



**Age &  
Opportunity**

**National  
Arts in Nursing  
Homes Day**  
The 3rd Friday  
each May.



*Image featuring the Fairland Collective and St. Joseph's Shankill, 2018*

**Celebrating the arts &  
creativity as we age,**  
as part of the **Bealtaine** Festival.

Funders:



Partner:



# National Arts in Nursing Homes Day

The 3rd Friday each May, as part of the **Bealtaine** Festival

## What is the premise of the initiative?

Age & Opportunity's Bealtaine Festival, in partnership with Nursing Homes Ireland invites care homes and day care settings around Ireland to participate in **National Arts in Nursing Homes Day**.

On the third Friday of May each year, as part of the Bealtaine Festival, we invite you to showcase the wonderful creative activity taking place in your nursing home or day care service either through planning an activity that takes place on that day or exhibiting work already made in a special way. We also encourage you to invite family and friends to join you at some point in the day (be that in person or virtually).

Through participating in **National Arts in Nursing Homes Day**, each care setting will have the opportunity to raise public awareness about their work and to focus attention on the vibrant and creative life of their residents. This campaign will also be an opportunity to celebrate the sometimes hidden, but hugely valuable work of creating a space where all residents can express themselves meaningfully through arts experiences.

This national initiative will be promoted by Age & Opportunity's Bealtaine Festival and Nursing Homes Ireland to national and regional media. Furthermore, **National Arts in Nursing Homes Day** provides an opportunity for positive promotion of nursing homes within local newspapers, on local radio stations and via social media.



## So, what will the day entail?

It is very much at your discretion. We offer the following considerations.

- **TIMING**

Of course we know that creative activity happens throughout the year but we encourage you to schedule a special creative activity on the third Friday in May. By focussing on one day, we hope to garner more public attention for this wonderful work.

- **EVENT TYPE**

Whether you would like to focus on one activity or pack the day with different workshops, performances and exhibitions, there is lots to choose from. Why not canvas your residents and see if there is something new they would like to try their hand at, or look through our **Toolkit for Arts & Creativity in Care Settings** for ideas (see resources on page 5). You might also wish to use the day as the culmination of a bigger creative project you've been working on or to showcase work from past years.

- **WORKING WITH AN ARTIST**

Is there a bigger project you'd like to explore over the month of May or maybe try a new artform for the first time? See page 5 on connecting with your local arts office in relation to this.

- **LOCATION**

If you decide to mount an exhibition, be mindful of the light needed to view the artworks properly and of people being able to move freely. An exhibition can bring residents and staff together to view the works. Is it possible to invite residents' families and friends to view the works? Or, might a simple virtual tour of the exhibition be possible for family and friends via a phone or tablet? Another variation to consider is outdoor activity, depending on the weather. If running a group activity, allow the usual space needed to move freely.

- **RECEPTION/TEA PARTY/COCKTAIL HOUR**

Why not 'make a splash'. Organise a morning, afternoon or evening reception that will open or close the day of creative activities. Encourage staff and residents to get dressed up, have a glass of something special and make some speeches. Why not ask some local dignitaries to attend or pre-record a message to play, wishing everyone well? Messages from family who can't be in attendance could also add to the sense of celebration.

- **SUPPORT MATERIALS**

Whatever activity or artform (dance, visual art, poetry etc) is showcased on the day, remember appropriate crediting for those involved on any materials that are produced. Information for any potential audience is also an idea. Should you bring together a short booklet / flyer to inform or record the activity for posterity?



## Resources – where do I go for ideas and support?

**AGE & OPPORTUNITY:** Age & Opportunity's Bealtaine Festival has a number of supports for organising events all available by visiting this page: <https://bealtaine.ie/resources-for-organising-an-event/>. You can also download or order our free **Toolkit for Arts & Creativity in Care Settings** by visiting this page: <https://bealtaine.ie/toolkit-for-arts-creativity-in-care-settings/>. Our Arts team are also happy to help and can advise about prospective activity or event ideas on **01 805 7713** or by emailing [arts@ageandopportunity.ie](mailto:arts@ageandopportunity.ie)

**LOCAL ARTS OFFICE:** your local arts office can advise and direct you on possible supports for your event, including suggesting suitable local artists you may wish to work with in advance or on the day. You can find your local arts officer here: <http://www.localartsireland.ie/contact/arts-officers/>

**ARTS & HEALTH NETWORK:** see [artsandhealth.ie](http://artsandhealth.ie) for more ideas and case studies on creative projects happening in care settings around Ireland.

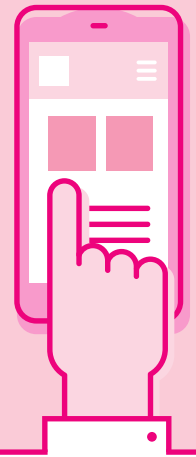
# How do I create awareness of our participation?

**CREATE AWARENESS INTERNALLY:** Promote the day in the lead-up to it by utilising the template poster. Make residents, staff and family aware of it. Include it in your home's newsletter and on noticeboards.

**CREATE AWARENESS EXTERNALLY:** No matter how many people can attend in person, it is still worthwhile to create awareness of the day locally. Contact local newspapers and radio to inform them of your participation in **National Arts in Nursing Homes Day**. We will provide a template press release that you can email into them. Invite them to cover the day by speaking with a reporter and arranging to take photos. Utilise social media channels you and your staff use to spread the word. Ensure you link it back to **#ArtsInNursingHomesDay** and tag Age & Opportunity (Twitter - @Age\_Opp and Facebook - @AgeandOpportunity).

**'VISITING TIMES':** We hope that family and friends will be able to attend freely in the coming years. At other times it may be necessary to restrict visitors, but we hope that family may still be able to attend virtually, by appointment, or in the outdoors.

# Register Your Participation on Bealtaine.ie



Age & Opportunity and NHI will engage with media with view to promoting the initiative nationally and locally. Furthermore, both organisation's websites and our social media channels – Facebook and Twitter – will be utilised to promote it to wide-reaching, high volume audiences.

In order to ensure we can promote your participation in **National Arts in Nursing Homes Day**, we ask that you do the following:

- Register on **Bealtaine.ie** with your event information.
- Title your event [Your nursing home or day service name] – **National Arts In Nursing Homes Day**.
- Select the 'private' option when registering, if the event is not open to the general public.
- If using social media on the day, please use the hashtag **#ArtsInNursingHomesDay**.
- Send us your best two photos from the day. We will also be sending photos to national media that may be picked up for use in printed press. Photos can be sent to **arts@ageandopportunity.ie** or shared on social media.



# Questions?

Email [info@ageandopportunity.ie](mailto:info@ageandopportunity.ie) or call **01 805 7709**.



**Age &  
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[www.ageandopportunity.ie](http://www.ageandopportunity.ie)

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