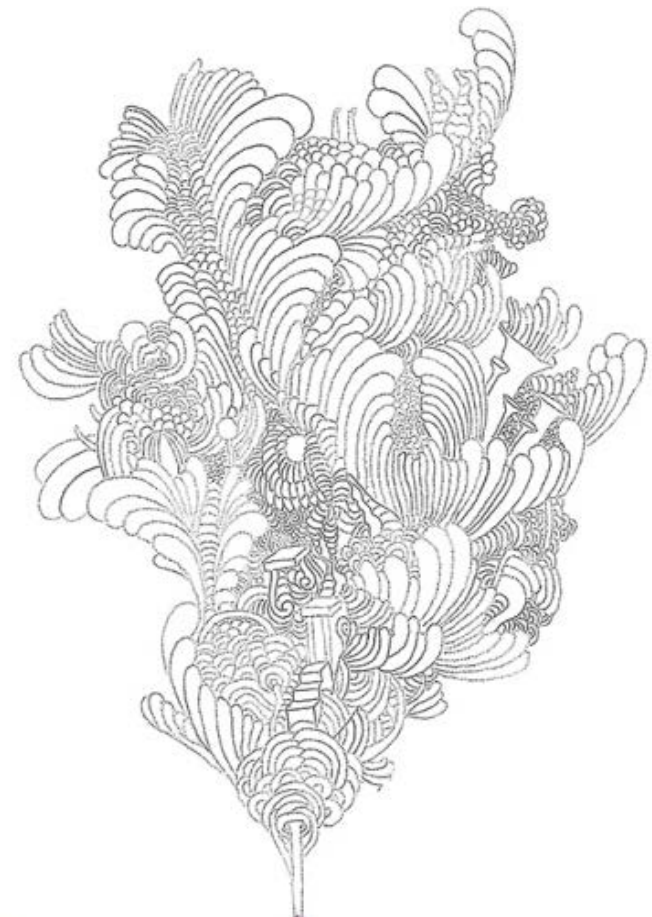


The Institute for Creative Health and the National Arts and Health Framework

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The National Arts and Health Framework

What is it? Real world example for relevance

About Us

The Institute For Creative Health

Purpose and Strategy

The Framework as a living breathing document



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Recharge
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PLEASE
**CLEAN
YOUR
HANDS**



Please clean your hands when entering and leaving the hospital.

If this dispenser is empty please notify a staff member.



What we created

- Original dance based on best Hand Hygiene Practice
- Original Music
- Variations on the 'basic dance' for 6 professional dancers
- A professional music video clip (to be released)
- 'How to do the dance video' online (over 700 views)
- Flash mob in the hospital as part of Change Day on 11 March 2015 – www.changeday.com.au









Hand Dance Legacy

- Other hospitals interested
- Continued pop up 'mobs'
- High level of engagement from Uni Melb medical students
- Professional video of Hand Hygiene – Dance it in, Artistic response to a serious health issue for submission to festivals and award programs

The Institute for Creative Health

Independent National Not for Profit National Body established in 2006 (originally known as Arts and Health Foundation)

A mission to prove and demonstrate that the arts, in all its guises, are essential to the health and wellbeing of individuals and communities. We believe that all individuals and communities should have access to arts and health.

- National
- Multi-art form service organisation
- Purpose to grow and develop the arts and health sector
- Advocate for greater investment in the health and wellbeing of Australians through the arts.

The Institute

Working Board of 10 Directors
meeting bi-monthly in NSW

- Executive Director Emma O'Brien (health) (VIC)
- Special Projects Director Maz McGann (community) (SA)
- Employ contract artists, therapist, researchers
- Volunteer team of admin, IT support, financials, legal
- We have four Ambassadors
 - Robyn Archer AO and Professor Ian Hickie , Ms Sally Francis & Ms Julie Cannell
- Supported **Leadership Groups in every State being launched this year**

Our vision is a Healthy Creative Australia

A nation of people who actively participate in art because we all understand it to be fundamental to everyday life, a place where art is accessible and valued across platforms. Like exercising for physical fitness or reducing energy consumption for a greener planet, participating in art will be accepted as a fundamental component for a healthy, fulfilling and happy life.

The Institute and The National Arts and Health Framework (NAHF)

- Co-ordinated the campaign to establish a policy that clearly defined the nature, value and capacity of arts and health in Australia. Including support from the Rural Health Alliance
- Convened a National Arts and Health Forum at Parliament House in Canberra in 2012 (Policy Director Deb Mills)
- Followed with extensive consultation with the Ministerial working party tasked with the Framework and community organisations
- Lobbied State and Federal Governments (Ministers of Arts and Health) for endorsement of the Framework
- Endorsed in November 2013 and launched State by State (2014/5)

The National Arts and Health Framework

NATIONAL ARTS AND HEALTH FRAMEWORK

Our commitment

Australia's Health Ministers and Cultural Ministers are committed to improving the health and wellbeing of all Australians and recognise the role of the arts in contributing to this.

Framework purpose

This framework has been developed to enhance the profile of arts and health in Australia and to promote greater integration of arts and health practice and approaches into health promotion, services, settings and facilities. It has relevance for all agencies, departments and organisations with a role in promoting health and wellbeing and in delivering health care and services, including arts agencies and all those already engaging with arts and health practice.

Through this framework we:

- acknowledge the value and benefits of arts and health practice and outcomes
- endorse collaborative relationships between arts and health sectors nationally, and within each state and territory, as well as across the spheres of government and the non-government sector
- value the professionalism, excellence and ongoing development of those working in the field
- acknowledge the importance of continuing the research into arts and health practice and outcomes and growing the body of evidence about the benefits.

Extract and Link available

The Definition of Arts and Health In The Framework

‘Arts and health refers broadly to the practice of applying creative, participatory or receptive arts interventions to health problems and health promoting settings. These arts and cultural interventions have a role across the full spectrum of health practice; from primary prevention through to tertiary treatment.’

‘Creating arts and health experiences to improve community and individual health and wellbeing.’

Framework Purpose / Strategy

- **Endorsement / Accountability** - It is about a moment in time – and working within the political and administrative landscape in Australia – a call to action for investment.
- **Promotion** - Using the arts to support health communication and education about the social determinants of health and preventative health matters.
- **Collaboration** - partnerships, strategic alliances and collaborative approaches across arts and health sectors, the spheres of government, the community, business, education and the non-government sector.
- **Evidence and Research** - Ensure there is ongoing research, evaluation and documentation of arts and health practice to strengthen the case for arts and health, build on existing expertise and professionalism and refine research methodologies.
- **Integration** - Of arts in to health facilities and their environs through improved funding models, integration at design stage and increasing spaces for arts practice within health facilities.
- **Instrumental Value for Government Priorities** - with arts and health programs that address Indigenous disadvantage, preventative health, mental health, dementia and primary health care.
- **Recognition** - Value the professionalism, collaboration, excellence and ongoing development of the practice and those working in the field

The Framework is not a
“How To” manual

The Framework in a nutshell

The Arts are Intrinsically good for your health. The best 'dose' is through 'participation' and 'co creation'

We have come a long way- now is the time to consolidate and support the diversity of practice

Investment from multi stakeholders in imperative

Collaboration - not silos

Arts and Health is broad - united the practitioners, participants, and institutions have a very powerful voice

READ IT AND USE IT!!

Question 1.

If you were in charge – wherever you work. What would you do to implement arts and health activities or initiatives?

Question 2.

Why would you
do these things?

Question 3.

Join up with others to form a group.

Pick one of the things you would do if you were in charge.

Now convince the others in your group why it should be done?

(Think about the evidence, the outcome, your target, what makes them tick?

And the of course don't forget the bottom line)

Mission vs Strategy vs Plan – A Sporting Analogy

The mission

To be the best team in the league
Measure – Winning the premiership

How?

The Strategy

Recruit the best players
Win as many games as possible

How?

The Plan

Secure new sponsors to fund recruitment
Train twice per week
Practice skills
Increase player strength by going to the gym
Agree on communication techniques
Implement the latest plays on the field

Question 4.

(time permitting)

As a group prioritise all of the ideas.

Select 2 – 3 and come up with a basic strategy for each.

The Strategy should include....

1. What it is your going to do.
2. The outcome.
3. Why do it – what is the benefit for you and your workplace / boss / board?
4. Who needs to be involved – who do you need to convince?
5. What resources do you need?
6. What is the first step when you get back to work tomorrow / next week?

Report Back to
the Group