Are you currently working or would you like to work in the field of arts and health?
Would you like to know how to develop and deliver effective arts projects?
Do you want to understand how your work fits into current policy and health agendas?

A growing body of evidence supports the contribution of arts to healthcare. This course will give creative professionals and those working in health and social care the skills to support their professional practice in this growing and dynamic field. It will introduce the concepts, values, and models that inform it and help participants develop, deliver and critically evaluate their own projects.

Led by expert practitioners, the day will include teaching and case studies as well as group activities providing opportunities for discussion and feedback. It will combine practical skills development with teaching and reflection. A suggested reading list will be provided.

Who should attend?
The programme is open to artists, arts practitioners and creative professionals across all artforms currently working in, or seeking to develop their practice in, arts, health and social care. It will also be of interest to a range of healthcare professionals including arts therapists, occupational therapists, activity co-ordinators, public health specialists, counsellors, psychotherapists, researchers and others who wish to better understand the use of arts-based and creative methods in health and social care settings.

What will the course contain?
Day 1: The Arts, Health and Social Care Context
Day 2: Safe and Ethical Practice within Arts and Health
Day 3: Leading Effective Arts Projects in Health and Social Care Settings
Day 4: Accessing, Understanding and Using the Evidence Base
Day 5: Getting your Work Commissioned
Participatory Arts in Health and Social Care Settings

Professional Development Opportunities

Who's delivering it?

Jane Willis, Director Willis Newson
Jane is the founder and director of Willis Newson, the UK’s leading independent arts and health consultancy which delivers creative and arts-based approaches to improving individual and community health and creating environments that support wellbeing. Jane has been a pioneer of the arts and health field since 1994, when she set up and ran Vital Arts, the arts programme for Bart’s Health NHS Trust. Jane has nineteen years experience delivering award-winning, large scale, integrated arts programmes in healthcare. She has an excellent knowledge and understanding of healthcare, the needs of patients, and of the arts. She is able to marry these areas of expertise to produce inspiring creative programmes that improve health and wellbeing, enhance healthcare environments and support the patient experience.

Karen Gray, Research and Evaluation Manager, Willis Newson
Karen is responsible for research and evaluation, both internally as well as for clients. Her arts and health evaluation experience is underpinned by her research experience gained in studying for the doctorate she holds from Cambridge University. She has a good understanding of the needs of the arts and health sector, a passion for words used accurately and persuasively, a keen analytical brain and an eye for detail. Karen works closely with our academic partner, Professor Norma Daykin of the University of the West of England.

Sue Mayfield, published author and writer in healthcare
Sue has been a writer for over 20 years. She has published eight novels for young people, as well as a number of books for younger children and several non-fiction titles for adults. First Steps through Bereavement (2011) is widely used by healthcare professionals. Sue is an experienced workshop leader and group facilitator and has been writer-in-residence in a number of hospitals, schools and community settings. She is part of the team delivering ‘Artlift’, Gloucestershire’s pioneering arts-on-prescription initiative. She currently facilitates creative writing for people affected by cancer at Cheltenham Maggie’s Centre and is an Associate Counsellor with Gloucestershire Counselling Service. As a writer, teacher and therapist, Sue works with words - both written and spoken - exploring the power of stories to heal and transform.

Course Dates / 2014
The course will run fortnightly from 9am – 3.30pm on:
Thursday 27th February
Thursday 13th March
Thursday 27th March
Thursday 10th April
Thursday 24th April

Venue
Bristol Folk House
40a Park Street
Bristol BS1 5JG

Programme Fees
£375 for the full 5-day programme

Wiltshire Bursary places
Four bursary places supported by Wiltshire Council are offered to Wiltshire based artists or arts professionals at a subsidised rate of £125 for the 5-day programme.

Book a place
For further information about the course, contact:
Christina Sadler
christina@willisnewson.co.uk

All images from Willis Newson projects. For further information please visit:
www.willisnewson.co.uk
Participatory Arts in Health and Social Care Settings
Professional Development Opportunities

The Training Programme

Day 1: The Arts, Health and Social Care Context

This day will enable you to:

- Develop a fuller understanding of the breadth of arts and health practice as used in clinical and community settings for individual and community wellbeing
- Gain an up to date knowledge and understanding of the NHS and current health and social care policy as it relates to arts and health practice
- Understand how arts and health initiatives work across acute, mental health, primary care and community settings

Whether new to the field or an experienced practitioner, you will come away with a clearer awareness of where your practice fits within the sector, and in relation to current NHS policy.

You will be better able to position your work and talk to potential partners. It will also help you understand how to pitch the benefits of your work in relation to health policy and current agendas.

“The training was really great. We were given a very comprehensive introduction into what it can be like delivering creative projects within varied healthcare settings. We also gained an insight into the structure of the healthcare world. This definitely helped me to see where I can position myself more effectively inside this system. I loved it and am really looking forward to next week!”
Participatory Arts in Health and Social Care Settings
Professional Development Opportunities

The Training Programme

Day 2: Safe and Ethical Practice within Arts and Health

The second day of the training programme will introduce you to models of good practice and guidelines to help you ensure your work in the field of arts and health is both safe and ethical. In it you will:

- Explore diverse models of good practice applicable to this sector and develop your own code of practice.
- Develop models of working and practical skills and tools to support and safeguard artists working within the sector, including artist support and supervision, daily diaries, managing boundaries etc.
- Explore models of working and practical guidelines to ensure the safety of patients and participants including consent and confidentiality, managing difficult feelings etc.
- Consider the potential for harm within arts and health projects and develop skills, strategies and codes of practice to minimise risks.

Whether new to the field or an experienced practitioner, this day will enable you to develop strategies to ensure that you are delivering your work within safe and ethical guidelines. It will help you feel more confident about your work by benchmarking your practice against recognised codes of practice. It will guide you through the process of developing a code of practice appropriate to your work.

“This has helped me think even more about the importance of safeguarding (both artists and clients) as well as the necessity of a code of conduct for safe working practice.”

“Again, another inspirational and engaging workshop! It is really influencing my thinking around how to develop projects and all the different aspects that have to be considered. I feel stimulated!”
Participatory Arts in Health and Social Care Settings

Professional Development Opportunities

The Training Programme

Day 3: Leading Effective Arts Projects in Health and Social Care Settings

The day will enable you to:

• Identify what you will need to plan and deliver a successful project
• Explore your role in relation to those of other professionals you may be working alongside (eg, artists, participants, health professionals, art therapists.)
• Consider what it means to work collaboratively with a diverse team of people
• Understand group dynamics and practice key facilitation skills
• Hear from experienced practitioners about how they engage participants and health professionals

You will find examine and discuss what might constitute good practice within this field. Gaining an insight into how experienced arts facilitators work within health settings, you will come away able to identify and practice some of the skills needed to deliver exemplar projects.

“I enjoyed the afternoon activity of planning out a project in a group. It highlighted the challenges of working collaboratively – even with creatives – so I feel better equipped to work with others outside of the arts.”

“Sue was very inspiring and gave us a real insight into some of the workshops. The team work gave us lots to think about in a short space of time. It was useful to work it all out on a time line. It makes it all the more real how much work actually goes into a project.”

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Participatory Arts in Health and Social Care Settings

Professional Development Opportunities

The Training Programme

Day 4: Accessing, Understanding and Using the Evidence Base

In it you will:

- Gain a better understanding of evaluation: what it is, why do it and the challenges of doing it well
- Understand the difference between research and evaluation and the hierarchy of evidence
- Know where to go and how to search for specific evidence
- Understand what is meant by cost benefit analysis and how to position your work in relation to potential cost savings

There is a growing body of research that supports the contribution of arts in healthcare and wellbeing, but practitioners often report they find it difficult to access and judge the evidence base. This session will give participants the tools they need to find, assess and use the evidence that is relevant to them. It will also provide more detail on the thorny subject of cost benefit analysis and how to use the evidence available to conduct it on your own projects.

“I found the session really informative and engaging – it highlighted that there’s still lots for me to learn but I have a clear idea of where to go and how to access the information and learning. A good introduction to something I knew very little about beforehand.”

“Jane pitched the presentation perfectly so that all could take something away. People were excited and energised by her spirited presentation. The involvement of people worked extremely well and people felt that they had contributed to the debate.”
Participatory Arts in Health and Social Care Settings
Professional Development Opportunities

The Training Programme

Day 5: Getting Your Work Commissioned

Do you need to advocate for your work? If so, this day will present you with a range of skills and ideas to help you present your work and persuade others of its benefits.

The day will enable you to:

- Present your project ideas so that they appeal to health commissioners
- Practice using the NHS business case model to pitch ideas and projects
- Develop and hone your presentation skills

How do you get a foot in the door and then persuade a potential health partner to take you seriously, perhaps even fund your project? This day will help you develop and sell project ideas, giving you the best chance of being commissioned by health partners.

“I just wanted to say that this session was so very helpful and, without it, I doubt I would have seen the bigger picture to have the confidence to develop and pitch this project proposal.”

“The delightful balance of facts and information, anecdotes based on practical experience and experiential engagement with the group, turned what could have been a ‘dry’ seminar into something special - the ideal combination of learning, development and training.”