

# THE SOUTHMINSTER COMMUNITY FUND

# 2015 MULTI-GEN PLAY PROJECT

GIVE

GROW

SERVE



SOUTHMINSTER



# COMMUNITY BENEFIT INITIATIVES

RESIDENT ASSISTANCE

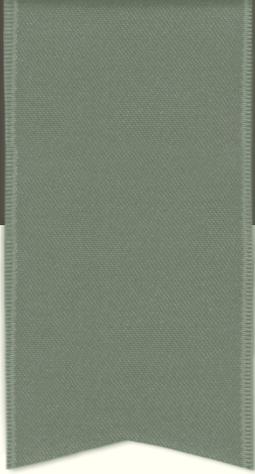
EDUCATION

CULTURAL ARTS

HEALTHY COMMUNITIES



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# OUR MISSION

To cultivate community partnerships that foster financial security, inspire growth and a commitment to service, for the betterment of the entire community. We will serve as a catalyst for change in GIVING, GROWTH and SERVICE.



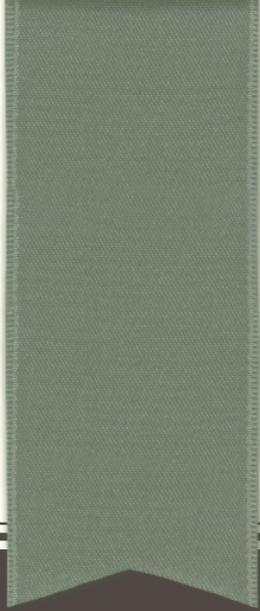
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# HEALTHY COMMUNITIES

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We believe in health and wellness programs that promote quality of life as well as longevity. Gifts to the Southminster Community Fund help support initiatives for building HEALTHY COMMUNITIES. Mecklenburg's multigenerational playground project originated with Southminster's Office of Philanthropy which raises and disburses funds to support community benefit initiatives through a committee of residents, leadership and community volunteers.





# MULTI-GENERATIONAL PLAY

“We don’t stop playing because we get old; we get old because we stop playing.”  
-George Bernard Shaw



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# RESEARCH

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- Physical activity is crucial to healthy aging. The Centers for Disease Control (2014) recommends those age 65 and older, with no health conditions, receive 2 hours and 30 minutes of moderate-intense aerobic activity every week and muscle strengthening activities 2 or more days a week. ([www.cdc.gov](http://www.cdc.gov))
- “Shared play experiences are a good way to build mutually beneficial relationships among younger and older generations, and these interactions contribute to cognitive growth, improved social skills, physical development and emotional well-being.” Davis, L., Larkin, E. & Graves, S.B.(2002) Intergenerational learning through play. *International Journal of Early Childhood*, 34(2), 42-49.
- “Playing with a child affords older adults the occasion to reminisce about their own childhood, while children can gain an enriched learning experience from interacting with positive role models. Together, they share a special time which only intergenerational play can bestow.” (Davis, et al 2002)



# RESEARCH

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- “Blended families, both parents working outside the home, and fewer siblings to play with have all contributed to changing the way children today engage in play. It is probable that many older adults would eagerly play with children if offered the chance to do so, because the informal interaction allows them to build satisfying relationships, in the here-and-now, and a vehicle for appreciating how the cycle of life continues.” (Davis, et al 2002)
- “The most creative children are those who have adults involved in their play. When children play with adults, they display higher levels of language and problem-solving skills than playing with their peers.” (National Toy Council , 2014)
- “According to studies, play is especially good for the elderly. Play has psychological and health benefits – it promotes relaxation, helps to maintain cognitive skills, like memory and problem solving, at a high level. Active games increase muscle tone, coordination and reaction time.” (National Toy Council, 2014)

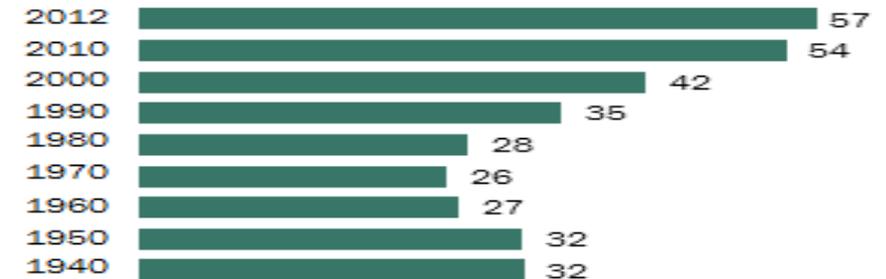


# MULTI-GENERATIONAL TRENDS

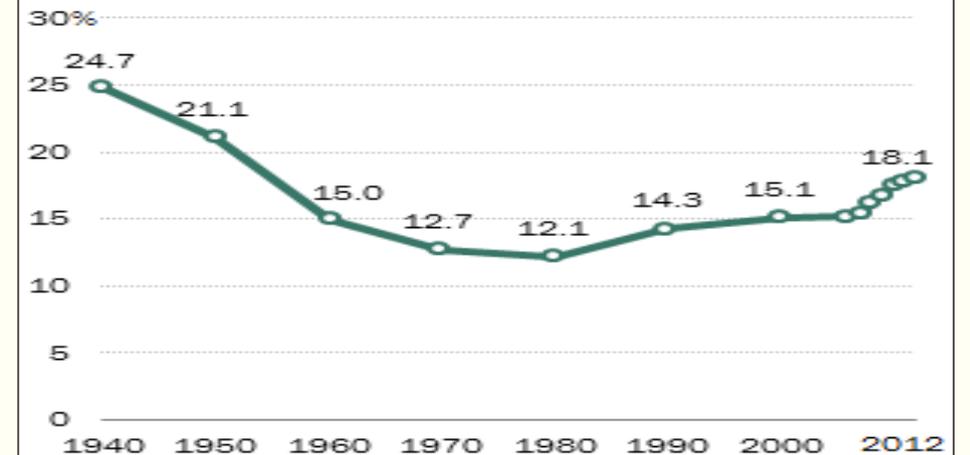
- 57 million Americans (18.1% of the U.S. population) lived in multigenerational households in 2012, this is double the number of such households in 1980.
- (Fry, Richard and Jeffrey S. Passel, 2014. "In Post-Recession Era, Young Adults Drive Continuing Rise in Multi-generational Living." Washington, D.C.: Pew Research Center's Social and Demographic Trends project, July.)
- "The U.S. is undergoing a critical demographic transition: By 2040, the proportion of people over the age of 65 will top 20 percent, and people under 18 will make up almost 23 percent. As a result, the oldest and youngest populations combined will make up almost half of all U.S. residents." (Hodgson, Kimberly, 2011. "Multigenerational Planning." American Planning Association, Chicago, IL.)

## Population Living in Multi-generational Households Has Doubled Since 1980

*In millions*



## Share Living in Multi-generational Households Continues To Rise



Source: Pew Research Center analysis of U.S. Decennial Census data, 1940-2000, and 2006-12 revised weight American Community Surveys (IPUMS)

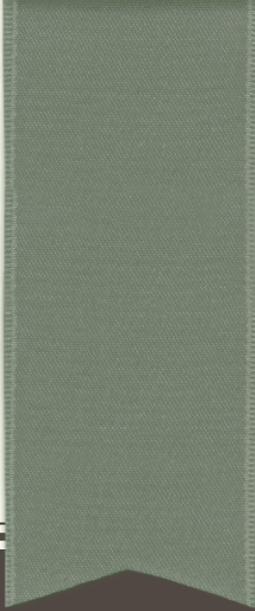
PEW RESEARCH CENTER

# MECKLENBURG COUNTY DEMOGRAPHICS

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- From 2002-2012 residents ages 50-64 increased 58%. During that same time residents age 65 and older increased 47%.
- By 2030 residents 50-64 in age is projected to double to 246,113 or 18.2% of the population. The population of residents 65 and older is projected to rise 125% to 204,653 or 15.1% of the population by 2030. (Community Needs Assessment of the Aging Population. UNC Charlotte Urban Institute, December 2014.)





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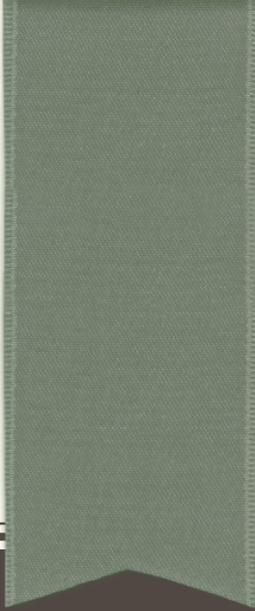
# WHY PLAY ?

“You can discover more about a person in an hour of play than in a year of conversation.” -Plato

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Proposed Site for MULTI-GEN PLAY

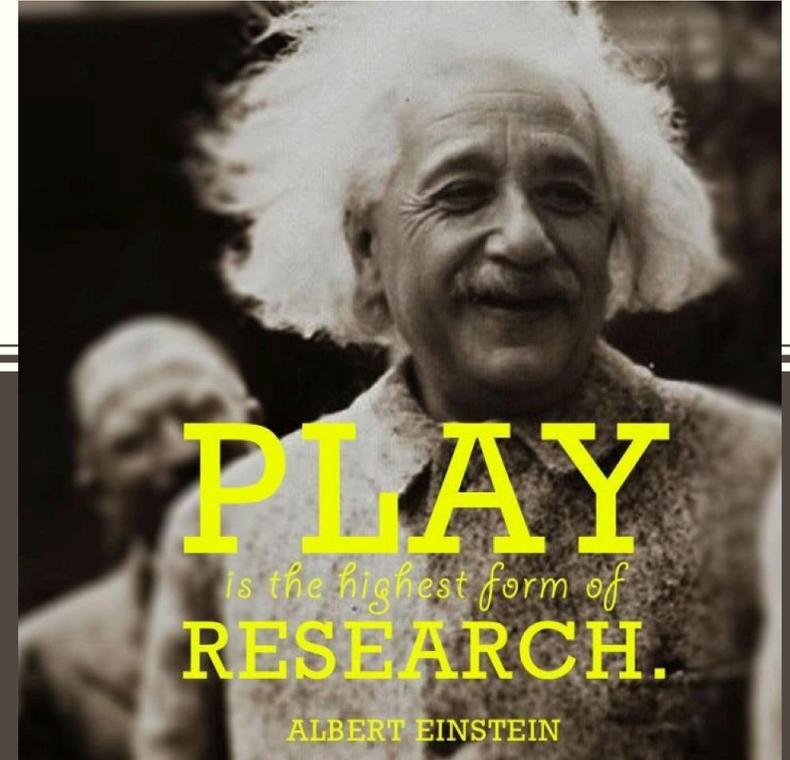


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# MULTI-GENERATIONAL PLAY PARTNERS

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Southminster's partnership with UNC Charlotte's departments of Kinesiology and Gerontology will provide an opportunity for a cross-disciplinary effort to design, develop and study multigenerational spaces over an extended period of time. This partnership will focus on both environmental design and human development. How does this project help promote positive relationships? What are the physical and psychological benefits of creating this space for the various cohorts involved?



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HOME OFFICE: Denmark

HISTORY: Founded by artist Tom Lindhardt in 1970 when he discovered children turned his colorful pieces of art into play equipment.

PLAY INSTITUTE: International network of play and child specialists who research and monitor societal trends and how they impact child development.



# HOW DOES PLAY IMPACT A COMMUNITY ?

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“A life or a culture devoid of, or deficient in, play exists as a heightened major public health risk factor. The prevalence of depression, stress-related diseases, interpersonal violence, the addictions, and other health and well-being problems can be linked, like a deficiency disease, to the prolonged deprivation of play.”

-The National Institute for Play, 2014.



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# CREATING AN AGE FRIENDLY CITY

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“We would like to play a role in supporting this initiative aimed to improve the quality of life for many people living in the city. Our students from different disciplines will have an opportunity to engage older adults by organizing and participating in the playground activities and collecting valuable research data to improve the program.”

-Dr. Julian Montoro-Rodriguez, Ph.D.  
Director, Gerontology Program  
Professor, School of Social Work & Sociology



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## WHAT DO CHARLOTTE LEADERS SAY ?

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“The playground will be of great help to people with Parkinson’s disease. There is scientific evidence to suggest that certain activities such as exercise, social connectedness and creativity, may not only be therapeutic for Parkinson’s symptoms, but may actually change the brain. A multi-generational playground will provide the opportunity for people with the disease to participate in all of these activities, regardless of their level of mobility.”

**-Marie Jaffe, Executive Director  
Parkinson Association of the Carolinas.**



S O U T H M I N S T E R

# COMMUNITY SUPPORT FROM CHARLOTTE LEADERS

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“The multigenerational aspect of the playground is also important to those living with Alzheimer’s and other dementias. There are encouraging studies about the importance of intergenerational relationships towards brain health and we would be excited to be part of something cutting-edge locally.”

-Katherine L. Lambert, CEO  
Alzheimer’s Association, Western North Carolina Chapter



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# COMMUNITY SUPPORT FROM CHARLOTTE LEADERS

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“Shepherd’s Center of Charlotte is excited and delighted about the development of a Multi-Generational Playground in Charlotte. Our ultimate goal is to keep seniors engaged in their community and maintain their independence as long as possible.

“Research tells us that social interaction can go a long way preventing isolation and subsequent depression at any age but it is particularly crucial for older adults whose life transitions can find them alone. This playground will provide seniors a unique opportunity to participate in activities with others and develop social connections.”

**-Marcia Scheideman, Executive Director  
The Shepherd’s Center of Charlotte**



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**KOMPAN!**

**MARION DIEHL**  
Multi-Generational Playground

## DATA COLLECTION

Innovative technology integrated into play structures allows for the collection of data that analyzes statistics such as calories burned and play usage.



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