

CONFERENCE REPORT

SEPTEMBER 2013

CULTURE
HEALTH &
WELLBEING
BRISTOL 2013

INTRODUCTION



*'Totally brilliant conference.
Uplifting and stimulating
for all.'*

Professor Richard Parish

The Culture, Health and Wellbeing International Conference was held in Bristol, UK, from June 24th – 26th 2013.

It brought together 390 delegates and speakers from 22 countries to share, discuss and enjoy presentations, performances and workshops on the themes of:

- Healthy and Creative Ageing
- Global Health Inequalities and Culture
- Culture and the Social Determinants of Wellbeing

with a particular focus on:

Research

- The latest research and new methodologies
- The dissemination of international research and evaluation

Policy

- Local, regional, national, and international policy development
- Developing national and international collaborations and networks

Practice

- Museums and Health
- Arts in healthcare settings
- Arts and health promotion/prevention



Lord Howarth of Newport

The Culture, Health and Wellbeing International Conference was delivered by Arts & Health South West on behalf of the National Alliance for Arts, Health and Wellbeing. It was organised in partnership with The Royal Society for Public Health, Canterbury Christchurch University, Durham University and the University of the West of England with funding and sponsorship from Arts Council England, the Daiwa Foundation, the Fine Family Foundation, Bristol City Council and Routledge.

BACKGROUND



'The conference was simply magnificent on every level. I felt so fortunate and privileged to attend.'

Sizzle Ohtaka



Knitifi installati



ound Dance Company

Plans for the conference developed out of conversations with the group of nine organisations that represent the regions of England in the National Alliance for Arts, Health and Wellbeing. Arts & Health South West (AHSW) committed to delivering an international conference in their business plan for 2012-15.

AHSW is funded by Arts Council England as a National Portfolio Organisation and the conference was part of the organisation's commitment to provide collective leadership for the arts and health sector and to act as an advocate for the arts in the wider world. The aspiration of the National Alliance for Arts, Health and Wellbeing is to deliver biennial international conferences in different regions of England.

Partnership with the Royal Society for Public Health (RSPH) provided the conference with essential support, influence and connections within the health sector. Richard Parish, then Chief Executive of the RSPH, was on the conference committee and was the main conference Chair. Academic partnerships with Canterbury Christchurch University, Durham University and the University of the West of England provided financial support and the involvement of committee members, Professor Paul Camic, Professor Norma Daykin and Mike White, all renowned academics in the field of arts and health. Other members of the conference committee, Gavin Clayton, Deborah Munt and Jane Willis brought to bear particular expertise in arts and health practice.

The conference was delivered by Alexandra Coulter, Director of AHSW and Jackie Henville, Co-ordinator of AHSW, with the support of the AHSW Trustees and 13 volunteers, recruited from AHSW's membership. The planning and development of the conference was delivered as part of AHSW's core work funded by Arts Council England. Funding to support the costs of the conference came from delegate fees with additional financial contributions from academic partners, the DAIWA Foundation, the Sasakawa Foundation, the Fine Family Foundation and Culture Ireland. In-kind support came from Bristol City Council and Routledge.

PROGRAMME

'It was truly an educational and rewarding experience, and I am very glad to have been part of it.'

Workshop: Moving, being and being moved

The programme aimed to integrate arts and health research with practice. Keynote presentations were selected to give a range of insights into policy, practice and research.

Abstracts were sought from researchers and practitioners from across the world and selected by the conference committee. Abstracts were for oral presentation, poster presentation or workshop. We received 263 abstracts submissions from 20 countries including Japan, New Zealand, Australia, Canada, USA, Nigeria, Sweden and Finland amongst others. 91 practice abstracts and 63 research abstracts were accepted.

The main conference chairs were Professor Richard Parish, Professor Gabriel Scally and Jane Willis. The keynotes were by John Wyn Owen; Shona McCarthy and Dr Eddie Rooney; David Leventhal; Lord Howarth of Newport; Kate Wells; Mike White and Mary Robson; Margret Meagher. The keynote performances were by Sizzle Ohtaka and a performance of Bewitched by the Irish Chamber Orchestra with soprano Deirdre Moynihan. There were another 5 performances, 14 workshops, 31 oral presentation sessions and 35 poster presentations over three days. There was a debate on Culture and the Social Determinants of Wellbeing and the conference ended with an international panel discussion drawing on questions generated by delegates and discussed in World Café sessions.

In his opening address, John Wyn Owen presented issues of the arts and health in the context of new realities for health globally and in supporting resilient people and communities. He also looked at progress in the field of

arts and health since the Windsor Declaration of 1998 which promoted the practical application of the arts and humanities in caring for people and in promoting better health and well being. John Wyn Owen also announced the publication of **Arts, Health and Wellbeing Beyond the Millennium: How far have we come and where do we want to go?**, a report by the RSPH Working Group on Arts, Health and Wellbeing, June 2013. This report gives an overview of the arts and health field, with particular reference to the UK and New Zealand. You can download the report from the RSPH website www.rsph.org.uk.

As well as looking back at the development of arts and health, Lord Howarth of Newport spoke about his work with the National Alliance for Arts Health and Wellbeing to set up an All Party Parliamentary Group on Arts and Health. He said that by: 'patiently, persistently, reasonably explaining to clinicians, commissioners and managers, as well as to social workers and local authority officers across the country, that what you offer works, is inexpensive and cost-effective, is loved by patients and frail elderly people, is loved too by staff, you will increasingly succeed in changing practice, improving the culture, developing a new wisdom. It will be a long march through the NHS and Social Services, but you will increasingly find acceptance.' It was an impassioned call to action and all who heard it felt newly energised.

Other keynotes gave delegates an opportunity to hear about and be inspired by the opportunities arising from Derry-Londonderry City of Culture, the benefits of dance for people with Parkinson's and Kate Wells' research about how crafts can help women in KwaZulu-Natal to express their concerns about HIV/AIDS. All these keynotes can be watched at <http://www.culturehealthwellbeing.public-i.tv/core/>. On the final day Margret Meagher,

Executive Director of Arts and Health in Australia talked about the global movement that is Arts and Health and how we can further our international connections. Mike White and Mary Robson spoke about 'Arts Development in Community Health - a small-scale global phenomenon'.

A number of live performances throughout the conference showed how music, theatre and poetry are being used in, and inspired by, healthcare settings. Japanese musician Sizzle Ohtaka engaged the audience with her singing and gentle percussion sounds; a string quartet and soprano moved delegates with Ian Wilson's 'Bewitched', a piece of music composed during a residency in the stroke unit at Tallaght Hospital, Dublin; and poet Karen Hayes charmed her audience at the Arts & Health South West Awards dinner which took place during the conference.

A huge range of talks enabled delegates to discuss research and practice around subjects from wellbeing in New Zealand to creative ageing in Japan and Finland. Workshops gave the opportunity to try knitting, dance, writing and a range of other creative techniques.

In addition to the performances included in the main programme performance interventions were planned and delivered by the Bristol Arts and Health Forum. These were Stand + Stare Theatre Jukebox, Once Picnic and Tom Marshman and his Compliments Bike. This aspect of the programme was supported by Theatre Bristol, Bristol City Council, Wellspring Healthy Living Centre & Willis Newson.

More details about the programme and all of the related papers are available on the conference website www.culturehealthwellbeing.org.uk.

DELEGATES

'It was a fantastic event, wonderfully programmed, brilliantly organised, warmly hosted.'

Delegates included representatives of a wide range of cultural organisations, health bodies and academic institutions as well as individual artists and practitioners.

390 people attended the conference including speakers and volunteers. All the morning keynotes and sessions in the main conference room were webcast on June 24th and 25th. 152 people watched them live and a further 1506 people have watched them subsequently (as of September 20th 2013). The webcasts are available to be viewed for six months from the conference date on the website.

Some of the institutions and organisations represented at the conference were: Qatar Museums Authority; The Swiss Tropical and Public Health Institute; The Wellcome Trust; University of Florida; City of Jyväskylä, Finland; Alzheimer's Australia; Bath & North East Somerset Council; British Museum; University of Salford; Creative Recovery; Chichester Area MIND; Olivia Newton John Cancer and Wellness Centre, Melbourne; Age UK Suffolk; The University of British Columbia; Oxford Health NHS Foundation Trust; The Patients Association; Tate Modern; Birmingham Centre for Arts Therapies; University of Tsukuba, Japan; New York Institute of Technology College of Osteopathic Medicine; English National Ballet; Kirklees Library and Information Centres.

The following organisations had display stands at the conference: The University of Florida Center for Arts in Medicine; Paintings in Hospitals; Routledge; The Royal Society for Public Health.



Some examples of delegate roles were: Director of Cultural Services; Family Physician; Doctoral researcher; Community Artist; Professor of Psychology and Public Health; Community Involvement Manager; Professor of Arts in Health; Freelance Poet/Writer; Public Health Development and Commissioning Manager.

The Royal Society for Public Health awarded delegates with 21 Continuing Professional Development points (or 7 per day). All delegates received a RSPH CPD certificate.



EVALUATION

CULTURE HEALTH & WELLBEING

INTERNATIONAL
CONFERENCE
JUNE 24TH - 26TH 2013
BRISTOL, UK

*'The most memorable
conference on "Arts Health
and Wellbeing" ever.'*

Performance: Bewitched

Informal feedback

We received more than 40 emails after the conference thanking us and we are very grateful to everyone who contacted us. A small sample of what people said:

'This was quite simply the best conference day I have been to in my 20 year career as an NHS Consultant. I say this as an evidence-based doctor.'

'I felt as though I was part of an important movement today'

'It was a fantastically rich 3 days that inspired, provoked and excited me and I was really delighted to be there.'

'Totally brilliant conference. Uplifting and stimulating for all.'

'The most memorable conference on "Arts Health and Wellbeing" ever.'

'It was a fantastic event, wonderfully programmed, brilliantly organised, warmly hosted.'

'From the point of view of a participant and delegate I feel very privileged to have been able to benefit from it - I found it stimulating and inspiring and tremendously motivating and encouraging. I am sure I speak for everyone who was there.'

'It was truly an educational and rewarding experience, and I am very glad to have been part of it.'

'What a wonderful conference! It's amazing to have been part of something that has grown so much in stature and gained such recognition since I began working in this field in the 1970s.'

'The conference was simply magnificent on every level. I felt so fortunate and privileged to attend.'

Dr Susan Cox, Associate Professor at the University of British Columbia, Canada, wrote a poem about the conference:

Cynefin: A celebration of place (with thanks to John Wyn Owen)

A welsh word

A cultural barometer

An archive of transformation

The city has opened up in a way we could not have imagined before

In dance we escape
the pervasive potential for
medicalization

reform social bonds

change the dialogue about our
primary needs

healthy economies draw

musicalities together

transient populations accessing
an intensive triangulation of methods

arts on prescription

anxiety fed out through our fingers

daily pain diaries dissipate

now we know why the caged bird sings

the cost effectiveness of inaction
the inaction of cost effectiveness
levers for change
the need to acknowledge volunteers

no budget attached
Sizzle should administer the arts
Soften the medical hierarchy
And write a manifesto

Theory lumbers along
A mythical bird speaking of spiritual
uncertainty
Practice must not wait
We count hedonic experience the
measure of our day

Living well in Cornwall
Blue spaces and time beside the sea
Picnics with pate and port
Indices of subjective well-being

Health senses the cultural object
The aesthetic third lives a life of its own
The well-being umbrella opens
Larkin's toads visit the knitting room

And cynefin commeth
And cynefin goeth.



Once Picnic participants



Conference Film

The conference film was made by Artsworld Media, Bath Spa University. A copy of the film is included with this report and you can watch the film on the website www.culturehealthwellbeing.org.uk.

Royal Society for Public Health feedback

The Royal Society for Public Health was delighted to support Culture, Health and Wellbeing 2013. Access to and involvement in creative activity and the arts in all its forms is an important component in both the overall health and wellbeing of society and for individuals within it. Throughout RSPH's work in the area of improving population health via community-focused interventions, an often underplayed component has been the place of arts-led initiatives. The conference played an important role in bringing members of the arts and health workforce together to share best practice and offer support and encouragement in areas of work that do not always receive the attention they deserve by the wider health community.

Formal feedback

The full evaluation survey results are in a separate download on the conference website. A summary of the results is here.

130 delegates and speakers responded to the evaluation survey. Of these 123 attended on Monday 24th June, 118 on Tuesday 25th June and 99 on Wednesday 26th June.

• 60 respondents gave a presentation, performed, led a workshop or exhibited a poster at the conference

- Of these, 38 rated the abstract submission process; information; support; venue and chairing of sessions as Excellent, 18 as Good, 4 as Average.

• Particular interest in the conference themes was as follows:

- Healthy and Creative Ageing **63.2%**
- Global Health Inequalities and Culture **35.2%**
- Culture and the Social Determinants of Wellbeing **72%**
- The latest research and new methodologies **68.8%**
- The dissemination of international research and evaluation **49.6%**
- Local, regional, national and international policy development **44%**
- Developing national and international collaborations and networks **60%**
- Museums and Health **24%**
- Arts in healthcare settings **75.2%**
- Arts and health promotion/prevention **68.8%**

• Overall conference content regarding relevance to work; variety; quality and dialogue/engagement was rated on average as:

- Excellent **55%**
- Good **36%**
- Average **8%**
- Poor **1%**

• Respondents rated keynotes for: relevance to own work; content; and presentation. Highlights were Lord Howarth's keynote, which was rated Excellent by 70% and David Leventhal's, which was rated Excellent by 64%. Overall on average keynotes were rated:

- Excellent **42%**
- Good **37%**
- Average **13%**
- Poor **3%**
- N/A **5%**

• Over 80% of respondents thought that the keynote performances of Sizzle Ohtaka and Bewitched were Excellent

• Respondents rated parallel sessions they attended for: relevance to own work; content; presentation and facilitation/chairing. The overall averages for the sessions were:

- Excellent **40%**
- Good **37%**
- Average **14%**
- Poor **4%**
- N/A **5%**

• Evening events were on average rated:

- Excellent **56%**
- Good **35%**
- Average **8%**
- Poor **1%**

• The World Café and International Panel on Wednesday 26th were overall rated:

- Excellent **23%**
- Good **55%**
- Average **18%**
- Poor **4%**



'It was a fantastically rich 3 days that inspired, provoked and excited me and I was really delighted to be there.'

For us, as conference organisers, the whole experience was a huge learning curve. We learnt some very practical lessons about event and time management!

Delegates rated the learning from the conference with regard to:

Work from different regions in the UK
86% Excellent or Good

Work from around the world
86% Excellent or Good

Innovative practice
86% Excellent or Good

Good practice
88% Excellent or Good

New research
71% Excellent or Good

New research methodologies
64% Excellent or Good

The international panel discussion highlighted the desire for more international exchange and collaboration. Consequently we are transforming the conference website into a hub for international exchange



of ideas, knowledge and to facilitate communication and future collaborations. The 22 countries represented will each have a page on the website where regular updates can be added. The conference papers and presentations will be available as well as new papers added. A blog will enable international dialogue and comment.

The World Café raised questions about Arts and Health research and the evidence base and how to make this more widely accessible to practitioners. The newly formed UK Arts and Health Research Network aims to bring together researchers and practitioners to encourage greater two-way communication. The Culture, Health and Wellbeing website will connect the work of the Arts and Health Research Network to the wider international field.

The National Alliance for Arts, Health and Wellbeing is leading on advocacy

within England. They will provide the secretariat for the All Party Parliamentary Group (APPG) planned by Lord Howarth of Newport. The APPG will:

- enable backbench parliamentarians, of all parties and in both Houses, to be informed about significant practice and developments in the field of the arts, health and wellbeing;
- examine and discuss relevant government and opposition policies;
- enable Ministers and others in significant decision-making roles to make presentations and be questioned;
- provide a forum for regular discussion between politicians and practitioners;
- provide a springboard for parliamentary action, such as debates and questions for oral and written answer.

Overview Budget

Income	
Delegate fees	111000
Sponsorship	3400
Trusts and Foundations	3500
Other	2100
Total	120000

Expenditure	
Meeting expenses	2886
Venue Hire, Catering & equipment	53786
Marketing	14911
Additional staff & freelance	7020
PayPal	2595
Speaker fees, travel, accommodation & expenses	11908
Other (refunds, translators etc.)	7394
Contribution to core Staff costs	19500
Total	120000

We are very grateful to the Royal Society for Public Health, the National Alliance for Arts, Health and Wellbeing, Canterbury Christ Church University, Durham University and the University of West of England. Thank you also to Arts Council England, the Daiwa Foundation, the Sasakawa Foundation, the Fine Family Foundation, Culture Ireland, Bristol City Council and Routledge for their support.

Most of all thank you to all the delegates, speakers and volunteers who made it such an enjoyable and interesting event!

If you would like further information about this report or the conference please contact:

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www.ahsw.org.uk
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