

Robin Andrews Smith, Biography



Robin is the owner of 11:11 Collaborative, LLC a coaching and consulting group committed to changing personal experiences due to stigmas of ageing or dementia.

She earned a master's degree in Marriage & Family Therapy and has worked in behavioral healthcare for 20+ years as a family advocate, transitions counselor, and a development consultant.

2018-2019 Robin consulted for [Orchard at Brookhaven](#), a Georgia based assisted living and memory care. She developed and piloted a family-inclusive move-in transitions program and established a "first of its kind" early-onset *Assisted Support* dementia care specifically for persons 59-79 years old with mid-stage dementia abilities. During this time Robin received a grant from the Georgia Gerontology society and spearheaded a Dementia Friendly Initiative with Councilman Joe Gebbia in the City of Brookhaven. She now volunteers for the community facilitating "[You & Me](#)" a monthly support group for spouses and their partners who are living with early stage dementias.

Robin is an active advocate for Georgia residents serving as a member of [CO-AGE](#), the Georgia Council on Aging, [GARD](#), the Georgia Alzheimer's and Related Dementia State Plan, and the GA Dementia Friendly Initiatives workgroup. She has been a guest columnist and panelist for the Atlanta Journals Aging in Atlanta Special Edition Series and in July 2018 co-created and facilitated [The Alliance Theater's CONNECT](#) a "theater for life" pilot workshop series for persons with early-stage dementia sponsored by the Alzheimer's Association.

Nationally, Robin participates as a member of the Arts and Dementia committee for the [Dementia Action Alliance](#) and in 2016 was a contributing author to the DAA's white paper *Living with Dementia: Changing the Status Quo* and a sponsor of the *Caring Conversations Project* launched in Atlanta and Washington DC.

From 2016-2018 she served as a content advisor to Ceresti Health, a California based patient engagement company integrating behavioral science into support for families living with chronic healthcare conditions.

Robin found her true passion for dementia while working alongside international dementia educator Teepa Snow as the development director of [Positive Approach, LLC](#). She was instrumental in supporting the expansion of the company into the internationally recognized resource that it is today.

Collaborating with the WA State Area Agency she was the associate producer of a *Dementia Support Group Video Series*, starring Teepa Snow, and was an executive producer of the award winning [Where Did You Go?](#) a short film profiling Lewy Body Dementia produced by UK based film company, Shared Syndicate.

In June of 2017 while serving as co-founder and consulting CEO for Dementia Spotlight Foundation, Robin produced ***Live, Laugh, Light Up Atlanta***. a premier "Edu-Entertainment" featuring 30 Rock star Jack McBrayer. [AJC article: http://buzz.blog.ajc.com/2017/06/20/jack-mcbrayer/](http://buzz.blog.ajc.com/2017/06/20/jack-mcbrayer/)
[WABE interview: http://news.wabe.org/post/city-lights-jack-mcbrayer-light-atlanta-and-more](http://news.wabe.org/post/city-lights-jack-mcbrayer-light-atlanta-and-more)

Beginning her career as a performer in Los Angeles, CA Robin worked professionally in theater, film and television earning memberships to Equity, American Federation of Radio and Television Artists and the Screen Actors Guild. In 1997 she took her passion for human behavior a different direction and reshaped her talents earning a master's degree in solution focused systems therapy.

Robin believes artistic and experiential education is the key to raising awareness and changing personal and collective fears and stigmas associated with dementia.