

Arts for Health

*Partnership Programme
West Cork*

Strategy Document 2013 - 2016

Arts for Health is a partnership programme based in West Cork implementing a managed arts programme for older people in healthcare settings, embedded into the community hospitals and day care services.

We enjoy being part of the programme and appreciate the stimulation it provides for our residents. I think that we have been very fortunate with the artists who work here. Every one of them have been totally professional and committed to supporting participants express their creative abilities. Long may it continue.

CNM2, Castletownbere Community Hospital

Arts for Health Programme

The programme takes place in eleven geographically dispersed rural locations. There are five community hospitals; Skibbereen, Schull, Dunmanway, Clonakilty, Castletownbere and five day care centres; Skibbereen, Dunmanway, Clonakilty, Castletownbere, Bantry, and Bantry General Hospital, Care of the Elderly Unit.

There are two key aspects of the Arts for Health programme. The first is the management structure and interagency partnership. This comprises of four agencies; West Cork Arts Centre, Cork County Council, Cork Education & Training Board and the Health Service Executive (HSE). The HSE is represented by Cork Arts and Health Programme, Health Promotion Department, Nursing Directors of Community Hospitals and the Day Care Centres, West Cork.

Each partner has a different remit and rationale; life-long learning, access to arts, excellence in arts and health and fulfilment. These agencies work together as equal partners, each bringing to the programme their own area of expertise, creativity, responsibility and financial support.

The programme is managed by a central body, West Cork Arts Centre. The centre based coordinator manages the programme, operate the budgets, advocates for the programme and supports the artist team.

The second is the Arts for Health artists' team. These artists, each with distinctly different practices, have developed professional competence in working with older people. They work to deliver an appropriate and meaningful arts programme for the participants.

The artists mostly work independently in each setting, occasionally working in pairs, to deliver projects. In support of their work they participate in monthly team meetings, take part in continuing professional development, feed into an online resource, document and record their progress and lead workshops with peers and healthcare professionals. Placement, learning and mentor opportunities for artists developing their arts and health practice form an integral part of the programme.

The programme is integrated into the culture of the care setting which allows ideas and individual creative interests of the participants to be nurtured, developed and implemented over time. Projects, collaborations and celebrations form focal points for experimentation and exchange.

The **Community Hospital Arts Programme** focuses on consistence of delivery and is tailored to the participant's creative need. It is structured around a weekly group workshop and regular one to one support to encourage and develop individual creative ideas. The content of the workshops evolve and change responding to the exchange

between the artist and the participant. Occasionally, the artists on the team work collaboratively to deliver projects, using themes and connecting the participants with the wider community.

The ***Day Care Centre Arts Programme*** is project-based and supports an ethos of creative exchange and experimentation between the artist and the participant. The projects aim to be stimulating, enjoyable and culturally relevant to older people, frequenting Centres. Projects may differ in the style of delivery some adopting a short directive encounter, while others facilitate more extended engagement. The artists might work alone or collaboratively and intermittently themes that link and connect the participants in each location are used.

Arts for Health Partnership

Arts and Health lends itself to partnership by its very nature. *Founded on a principle of equal partnership between arts and health sectors, arts and health is a specific field of work that is characterised by clear artistic vision, goals and outcomes that seeks to enhance individual and community health and wellbeing.* Arts Council's of Ireland / *An Chomhairle Ealaíon, Arts and Health Policy and Strategy, 2010*

In a time of significant economic challenge, this model reflects a sustainable approach to arts and health provision and demonstrates a positive way to access embedded resources and expertise locally. The management structure and interagency partnership supports the strategic development, implementation and promotion of the Arts for Health Programme in line with the policy objectives of partner organisations. The Partnership reflects on, and evaluates its work on a regular basis.

This effective partnership encompasses agencies with remit for arts, community, health and education. Independently each partner describes below the rationale and guiding strategies for their participation in the Arts for Health Partnership Programme.

West Cork Arts Centre

West Cork Arts Centre supports a range of education and community programmes which are central to it's service and support the delivery of it's aims and objectives and is supported by the Arts Council of Ireland / *An Chomhairle Ealaíon* and its commitment to *'Extend opportunities for people to work collaboratively with artists In practice this means we will: move towards longer-term and sustainable funding for collaborative arts work in communities, within the health sector'* Arts Council of Ireland / *An Chomhairle Ealaíon, Partnership for the Arts 2006.*

The participatory practice WCAC supports is for a 'conversation' between artists and participants; a learning community where the artworks, the artist and the participants all contribute to the project and to the learning.

WCAC supports, our right to participate in the artistic and cultural life of our country in whatever way we may choose, regardless of our age. The form of participation will be different for each individual. For some, it will be an opportunity to engage directly with an art form: to learn techniques, explore ideas and create new work. For others, it will be an opportunity to engage with the work of others: to watch, listen, enjoy and be challenged by new perspectives and modes of expression. For some the honing of artistic skills and the satisfaction that is derived from finished work will be the most important elements of the experience, while for others, it will be the personal journey undertaken during the creative process, with no product at all. Whatever mode of participation is chosen, the arts experience on offer should be meaningful and of the highest possible quality.

Furthermore, West Cork Arts Centre adopts the policy that *'involvement in the arts promotes health and wellbeing by improving quality of life and cultural access.'* Arts Council's of Ireland / *An Chomhairle Ealaíon*, Arts and Health Policy and Strategy, 2010.

Cork Education & Training Board, formerly County Cork Vocational Education Committee (VEC)

Learning for Life; White Paper on Adult Education, Department of Education and Science, 2000, enshrined the following concept: lifelong learning, social inclusion, equality and justice, active citizenship and partnership. The Arts for Health Partnership Programme encompasses all of these concepts and more. Education through partnership is the mission of County Cork VEC and the involvement of the community (hospitals and daycare centres), West Cork Arts Centre, Cork County Arts Office, HSE and the artists in this programme is evidence of strong and effective collaboration. The flexibility, creativity and continuous evaluation of the programme are also in keeping with the ethos of Co Cork VEC.

The programme encompasses ideologies outlined in the Learning for Life: White Paper on Adult Education, *'the role of adult education in enabling individual members of the society to grow in self confidence, social awareness and to take an active role in shaping the overall direction of society – culturally and socially'* (p.29).

HSE, Cork Arts and Health Programme

Cork Arts and Health Programme (C.A.H.P) is a HSE initiative based in the Cork South Community Work Department C.A.H.P. operates primarily from a social inclusion perspective and is committed to the development of an arts and health agenda that will effectively contribute to the promotion of individual and community health and well being. C.A.H.P's work encompasses both a wide spectrum of age groups and various care programmes within the health services and the health related voluntary community sector. C.A.H.P. actively develops relevant partnerships with other statutory and voluntary / community services to enhance both the resources available for projects and to ensure the most effective outcomes for participants / service users.

Arts and Health Partnership Programme, West Cork has provided and continues to provide an evolving model of excellence in relation to the development of a managed arts programme working with older people in hospital and day care settings. C.A.H.P. is particularly interested in the programme's capacity to become embedded into the life of the settings in which it works and the learning from this approach for the wider arts and health agenda / settings / programmes.

Cork County Council Arts Office

A strategic objective of Cork County Council is to work to create or improve opportunities for all members of our community to have access to and to enjoy active lifelong participation in the arts. Arts for Health Partnership Programme, West Cork is an excellent example of the development of a structured programme of creative arts activity in the five community hospitals and five public day care centres in West Cork. It has brought together local authority, health, arts and education providers to address the question of how the arts can improve the quality of life of older people in the region. It has created an environment in which conversations and exchanges of ideas between all partners, artists, service users and their families constantly help shape a dynamic programme that enhances the lives of older people involved in this programme. The work done by Arts for Health has in turn helped to shape arts policy in Cork County Council and is now regarded as an excellent model of arts development, nationally.

HSE, Health Promotion

The HSE Health Promotion Strategic Framework (2011) introduces a model that illustrates the main structural elements of health promotion for the HSE. This work takes place in three settings; Health Service, Community and Education. The Arts for Health Partnership, West Cork provides services consistent with this model in which:

- 1) Health services are reoriented through community participation, mobilization and the provision of socially inclusive services
- 2) Supportive environments for health are created by the use of multi-strand approaches to promote and enhance health through lifestyle, behavioral and social-environmental approaches and through full engagement in collaborative partnerships.

This approach supports the ethical principles set out in *Healthy Ireland, A Framework for Improved Health and Wellbeing 2013 – 2025*. The principals of equity, fairness, proportionality, openness and accountability, solidarity and sustainability are evident in the strategy. It also responds to the *2013 National Positive Aging Strategy Positive Ageing Starts Now*, which seeks to promote the development of opportunities for engagement and participation of people of all ages in a range of activities including the arts. Furthermore the work of the Arts for Health Partnership, West Cork is congruent with the Healthy Ireland framework for actions with its emphasis on partnership and cross-sectoral working, empowering people and communities, through research, evidence, monitoring, reporting and evaluation. This strategic approach ensures that an active meaningful and meaning making life can be enjoyed through to older age across the eleven settings in which the programme operates.

HSE Healthcare Settings (Community Hospitals and Day Care Centres)

Together with its sister hospitals in Clonakilty, Schull, Dunmanway and Castletownbere, Skibbereen Community Hospital provides services which include acute care, rehabilitation, respite, palliative and continuing care. Other services, including activity programmes, are an integral part of the operating philosophy of a community hospital complex. There are over 72,000 people over the age of 65 in the Cork and Kerry region i.e. 12% of the total population. Life expectancy in our society continues to increase and is expected to continue to do so into the future. Projections for the Southern Area region predict a rise in the number of people over 65, to 80,000 by 2011. At the same time the number of dependant older people is expected to rise. There are 307 patients cared for in the five community hospitals in West Cork. Bantry General Hospital provides for extra patients in long term care.

The Arts for Health programme has become part and parcel of the activities in long stay units. Working with the arts recognises and values the creativity of older people, enhances the self-worth and dignity of the participants as well as being a pleasurable experience.

Arts for Health helps us in our vision for the older adult of 'Improving the health and quality of the life of the individuals and communities we serve' as set out in Ageing with confidence – A strategy for the people of Cork & Kerry.

It forms an integral part of our activities programme which helps us to meet the National Quality Standards for Residential Care Settings for Older People in Ireland as set out by the Health Information & Quality Authority (HIQA).

Director of Nursing, Skibbereen Community Hospital

Castletownbere Community Hospital is involved in the Arts for Health Partnership Programme because involvement in arts and cultured activities makes a difference to the quality of life of our residents. Our residents profile are the older people who can no longer live in their own homes so the community hospital aims to provide an environment as similar to home as is possible. To this end the Arts for Health programme stimulates our residents to express themselves through the medium of art, poetry and music. This is a new opportunity for most of our residents. The existence of an arts programme in community hospitals fulfils the requirement to meet HIQA, Standard number 20. Castletownbere Community Hospital is involved in the Person Centred Care project which aims to improve quality of life for older people in long term care. Opportunities to be involved in meaningful cultural activities are a cornerstone of this programme.

Director of Nursing, Castletownbere Community Hospital

Arts for Health is an essential element in the social care needs of older adults in residential care. It is also a HIQA requirement.

Director of Nursing, Dunmanway Community Hospital

Participation in the Arts for Health Programme is a core component of Day Care Centre social care activity in the West Cork centres. It enables clients, at all levels of dependency, participate in an activity which enhances their cognitive, emotional and social well being and produces positive mental and physical outcomes across the client spectrum.

Director of Nursing, HSE West Cork Day Care Centres

Background

Arts for Health Partnership Programme was initiated in 2002 in response to the Southern Health Boards, *Ageing with Confidence: A Strategy for the People of Cork and Kerry (2002)*. SHB Health Promotions Department contacted West Cork Arts Centre (WCAC) to develop an arts programme in the long-term residential units. Following the formulation of a Service Agreement between the two organisations an action research project was set up Skibbereen Community Hospital. The research highlighted the need for a sustainable arts programme which could be delivered all year round and that gave artists supportive working conditions to deliver an appropriate and meaningful programme.

Key stakeholders were identified and a partnership was formed in 2003 to implement the findings. The programme began in May of 2005 in six long term residential units across five community hospitals. To ensure sustainability and quality the partnership commissioned a document at the outset of the programme ***Conversations in Colour: Evaluation of an Arts for Health Partnership Programme 2005/6***, by Jennifer Russell.

In 2006 this document was published and the programme was extended to include Bantry General Hospital, Care of the Elderly Unit.

The expansion of the programme into five day care centres took place in 2010 along with a newly commissioned report ***Arts for Health Partnership: Day Care Centre Evaluation Report 2010*** by Ann O'Connor and Charlotte Donovan to evaluate the impact of the Day Care Centre Arts Project and assess its sustainability as part of the Arts for Health Partnership Programme.

On Monday 19 April 2010 President Mary McAleese visited the programme at Skibbereen Community Hospital. The President congratulated everyone involved, made reference to the value of the work and the people who make it happen in both a local and national context.

2012 saw the launch of **SPECTRUM**, an image based publication which reflects a five month collaborative visual art project, led by the Arts for Health artists' team working with participants residing in a community hospital setting. The project is part of an ongoing commitment to sharing and celebrating the important artwork that is created through the Arts for Health Partnership Programme.

Framework for the Strategy

The goal of the Arts for Health Partnership Programme is to improve the range of services available to service users of the day care centres and the residents of community hospitals through the provision of an optional professional arts programme as part of core service delivery.

Purpose of the Strategy

In order to sustain the programme and ensure that it remains embedded into the service, strategies are required. This approach will safeguard the service development and assist in communicating these developments across health care services, education sector, arts sector and the public at large. Consequently, a service development strategy and a communications strategy are required for the period 2013 – 2016.

Responsibilities

The Arts for Health Partnership Programme is managed by West Cork Arts Centre, through the Education & Community Coordinator post. The interagency Steering Group made up of representatives from each partner organisation is the body responsible for developing and implementing the programme, monitoring and reviewing to ensure high standards and a clear vision is maintained. The Arts for Health Artist Team are responsible for best practice in delivering the programme and maintaining a creative connection with the participants. Healthcare professionals are responsible for ensuring excellent communications and allowing necessary support for the delivery of the programme.

Values & Principles

Good quality Arts and Health practice considers the wellbeing of participants to be paramount whether in the planning, delivery or evaluation stages. Each participants contribution will be valued and encouraged in a manner that is fair, equitable and inclusive. Arts Council's of Ireland / *An Chomhairle Ealaíon*, Arts and Health Policy and Strategy 2010-2014

Collectively the Arts for Health (AfH) Partnership :

- recognises the importance of a participant-centred approach based on principles of partnership, inclusion, life long learning and quality

- respects the right to cultural access for residents of the Community Hospital.
- is committed to regular evaluation and research to inform and support the development, sustainability and quality of the programme.

The Arts for Health Partnership Programme adopts *Participatory Arts Practice in Healthcare Contexts: Guidelines for Good Practice* commissioned by the Waterford Healing Arts Trust and the Health Service Executive South Cork Arts and Health Programme with financial support from Arts Council Ireland/*An Chomhairle Ealaíon*

Benefits

The Arts for Health Partnership Programme is a strategic and sustainable response to an ageing population, which enables choice, social inclusion and equitable access to the arts for older people in West Cork.

There are a wide range of benefits recognised in implementing arts programme in healthcare setting for the community, artists, healthcare professionals and participants.

- Increases wellbeing and self confidence
- Retains a sense of identity
- Enhances patients relationships with healthcare professionals
- Provides equitable access to the arts
- Promotes the intrinsic value of artistic experiences
- Creates a sense of ownership of the care environment
- Improves healthcare environments
- Increases connections with the wider community
- Provides compliance with Health and Quality Standards (HIQA)
- Provides employment and professional development opportunities
- Contributes to community pride

Evidence of these benefits are to be found in the ***Conversations in Colour: Evaluation of an Arts for Health Partnership Programme 2005/6***, by Jennifer Russell:

The improvements reported include pleasure in the activity, increased socialisation, reduction of isolation, improved memory and eye-hand co-ordination, enhanced relationships with family members and staff and increased self-esteem.

It has provided opportunities for three artists to bring their artistic and professional skills to the wider community.

Patients who were questioned and the majority of staff expressed their wish to extend the provision to at least twice a week and for it to become a permanent feature in care provision.

Healthcare staff showed a significant increase in their commitment to the programme throughout the year and reported specific improvements in patient mood, socialisation and mental and physical capacity.

The understanding and acceptance of the benefits of artistic endeavour to a largely disadvantaged and powerless group has been enhanced among staff, family members and patients themselves.

The appointment of two or more artists with a range of arts skills offers the best choice and opportunity for patient participants who have different abilities and interests.

Service Development

<p>1. Maintain existing levels of service in five community hospitals (Castletownbere, Clonakilty, Dunmanway, Schull & Skibbereen), Bantry General Hospital, Care of the Elderly Unit and five day care centres (Bantry, Castletownbere, Clonakilty, Dunmanway & Skibbereen)</p>	
<p><i>Interagency partnership</i></p>	<p>The partner organisations commit to meeting three times annually and additional conference calls where necessary.</p> <p>A named nominated person in a suitable role will be charged with responsibility to represent each partner.</p> <p>In order to facilitate attendance at steering group meetings and in recognition of the wide geographical spread of partner agencies, two meetings each will be convened in Skibbereen and Clonakilty.</p> <p>Each partner clearly represents their organisation and their organisations agenda so that there is an equitable cross section of interest in programme delivery so that the programme remains relevant to the objectives of their organisation.</p>
<p><i>Adopt a role oriented system less dependent on champions</i></p>	<p>Commitment to developing the programme has led to expansion. As a consequence there is a need to map and detail the roles of stakeholders.</p> <p>The following key roles will be reviewed, documented and developed;</p> <ul style="list-style-type: none"> • AfH Programme Coordinator • Artist • Healthcare professional <ul style="list-style-type: none"> ▪ Site coordinators ▪ Primary Care Team disciplines • Steering Group
<p><i>Respond to changing</i></p>	<p>Each of the participating agencies is undergoing significant organisational restructuring. Each representative has a</p>

management structures	responsibility to seek an replacement or alternative procedure in the event that they are redeployed to other duties.
Secure Finances	<p>Core to the partner responsibilities, is the commitment to resourcing the programme as set out in the budget.</p> <p>In order to maintain our finances the partnership will ;</p> <ul style="list-style-type: none"> • Develop its systems of internal monitoring in relation to numbers participating, written and visual documentation of process and outcomes from artist, participant, healthcare professional and wider community perspectives. • Seek new funding streams for research and documentation. • Acknowledge ancillary programme funders (Friends of Day Care Centres & West Cork Older Peoples Network). Put in place annual communication of programme activities to ancillary funders to promote and protect support. <p>In addition the steering group will apply for external funding for specific once-off projects which enhance the programme and offer experimental and developmental opportunities in keeping with programme aims.</p>
Interdisciplinary working and communication	<p>In keeping with the principles of arts and health practice, the programme will continue its commitment to interdisciplinary working and communication paying particular attention to continuing dialogue between healthcare professionals and artists.</p> <p>Structured encounters are facilitated through planning & review meetings, online wiki, blogs and creative content workshops.</p> <p>The programme is committed to these structured encounters and will endeavour to respond to the exigencies of site operational factors and programming priorities through flexible delivery and scheduling.</p> <p>Unstructured encounters are vital to the ongoing development of the programme. Artists and site coordinators are committed to a continuous process of dialogue throughout programme delivery, raising issues at the earliest possible time. Making best use of patient care notes in relation to community hospital participants.</p>

<p><i>Continued programme evaluation</i></p>	<p>Commit to ongoing evaluation and reflective practice through artist journals, online wiki, shared blogs, feedback forms, review meetings and annual reports.</p> <p>Incorporate a commitment to external evaluation every three years. Evaluation processes will be informed by our commitment to principles of good practice and accessible to a wide readership. The next external evaluation is due to take place in 2014/5.</p> <p>The Steering Group will factor into the budget, the additional costs accruing as a consequence of site coordinator & artists' participation in the evaluation.</p>
<p><i>Link the programme to a continuum of care from active retirement through to day care, respite and hospital care</i></p>	<p>Commit to maintaining existing link to identify new links with other programmes and seek to enhance communication and support through existing networks.</p>
<p><i>Diversity and choice</i></p>	<p>While acknowledging achievements in music, performance and literature, visual art is currently predominant. Increased artform diversity is an ambition, giving emphasis on choice.</p>
<p>2. Respond to changing needs of service users who fall into two categories ;</p> <ul style="list-style-type: none"> a. Service users increasingly characterised as being high dependency, possibly with behaviours that challenge, a range of dementia related conditions and cognitive differences. b. Increased numbers of respite service users from the community who typically are short stay programme participants 	
<p><i>Reallocation of resources</i></p>	<p>Artist and site coordinator will need to jointly agree priorities between one to one participant encounters and group work in a balanced response to the participant profile.</p> <p>Acknowledge and maintain the level of support hours allocated to</p>

	<p>artists.</p> <p>Allow for more diversity of artforms and delivery styles in the programme, by factoring in occasional artist exchanges between sites and making provision for once-off programming opportunities.</p> <p>Currently placements have come from the following;</p> <ul style="list-style-type: none"> • Arts for Health, Placement Programme • Certificate in Arts and Health (NUI Maynooth) • FETAC Art & Craft , Healthcare (Rossa College) <p>Maintain and make provision for artists to supervise agreed placements coordinated at an institutional level. Negotiate supervising artists to be remunerated directly by relevant educational institution.</p> <p>HIQA recruitment standards to be implemented for placement artists and students.</p> <p>Administration costs incurred in administering placements will be passed on to the relevant educational institution.</p>
<p><i>Acknowledge changing levels of dependency and training gap in working with people with dementia.</i></p>	<p>Maintain current professional development opportunities through West Cork Arts Centre programme, such as Learning Days and Arts in Care (3 day course).</p> <p>Acknowledge the importance of and responsibility for delivering appropriate training for practitioners to maintain the quality of the arts experience.</p> <p>Where possible support artists to learn and attend professional development opportunities which directly benefit the programme participants.</p>
<p><i>Signposting existing supports</i></p>	<p>Link in to existing supports through Primary Care Teams to access services that enhance programme delivery e.g. Occupational Therapy</p>
<p>3. Support excellence through ongoing competency development</p>	

<p><i>Responsibility for maintaining and developing a pool of expertise</i></p>	<p>Maintain provision for 16 week Arts for Health Placement Programme</p> <p>Maintain regular artist team meetings to support professional and programme development, ensuring time for internal dialogue specific to the programme, review and peer critique. Provide opportunities to invite other arts and health practitioners to share practice.</p> <p>Develop a FETAC accredited programme on core skills in the care of the older person targeted at artists and healthcare professionals with consideration given to the mode of delivery ensuring it is accessible to those who are working on the Arts for Health Partnership Programme and which is based on the AfH Training Needs Analysis, 2010/1</p> <p>Acknowledge that visual art and literature is a strength of the programme. Make provision for developing other artforms not as well represented.</p> <p>Introduce strategies for information sharing across projects. e.g. WHAT Exchange Day / Dialogue Arts & Health / ArtsCare NI</p>
<p><i>Building-in sustainability of expertise</i></p>	<p>Acknowledge the need to maintain a cohort of experienced arts practitioners to maintain the excellence and quality of the arts experience.</p> <p>Identify methods to retain a balance of experience and experimentation within the programme.</p> <p>Encourage ambition, diversity and innovation within the Artists Team through review and appraisal.</p>
<p><i>Seek to instigate relevant research and documentation</i></p>	<p>Develop links with third level organisations that share a responsibility for learning and development in the area of arts and health.</p>
<p><i>Introduce accredited</i></p>	<p>Identify organisations that have a role in validating prior learning.</p>

<i>training/ CPD in response to programme changes</i>	Review and consider further training needs as the programme develops
4. Maintain and improve communications and advocacy	
<i>The partnership will commit to building strategic alliances and consider actions to enable this.</i>	<p>Develop links with local and national support organizations e.g. Alzheimers Association, Dementia Ireland, Sonas, Carers Association.</p> <p>Seek opportunities for shared learning across projects to promote continuing professional development and address training needs.</p> <p>Commit to support artsandhealth.com, the national resource website through information sharing and using the service as part of programme delivery. Research and development in the sector informs practice.</p> <p>Link with ArtsCare NI to explore models of practice.</p> <p>Maintain national networking through membership and an active role with Arts and Health Coordinators Ireland and partner organisations</p> <p>Maintain and develop links with other arts organisations to support diversity of artforms eg. Music Network</p> <p>Link with established research centres that can validate practice</p> <p>Commit to communicating with policy and decision makers locally, regionally and nationally in order to build awareness and galvanise support for arts and health within the health service.</p>
<i>Communicate expertise and identify learnings from the Programme</i>	<p>Attend and participate at conferences to share learning about the programme. Disseminate through partner websites / artsandhealth.ie and other portals.</p> <p>Place an emphasis on creative dissemination.</p> <p>Use consistency throughout to ensure clear and identifiable</p>

	<p>profile.</p> <p>Adopt a simple branding style for clear and consistent communication.</p>
<i>Communicate value for money</i>	<p>Address internal communication among all stakeholders, clearly outlining value and benefits of partnership.</p> <p>Assist in consolidating and sharing success and learning to date.</p> <p>Raise the profile of the programme and the value of arts and health practice.</p>
<i>Commitment to improving internal communication</i>	<p>Ensure the participants needs are central to the planning and delivery of the programme by liaising with patient advocates.</p> <p>Continue to emphasize the importance of ongoing dialogue between participants, artists and healthcare professionals.</p> <p>Allocate time annually for artists to communicate about the Arts for Health Partnership Programme directly with participants and healthcare professionals involved in programme delivery. It is envisaged that this would be a short intervention lasting less than an hour.</p> <p>Provide written information for all stakeholders to distribute to participants and their family and friends, ensuring that language relating to the programme is clear and uncomplicated.</p> <p>Encourage individual responsibility for utilizing the communication tools such as wiki, blogs, meetings and workshops.</p>
<i>Respond to the need for systematic documentation of the arts for Health Partnership Programme</i>	<p>Count or measure inputs & outcomes:</p> <ul style="list-style-type: none"> • Devise and implement templates to simplify the collection of data. • Develop site specific standards for type of anticipated engagement eg. passive /active / individual /group • Adopt indicators for success. • Allocate responsibility to named roles for the collection of data. • Allocate responsibility to named roles for sharing of the

	data
<i>Ensure visible methods of accountability.</i>	<p>Maintain an annual report incorporating budgetary and programme information for the Steering Group.</p> <p>Introduce summary annual report for ancillary funders.</p> <p>Maintain an outline report available for general readership and online dissemination through partner websites. (HSE Intranet, www.westcorkartscentre.com).</p> <p>Shared stakeholder responsibility for updating wiki with programme information.</p> <p>Maintain commitment towards</p> <ul style="list-style-type: none"> • supporting artists reflective journals • updating patient notes after each session. • accurately labeled and consented visual documentation. • creative documentation for peer and general readership.
<i>Take more testimonials – make commitment to hearing voices in diverse ways</i>	<p>Devise and implement tools for collecting participant testimonials including the voices of carers and families.</p>
<i>Celebrate achievements</i>	<p>Make most of the opportunities provided by Age & Opportunity's Bealtaine Festival in May and Positive Ageing week in September as annual or biannual celebrations.</p> <p>The programme will link with community partners to exhibit and share work in the community through local commercial and community venues.</p>

Arts for Health Partnership



West Cork Arts Centre is supported by



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