

# THE GENIUS OF CARING

## ABOUT THE CAMPAIGN

The **Genius of Caring** is a robust community engagement campaign and public art project that grew out of the documentary film, *The Genius of Marian*. The Genius of Caring is an interactive documentary project that presents documentary portraits of caregivers and offers visitors a place to share stories and connect with others. The site captures the complex emotional experience of caring for loved ones with dementia while creating a community connected through compassion.

Alzheimer's is often a long and isolating disease process. And for the more than 15 million caregivers who support loved ones with the disease, the isolation can be debilitating. The Genius of Caring is designed to support caregivers and to provide students, healthcare professionals and others with a glimpse into the caregiving experience.

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**Documentary Caregiver Portraits:** The filmmaking team from *The Genius of Marian* launched this site featuring a portrait of Ed and Pam White. The plan is to produce five additional documentary portraits of caregivers, reflecting the diversity of experience in what it means to be a caregiver. We are currently casting caregivers and seeking presenting partners and sponsors for the project. Presenting partners will identify and introduce potential caregivers to the team.



The presenting partner will have an opportunity to blog on the Genius of Caring site and reach out to their audience. The filmmakers are also interested in working with partners to further develop the site so it helps caregivers find services and support. Once complete, the films will be made available for free online and will be distributed widely through our partnerships with the Alzheimer's Association, PBS online, the Sundance Institute and the Tribeca Film Institute, among others.

**Story Sharing Project:** The Genius of Caring story-sharing project captures the complex emotional experience of caring for loved ones and offers visitors a place to share stories and connect with others. Visitors to the website can navigate curated media and user generated stories that address important themes within and stages of the disease process. Visitors will also be invited to share their own experiences and to learn from and connect with others. As the project grows, thousands of diverse stories will come together to create a portrait of a community connected through compassion.



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[PLAY TRAILER](#)

## OUR OBJECTIVES

- Catalyze meaningful conversations about Alzheimer's and caregiving within families, caregiving teams and communities.
- Promote interpersonal connection and a deepened understanding of caregiving and Alzheimer's through arts and storytelling.
- Broaden the understanding of Alzheimer's disease and family caregiving outside a clinical context for medical students, healthcare professionals and other service providers.

## WHAT PEOPLE ARE SAYING

*"The Genius of Marian is by far the most meaningful representation of a family's experience with this disease that I've seen (and I've seen a few). Its value as a conversation-starter for families and caregivers cannot be overstated."*

-Susan Rowlett

Genius of Caring Advisor, Manager of Care Consultation & Clinical Education, Alzheimer's Association, MA/NH chapter

*"My Mom, 73, has Alzheimer's and it is hard to get my Dad to come to grips. We have tried support groups, therapists, his friends and family members. Nothing has worked and I believe this will."*

-Genius of Caring Community Member

*"...if one person can find this useful to help their loved one then we as a group have done what we are here to do, support each other and help our loved ones."*

-Genius of Caring Community Member