



Partnership Programme, West Cork

STRATEGIC PLAN 2017 - 2020





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## WHAT IS ARTS for HEALTH WEST CORK?

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.

*“Our residents are 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.”* Director of Nursing, West Cork



## ARTS FOR HEALTH PARTICIPANTS

There are over 400 older people attending and residing at the healthcare settings across West Cork. All are invited and facilitated to participate in this optional programme.

Participants are generally older people aged 65 years and over, who reside in hospitals or attend one of the day care facilities in West Cork. All are invited to take part and are welcome to sit in during sessions. If their health does not permit them to actively participate, they are encouraged to chat or just observe what is occurring during sessions.



*“Time goes by so quickly. When I’m painting I lose track of time. I really shut myself off to what’s going on around me.”*

Seán O’Suilleabháin

## ARTS FOR HEALTH PROGRAMME

The programme takes place in twelve geographically dispersed rural locations. There are five community hospitals: Castletownbere, Clonakilty, Dunmanway, Schull, Skibbereen, and five day care centres: Bantry, Castletownbere, Clonakilty, Dunmanway, Skibbereen, Bantry General Hospital, Care of the Elderly Unit and at Uillinn West Cork Arts Centre.

There are two key aspects of the Arts for Health Programme. The first is the management structure and interagency partnership. This comprises four agencies:

- **West Cork Arts Centre**
- **Cork County Council**
- **Cork Education and Training Board**
- **Cork and Kerry Community Healthcare/Health Service Executive (HSE)** represented by Cork Arts + Health Programme, Communications, community hospitals and day care centres in West Cork.

These agencies work together as equal partners, bringing to the programme their own area of expertise, creativity, responsibility and financial support.





Each of the four partners has a different remit and rationale: life-long learning, access to arts, excellence in arts, health and fulfilment.

The programme is managed by a central body, West Cork Arts Centre. The Centre provides the operational expertise, led by a member of staff who manages the programme as part of a portfolio of other education and community programmes organised by the Centre. This Manager recruits and coordinates a team of service contracted artists.

This team of artists is the second key aspect of the Programme. The artists, each with distinctly different practices, have developed professional competence in working with older people through training programmes built into the Arts for Health Programme.

The artists 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. Learning opportunities for artists wishing to develop their practice in this area also form an integral part of the Programme, to maintain this pool of expertise.



participants to be nurtured, developed and implemented over time. Projects, collaborations and celebrations form focal points for experimentation, sharing and exchange.

The delivery of the Programme varies in the two types of settings of community hospital and day care centre. In both cases the Programme supports an ethos of creative exchange and experimentation between the artist and the participant.

In community hospitals, the Programme is tailored to each participants creative need, focusing on creating a meaningful encounter through consistency of delivery. It is structured around a weekly group workshop and regular one to one sessions. The content of the workshops evolves and changes, responding to the exchange between the artist and the participant with conversation playing a central role.

In day care centres, the Programme is project-based and the artists works with the participants in groups. The projects aim to be stimulating, enjoyable and culturally relevant to the older people who frequent the centres. Projects may differ in the style of delivery, some adopting a short directive encounter, while others facilitate more extended engagement.

The artists work both alone and collaboratively, occasionally delivering in pairs. Intermittently, themes that link and connect the participants in each location are used.

The Programme is integrated into the culture of the care settings which allows ideas and creative interests of the

## ARTS FOR HEALTH PARTNERSHIP

*“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. It is a diverse and dynamic practice. Moving fluidly between the more traditional formats of exhibition, performance, public art commission, and other environmental enhancement initiatives within healthcare settings, through to participative and collaborative arts practices that can challenge and expand ideas about who makes art and where and how it is shown.”*

[www.artsandhealth.ie/about/what-is-arts-and-health/](http://www.artsandhealth.ie/about/what-is-arts-and-health/)

Arts for Health has led the way in Ireland as a partnership model that reflects a sustainable approach to arts and health provision in Day Care and Community Hospital settings. Managed by a regional arts organisation, the structure and interagency partnership supports a strategic development, implementation and promotion of the Arts for Health Programme in line with the policy objectives of partner organisations.



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.

## Uillinn: West Cork Arts Centre

Central to the work of West Cork Arts Centre (WCAC) is our commitment to public access to and engagement with, the arts. Outlined in the Uillinn Public Engagement Strategy 2016- 2020 is a 'commitment to partnership, integrated programming, collaborative practice, artist supports, inclusivity and accessibility and maintaining excellence in the areas of arts and health and arts and older people.'

Our work is supported by the Arts Council/*An Chomhairle Ealaíon* who are committed to 'creating opportunities for increased engagement in the arts by particular communities through investing in artists and arts organisations with a commitment to high-quality collaborative, community focused arts practice.' [The Arts Council/\*An Chomhairle Ealaíon\*, Making Great Art Work, Leading the Development of the Arts in Ireland, Arts Council Strategy \(2016-2025\) Public Engagement: objective seven.](#)

West Cork Arts Centre supports the 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.

The participatory practice that West Cork Arts Centre 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.

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.' [The Arts Council/\*An Chomhairle Ealaíon\*, Arts and Health Policy and Strategy, 2010.](#)



## Cork Education & Training Board

As a driving force in education and training in Cork, we value the partnership approach that the Arts for Health model offers. It allows us to promote arts and health as a valuable lifelong learning tool. In line with our vision of providing high quality services which are innovative, responsive and inclusive, Cork ETB rolled out a QQI Level 5 Arts for Healthcare Professionals Programme in 2015 and proposed similar programmes going forward.

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).

*Learning for Life; White Paper on Adult Education, Department of Education and Science, 2000*, enshrined the following concepts: 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 and the involvement of the community (hospitals and day care centres), West Cork

Arts Centre, Cork County Council, 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 agency ethos.



## HSE, Cork Arts + Health Programme

Cork Arts and Health Programme (C.A.H.P.) is a HSE initiative based in the Cork South Community Work Department. It 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 wellbeing. 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 for 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

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 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 completed through 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.

## Cork and Kerry Community Healthcare Health Service Executive

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 Programme, West Cork provides services consistent with this model in which:

1. Health Services are reoriented through community participation, mobilisation 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, behavioural 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 principles of equity, fairness, proportionality, openness and accountability, solidarity and sustainability are evident in the strategy. It also responds to the 2013 'National Positive Ageing 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 Programme, 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.



## Health Service Executive (West Cork Day Care Centres)

The Vision of the Healthy Ireland 2013-2025, “where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone’s responsibility”.

In keeping with this vision, participation in the Arts for Health Partnership Programme is a core component of day care centre social care activity in the five West Cork centres.

For service users it empowers people to reach their potential, learn new skills and enables clients, at all levels of dependency, to participate in an activity which enhances their cognitive, emotional and social wellbeing and produces positive mental and physical outcomes across the client spectrum. In keeping with the Arts for Health Strategy, the Arts for Health Programme promotes participation and cross sectoral work.

## Health Service Executive (Community Hospitals)

Sister community hospitals in Clonakilty, Schull, Dunmanway Castletownbere and Skibbereen provide 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 76,000 people over the age of 65 in the Cork and Kerry region i.e. 12% of the total population. Nationally this is expected to rise to 1.4 million by 2041(CSO 2013). In the same period the number of people over 80 is expected to rise by 250%. Ageing on this scale is unprecedented in Irish history. At the same time the number of dependant older people is expected to rise. There are 194 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 Partnership Programme has become part and parcel of the activities in long stay units throughout. 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.

Arts for Health is an essential element in the social care needs of older adults in residential care and is 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). Standard number 16.

Involvement in arts and cultured activities makes a difference to the quality of life of our residents. Arts for Health, is a large contributor to this. The 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.



## BACKGROUND

“Equal partnership between arts and health sectors is the foundation stone of arts and health. It is based on open, honest and trusting relationships. Each partner brings his/her ethos, values, knowledge, experience, skills, needs and expectations to the table. However, the culture of the world of art differs in many ways from the world of healthcare and getting to understand the other demands an ability to listen carefully. Assumptions should be recognised for what they are and time may need to be invested in clarifying language and naming what is important to each partner.”

*An Introduction to Arts and Health; 10 Things to Consider, Mary Grehan, Waterford Healing Arts Trust. 2016*

## BACKGROUND

Arts for Health Partnership Programme was initiated in 2002 in response to the Southern Health Boards (SHB), *'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 longterm residential units. Following the formulation of a Service Agreement between the two organisations, an action research project was set up in 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 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. Also that year, the Programme was extended to include Bantry General Hospital, Care of the Elderly Unit.

A further 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 reflected 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 was evidence of an ongoing commitment to sharing and celebrating the important artwork that is created through the Arts for Health Partnership Programme, and the methodology of the artists.

As evidence of the partnership's commitment to 'maintain and improve communications and advocacy' (Arts for Health Strategy 2013-2016) the partners commissioned film maker and animator Jane Lee to document their effective partnership model. This short animation playfully demonstrates the roles and responsibilities of the partnership and stakeholders in supporting, managing and implementing the programme.

The animation and first strategy (2013-2016) were both officially launched on 10 December, 2013 at Clonakilty Community Hospital, with guest speakers Gabrielle O'Keefe, General Manager, HSE Cork and Ann O'Connor, Arts and Health Advisor to the Arts Council.

In 2014 [‘Arts Participation for Healthcare Professionals’](#) a FETAC Level 5 accredited course was developed and implemented resulting in graduation of over 24 students and an increased involvement in arts activities from the graduating healthcare staff. The course is continuous and rotates between West Cork locations.

Three artist studio residencies connected to the Programme, have been held at Uillinn since 2015 when West Cork Arts Centre made their significant move to a new five storey purpose built premises:

Toma McCullim, who pictured dementia in her three month project and exhibition 'These Tangled Threads'; Amanda Jane Graham, in partnership with Cavan County Council, explored her creative relationship with illness; and Sarah Ruttle's 'Parachute in My Purse' re-imagined Ireland one hundred years after the Rising.

Also with West Cork Arts Centre's move to Uillinn, came the introduction of 'In the Picture', a gallery based programme inviting people with dementia, their professional and/or family carers to visit the galleries, to look, experience and experiment with others in a safe and welcoming environment. These specially designed sessions are informed by leading international programme, 'Meet Me at MOMA' (Museum of Modern Art) in New York and link in with Irelands learning network, 'Azure' in relation to this work and keeping it relevant. 'In the Picture' welcomes daycare, hospital residents and community members to take part.

On 9 June, 2015 at Dunmanway Community Hospital, Mayor of the County of Cork, Cllr Alan Coleman launched a limited publication, 'By the Smoke of the Train', a collection of people's stories and experiences of the railway that once ran through West Cork during the 1940's and 1950's,

illustrated with the participants' own drawings and paintings. The following year in Dunmanway Community Hospital Michael Collins, TD launched 'Parachute in my Purse' with artist Sarah Ruttle, supported by Cork County Council, Ireland 1916 Centenary Programme.

After several years of communicating, documenting and sharing through the online wiki, established in 2008, work began in 2016 on a new website to open up the information to the public and provide a place for new participants, artists and healthcare staff to gauge the breadth and scope of the programme and the potential for their own involvement.

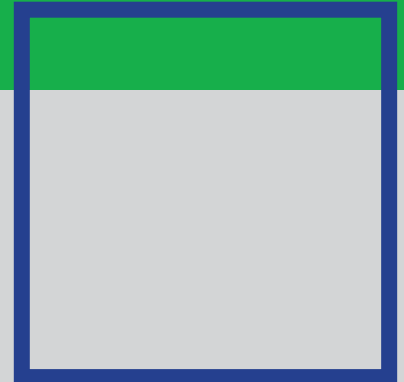
[www.artsforhealthwestcork.com](http://www.artsforhealthwestcork.com)







## FRAMEWORK FOR THE STRATEGY



*“This project has provided the residents an opportunity to engage with the artists, staff and relatives at a deeper level. The residents and their family need this balance to see and be with their loved ones as mother, father, brother or sister.”*

*Carol McCann, Director of Nursing*



## FRAMEWORK FOR THE STRATEGY

**This strategic plan sets out to increase choice and accessibility, improve communications and ensure the current quality provision is maintained.**

A strategic approach will safeguard the service development and assist in communicating these developments across health care services, education sector, arts sector and the general public. It will enable the management of the programme to remain focused to deliver the programme as set out.

### MISSION

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.

### VISION

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

## VALUES

Arts for Health (AfH) Partnership collectively:

- recognises the importance of a participant-centred approach based on principles of partnership, inclusion, life-long learning and quality
- sees the arts as essential for a healthy and flourishing society. We respect the right to cultural access for all healthcare service users, specifically recognising the unique needs of residents of the Community Hospitals
- are committed to progressive, flexible and developmental ways of working to achieve sustainability and a high level of quality
- Integrity at all levels is integral to 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

As well as providing compliance with Health and Quality Standards (HIQA) there are a wide range of benefits recognised in implementing arts programmes in healthcare settings: for the community, for artists, for healthcare professionals and for participants.

Evidence of these benefits is to be found in the Programme evaluation that took place over a one year period in five health care settings, [‘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.*

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



## GOVERNANCE

Arts for Health Partnership Programme is managed by West Cork Arts Centre, through the Programme Manager, Education & Community 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 delivering the programme through best practice methodology and maintaining a creative connection with the participants.

Healthcare professionals are responsible for patient care, ensuring excellent communications on site and allowing necessary support for the delivery of the programme.

The Programme Manager is the link between the partners, the artists and the healthcare professionals.

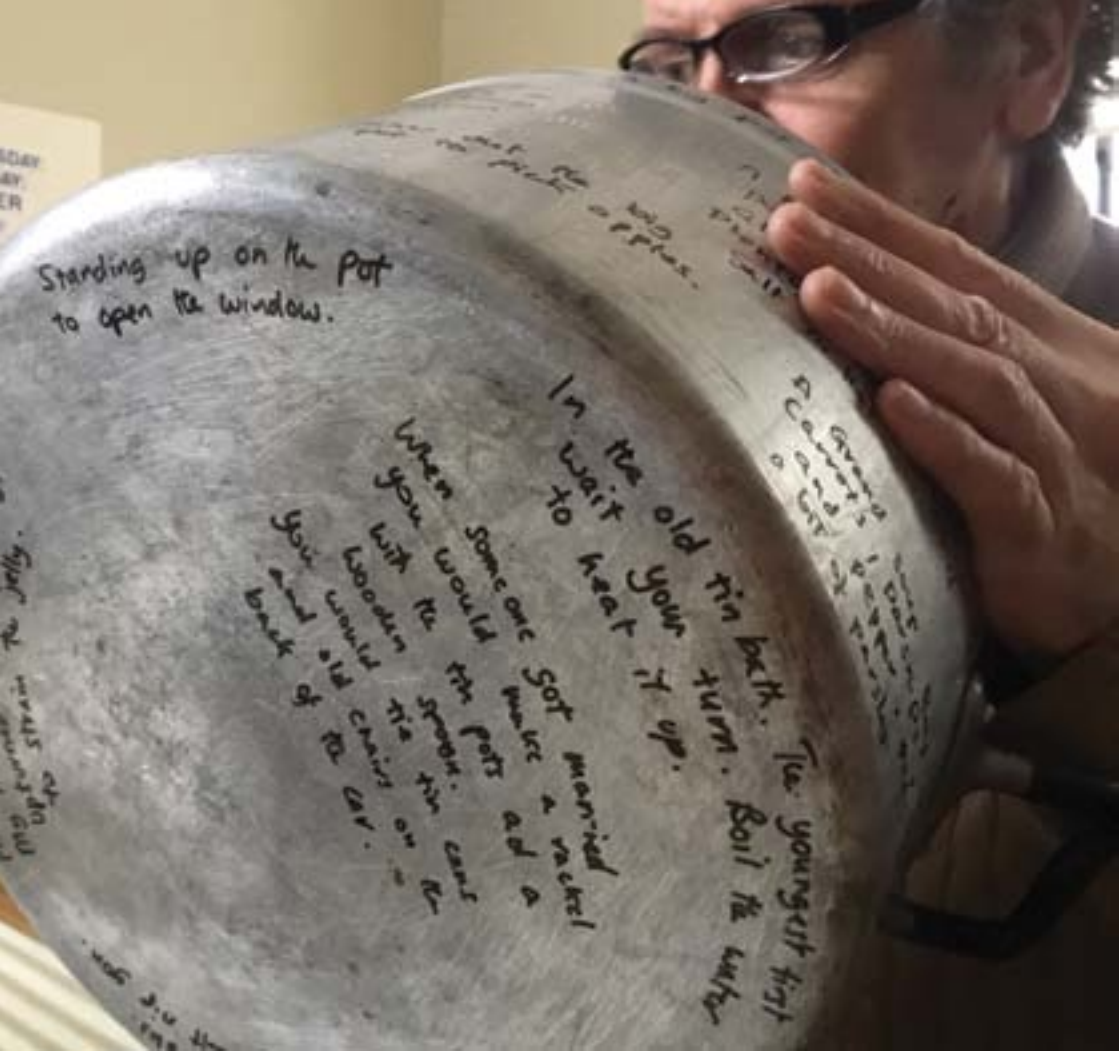
*Healthcare staff showed a significant increase in their commitment to the programme throughout the year and reported specific improvements in patient mood, socialisation and mental and physical capacity.*

*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.*

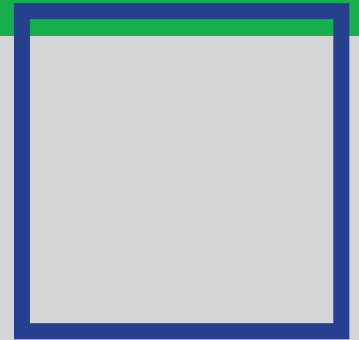
*It has provided opportunities for artists to bring their artistic and professional skills to the wider community.*

*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.*





## DETAILS OF THE STRATEGY





## SUMMARY GOALS

Arts for Health Partnership sets the following priorities going forward:

- **Seek equity** and consistency of service per capita across the healthcare settings in the development and delivery of the programme
- **Sustain high standards** across the programme
- **Ensure an inclusive approach** to cognitive and cultural differences of the participants, in the delivery of the programme
- **Improve** operational communications and public relations
- **Respond** to changes such as infrastructural, stakeholder and agency changes



## **SEEK EQUITY AND CONSISTENCY OF SERVICE PER CAPITA**

### **ACROSS THE HEALTHCARE SETTINGS IN THE DEVELOPMENT AND DELIVERY OF THE PROGRAMME**

Beyond maintaining existing levels of service in hospitals: Castletownbere, Clonakilty, Dunmanway, Schull, Skibbereen and Bantry General Hospital, Care of the Elderly Unit; we will seek to increase the current level of service from 46 sessions per year to 90 session in each hospital to recognise the importance of artform choices for participants. A new music strand will be introduced similar to that currently being delivered in Clonakilty 2016 programme which offers two main artform choices of music and visual art and other artform choices such as literature, dance and film throughout the year.

Beyond maintaining existing levels of service in day care centres: Bantry, Castletownbere, Clonakilty, Dunmanway and Skibbereen; we will seek to increase the current level of service from 17 sessions per year to 24 sessions per year in each day care centre to reach more participants using the services.

These developments are recognized as a significant development that will need substantial additional resources

to maintain for the three years of this plan. The Partner Representatives will commit to ensuring the adequate operational funding, and that the workload of managing the programme is equal and not beyond the budgetary allowance. An evaluation of capacity to deliver a larger programme, will be focus of a year two impact evaluation.



## **SUSTAIN HIGH STANDARDS ACROSS THE PROGRAMME**

**Partnership will remain the cornerstone of the programme** with the Partner Representatives taking the lead to ensure this. Each Partner Representative is responsible for clearly advocating their agency agenda to ensure an equitable cross section of interest in programme delivery at partnership meetings.

Core to the partner responsibilities, is the commitment to resourcing the Programme as set out in the budget annually. In addition the Partner Representatives will seek and apply for external funding for specific once-off projects which enhance the participants experience and offer experimental and developmental opportunities in keeping with the Programme aims, as and when opportunity arises.

The Programme will maintain a role orientated governance where each agency representative is responsible for maintaining their represented position at the four annual Partnership meetings, ensuring a replacement in their absence.

#### **Keeping research and development at the centre of the service,**

the impact of the increased service on resources, HR capacity, creative capacity and participants' response will be measured for sustainability, quality and capacity to deliver. This impact evaluation will be commissioned subject to acquiring adequate funding between year one and two.

**In seeking artistic ambition and originality,** artists working on the Programme will be supported to initiate collaborative projects and professional development. A viable balance of creative risk and consistency of delivery, will be achieved by contracting a panel eight trained and experienced artists to form the Core Artist Team and up to five Guest Artists. Core Team Artists will be defined by a minimum of forty sessions allocated at the outset of the year. To facilitate career motivation, leadership opportunities will be created within the Core Artists Team. The scope of this will be determined in year two and implemented in year three.

#### **Prioritise learning and professional development for artists,**

manager and healthcare professionals by continuing to deliver accredited and non accredited training including:

- QQI Arts Participation for Healthcare Professionals\_ to be annually delivered by a Core Team Artist
- Peer Learning \_acknowledging the skills existing within the programme, an artist peer will be allocated to each new artist or guest artists joining the programme, effective immediately. Artists may also be asked to host peer learning workshops for other artists working on the programme.
- Cross sector learning days\_ link with existing supports through Primary Care Teams to access services that enhance programme delivery e.g. Occupational Therapy/ auxiliary services.
- Mentoring\_ in both artistic and facilitation skills where needs are identified (see training for Artists in Dementia)

#### **Recognising the value of an informed Programme Manager**

by giving support to attend national and international conference, seminars, networks, training which directly benefit the programme development.

Identify organisations that have a role in validating prior learning. Link with established research centres that can validate practice.





## **ENSURE AN INCLUSIVE APPROACH TO COGNITIVE AND CULTURAL DIFFERENCES OF THE PARTICIPANTS, IN THE DELIVERY OF THE PROGRAMME**

We will deliver annual non accredited **training for artists in dementia**, cognitive differences and other significant health characteristics of participants. The training will focus on recognising symptoms, communication techniques and preparing good environments and be delivered by AfH Dementia Advisor and other Healthcare Professionals.

In the planning projects, the manager, artists and healthcare staff will:

- **encourage creative experimentation** while always remaining attentive to the participant's ability, interests and wellbeing
- **ensure suitable spaces to display and share** the music and artwork, being cognisant of the participants viewing perspective
- **Support projects which make cultural and community links** with participants across other healthcare centres, and the wider public
- **encourage family involvement** to enrich the engagement

for the participant. Invite families to workshops and activities when possible and appropriate

- **increase bedside one-to-one participation**, with the assistance of assigned carer where possible, thus allowing for the health service professional to support progressions

Recognising the benefits that exist in the age linear progression of Older Peoples programming (Arts for Active Mind to AfH Day Care to Hospital) at Uillinn, we will seek communication links that benefit the participants experience. Such as enabling a new hospital resident to work with a familiar artist from a day care project.

We will ensure relevance to all participants **recognising cultural diversity and individual beliefs** by offering a wider choice of cultural references and always maintain a non-denominational perspective in response to the changing dynamics of healthcare users.

We will support an initiative for artist and healthcare professional to collaborate on the development of a Transition Year programme in schools in year three, with a view to making the exchange between student and older person more meaningful and appropriate.

## IMPROVE OPERATIONAL COMMUNICATIONS AND PUBLIC RELATIONS



In seeking clear internal communication frameworks between the agency stakeholders, we will agree annually **a calendar of meetings**: quarterly partnership, annual healthcare stakeholders, monthly artists and scheduled artists individual meetings and scheduled project cohorts.

We will continue dissemination of an annual report for partners and summary report for auxiliary funders. A review procedures for reporting procedures and responsibilities will take place in year two with a view to improving the quality of the information shared.

Regular contact will be maintained with patient advocate and patient representative bodies through email and annual meetings eg. SAGE Advocacy Services for Older People.

We will adopt an **interdisciplinary way of communicating** within the hospitals/day care centres to share relevant participant information between artists and the healthcare setting within which they operate. This new procedure will be achieved by a meeting between DoN's and AfH Management and AfH Dementia Advisor to agree a set of

time efficient procedures. This integrated procedure will be implemented by the Artists by the end of year two.

A privately shared online drive will serve as document storage; the wiki will be discontinued and the information will be yearly archived. All parties will commit to inputting to a privately shared online calendar. The online calendar will show where and when all sessions and meetings are taking place. This will be in effective use by all stakeholders in year one.

We will maintain a national profile through various external communication activities. We will:

- Actively engage in national events such as Bealtaine, Active Ageing Week and Life Long Learning Festival
- Maintain associations with relevant networks such as AHCI, Azure, Sonas, Carers Association, Alzheimer's Association and Dementia Ireland. Ongoing attendance and contribution to national and international dialogue, case studies and presentation of work will be encouraged and supported, where viable
- Commit to communicating with relevant policy and decision makers locally, regionally and nationally in order to build awareness and galvanise support for arts and health within all partner sectors

We will make visible the participants achievements: public events, exhibitions, installations, website and residencies; always placing emphasis on creative and quality documentation.

To maximise visibility and showcase the work we do, we will launch and maintain **a dedicated website for the Arts for Health Partnership Programme West Cork** in year one. The website will act as a communication portal for all stakeholders: participants and their families and carers, artists, healthcare staff, partners and the wider community.

Recognising the important role of social media, a facebook page will be set up for shared information of relevant interest with arts and health content. Both will be managed by Uillinn.

Optimizing publicity opportunities by identifying projects with significant public interest, we will commit to minimum of four releases each year. These will be identified early in the year to ensure a good lead in time for better dissemination. HSE Communications will take a lead in issuing these press releases with support from the Programme Manager and healthcare staff.

Be consistent with the use of clear partner acknowledgement, new logo and consistent, clear branding.

Programme Manager will design and print an information leaflet. The flyer will be given to participants, family members, carers at point of admission. The flyer will invite participation in the programme and briefly outline the various artistic choices and how to access the programme. Dissemination will be the responsibility of the healthcare centre management.

Engage a professional photographer and videographer to **document the depth and breadth of the work** across all settings, ensuring respectful privacy needs of the patients.





## RESPOND TO CHANGES SUCH AS INFRASTRUCTURAL, STAKEHOLDER AND AGENCY CHANGES

Mindful that the programme has withstood many financial and infrastructural challenges to date, commitment to sustain, seek opportunity and **tolerance towards change** will remain a cornerstone responsibility of the Partner Representatives.

When staff and infrastructural changes are identified the Partner Representatives will discuss ways to **respond proactively to reduce potential threats**. Regards known upcoming retirements, or staff changes, action will be taken by the retiree to ensure a replacement with similar authority is available to take their role on the Steering Group.

With the support of the staff in newly renovated or built spaces such as Bantry and Schull hospital extensions, installation projects and curatorial projects will take place to make best use of the architectural opportunities.

Partners will seek to identify Public Art Percent opportunities at an early stage to fund these new creative opportunities.

Curatorial support will be offered to healthcare settings where renovations or new building developments take place. Advice on aesthetics and development of new projects responding to these developments will be an option to consider between staff at setting and Arts for health management and artists team.

In relation to the new building development of Uillinn: West Cork Arts Centre, we will commit to delivering at least four **'In the Picture' gallery sessions at Uillinn**. These events will be safe and welcoming cultural experiences for people with cognitive differences who are both in the community and resident at Community Hospitals with a view to these sessions informing projects at the Community Hospitals.

For participants not able to leave healthcare settings, selected artwork from significant exhibitions will be taken to the hospitals once or twice each year. A procedure on best practice in relation to this will be researched and implemented.

## ACKNOWLEDGEMENTS

Compiled and written by Justine Foster.

With many thanks to all contributors to this document including:

**Partner representatives:** Sarah Cairns, Norma Deasy Violet Hayse, Theresa Healy Kingston, Carol McCann, Ian McDonagh, Joanna McCarthy, Teresa O'Sullivan, Patrick Ryan, Cathy Sheehan, Mary Smithwick and Aidan Warner.

**Healthcare Professionals:** Kerry Burchill, Margo Daly, Bernadette Horgan Edmead, Anita O'Donovan, Tara O'Donovan, Christine McCarthy, Phil Murphy, Roisin Walsh and Mary Willis.

**Artists:** Liz Clark, Sharon Dipity, Justin Grounds, Helle Helsner, Maire Laure (Mailo) Haas, Darragh Hayes Kearns, Fiona Kelleher, Tess Leak, Toma McCullim, Fiona Power, Colm Rooney, Michael Ray, Sarah Ruttle and Maurice Seezer.

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**Photography: by artists and Kevin O'Farrell.**

**Launched on 24 November 2017** with special guests Cllr Declan Hurley, Gabrielle O'Keefe (Cork and Kerry Community Healthcare) Ann O'Connor (Arts Council) and Minister for Mental Health and Older People, Jim Daly TD at Dunmanway Community Hospital.

**With thanks to all hospital staff and residents**



*The Arts for Health partnership gratefully acknowledges the local support towards the programme with special thanks to West Cork Older Peoples Network and Friends of the Day Care Centres.*





"You brightened up our day"

Eileen O'Sullivan





[www.artsforhealthwestcork.com](http://www.artsforhealthwestcork.com)

