



NSW HEALTH AND THE ARTS FRAMEWORK

Improving the health of the community
through integrating The Arts into the
design and delivery of health services
and public health messaging



Health

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NSW MINISTRY OF HEALTH
73 Miller Street
NORTH SYDNEY NSW 2060
Tel. (02) 9391 9000
Fax. (02) 9391 9101
TTY. (02) 9391 9900
www.health.nsw.gov.au

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SHPN: (OS) 160297
ISBN: 978-1-76000-473-6

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www.health.nsw.gov.au



MINISTER'S FOREWORD

Making The Arts an important part of the way we deliver health services and public health messaging is something I have always been passionate about.

With over 100 arts initiatives currently underway across NSW Health, I know just how dynamic this sector has become, a fact I'm delighted to see firsthand when I visit hospitals and community health centres right around the state. But a series of ad hoc projects is not enough.

I established the Taskforce for Health and The Arts to guide the integration of The Arts into NSW's healthcare system as a whole - including how we provide healthcare, create a sense of place in our health services and work with communities to keep people healthy and out of hospital.

This has long been close to my heart and I have always understood the power that The Arts can have, but it was the reaction of the community that took me by surprise.

Submissions flooded in, consultations filled up rapidly, and one on one discussions with the Chair were requested and accepted without hesitation. Many arts practitioners, health professionals and community members wrote to me directly with their own ideas. The excitement was palpable.

Following months of work, review and community consultation, this Framework reflects the recommendations of the Taskforce and not only provides a guide to the seamless integration of health, The Arts, culture and design in NSW for the first time, but sets out new ways to support innovative projects in partnership with The Arts community.

While Australia already has a *National Arts and Health Framework*, this *NSW Health and The Arts Framework* reflects local activities, arrangements and interests so that we can better tailor opportunities in NSW while strengthening the role of local health services and arts agencies to better identify and develop projects to improve health outcomes.

We already know just how valuable The Arts can be for health and treatment outcomes, as well as promoting health and wellbeing in the wider community. Arts initiatives deliver demonstrable results for healthcare clients and staff, strengthening engagement and collaboration.

The *NSW Health and The Arts Framework* is an important step in ensuring we both encourage innovation in NSW, and also support local health services and The Arts sector to work together. I do not want to just bring The Arts into Health, but I want to bring the emotion, power, creativity and spirit that come with it.

The Framework and community consultation would not have come together as seamlessly as it did without the dedicated work of the Taskforce or the dynamic leadership of its Chair, Mr Chris Puplick AM. I also would like to thank all the hundreds of organisations, groups and individuals who helped us develop this Framework, and especially the invaluable advice and support of Arts NSW.

Jillian Skinner MP
Minister for Health

EXECUTIVE SUMMARY

In November 2015 the NSW Minister for Health, the Hon. Jillian Skinner MP, announced a Taskforce on Health and The Arts to provide advice on how to both encourage and better integrate The Arts into healthcare services, activities and facilities across the whole of NSW Health.

The Taskforce led a wide-ranging policy and evidence review, and community consultation, and the significant recommendations of the Taskforce have been adopted as part of this unique NSW Framework.

Recognising how valuable The Arts can be in improving health and treatment outcomes as well as promoting health and wellbeing in the wider community, this Framework - which reflects the *National Arts and Health Framework* and the *NSW Arts and Cultural Policy Framework (Create in NSW)* - enables the NSW Health system to maximise the benefits of integrating The Arts into the design and delivery of health services, and health messaging.

The Framework has three integrated elements:

- 1) **Governance,**
- 2) **Partnerships and Funding,** and
- 3) **Operational Guidelines, Resources and Information Exchange.**



GOVERNANCE

underpins successful health and The Arts activities. The Framework lays out a range of strategies to support local health services to develop appropriate governance arrangements, informed by a range of guiding principles supporting leadership, best practice, and partnerships across the system.

The Framework also highlights some fundamental approaches to building robust and diverse Arts programs. This includes establishing key building blocks such as a Health and The Arts Committee, engaging Board and senior management support, taking a strategic approach, strengthening capacity across health and The Arts, stakeholder and community engagement and transparent monitoring, evaluation and reporting.



PARTNERSHIPS AND FUNDING

help to build a collective, sustainable approach to designing and resourcing health and The Arts initiatives. The Framework provides strategies and actions for local health services to not only identify, reach out and collaborate with health, The Arts and community groups but also explore existing and innovative ways to fund projects.



The Framework provides **OPERATIONAL GUIDELINES** and resources for local health services. To help implement the new Framework, *Guidelines for Designing and Managing Arts Programs in NSW Health Services and Facilities* will be developed to include practical advice on issues such as managing collections, designing and implementing arts programs and potential models of evaluation.

It also enables the creation of an online **HEALTH AND THE ARTS EXCHANGE**. This interactive resource will facilitate the exchange of information, share resources, promote innovation and foster a community committed to leveraging The Arts for world-class healthcare services and facilities.

NSW HEALTH AND THE ARTS FRAMEWORK



Health



PRINCIPLES

Leadership
Partnerships
Multi-Setting
Community Focussed
Creative
Capacity Building
Knowledge Sharing
Transparency & Accountability
Evidence Informed



GOVERNANCE

The functions and structures to support a targeted, integrated and systemic approach to health and The Arts.



Literary Arts

Story telling, play writing, creative and narrative writing, poetry



Built Environment

Architecture, spatial design, wayfinding, lighting, signage, gardens, social and cultural places



Visual & Digital Arts

Painting, drawing, photography, installation, design, craft, sculpture, film, web design, animation, audio, iPad apps, new technologies



Performing Arts

Theatre, music, dance, drama, comedy



Health Service Design & Delivery and Public Health Messaging



PARTNERSHIPS & FUNDING KEY PARTNERS

Arts sector organisations
NSW and Commonwealth Government arts agencies
Local government
Philanthropists
Corporations and local businesses
Schools and TAFE
Universities
NSW Government agencies
Other Local Health Districts and Specialty Networks



OPERATIONAL SUPPORT

Guidelines, Resources, Evidence, Information Exchange

WHY HEALTH AND THE ARTS:

Exposure to The Arts has a profoundly beneficial impact, improving patient health and wellbeing and through its use in health promotion and messaging, improved health literacy for individuals and the wider community.



INTRODUCTION

Health and The Arts activities enhance the delivery of health services and the design of facilities across the full range of health settings and public health messaging. While ‘arts and health’ is common terminology used internationally, this Framework adopts ‘Health and The Arts’ emphasising a focus on improving health outcomes through The Arts in the broadest sense, and the leadership of the NSW Health system in achieving this.

This Framework provides guidance to NSW Health services - specifically Local Health Districts and Specialty Health Networks - to:

- Improve the patient, staff and carer experience in health services through engagement with The Arts in the broadest sense
- Create a sense of place in health services, enhancing design and ‘wayfinding’- the ways in which people orient themselves and navigate through a health service
- Leverage The Arts as a mechanism for engaging communities with health services
- Promote health messages through The Arts
- Increase access to The Arts through health services
- Foster sustainable partnerships between the health and arts sectors, and
- Integrate The Arts into the design of new spaces.

Arts NSW is the NSW Government’s arts and culture policy and development body, investing in arts and culture in NSW through infrastructure, funding programs and targeted strategies. The *NSW Arts and Cultural Policy Framework, Create in NSW*, outlines a vision for excellence in arts and culture in NSW through participation and a strengthened arts sector. This Framework draws on and complements those objectives.

The *National Arts and Health Framework* provides guidance more specifically for health settings. Alongside a set of principles for exemplary practice - with which the NSW Framework substantially aligns - the National Framework identifies areas of practice for consideration by Health agencies.

A summary of the most relevant components of *Create in NSW* and the National Framework can be found on the Health and The Arts Exchange.

This Framework adopts the definition of arts and health as articulated in the *National Arts and Health Framework*:

Arts and health refers broadly to the practice of applying creative, participatory or receptive arts interventions to health problems and health promoting settings to create health and wellbeing across the spectrum of health practice from primary prevention through to tertiary treatment¹

1 National Arts and Health Framework 2013, <http://mcm.arts.gov.au/national-arts-and-health-framework>

The Arts are defined broadly to encompass all art forms including:



VISUAL ARTS

Painting, drawing, photography, installation, design, craft, sculpture

DIGITAL MEDIA

Film, web, animation, audio, iPad apps, new technologies



PERFORMING ARTS

Theatre, music, dance, drama, comedy



LITERARY ARTS

Story telling, creative and narrative writing, poetry



BUILT ENVIRONMENT

Architecture, spatial design, wayfinding, lighting, signage, gardens, social and cultural places

Aboriginal arts and culture span all art forms, and are an essential component of The Arts in NSW.

HEALTH AND THE ARTS IS IMPORTANT

The use of The Arts to improve the health of individuals or communities, as well as health facility design, has a long history both here and internationally, but has become increasingly important in recent years. A growing body of peer-reviewed evidence confirms significant and measurable benefits from the integration of health and The Arts².

We now know the use of The Arts in health has positive impacts on medication dependence, hospital length of stay and treatment stress. The Arts have also been shown to improve patient tolerance of symptoms and treatment, self-efficacy, social inclusion, perceptions of care quality, and communication between patients and health professionals.

Experiencing, making and performing art is just as important, helping to bring people together in a way that fosters social inclusion, community participation, and intergenerational and cultural exchange. These outcomes are particularly important for priority populations such as Aboriginal people, culturally and linguistically diverse communities, young people, older people and people with disability.

Staff also benefit with improvements in health professionals' communication skills, work-related stress, efficiency and workforce retention.

The research also suggests that a focus on forming sustainable, innovative and agile partnerships between health services and arts organisations and/or artists delivers better outcomes for patients, carers, staff and health services, and strengthens relationships with the broader community.

A summary of the evidence, as well as a synthesis of known implementation factors for health and arts initiatives can be found on the Health and The Arts Exchange.

NSW HEALTH AND THE ARTS FRAMEWORK

This Framework guides the NSW Health system and supports The Arts sector in maximising the benefits of integrating The Arts into the design and delivery of health services and public health messaging.

The Framework has three integrated elements:

- 1) **Governance,**
- 2) **Partnerships and Funding,** and
- 3) **Operational Guidelines, Resources and Information Exchange.**

² For example, see Putland, C. (2012) *Arts and Health – A guide to the evidence, Background document prepared for the Institute for Creative Health*, and Fenner, P., Rumbold, B., Rumbold, J., Robinson, P., Harpur, S. (2012) *Is there compelling evidence for using the arts in healthcare?* Health policy evidence brief, Deeble Institute, Australian Healthcare and Hospitals' Association.



GOVERNANCE

Good governance refers to the high-level structures, functions and behaviours that support health services to maximise the benefits of health and The Arts programs.

All Local Health Districts and Speciality Health Networks are required to develop local governance arrangements for health and The Arts and partnerships.

Governance arrangements should incorporate accountability, particularly applying proper standards to the expenditure of public money, and transparency, including transparency in decision making, reporting to the community, and managing risk and safety.

GOVERNANCE – PRINCIPLES AND FUNCTIONS

Reflecting growing evidence and best practice, health and The Arts programs should reflect the following principles:

PRINCIPLE	FUNCTION
Leadership	Articulating clear vision and direction through a strategic approach to Health and The Arts, supporting agile decision-making and innovation.
Partnerships	Establishing and fostering sustainable formal and informal partnerships between health services, The Arts sector and professional and volunteer artists, patients and the community (especially priority populations), to deliver health and The Arts programs in health facilities and the community.
Multi-Setting	Taking a whole of health service view to strategic action, giving consideration across health facilities and services, community settings and public health messaging.
Community Focussed	Meeting the needs and priorities of the health service's community, including patients, visitors, staff, volunteers and the broader community.
Creative	Encompassing a broad range of art forms and practices including literary, digital, performing, visual and the built environment and engaging appropriate artistic and creative expertise in program design and management.
Capacity Building	Supporting the education, training and capacity building needs for health and The Arts programs, including building arts literacy within health services, and the knowledge and capacity within The Arts sector to work in health settings.
Knowledge Sharing	Documenting and evaluating health programs that encompass the Arts and contributing to knowledge transfer through the Health and The Arts Exchange.
Transparency & Accountability	Monitoring the progress of health and The Arts programs and communicating this to the health service Board and the community.
Evidence Informed	Using evidence where it is available to inform decision making, and evaluate activity where possible to contribute to the evidence base.

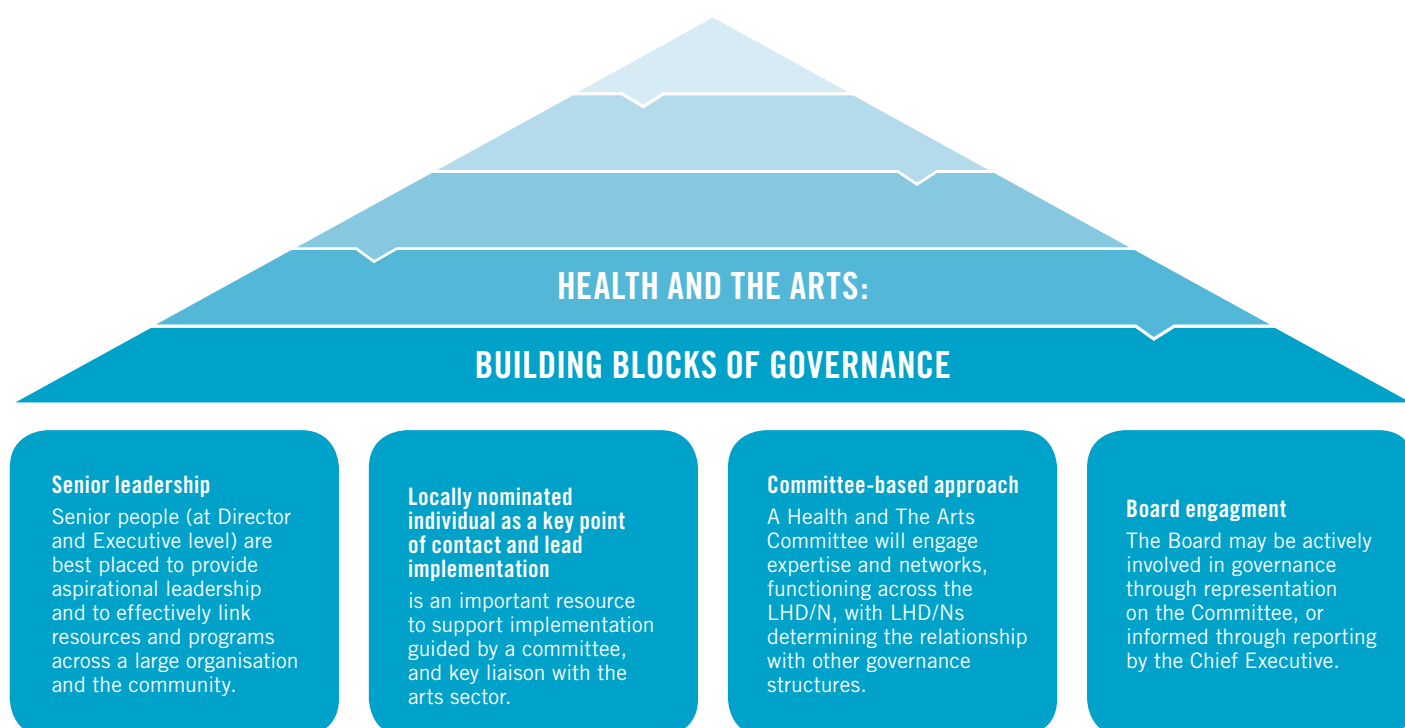
GOVERNANCE – BUILDING BLOCKS


A number of building blocks for successful health and The Arts governance and implementation have been identified through a review of evidence, public policy and consultation. While all building blocks should be established, Local Health Districts and Networks are particularly invited to establish a Health and The Arts Committee. Consistent with the devolved governance arrangements, the relationship of a Health and The Arts Committee to other local governance arrangements and membership are a matter for local decision making, and the building blocks can be formed in varying ways to meet local governance needs and align with existing governance models in health services.

Skills and Expertise

Successful health and The Arts governance helps engage the right skills and expertise to successfully harness consumer, patient, community and arts sector engagement, including:

- **Arts** expertise through local cultural institutions (and regional and state institutions where those relationships are in place), regional arts development organisations and individual professional and volunteer artists
- **Community** representatives including local priority populations (including young people)
- **Consumers, patients** and carer representatives
- **Aboriginal** representation given the cultural significance of The Arts to Aboriginal communities
- **CALD** - culturally and linguistically diverse communities as appropriate
- **Health service** representation at an appropriate level for governance, and the inclusion of program areas and facility management as appropriate
- **Fundraising** and volunteer organisations such as the Hospitals Auxiliary, Rotary, and others





There are a number of mechanisms to engage expertise, including through a committee-based structure, agreements with partner organisations, engagement of independent consultants or direct employment options. The health service may consider preparing a skills matrix for any proposed governance structure before forming a committee, and guidance can be found in the Corporate Governance Compendium. Model Terms of Reference for a Health and The Arts Committee can be found on the Health and The Arts Exchange.

Strategic Approach

A strategic approach to health and The Arts is required, with Local Health Districts and Networks documenting key strategies and actions to demonstrate how The Arts integrate and support health services to deliver and achieve patient or population health outcomes.

Capacity Building

Arts practice is a specialised area with expertise that is recognised and valued by the NSW Health system. By working in partnership with artists and the Arts sector, health services should give consideration to the appropriate training and support networks that might be required to optimise the experience of artists working with health services, both as professionals and as volunteers.

Building on relevant NSW Health Policy, this support can include navigating the relationship between patients and clinicians, patient confidentiality, occupational health and safety, working with children and young people, vulnerable individuals or groups, clinicians and carers, and understanding the role and qualifications of professional arts therapists.

Training clinical and non-clinical health service staff in arts program management skills such as arts literacy, applying for funding and managing corporate and philanthropic partnerships may also be considered in facilitating high quality arts practice.

Monitoring, Reporting, Evaluation and Research

Programs utilising The Arts should be evaluated and findings shared through the Health and The Arts Exchange. The evaluation should focus on health benefits and outcomes, and consider how such programs could be scaled, and their applicability to other health services or other settings within the health service.

*Arts for Health and Wellbeing: An Evaluation Framework*³, published by Public Health England and available through the Health and The Arts Exchange includes a Reporting and Evaluation Tool which can be adapted for local circumstances.

State-wide Support

The System Purchasing and Performance Division of the NSW Ministry of Health will support partnership approaches to Health and The Arts, in collaboration with Arts NSW.

3 Daykin, N, Joss, T (2016) *Arts for health and wellbeing: An evaluation framework*, Public Health England

PARTNERSHIPS AND FUNDING

Partnerships across health, The Arts, community and corporate and philanthropic organisations help share expertise, leverage networks, and enable a collective approach to designing and resourcing health and The Arts initiatives.

Existing Health Service funding for projects can be more effectively utilised if partnerships are established to leverage additional resources, whether that be funding or in-kind support. Potential partners, also reflected in the governance structure, are likely to include:

- **Arts** organisations, such as State, regional and local galleries, museums, regional arts development organisations, libraries and arts centres
- **Not for profit** and other organisations with a specific focus on integrating health and The Arts
- **NSW and Commonwealth Government arts agencies**, including Arts NSW which supports the NSW arts and cultural sector in contributing to the aims of this Framework
- **Local government**, which provide arts infrastructure, run cultural programs and may also auspice funding arrangements
- **Philanthropists**, either individual philanthropists or philanthropic foundations
- **Major corporations** and local businesses
- **Schools** and TAFE, which provide a broad range of arts programs with opportunities to collaborate through student performances, artworks and artistic expertise
- **Universities**, which often have extensive arts collections and fine arts, literary arts, performing arts and digital arts expertise
- **NSW Government agencies**, such as Education and Family and Community Services
- **Primary Health Networks and Aboriginal Community Controlled Health Services**
- **Other Local Health Districts and Specialty Networks**

Strong governance arrangements support the development of funding and partnership approaches in collaboration with The Arts sector. In developing local funding arrangements, a partner organisation can be permitted to make funding applications on behalf of the Health Service or a consortium of partners, including to Arts NSW and Regional Arts NSW and other funding streams. A Memorandum of Understanding outlining the responsibilities of all partners should support this kind of arrangement.

The secondary and tertiary education sector is an untapped source of arts and expertise. Many schools have visual, performing, literary and digital arts programs and may be enthusiastic about displaying student works in health facilities, and more broadly giving children and young people a positive association with health services. Similarly, TAFEs and universities may be potential partners for artist-in-residence programs, or student placements supporting health services to introduce The Arts to patient activities.

Arrangements with local galleries have been found to be highly successful in some health services. The local gallery may assume responsibility for placing and maintaining art works in collaboration with a facility, and this can facilitate greater reach for gallery works as well as reducing storage costs for art works which are not currently on display in the gallery itself. There are opportunities to partner with museums to facilitate “museum in a suitcase” outreach programs in health services, and similar outreach programs with local libraries.





OPERATIONAL GUIDELINES, RESOURCES AND INFORMATION EXCHANGE

This Framework is focussed on Health and The Arts programs integrated in existing facilities and services, led by Local Health Districts and Networks. However, The Arts are also an important component of health precincts, hospital buildings and in providing appropriate internal spaces for program delivery and display of works. Led by Health Infrastructure, opportunities for the incorporation of The Arts in facility planning exist in all parts of the planning phase, from initial concept thinking through to master planning and feasibility development.

Through rigorous consultation and governance processes, Health Infrastructure works closely with stakeholders and local communities to settle on design concepts, including the incorporation of artworks. Depending on the scale, need, complexity and opportunity, Health Infrastructure's project planning processes will establish the appropriate project budget allowance, which may be up to 1% of overall project budget. Project budgets are managed through normal capital delivery governance processes.

Working in close partnership with the Local Health District or Network and broader arts sector, significant opportunities also exist in fostering community engagement and a sense of ownership in physical spaces delivered by NSW Health's capital program.

Health and The Arts Guidelines

To support Local Health Districts and Networks to implement this Framework, *Guidelines for Designing and Managing Arts Programs in NSW Health Services and Facilities* will be created and linked to existing NSW Health Policy and other resources. This includes guidance for:

- performing arts programing
- managing collections
- display, signage and security of visual arts exhibitions
- intellectual property and rights of artists, and
- evaluation.

Resources and Information Exchange

State-wide support for health and The Arts will be facilitated by a Health and The Arts Exchange, a central, online portal for the collection, maintenance and distribution of information and resources to help:

- **Facilitate the exchange of information** and ideas on the incorporation and funding of The Arts across NSW Health
- **Share resources**, evidence and best practice, and
- **Promote innovation**, encourage dialogue and foster community.

The Agency for Clinical Innovation's Innovation Exchange hosts this portal. Initially, the site will provide information exchange, with a possibility for future development into a more interactive portal.

