

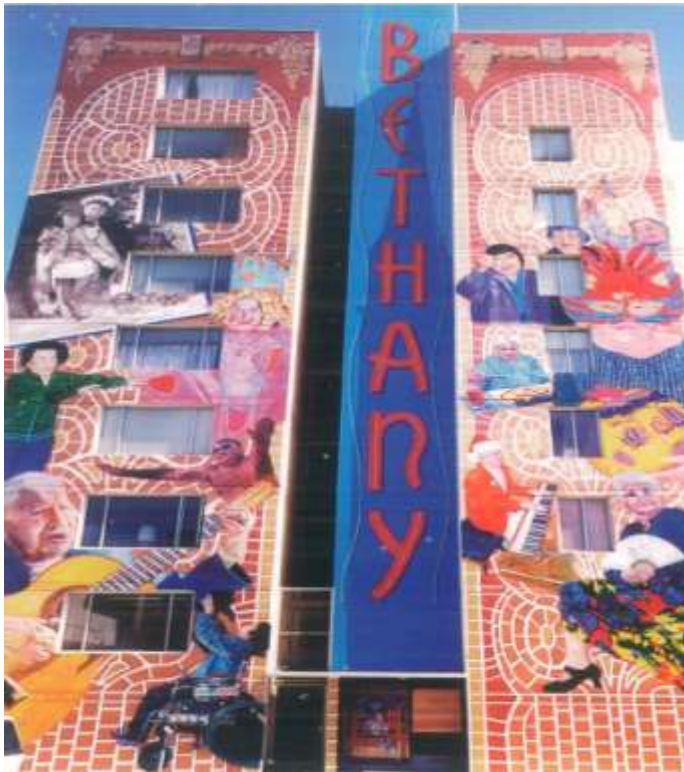


# New Approaches to Senior Housing with Services



**Jerry W. Brown, CASPF**  
Executive Director  
Bethany Center Senior Housing  
[jbrown@bethanycenter.org](mailto:jbrown@bethanycenter.org)  
[www.bethanycenter.org](http://www.bethanycenter.org)  
[www.ruthstable.org](http://www.ruthstable.org)

# Bethany Center Senior Housing



- Low-income housing for 40 years
- 133 apartments
- 162 residents, median age 82
- Located in the Mission District of San Francisco, a hub for art, culture, and culinary delights

# Bethany Center Senior Housing



- More than a reliable landlord
- Innovative programs and services that challenge and inspire the whole person
- Engage residents' social, creative, spiritual, and physical interests

# Challenges



- How to engage the “Boomers”
- New concept, many dreams, no money

# Focus Groups and Results



- FOCUS GROUP:  
Wanted peer-led courses, tapping into existing pool of talent and expertise
- SOLUTION:  
Table-Talks

# Focus Groups and Results



- FOCUS GROUP:  
A desire for intergenerational connection
- SOLUTION:  
USF's Dance Generators Company



# Program Impacts

- Stimulates critical thinking
- Provides a creative supportive environment
  - Develops communication skills
    - Personalized teaching
    - Empowers dignity
  - Supports services that address needs of persons of diverse ages and backgrounds
- Challenges looking at issues from multiple perspectives





# Program Impacts

- Cultivates the ability to function as an engaged and educated global citizen
- Operated in an urban context that draws upon and contributes to the cultural wealth of the community
  - Shared wisdom
  - Creative aspirations
    - Good nutrition
    - Socialization



# RUTH'S TABLE

A CENTER for CREATIVE LEARNING

for people over 50

rooted in the life and work of artist RUTH ASAWA



# Who is Ruth Asawa?



- Nationally recognized American artist
- Wire sculptures

# Who is Ruth Asawa?



- Fountains

# Who is Ruth Asawa?



- Public commissions

# Who is Ruth Asawa?



- Activism and education in the arts

# Ruth Asawa's Table



- Became a well-known meeting place for politicians, poets and artists
- Sharing of food and ideas
- Creating art
- Organizing projects



# The Table at Ruth's Table



- Donated by Asawa
- Serves as a hearth for creativity
- Inspiring people to come together while continuing to learn
- Giving back to the community

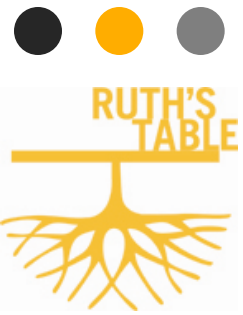


# Ruth's Table

Programs designed by and for people over 50



- Tai Chi
- Intergenerational Dance
- Art workshops
- Holiday celebrations
- Gallery openings



# Ruth's Table



- Encourages intergenerational interaction from the community and within Bethany Center
- Opportunity for lifelong learning and wellness

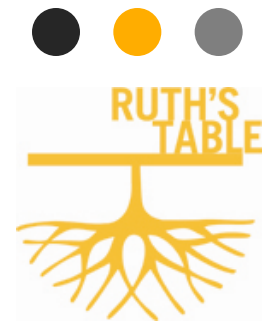
# Ruth's Table Gallery Collaborations



- Academy of Art University
- SCRAP: Center for Creative Re-Use
- CCA Curator
- Individual Artists

# Solution

- Collaboration -- we're not alone





# Benefits of Collaboration



- Creates community
- Able to open our doors before funding became available
- Expanding mailing list
- Free publicity



# Benefits of Collaboration

## Design for the Elderly Class



ISSUES MAPPING



SITE OBSERVATIONS



IN-DEPTH INTERVIEWS



NEEDS ANALYSIS



IDEATION



CO-DESIGN



# Benefits of Collaboration



- Intergenerational
- Education about aging process
- Opportunity for hands-on learning and development for students



# Examples



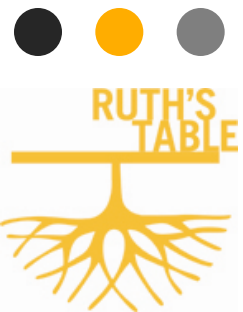
- Ruth's Table Gallery
- Message in a Bottle with 826 Valencia
- Community Music Center: Old Fashioned Swap

# Examples



- Outreach to local universities
- Service-learning volunteers
- CCA Design for the Elderly Class

# Thanks to our Collaborators!



Museum  
of  
Craft  
and  
Folk Art

de Young  
FINE ARTS MUSEUM



ACADEMY of ART  
UNIVERSITY  
FOUNDED IN SAN FRANCISCO 1929  
BY ARTISTS FOR ARTISTS

foreigncinema



always active™  
Seniors moving to better health.

cmc

Community Music Center  
making music accessible since 1921



ON LOK  
Lifeways™

scrap

a source for the resourceful

CCA

CALIFORNIA COLLEGE  
OF THE ARTS  
CENTER FOR ART  
AND PUBLIC LIFE



# Other national models



## Chicago

[www.matherlifeways.org](http://www.matherlifeways.org)

“CAFÉ PLUS”

## Vermont

[www.cathedralsquare.org](http://www.cathedralsquare.org)

## California

[www.mptf.org](http://www.mptf.org)

Motion Picture Television Fund

[www. Eskaton.org](http://www.Eskaton.org)

Eskaton