



Successful Aging: Helping Your Clients Be All They Can Be

Lisa Federico, CSA  
Teresa Amaral Beshwate, MPH

---

---

---

---

---

---

---

---

Lisa Federico, CSA



---

---

---

---

---

---

---

---

Who and what is Masterpiece Living?

Teresa Beshwate, MPH  
Managing Director of Operations  
Masterpiece Living



---

---

---

---

---

---

---

---

### The Masterpiece Living Pedigree

70% of physical aging & 50% of mental aging is determined by lifestyle...the choices we make every day

10 Years Ground-Breaking Research

Researcher's name: M.D.

Percent Functioning

Performance Curve

Age

MASTERPIECE Living

Roger Leach, MD, MPH

---

---

---

---

---

---

---

---

---

---

### Successful Aging

100%

Percent Functioning

Age

Successful Aging

Usual aging

Your aging journey is mostly determined by your lifestyle.

What does research show us we need to age successfully?

- ✓ A physically active and mentally stimulating lifestyle
- ✓ Strong social engagement
- ✓ Purpose and meaning in your life
- ✓ Environments that support this lifestyle

Which path will YOU take? It's up to you!

---

---

---

---

---

---

---

---

---

---

### The Masterpiece Living Approach

Masterpiece Living is a multi-specialty group who partners with organizations to maximize the potential of older adults by developing cultures of successful aging.

SOCIAL

INTELLECTUAL

PHYSICAL

SPIRITUAL

---

---

---

---

---

---

---

---

---

---

### Masterpiece Living – Expert Team



40 years total post-graduate education  
Over 300 years of experience in age-related fields  
1 Preventive Medicine Physician  
1 Internationally Recognized Author  
6 PhDs - Gerontology, Psychology, Wellness  
2 MPHs - Public Health  
2 MBAs - Business Management  
3 MAs – Gerontology  
1 MS - Wellness Management  
1 MGS – Social Gerontology

---

---

---

---

---

---

---

---

### What we do: research applied



Education  
Resources  
Campaigns  
Programs  
Tools  
Network



Miracle-Gro

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

The power of the Masterpiece Network: sharing among 80+ communities



---

---

---

---

---

---

---

---

Learning Objective #1

The research and philosophy behind successful aging

1. Social, intellectual, physical and spiritual research
2. Ageism and its impact on aging
3. Environment & expectations are key

---

---

---

---

---

---

---

---

Successful Aging: What It Is Not

- Anti-aging
- Fountain of youth
- Shaming
- Super agers club
- Accepting ageism
- An exclusively individual pursuit



---

---

---

---

---

---

---

---

**PHYSICAL** The continual growth of physical function

**INTELLECTUAL** Complex, new, and continually challenging experiences

**SOCIAL** Fostering a wide range of meaningful relationships

**SPIRITUAL** Broadly defined as our search for purpose and meaning

---

---

---

---

---

---

---

---

Where the magic happens

Your Comfort Zone →

**FIND YOUR UN-COMFORT ZONE.**

INTELLECTUAL  
PHYSICAL  
SOCIAL  
SPIRITUAL

---

---

---

---

---

---

---

---

**A Total Commitment**

Research-based belief that *anyone* can grow regardless of stage of life

MASSACHUSETTS  
UNIVERSITY OF LOWELL

---

---

---

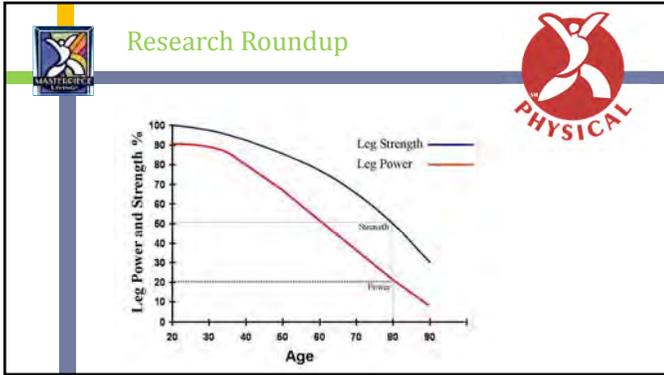
---

---

---

---

---




---

---

---

---

---

---

---

---

**Research Roundup**

Good social connections add \_\_\_\_ years to life expectancy

Loners have \_\_ times more cancer than all other groups

**SOCIAL**

---

---

---

---

---

---

---

---

**Research Roundup**

Attributing forgetfulness to “Senior moments” can exacerbate memory problems.

When stereotypes are negative about aging — when older adults are convinced becoming old means becoming useless, helpless or devalued, *they are more likely to suffer memory loss.*

**INTELLECTUAL**

**Dr. R. W. B. COGNITIVE CONNECTION**

Levy BR, Slode MD, Murphy TE, Gill TM. Association Between Positive Age Stereotypes and Recovery From Disability in Older Persons. JAMA. 2012;308(19):1972-1973. doi:10.1001/jama.2012.14541.

---

---

---

---

---

---

---

---

### Research Roundup

Meaning & purpose means longevity  
no matter when one finds it!

"...finding a direction for life, and setting overarching goals  
for what you want to achieve can help you actually live  
longer, regardless of when you find your purpose."

Hill, Patrick, Turiano, Nicholas. Purpose in Life as a Predictor of Mortality Across Adulthood. Psychological Science May 8, 2014

---

---

---

---

---

---

---

---

### The Goals

Using research as a foundation:

- ✓ Create cultures/environments of successful aging
- ✓ Change societal views on aging
- ✓ Change the experience of aging

---

---

---

---

---

---

---

---

### Barriers to the goals

- Ageism
  - In society
  - Internalized
- Low expectations
- Lack of a "Why not?" spirit
- Societal norms, status quo

---

---

---

---

---

---

---

---




---

---

---

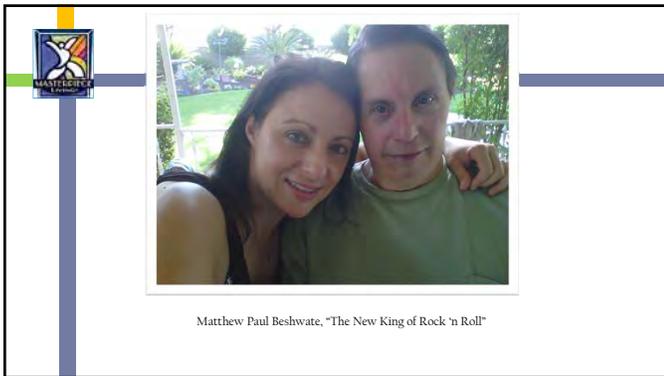
---

---

---

---

---



Matthew Paul Beshwate, "The New King of Rock 'n Roll"

---

---

---

---

---

---

---

---

**Ageism & Ableism**

<p><i>Noun</i></p> <ol style="list-style-type: none"> <li>1. Discrimination against a person of a certain age group.</li> <li>2. <b>Prejudice against our feared future self</b></li> </ol>	<p><i>Noun</i></p> <ol style="list-style-type: none"> <li>1. Discrimination or prejudice against individuals with disabilities</li> <li>2. <b>Discrimination in favor of able-bodied people</b></li> </ol>
---	--

---

---

---

---

---

---

---

---

Excerpt from: Expectations Drive Outcomes,  
 an article by Kay Van Norman
 

Irene, age 90, self sufficient but her daughter reports she's fallen a couple of times and has been using the walls and furniture for support around her apartment *for a while*. She falls and breaks her hip, goes to the hospital and rehab and return home with a walker and a need for home care. Nobody is surprised....

---

---

---

---

---

---

---

---

Excerpt from: Expectations Drive Outcomes,  
 an article by Kay Van Norman
 

Irene was demonstrating signs of physical frailty and no one did anything, not he family, not Irene, not the doctors. Almost any other condition would have been diagnosed and treated but because everyone expected her to be frail at age 90, they treated it as normal and just watched it happen.

---

---

---

---

---

---

---

---

The power of expectation




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

**We become what we think**

**Research has shown...**

When stereotypes are negative about aging — when older adults are convinced becoming old means becoming useless, helpless or devalued:

- They are less likely to seek **preventive medical care**
- More likely to suffer **poor physical functioning** and
- More likely to **die earlier**
- More likely to **suffer memory loss**



Ley B, Slade MD, Murphy TE, Gill TM. Association Between Positive Age Stereotypes and Recovery From Disability in Older Persons. JAMA. 2012;308(19):1972-1973. doi:10.1001/jama.2012.14541.

---

---

---

---

---

---

---

---

---

---

**We become what we think**

**Research has shown...**

When stereotypes are positive — when older adults view age as a time of wisdom, self-realization and satisfaction:

- More likely to **sustain a higher level of functioning**
- The Journal of the American Medical Association, suggests that seniors with this positive bias are **44 percent** more likely to **fully recover from a bout of disability**



Ley B, Slade MD, Murphy TE, Gill TM. Association Between Positive Age Stereotypes and Recovery From Disability in Older Persons. JAMA. 2012;308(19):1972-1973. doi:10.1001/jama.2012.14541.

---

---

---

---

---

---

---

---

---

---

**Self-Fulfilling Prophecy**  
*How Perceptions of Aging Affect Our Later Years*

By Joseph L. Smith, PhD, Senior Research Manager  
Mather Lifestylways Institute on Aging

**Positive Perceptions of Aging**

- Longevity
- Illness
- Functional Health
- Brain Health
- Psychological Well-Being
- Healthy Behaviors

**Figure 1. Outcomes Related to Perceptions of Aging**

**mather**lifestylways®  
INSTITUTE ON AGING

---

---

---

---

---

---

---

---

**The research says**

Lowering blood pressure and cholesterol improves lifespan by?

**Four years**

---

---

---

---

---

---

---

---

**The research says**

Exercise, maintaining proper weight and not smoking have been found to add how many years to life?

**One to three years**

---

---

---

---

---

---

---

---

 **The research says**

1975 study, Becca Levy & colleagues: 20 years after survey: those who viewed aging more positively lived on average ?? years longer than those who were negative about it.

**7.5 years**

B.R. Levy, M. D. Slade, S. V. Kasl, and S. R. Kunkel, "Longevity increased by positive self-perception of aging." *Journal of Personality and Social Psychology* 83, 2 (2002), pp. 261-70

---

---

---

---

---

---

---

---

 **"Fish did not discover water."**

- Marshall McLuhan



In fact, because they are completely immersed in it, they live unaware of its existence. Similarly, when a conduct is normalized by a dominant cultural environment, it becomes invisible.

---

---

---

---

---

---

---

---

 **Be a Change Agent**



---

---

---

---

---

---

---

---



### The Power of Words



---

---

---

---

---

---

---

---



### How Full is Your Bucket?



---

---

---

---

---

---

---

---



### Creating the Future

**CHANCES OF SUCCESS:**

- "I won't" – 0%
- "I can't" – 10%
- "I don't know how" – 20%
- "I wish I could" – 30%
- "I want to" – 40%
- "I think I might" – 50%
- "I might" – 60%
- "I think I can" – 70%
- "I can" – 80%
- "I am" – 90%
- "I did" – 100%

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



Senior  
Moment

---

---

---

---

---

---

---

---



Where Do You Want To Live?

Our residents' well being is our top priority. We know that the number one reason people select a senior living community is the quality of the **care** they receive. *The ability to provide the most comprehensive and consistent personal **care** services begins with the resident **evaluation** process.*

---

---

---

---

---

---

---

---



Where Do You Want To Live?

We know that every resident has unique **dreams** and **passions** that continue to **grow** throughout life. That is why we work to create a place that goes well beyond physical support, to a socially connected community with opportunities to **challenge the mind**, lift the **spirits**, revitalize **purpose** and **nurture** the heart.

---

---

---

---

---

---

---

---



Senior Moments  
**Redefined**

---

---

---

---

---

---

---

---



Let's Apply This

1. What words and phrases are commonly used at your organization?
2. Do they:
  1. Promote successful aging?
  2. Empower others?
  3. Convey strength?
  4. Promote a positive culture?
3. What words or phrases might you want to change or incorporate into your vocabulary?
4. How might you encourage accountability of language amongst team members?

---

---

---

---

---

---

---

---



Evolving language

1. Take inventory
2. Consider from culture perspective: subtle impact
3. Brainstorm with teammates
4. Involve older adults
5. Select alternative words
6. Pay attention to the impact
7. Permission policing, accountability, keep it fun
8. Continue to evolve



---

---

---

---

---

---

---

---

## Learning objective 2

**Get the latest in applied successful aging research: the work & successes of Masterpiece Living**

1. Trends in the Masterpiece Living network
2. MPL success stories
3. What is the data saying?

---

---

---

---

---

---

---

---



### What's trending in the MPL Network?

- Human capital identification, leveraging for benefit of society
- Fitness professionals serving all levels of living
- Data driven brand promises: "people here are growing, and we can prove it"
- Outreach beyond the walls
  - Positioning as experts in successful aging in greater community
- Coaching focus

---

---

---

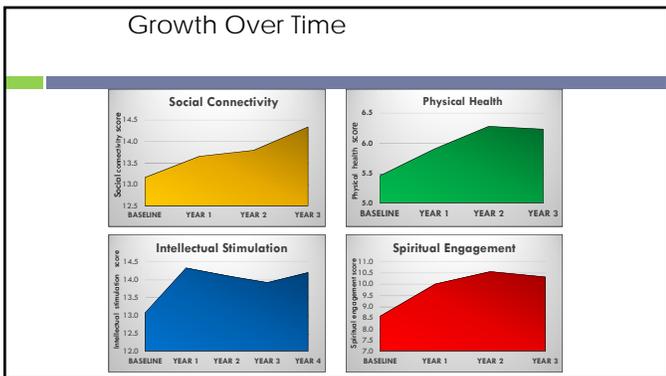
---

---

---

---

---




---

---

---

---

---

---

---

---

### Data Speaks – Affordable Housing Findings

- Case control findings
- Dose/response findings



Logos for Casa De La Vista, Fern Lodge, Mount Rubidoux Manor, Beacon Communities, MacArthur, Masterpiece Living, University of Michigan, Keiser, Brilliant Aging, and NuStep.

---

---

---

---

---

---

---

---

### Success Stories Motivate

- Gene, resident
  - ▣ Lost 60+ pounds
  - ▣ Improved cognitive function
  - ▣ Navigating loss of his wife more healthfully

---

---

---

---

---

---

---

---

### Learning Objective #3



**Gain immediately actionable tools to inspire your clients to age more successfully**

1. How to create a supportive environment (examine biases, ageism awareness)
2. Coaching dialogue

---

---

---

---

---

---

---

---



"We don't see things as they are. We see things as **we** are."  
Anais Nin

---

---

---

---

---

---

---

---



Be curious about what you can't see

---

---

---

---

---

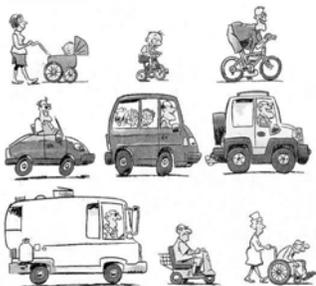
---

---

---



The Wheels of Life



---

---

---

---

---

---

---

---

 Acceptable Discrimination

“They can’t because they’re \_\_\_\_.”

---

---

---

---

---

---

---

---

A Moral Imperative

The SA research says there’s a better way to age!



Masterpiece Living works because we teach professionals in the aging field to be coaches.

---

---

---

---

---

---

---

---

At MPL Partners, Older Adults & Team Members:

1. Take Lifestyle Review annually
2. Receive individual feedback report
3. Engage in a follow up session (coaching session) ←
4. Chart their own course



Coaching every single day

---

---

---

---

---

---

---

---

“People tolerate your ideas, but they act on their own.”  
-Randall Root

---

---

---

---

---

---

---

---

- Coaching is Not...
- Giving advice
  - Determining what is right and wrong
  - Imposing your beliefs and ideas
  - Making a diagnosis
  - Suggesting treatments or medications
  - Fixing or helping – when we do we see people as weak or broken

---

---

---

---

---

---

---

---

When You Ask a Question...Be Quiet



How long do most people listen before interrupting?

---

---

---

---

---

---

---

---

### Coaching Is...

- Serving
- An alliance between a coach and person(s)
- Exploration of motivation
- Support and reinforcement
- Maximizing resources
- Promoting individual responsibility to make changes – *they do the work!*

---

---

---

---

---

---

---

---



### Self-Awareness Check

- Do we listen to respond?
- Are we "solvers?"
- How much silence can we tolerate?
- Do we simply want to "plug people in" to what we already offer?
- In talking with older adults, are we operating in the old or new paradigm?




---

---

---

---

---

---

---

---



### Coaching Dialogue: Let's Practice



- What do you want for yourself (today)?
- What does that look like for you?
- What is important to you?
- How can I/we support you in making that happen?

---

---

---

---

---

---

---

---



### Coaching, Applied

- How can this be applied professionally?
  - ▣ Personally?
- How do you know when you're being an effective coach?

---

---

---

---

---

---

---

---



Do the best you  
can until you  
know better.  
Then when you  
know better, do  
better.

- Maya Angelou

---

---

---

---

---

---

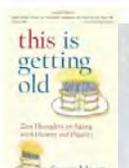
---

---

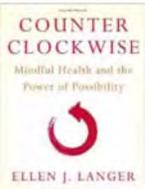


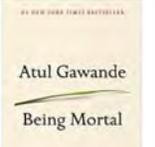
### Good Reads

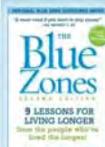


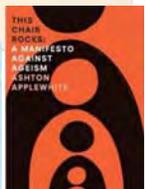












---

---

---

---

---

---

---

---



### Bloggers, researchers, thought-leaders

- On successful aging: Dr. Roger Landry
- On cognitive stimulation: Dr. Rob Winingham
- On ageism: researchers Becca Levy, Ellen Langer; blogger & author Ashton Applewhite
- On spirituality and aging: Dr. Harold Koenig
- On changing aging: Dr. Bill Thomas

---

---

---

---

---

---

---

---

### Changing Aging Beginning with You

- Be alert to ageism, and respond
- Practice coaching every single day
- Evolve your language, continually examine your biases
- Believe in your clients' ability to age successfully & be their supportive environment
- Live a **Successful Aging** lifestyle yourself



---

---

---

---

---

---

---

---

**THE MASTERPIECE LIVING CULTURE**

*We celebrate human potential.*

*We demand that the experience not perceptions of aging change.*

*We commit to be leaders and experts in the counterculture movement of successful aging.*

*We are professionals. We are kind people with strong morals that serve as our guide.*

*Our success depends on teamwork.*

*We do not fear failure. We see it as our teacher, at most a delay but never defeat.*

*We celebrate success and readily give praise to our colleagues and our partners.*

*Exceeding expectations is our priority.*

*We practice transparency, respectful, honest dialogue for the sake of personal and professional self-awareness and growth.*

*We invest in our team's professional growth in order to better fulfill our mission.*

*We walk our talk.*

*We do all of this as a **TEAM**.*

### Career opportunity at Masterpiece Living

- Changing the experience and perception of aging
- [www.mymasterpieceliving.com/careers/](http://www.mymasterpieceliving.com/careers/)

---

---

---

---

---

---

---

---



QUESTIONS?



---

---

---

---

---

---

---

---