NATIONAL ART COMPETITION AWARENESS PROJECT FOR CHILDREN

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- Dementia is an old age syndrome which changes the capacity of cognitive abilities.

- The impaired functions can cause challenging social behaviours which can impact the lives of both person with dementia and the family members resulting in social isolation.
An old age syndrome?

Then, why Iran Alzheimer Association’s target group was children?
What was the goal of IAA’s project?
Why involve the young group?
According to 10/66 studies, one third or more of people with dementia live in three generation households, with children under the age of 16.

In Iran, according to the Welfare Organization’s statistics, 91% of the aging population live with their spouse and children.

This project is the result of the past 12 years of IAA’s experience, observing the state of mental health of children who live in families caring for a person with dementia.

caring for people with dementia, imposes excessive physical workload, frustration, psychological suffering and economic burden on family caregivers who do not have enough time to spend on their children. As a result, the young group often feels confused and neglected.
- It is devastating for the young group to confront dementia at home. They often wonder whether their parents will catch it.
- The stigma is an obstacle to tell their friends about the illness of their grandparents.
- They, also, lose their emotional ties with their grandparents and are confused at their present behavior.
- They experience fright, uncertainty & have many unanswered questions.
- The caregivers have to deal with endless challenges of care and have less patience for their young ones who may experience emotional crisis.
In order to achieve this goal, IAA initiated the art competition project by means of which parents would become aware of their children’s sentiments towards their grandparents and children would be informed about dementia.
Method

- Approval of proposal in IAA
- collaboration with the Institute for the Intellectual Development of the Children and Young Adults which has an established network of 850 permanent mobile stations in towns and villages across Iran.

- The Art Competition Project was presented to the directors and was approved after several meetings

- Work began between the expertise of two sides to indicate:
  - The main themes
  - age groups
  - Dead line
  - Methods
  - Outline tasks of cooperation
  - Select a jury
  - select prizes

The event was planned to end before the International Child’s Day. An exhibition of the selected works was held during the International Child’s week.
Themes

1- Prevention
2- Communication with the elderly
3- My forgetful grandparents
Prevention
a. Aging and exercise

(which exercises keep us fit & healthy)
b. Aging and nutrition

(what are the healthy foods)
c. How to look after our heads when we play, skate, ski, cycle, motor ride or drive
d. Exercises that I do with my grandparents
e. Meal times with my grandparents
Communication with the elderly
a. Fun time with my grandparents
b. When I am by myself with my grandparents
c. My grandparents’ life style
d. What I have learnt from my grandparents
How to express my love to my grandparents
f. A gift for my grandparents
g. Things my grandparents like to do
h. Places I visit with my grandparents
i. How I help my ailing grandparents
My forgetful grandparents
a. My forgetful grandparents
b. Games I play with my forgetful grandparents
Age groups:

- 4-6 years of age
- 7-12 years of age
- 13-16 years of age
- Size of art pieces:
Cardboard sizes A4 & A3

- Technique:
Free style using gouache, pastel, watercolour, collage…

- Procedure:
- One piece of art work was admitted by each entrants
- Do not submit mounted collage.
Outline of collaboration

IAA’s tasks:

- Design, print event’s poster and publicity
- Distribute poster to children’s NGOs such as cancer, haemophilic, etc.
- Collect artworks
- Appoint experts in the jury
- Provide prizes
- Administration of the project
فرمایش مسابقه نقاشی: مامان بن‌گر، بابا بن‌گر دوستقهران دارم!
برای کودکان و نوجوانان ۳ تا ۱۵ سال

در محورهای:

۱. پیشگیری (چگونه سلامتی خود را حفظ کنیم؟)
- سالم‌سوزی و ورشش (چه ورزشی بکنیم تا مثل پسر
- سالم‌سوزی و تغذیه (چه چیزهایی بخوریم و چه
- چیزهایی هم می‌توانیم که وی‌پی بر سلامت بپردازیم
- جوری‌های محل ورزش و باید از سرمای مراقبت کنیم
- اسکیت، دوچرخه، موتورسواری، بالاندگی و...

۲. هدیه به مامان بن‌گر/ بابا بن‌گر
- کارهایی که من و مامان بن‌گر/ بابا بن‌گر با هم می‌کنیم
- چگونه منی به مامان بن‌گر/ بابا بنگر بیمار کمک می‌کنم

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مهلت ارسال آثار: ۲۵ شهریور ماه
لطفا پیشگیری ارسال شود.
آدرس دیپلماتی جهت ارسال آثار: شهرک اکانتان، پیام‌اول، برق، وردود، بخش شهروندی ناحیه ۵، میدان میلادی، اکانتان ایران
تلفن: ۰۲۱۳۲۲۱۰۰۳۸، ۲۲۲۳۸۲۱۰۰۳ | داخلی ۳۷۳۳۸۴۰۵۵
The Institute’s tasks:

- Distribution of event’s poster & announcement to all its network (in these centres, art teachers explained the competition to the children and answered their questions)

- Appoint experts in the jury

- Provision of exhibition space
The Jury

3 international judges were appointed by the Institute and 2 experts by IAA.

The jury’s evaluation criteria in selecting the best works were:

- Keeping in line with the themes
- Keeping in line with the regulations of the competition
- Originality in thought & idea
- Creating interesting context, applying appropriate colours & technique
Winners

More than 800 works were submitted

The winners were selected in 3 categories:

• First group: 18 works were given excellence
• Second group: 35 works were given merits
• Third group: 60 works were selected as exhibition works
Prizes

The prizes for the 3 groups (113 entrants) were:

Each work was mounted on a board, certificate of the competition and a book published by IAA about dementia for children.

All other entrants received the competition’s certificate.
Exhibition

The entire 113 selected works were exhibited during the International Child’s week.
Future plan

The interpretation of the artworks by psychologists is the next step of this project.
Thank you for your attention

Iran Alzheimer Association (IAA)

www.Iranalz.ir