

14th December 2011 PRAXIS event at Wolverhampton Art Gallery

Focus for group discussion: Promoting a process that leads to a quality product

Individual group's thoughts around the different 'types' of products that are produced as a result of an arts and health project/commission.

Who are the audiences?

What purpose do they serve?

❖ **Products produced by participants:**

Purpose:

To inform future work

For exhibition

For participants to keep/ personal product

Inclusion in larger art work

Inform an evaluation report

❖ **Evaluation Toolkit** – e.g. Publication, project legacy, conference

❖ **Oral History** - Archive, celebration, postcard

❖ **Online/ website** – Podcast, Blog, Twitter, Facebook, Twitter

❖ **Event-** e.g. Awareness day, celebration event, presentation, unveiling. Also by products of an event are created as evidence – photos, audio records, skype/blogs

❖ **2/D & public Art work – e.g. panels, digital photographs**

Purpose:

Reminiscence

Public Health Promotion

To improve patient environment

Integrated into healthcare environment e.g. to aid way finding, orienteering for patients with dementia

Not just visual art- could be temporary or permanent, dance/carnival

❖ **Educational Resources** – e.g. A guide, poster, booklet, CD/DVD, Toolkit/ Art box with a guide to aid art sessions for future arts projects and activities

❖ **Participant Experience** – evoking feeling/ a reaction/ a spark. Emotional connection, personal thought/ behaviour change e.g. creating a different perspective

❖ **Evaluation products** –Impact Assessments, case studies, evaluation reports, narrative reflection

❖ **Research** – capturing and presenting patient experience

❖ **Evidence base** – Impact assessment, case studies

- ❖ **Artist Led Products**
- ❖ **Skills based-** Transferable skills
- ❖ **Documentation product(s)**
- ❖ **Health Promotion Product(s)**
- ❖ **Reflective Practice** – Creative learning diaries, utilized in any project, capture evidence/ involvement. The two way process on reflective practice between process and product.
- ❖ **SURPRISE**

Additional comments highlighted:

- Understanding and clarity around the different audiences/ clients to inform how the products are presented e.g. digital access
- A physical product in itself is evidence
- Importance within the process - ‘Take the risk’
- Engage participants in consultation through the process leading to a product – participant ‘voice’

Exploring the ‘ingredients of success’ within a process to lead to a quality product and highlight the challenges faced from individuals groups chosen ‘product type’:

Health Promotion Product

Ingredients of success;

- ❖ Get the right structure for the project at the beginning- well planned
- ❖ Be clear about the value added the process brings
- ❖ Within health promotion – have to know what the key message/s are at the beginning and convey them
- ❖ Creating an appropriate tool that can be circulated/distributed
- ❖ Involve the target group from the beginning

Challenges;

- ❖ There can be too many messages or the messages can be too wide
- ❖ Make a product within the commissioned budget
- ❖ Selling the creative process to enable commissioners to take risks
- ❖ Different partners in the project can want different outcomes- all need to work together

Product of experience

Ingredients for success;

- ❖ Managing expectations (commissioners, artists, participants)
- ❖ Identifying target experience (e.g. understanding, learning, enjoying, sharing)
- ❖ Recognising the journey (recognition by the commissioners, artists and participants)

Challenges;

- ❖ Managing expectations
- ❖ Creating an effective legacy – Actual change

Commissioning work within a hospital context;

Ingredients for success;

- ❖ Understanding the NHS Culture and Hospital Culture / politics and wider agendas
- ❖ Having a multi disciplinary approach. Getting a project team on board.
- ❖ Having a checklist to ensure policies and procedures are followed
- ❖ Draw up contracts
- ❖ Develop friends and allies within the NHS organisation
- ❖ Be clear from the start on benefits to patients and staff and hospital itself
- ❖ Ensure a patient Care Improvement focus
- ❖ Be open minded and flexible to the concept of participation
- ❖ Gain commitment – financial and time
- ❖ Understanding criteria for the project
- ❖ Patients needs – understanding Ethics (artist, commissioner)
- ❖ Supporting the artists within the project. Clarity around procedures and policies
- ❖ Have clear guidelines – for the hospital (inside) and artists/organisations (outside organisations)
- ❖ Ownership

Challenges;

- ❖ Budget/ resources
- ❖ Maintaining relationships within the hospital when key link leaves
- ❖ Finding the key links/ champions within the organisation
- ❖ Marketing
- ❖ Emotional stress. Working within the healthcare environment
- ❖ Guidelines for inside the organisation

Surprise

- ❖ The ‘wow’ factor
- ❖ Empowerment
- ❖ Value added?
- ❖ Unexpected
- ❖ Change/reconciliation
- ❖ Shocking-insight
- ❖ Impact
- ❖ Discovery
- ❖ Client-centred
- ❖ Experiential
- ❖ Achievement
- ❖ Pride/enjoy
- ❖ Shift in thinking
- ❖ Communicable
- ❖ Revelation

- ❖ Identity
- ❖ Learning
- ❖ Self-aware
- ❖ Letting go of control
- ❖ Safe
- ❖ **Having autonomy**

Creation of a physical product

Ingredients of success;

- ❖ Maintain- long term
- ❖ Clinical supervision
- ❖ Reviewing contracts
- ❖ Fit for purpose
- ❖ Communication
- ❖ Clarity
- ❖ Adequate production time and working spaces
- ❖ Negotiation and mediation
- ❖ Ownership – process and product
- ❖ One point of sign off

Challenges;

- ❖ Promotion
- ❖ How to critique arts and health

Discussions around the dilemmas faced within commissioning arts and health projects and promoting a process that leads to a quality product.

- ❖ You can have artists/ volunteers working in health settings but they may not actually be arts for health projects
- ❖ Arts for health is vast!- a big difference between the process according to the setting, sometimes it's much broader. How do we recognise differences?
- ❖ Projects try to do lots of different things and have lots of audiences – people judge them on quality using a lot of different criteria – difficult to get that over.
- ❖ Product – physical, event – experience not mutually exclusive. Issue: Relative focus.