exhibitions explained to me by the facilitators and then going back to the studio to work.”</b> (Respondent 4)</p>  |

## 5.3 Areas for improvement

To understand how the programme could be improved in the future, respondents were invited to share their feedback on the Art & Ageing programme. Out of 21 responses, there were five themes, which included:

| Theme  | Description of theme  |
|--|---|
| <b>More promotion and advertising of Art &amp; Ageing</b>                                      | <p>Some respondents highlighted IMMA might work on improving their advertising of Art &amp; Ageing, especially finding ways of reaching their target population, such as through radio advertising, newspaper and/or television adverts:</p> <p><b>“More advertising through newspapers, TV, radio, and social media so more people at home or in residential care will hear about the service.”</b><br/>(Respondent 19)</p> <p>A few respondents also suggested that IMMA conduct more outreach to health and social care services in Ireland who might be interested in Art &amp; Ageing.</p> |
| <b>Offer more information on the artists and process used by artists (n=6) Programme (n=7)</b> | <p>Some participants suggested that IMMA provide greater information or insight into the artist and the process for creating art. A few participants suggested IMMA could share information about the art and artists in-advance of the session with participants, or might hold a follow-up session for people who are interested in discussing the process used in greater detail:</p> <p><b>“Perhaps offer a glimpse of the art work to be reviewed in advance so the participants can think about it and gather their thoughts, or prepare questions before hand.”</b> (Respondent 62)</p>  |

| Theme  | Description of theme  |
|--|---|
| Frequently check-in with participants about their engagement/participation (n=4) | <p>Some respondents suggested that facilitators continue to work on ensuring that all participants are given an opportunity to participate in the activities or share their opinions with the group, especially participants who might have difficulty speaking in a group or with their hearing. This is best described the following quote:</p> <p>“I don't think my Mum could manage this on her own. The facilitator speaks quite quickly and with Mum's hearing being poor, she needs me to interpret for her. At one of the sessions, the facilitator discussed some paintings but rushed through it, which just didn't work for Mum. Some of the participants, understandably, take more time”<br/>(Respondent 19)</p> |
| Deliver activities with smaller groups (n=3)                                     | <p>Following from the previous theme, some participants suggested IMMA deliver the Art &amp; Ageing activities with a smaller number of participants, so each individual had a greater opportunity to discuss and share their opinions with the group.</p> <p>“In a larger group, I feel participants need to be spoken to directly especially when using Zoom or else other participants who are more vocal may take over the session and a quieter participant may feel they are being rude. Maybe a smaller group would work better.”<br/>(Respondent 65)</p>  |
| Partnership with other museums (n=3)   | <p>Some respondents suggested that IMMA explore partnering with other international museums or art galleries, who are delivering similar activities, to give participants an opportunity to experience other exhibitions or artists.</p>  |

# 6 RECOMMENDATIONS

## 6.0 Recommendation

The aim of this research was to understand what changed for stakeholders and to gather feedback that would inform the ongoing development of Art & Ageing. Based on findings from this research, IMMA developed a series of recommendations co-developed by staff involved in the development and delivery of Art & Ageing. These recommendations are:

### Recommendation 1:

**Develop a hybrid delivery model of online and in-person programmes once IMMA fully reopens to the public.**

Due to the success of this online programme and its reach to older people in care home settings, rural areas and those who have never visited IMMA, it is suggested that IMMA develop a responsive hybrid programme of both online and on-site activities based on current and futures demand. The online programme has enabled IMMA to reach new audiences and the Museum wishes to continue to engage with these participants post Covid whilst in tandem resuming pre Covid in person Art & Ageing activities.

### Recommendation 2:

**Continue to measure outcomes for Art & Ageing**

Prior to this research, IMMA had not used an outcome measurement tool to gather outcome data from participants, organisations and groups involved in its adult programmes. Both staff and participants alike found the online survey was useful for measuring outcomes and for assessing the benefit that participants experienced from Art & Ageing. It is recommended that IMMA continue to routinely gather feedback from participants, Activity Coordinators, staff and volunteers. It is suggested this data be reviewed by IMMA on an annual basis and feedback be shared with the Visitor Engagement team to explore if minor improvements to the programme can be made. If substantive changes are made to Art & Ageing, IMMA will consider holding focus groups with its stakeholders to review and/or update its Theory of Change for the programme.

### Recommendation 3:

**Explore feasibility of partnerships with Irish and international Museums and Stakeholders.**

It is recommended that IMMA explore the feasibility of establishing partnerships with other stakeholders and museums who provide similar experiences for older adults and/or individuals with dementia. If these institutions or their staff are not trained in delivering dementia-inclusive Art programme, it is suggested that these organisations work together to ensure their art programme are accessible and inclusive to a range of people.

### Recommendation 4:

**Explore the feasibility of working with the Department of Health on the new Healthy Ireland Strategic Action plan 2021-2025.**

Healthy Ireland offers a vision of how society can work together to bring about a Healthier Ireland where everyone, can enjoy physical and mental, health and wellbeing, to their full potential and are ultimately enabled and empowered to live healthier lives. It is recommended that IMMA explore the feasibility of working with this cross governmental approach to strengthen the case for longer term funding options to enhance the future delivery of the programme.

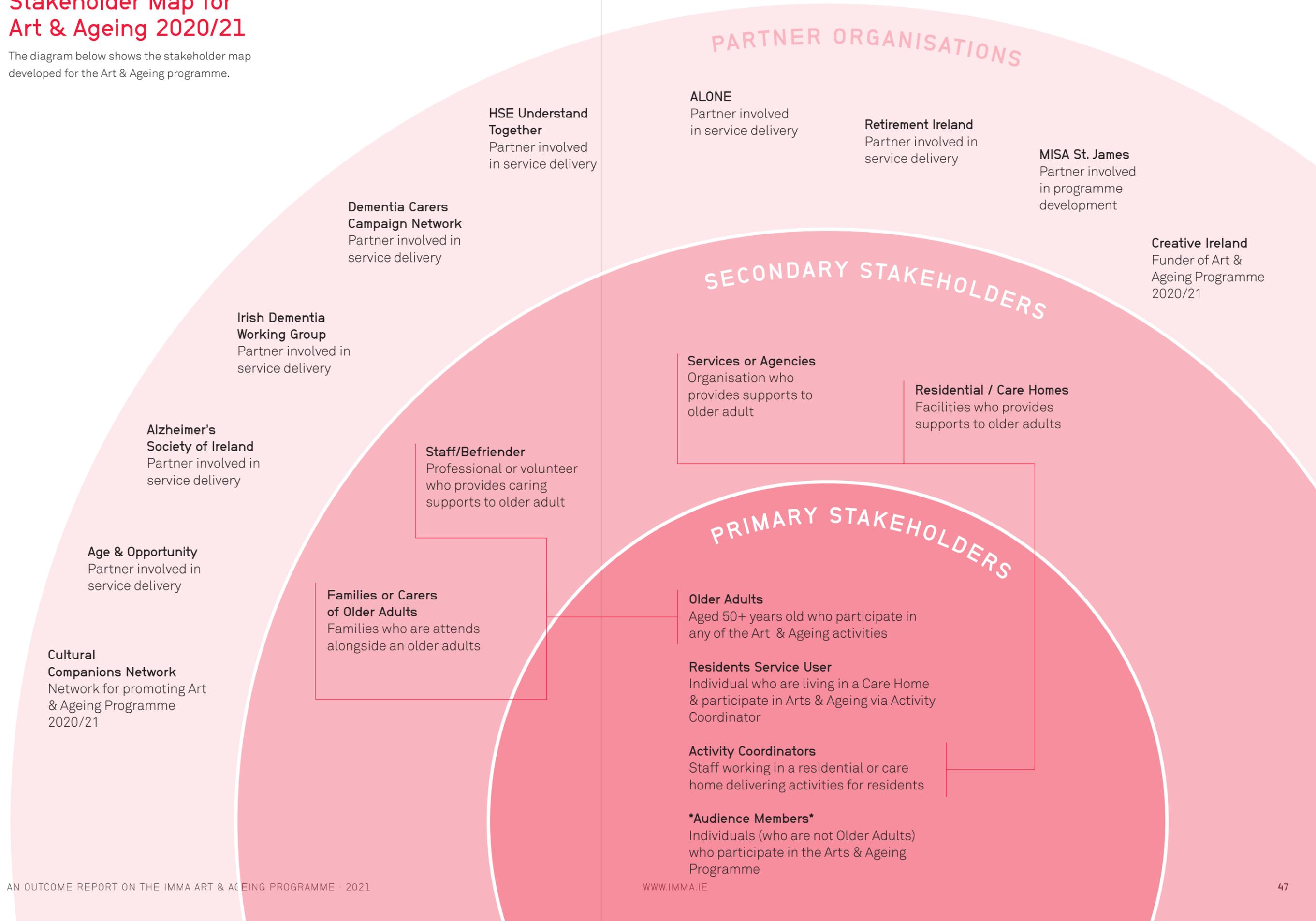


IMAGE IMMA Grounds /  
Photography by Matthew Thompson

# APPENDICES

# Stakeholder Map for Art & Ageing 2020/21

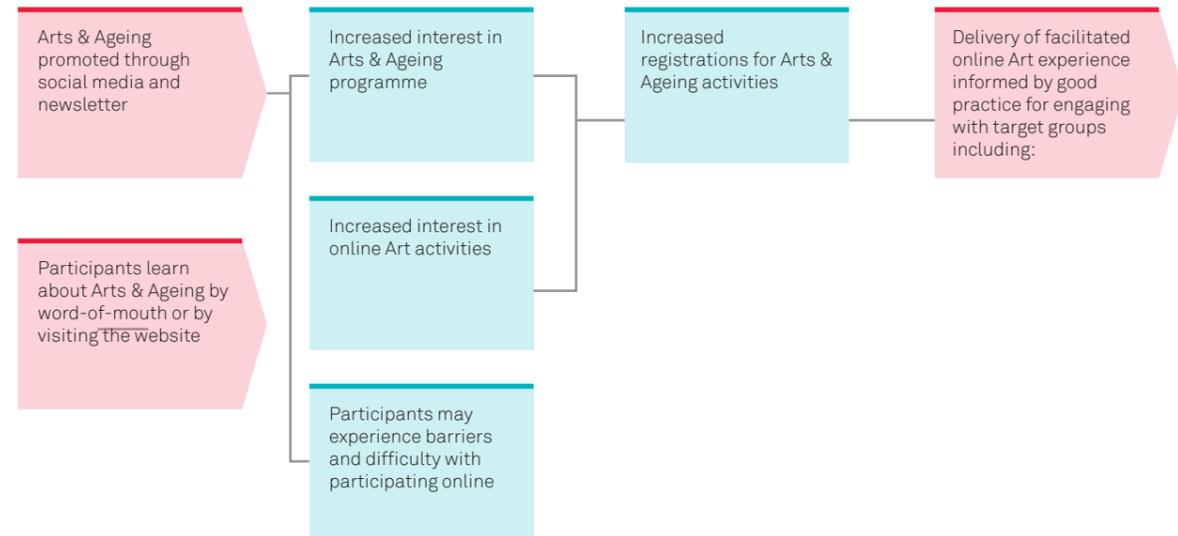
The diagram below shows the stakeholder map developed for the Art & Ageing programme.



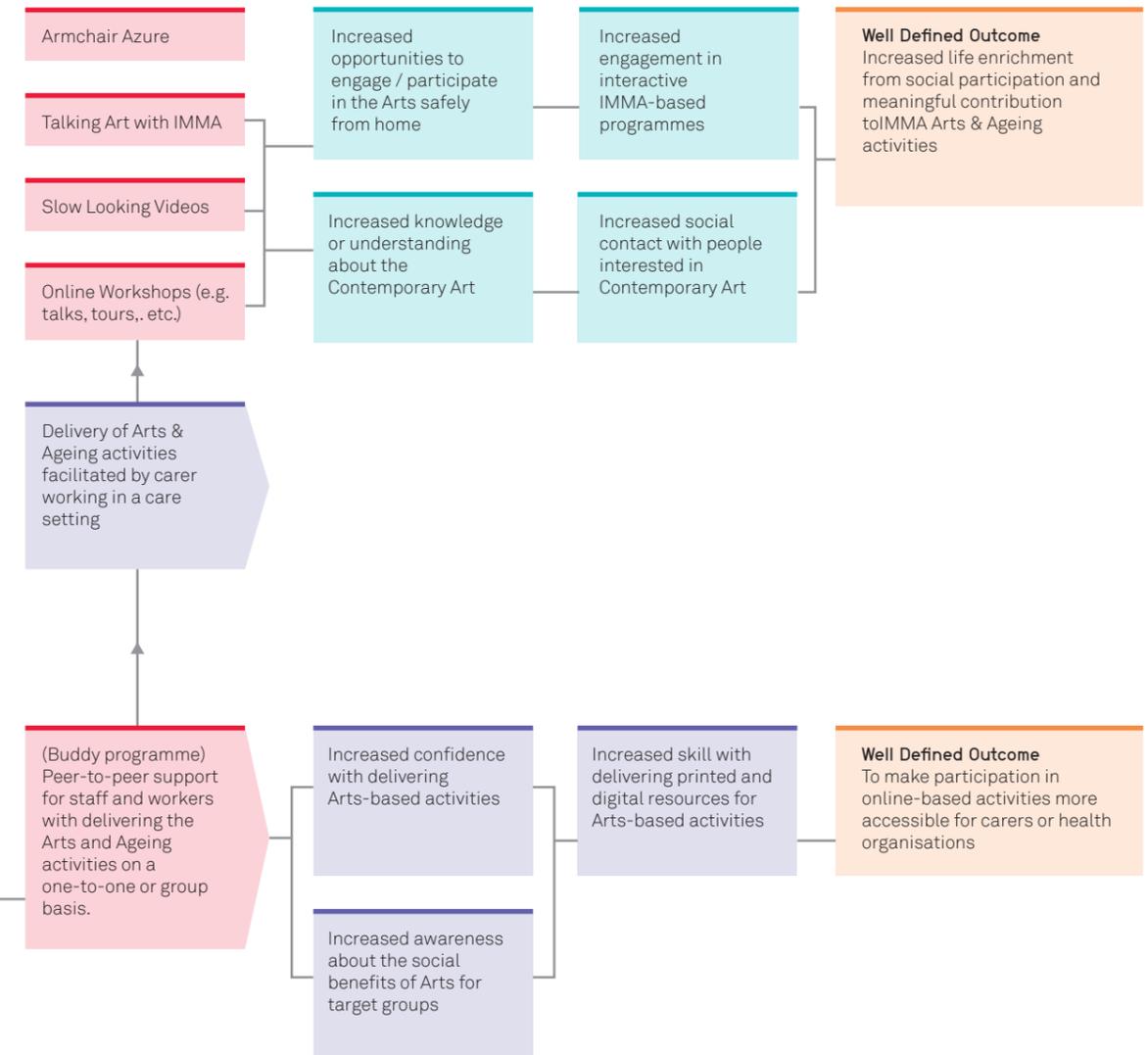
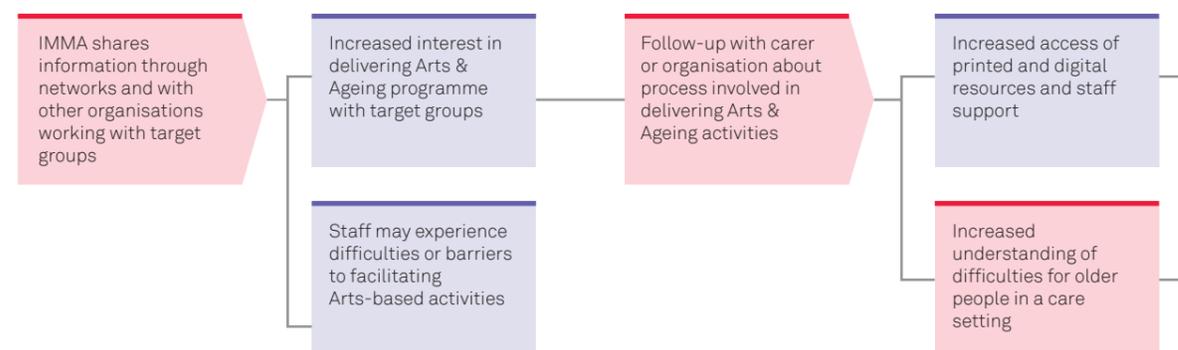
# Theory of Change for IMMA Art & Ageing

The diagram below illustrates the theory of change developed for the Art & Ageing programme.

## Participants



## Organisations and Groups



Legend

- Outcomes for IMMA
- Outcomes for target group
- Outcomes for professional carers
- Well-defined outcome for stakeholder

## Participant Survey

### Introduction

From December to January, the Irish Museum of Modern Art (IMMA) will be undertaking an evaluation of its Art & Ageing programme. We would like to invite you to complete a short 5-minute survey about your experience and the benefits you may have experienced from participating in this activity.

The goal of the Art & Ageing programme is to encourage participants to have a deeper, more meaningful Art experience as well as to engage with the museum in an interactive way, especially as people are unable to visit the museum in-person because of Covid-19.

IMMA is inviting you to complete a 10-minute online survey. Your feedback will help IMMA with learning what are the benefits of this activity and how we can improve our work in the future. The survey is completely anonymous, you will not be asked to share any personally identifiable details.

## Participant Details

### 1. Are you? (Select an answer)

- An older adult
- An older adult with dementia or Alzheimer's disease
- A participant who is caring for an older parent or family member
- A participant who is caring for a person with dementia or Alzheimer's disease
- None of the above

### 2. What is your gender? (Select an answer)

- Male
- Female

### 3. What is your age category? (Select an answer)

- Young person (0 to 18 years old)
- Young adult (19 to 25 years old)
- Adult (6 to 65 years old)
- Older adult (65+ years old)

### 4. If you are caring for someone with dementia, Alzheimer's, what is your relationship to this person? (Select an answer)

- Husband/Wife/Spouse
- Son/Daughter
- Other (please specify)
- Family Member
- Friend

### 5. Where do you live? (Select an answer)

- Antrim
- Armagh
- Carlow
- Cavan
- Clare
- Cork
- Derry
- Donegal
- Down
- Dublin
- Fermanagh
- Galway
- Kerry
- Kildare
- Kilkenny
- Laoise
- Leitrim
- Limerick
- Longford
- Louth
- Mayo
- Meath
- Monaghan
- Offaly
- Roscommon
- Sligo
- Tipperary
- Tyrone
- Waterford
- Westmeath
- Wexford
- Wicklow
- Outside Ireland

6. How many of the Art & Ageing sessions have you participated in? (Select an answer)

| Type of Activity  | Number of Sessions         |                            |                            |                            |                            |                             |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
| Talking Art with IMMA   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ |
| Slow looking Art Videos   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ |
| Armchair Azure  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ |
| Bookable Zoom programme<br>(ie; interactive art looking discussion, themed talks) | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ |

7. How did you hear about IMMA's Art & Ageing programme? (Select the best option)

|  |   |   |
|--|---|---|
| <input type="checkbox"/> IMMA Website            | <input type="checkbox"/> Family/Friend                    | <input type="checkbox"/> Newsletter                     |
| <input type="checkbox"/> Age & Opportunity       | <input type="checkbox"/> Alzheimer's Society of Ireland   | <input type="checkbox"/> Irish Dementia Working Group   |
| <input type="checkbox"/> Retirement Ireland      | <input type="checkbox"/> Dementia Carers Campaign Network | <input type="checkbox"/> The Creative Ireland Programme |
| <input type="checkbox"/> HSE Understand Together | <input type="checkbox"/> Other (please specify)           |   |

8. On a scale of 1 to 5, how would you rate how difficult it was for you to participate online or using Zoom? (Choose an answer)

|   |                                    |   |
|---|------------------------------------|---|
| <input type="checkbox"/> Very difficult | <input type="checkbox"/> Difficult | <input type="checkbox"/> No problems at all |
| <input type="checkbox"/> Easy           | <input type="checkbox"/> Very easy | <input type="checkbox"/> Don't know         |

9. Which of the following options best describes your experience participating online? (Choose the best answer)

|   |  |
|---|--|
| <input type="checkbox"/> I had no difficulties with participating online    | <input type="checkbox"/> Difficulty with using Zoom        |
| <input type="checkbox"/> No family or friends to assist with getting online | <input type="checkbox"/> Difficulty with hearing or vision |
| <input type="checkbox"/> No computer or mobile phone                        | <input type="checkbox"/> Difficulty with speaking          |
| <input type="checkbox"/> No internet connection                             |  |

## Art & Ageing's Outcomes for Participants with a Family Career

10. When participating, did the participant with dementia or Alzheimer's enjoy the Art & Ageing activities? (Choose an answer)

|   |                                    |   |
|---|------------------------------------|---|
| <input type="checkbox"/> Very difficult | <input type="checkbox"/> Difficult | <input type="checkbox"/> No problems at all |
| <input type="checkbox"/> Easy           | <input type="checkbox"/> Very easy | <input type="checkbox"/> Don't know         |

11. As a result of participating in the Art & Ageing activities, did the participant with dementia or Alzheimer's experience any of the following impacts? (Select an answer for each question)

|   | Not at all                 | A little bit               | A reasonable amount        | Very much so               | An Enormous amount         |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| The person had more social contact with people  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| The person had more to talk about with family and friends   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| The person participated in more activities, workshops or talks delivered by IMMA  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| The person was more interested in Art   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| The person has a new interest / hobby (i.e. appreciating the Art), which makes them more satisfied or have more enjoyment in life | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

12. When participating, did you enjoy the Art & Ageing activities? (Choose an answer)

|  |   |   |
|--|---|---|
| <input type="checkbox"/> Strongly disagree | <input type="checkbox"/> Neither agree/disagree | <input type="checkbox"/> Strongly agree |
| <input type="checkbox"/> Disagree          | <input type="checkbox"/> Agree                  | <input type="checkbox"/> Don't Know     |

13. As a result of participating in the Art & Ageing activities, did you experience any of the following impacts? (Select an answer for each question)

|  | Not at all                 | A little bit               | A reasonable amount        | Very much so               | An Enormous amount         |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| I have more social contact with people   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| The I have more to talk about with family and friends  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| I have participated in more activities, workshops or talks delivered by IMMA   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| I am more interested in Art  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| I feel I have a new interest/hobby (i.e. appreciating the Art), which makes me more satisfied or have more enjoyment in life | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

## Additional Questions

14. What did you enjoy about the Art & Ageing programme? (Please describe below)

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15. How has your IMMA helped you feel more connected or satisfied with life during Covid-19 or while living at home? (Please describe below)

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16. What topics or themes would you be interested in exploring in upcoming Art & Ageing activities?

- Identity
- Sense of self
- IMMA & the history of site
- Community & Society
- The artist
- Other (please specify)
- Place
- Art making & creativity

17. Do you have any additional comments?

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## Survey for Professional Carers and Staff

### Introduction

From December to January, the Irish Museum of Modern Art (IMMA) will be undertaking an evaluation of its Art & Ageing programme. As a professional carer or staff working with older people, IMMA would like to invite you to complete a 10-minute survey about your participant's experience and the benefits that the Art & Ageing experience had for them.

The goal of the Art & Ageing programme is to encourage participants to have a deeper, more meaningful Art experience as well as to engage with the museum in an interactive way, especially as people are unable to visit the museum in-person because of Covid-19.

IMMA is inviting you to complete a 10-minute online survey. Your feedback will help IMMA with learning what are the benefits of this activity and how we can improve our work in the future. The survey is completely anonymous, you will not be asked to share any personally identifiable details.

## Participant Details

### 1. What is your role?

- A carer working in a retirement or care home
- A manager or team leader
- Other (please specify)
- An activity coordinatore
- A volunteer or befriender

### 2. What organisation or service do you work with?

- A retirement home or service working with older adults
- A residential or service working with adults with physical or intellectual disabilities
- A social servicer
- A community group or social club
- A community centre
- Other (please specify)

### 3. Where do you live? (Select an answer)

- |                                 |                                    |                                   |                                    |  |
|---------------------------------|------------------------------------|-----------------------------------|------------------------------------|--|
| <input type="checkbox"/> Antrim | <input type="checkbox"/> Donegal   | <input type="checkbox"/> Kilkenny | <input type="checkbox"/> Meath     | <input type="checkbox"/> Waterford       |
| <input type="checkbox"/> Armagh | <input type="checkbox"/> Down      | <input type="checkbox"/> Laoise   | <input type="checkbox"/> Monaghan  | <input type="checkbox"/> Westmeath       |
| <input type="checkbox"/> Carlow | <input type="checkbox"/> Dublin    | <input type="checkbox"/> Leitrim  | <input type="checkbox"/> Offaly    | <input type="checkbox"/> Wexford         |
| <input type="checkbox"/> Cavan  | <input type="checkbox"/> Fermanagh | <input type="checkbox"/> Limerick | <input type="checkbox"/> Roscommon | <input type="checkbox"/> Wicklow         |
| <input type="checkbox"/> Clare  | <input type="checkbox"/> Galway    | <input type="checkbox"/> Longford | <input type="checkbox"/> Sligo     | <input type="checkbox"/> Outside Ireland |
| <input type="checkbox"/> Cork   | <input type="checkbox"/> Kerry     | <input type="checkbox"/> Louth    | <input type="checkbox"/> Tipperary |  |
| <input type="checkbox"/> Derry  | <input type="checkbox"/> Kildare   | <input type="checkbox"/> Mayo     | <input type="checkbox"/> Tyrone    |  |

## Art & Ageing Activity Details

4. How many of the Art & Ageing sessions have you participated in? (Select an answer)

| Type of Activity  | No. of Sessions            |                            |                            |                            |                            |                            |                             | Total No. of Participants |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|---------------------------|
| Talking Art with IMMA   | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ | <input type="text"/>      |
| Slow Looking Art Videos   | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ | <input type="text"/>      |
| Armchair Azure  | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ | <input type="text"/>      |
| Bookable Zoom programme<br>(ie; interactive art looking discussion, themed talks) | <input type="checkbox"/> 0 | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 | <input type="checkbox"/> 5+ | <input type="text"/>      |

5. How did you hear about IMMA's Art & Ageing programme? (Select the best option)

- IMMA Website
- Family/Friend
- Newsletter
- Age & Opportunity
- Alzheimer's Society of Ireland
- Irish Dementia Working Group
- Retirement Ireland
- Dementia Carers Campaign Network
- The Creative Ireland Programme
- HSE Understand Together
- Other (please specify)

6. On a scale of 1 to 5, how would you rate how difficult it was for you to participate online or using Zoom? [Select an answer]

- Very difficult
- Difficult
- No problems at all
- Easy
- Very easy
- Don't know

7. Which of the following options best describes your experience participating online? (Choose the best answer)

- I had no difficulties with participating online
- Difficulty with using Zoom
- No family or friends to assist with getting online
- Difficulty with hearing or vision
- No computer or mobile phone
- Difficulty with speaking
- No internet connection

## Art & Ageing's Outcomes for Participants

8. When participating, did your participants enjoy the Art & Ageing activities? (Choose an answer)

- Strongly disagree
- Neither agree/disagree
- Strongly agree
- Disagree
- Agree
- Don't Know

9. As a result of participating in the Art & Ageing activities, did your participants experience any of the following impacts (Select an answer for each question)

|   | How many Participants got this impact | Not at all                 | A little bit               | A reasonable amount        | Very much so               | An Enormous amount         |
|---|---------------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Participants had more social contact with people  | <input type="text"/>                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Participants had more to talk about with family and friends   | <input type="text"/>                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Participants engaged in more activities, workshops or talks delivered by IMMA   | <input type="text"/>                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Participants were more interested in Art  | <input type="text"/>                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Participants felt they had a new interest/hobby (i.e. appreciating the Art), which makes them more satisfied or have more enjoyment in life | <input type="text"/>                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |





