

# ARTHEWE

Multiform Pedagogy in Arts, Health and Wellbeing

## Health & Wellbeing Promotion through Creative Methods

An abstract collage background featuring various shapes and colors. It includes a large green silhouette of a person's head and neck, a red rectangular shape, a black silhouette of a person's head and neck, and several overlapping circles in shades of green, blue, and black. There are also some thin black lines and a small black silhouette of a person's head and neck.

## Health & Health Promotion

# What is health?

**Health** is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity

- It is a complex and dynamic concept that encompasses various aspects of our lives, from biology to society, environment, culture, economy, and politics
- It is not just about our personal characteristics or genetic makeup, but also the world around us and the conditions we live in
- It is shaped by multiple factors, and to truly understand it, we must approach it in a specific way

# What is health promotion?

***“Health promotion is the process of enabling people to increase control over and to improve their health”***

(W.H.O, 1986)

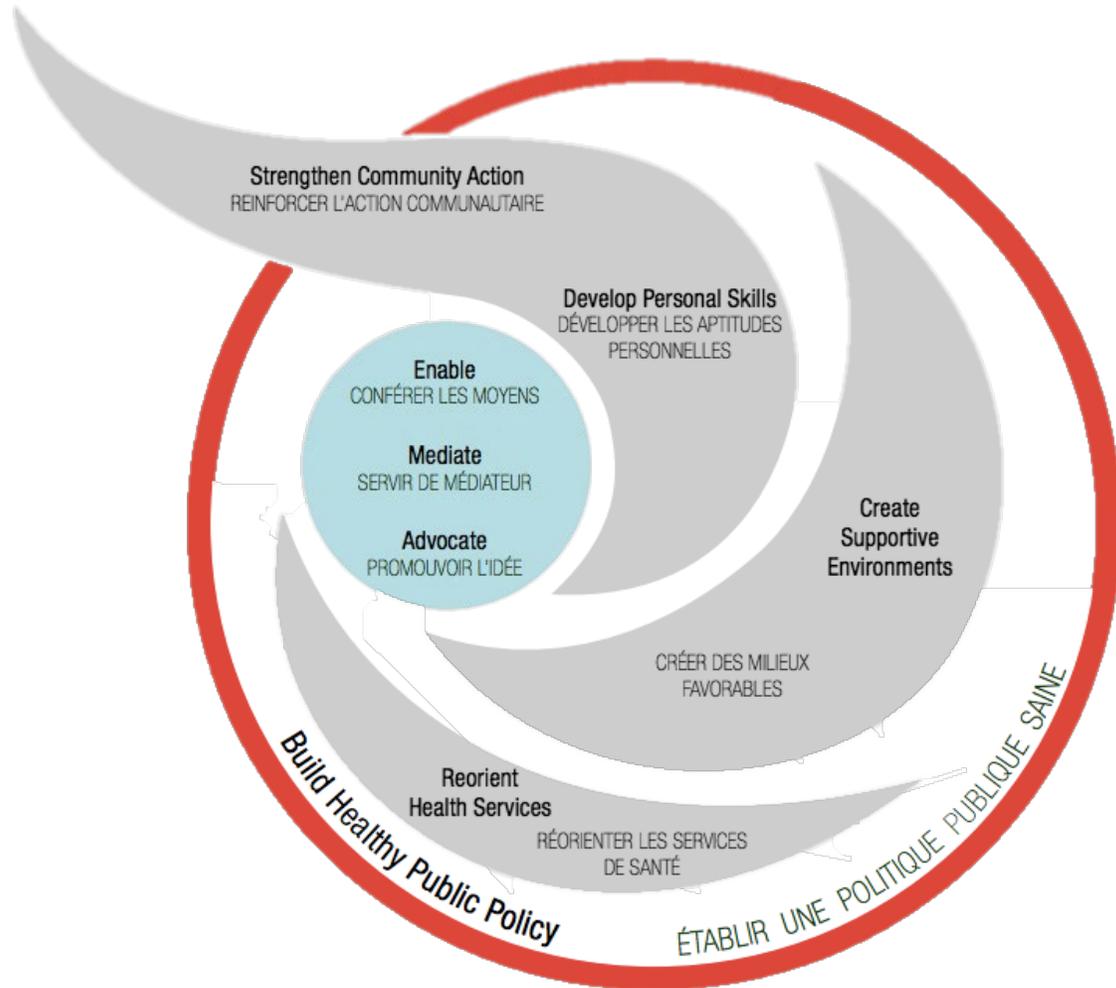
The social dimension of health is emphasised in the Ottawa Charter for Health Promotion, which argues that health is created in our everyday life contexts where we “learn, work, play and love”. Similarly, art is created in these same settings and may contribute to the promotion of health, wellbeing and social change.

(WHO, 2016)

*Health promotion* should seek to promote the physical experience of health as well as the social justice, agency and self-determination through empowerment, participation, collaboration and by reducing inequity.

(Chandanabhumma & Narasimhan, 2019)

# Health Promotion (W.H.O., 1986)



## ENABLE

Health Promotion aims to achieve full health potential by:

- Providing access to health information
- Developing life skills
- Promoting gender equality
- Encouraging healthy choices
- Creating supportive environments

## MEDIATE

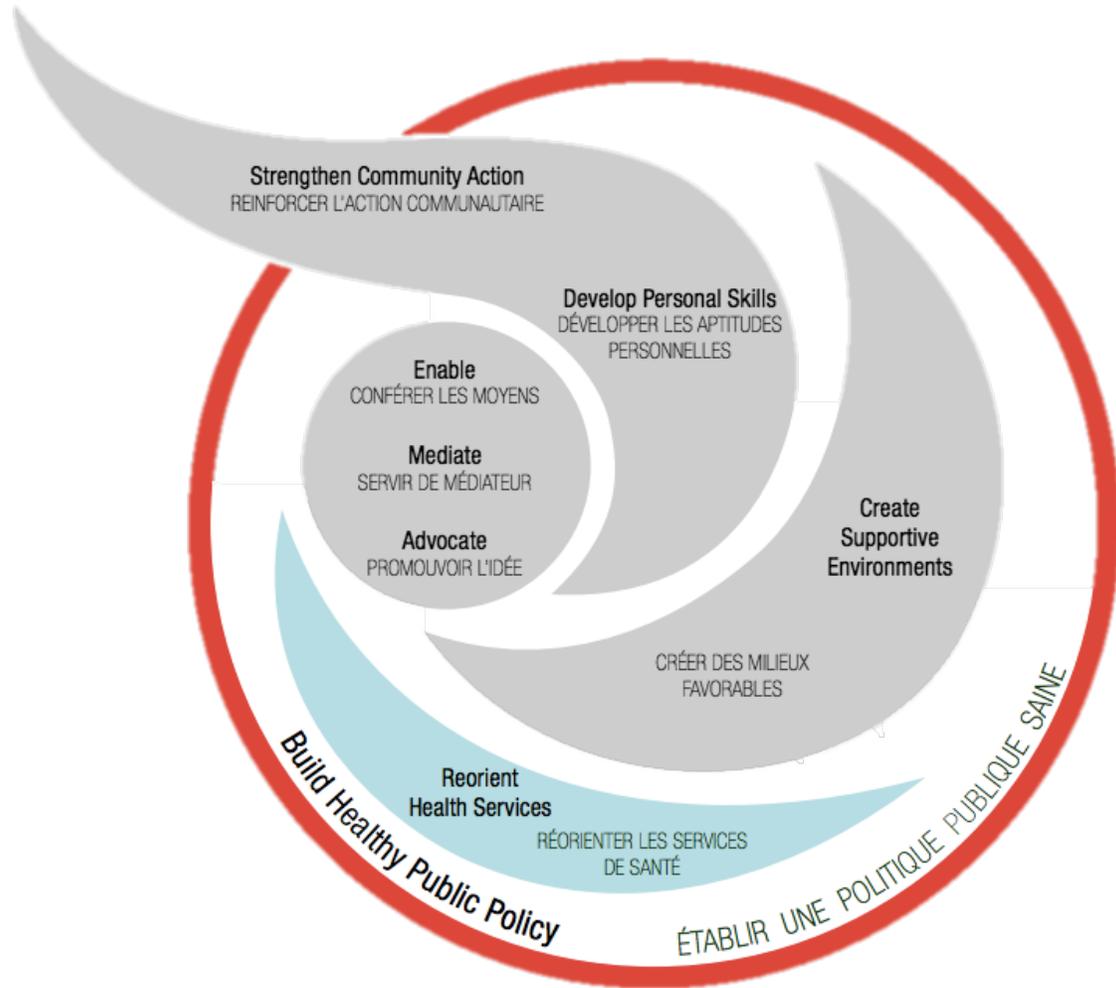
Collaboration is necessary between:

Governmental, non-governmental, social, industrial, economic, media, and local sectors

## ADVOCATE

Effective management and improvement of social, political, economic, cultural, environmental, and behavioural factors is vital for good health.

# Health Promotion (W.H.O., 1986)



## REBUILD

National legislation needs to change, and taxes and organizational structures should be reworked.

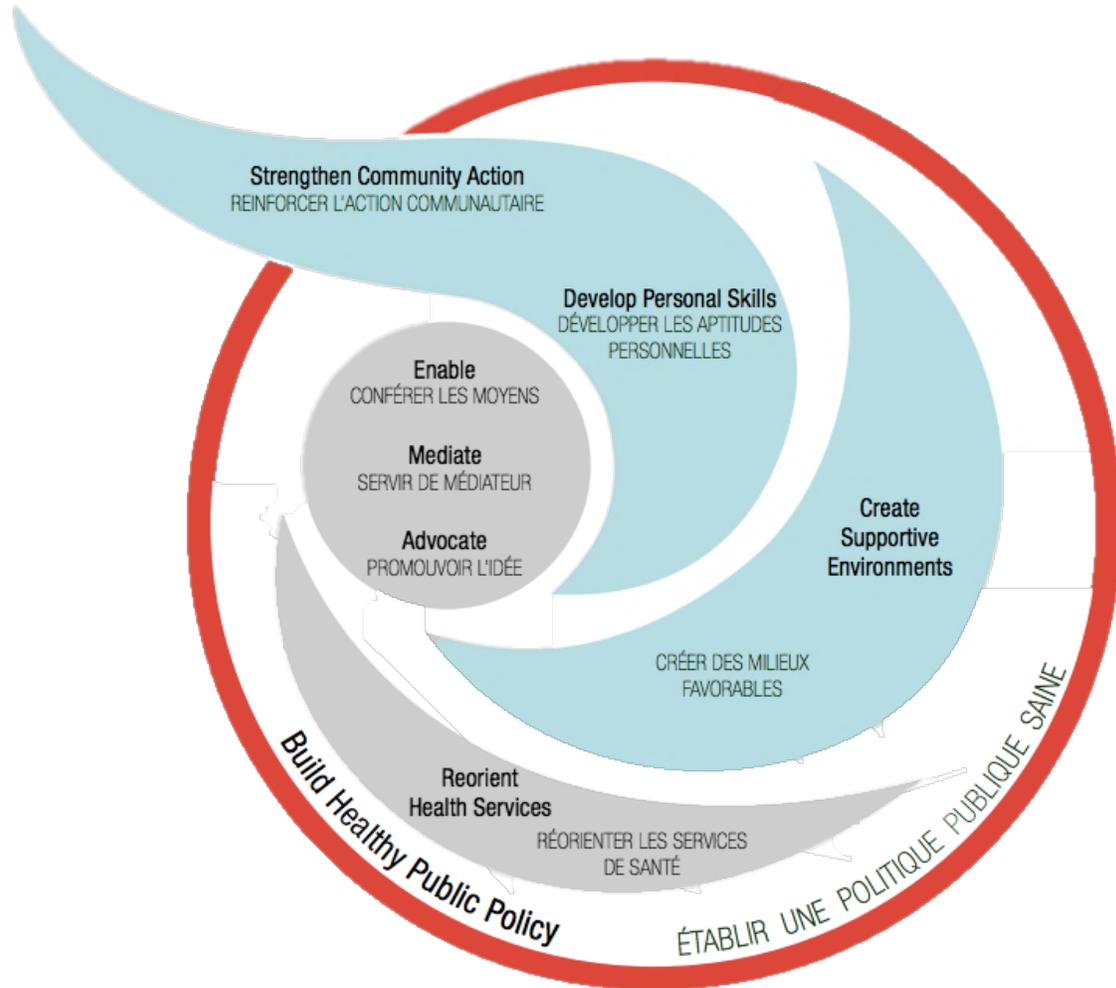
## REORIENT

Health services should focus on promoting health, not just treating and curing illnesses. We also need to reform how we educate, train, and research staff.

## INNOVATE

We need to address health promotion topics such as gender equality, environmentalism, compassion, and holistic approaches.

# Health Promotion (W.H.O., 1986)



## STRENGTHEN

Improving oneself, receiving support from others, and being involved in the community are all important for promoting good health.

## DEVELOP

People must address health-related issues such as chronic and infectious diseases and injuries in their daily lives, including at work, at home, at school, and in the community.

## CREATE

A socio-ecological approach to health involves protecting natural resources and creating safe, enjoyable, and stimulating living and working conditions



# Health Promotion across the SDGs



## Goal No 17:

If all countries are to achieve the goals, international cooperation is vital



## Goal No 11:

Increase affordable housing and settlements inclusive, safe and sustainable



## Goal No 3:

Ensuring people live healthy lives can cut child mortality and raise life expectancy



**Creativity & Arts in Health**

## Artistic expression

The arts grew in lockstep with human cultural development and have long played an integral part in how we teach, learn, communicate, and heal. They are uniquely suited to help us understand and communicate concepts and emotions by drawing on all our senses and capacity for empathy.

### Art can help us to...

- Navigate the journey of battling an illness or injury
- Process difficult emotions in times of emergency and trauma
- Recover more quickly from injury or disease
- Promote holistic wellness
- Be a motivating factor in recovery
- Increase positive clinical outcomes for patients

(WHO, 2021)

Creativity is considered to be a complicated and misunderstanding word

It is referred as the ability to respond and involve with the environment making it as something that is unique to us

## What is creativity?

Producing or using authentic and unusual ideas making new and useful forms

The ability to respond to the need of new approaches and materials

It is a human part that exceeds from daily and routine ways of thinking and acting

## Art can...

- affect the social determinants of health
- support child development
- encourage health-promoting behaviours
- help to prevent health issues
- support caregiving
- reduce stress
- be effective in the treatment of dementia and other conditions associated with ageing
- be effective in treating depression and anxiety
- play an integral role in health education campaigns
- can be used to communicate valuable messages across cultures and political divides
- help affected communities understand the risks of certain diseases or behaviours and provide ways for affected populations to process and learn from traumatic events

(WHO, 2021)

# Features of Creativity

Creativity is recognized as one of most important skills in 21st century. It is connected to term “creation” that means novel. Creativity is an ecological and divided phenomenon, not isolated.

(Runco, 2015; Montuori, 2017; Kupers et al., 2018)

Creativity is used as a treatment or tool for goals to be achieved in rehabilitation settings.

- Acting and thinking out of content
- Accept criticism
- No attachment to usual practices and no idea judgements
- Leader in reforming current and future educational policies

(Greiner & Valiga, 1998; Kupers et al., 2018; Hansen et al., 2021)



Let's see in the following slides some more information for some of them and explore a couple of examples...

## Singing

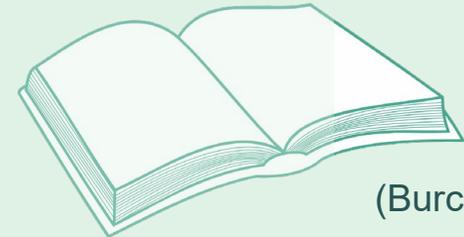
- Enhances physical, mental wellbeing and moral status
- Reduces the feeling of loneliness
- Reduces the visits to doctors
- Decreases the falls
- Impairs the medicine intakes
- Improves the breathing and quality of life



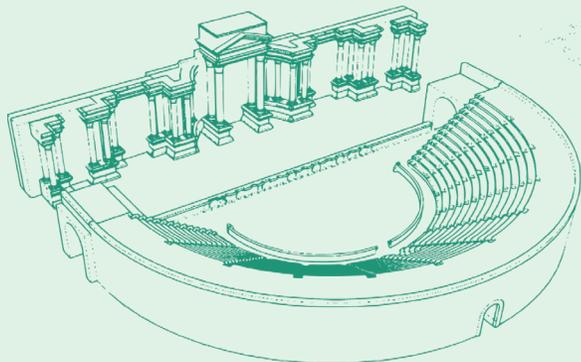
(Clift, 2012)

## Reading

- Reading comics and books make people of a community learn for a first time about diseases and health
- Messages about health and different diseases can be delivered by comics
- People can experience situations by reading
- Reading can speed reflection in different aspects



(Burch, 2021)



## Theatre

The healing power of theatre is evident in all human cultures. Today, theatre is often cited as the art form that is closest to life itself.

(Pufahl et al., 2021)

## Poetry

- It can help children share their experiences and messages about disease prevention
- It can increase knowledge about diseases and provide an understanding of their effects on people's health
- It can provide insight into how preventive behaviour works
- It can release, inspire, transform, and even start a revolution



(Edmondson, 2021; Petteway 2021)

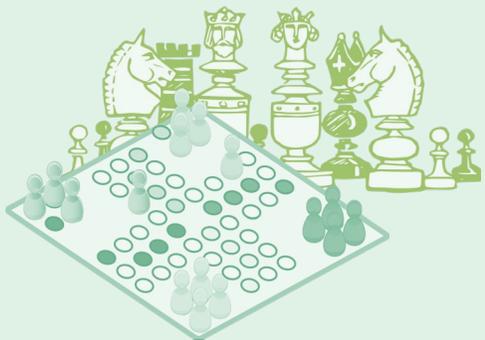
## Music

- Listening to music can reduce the intensity of pain and the need for painkillers
- It can help people feel more prepared
- It is essential for social and emotional development, as well as mental well-being and resilience in children



(Leis & Morrison, 2021)

## Games

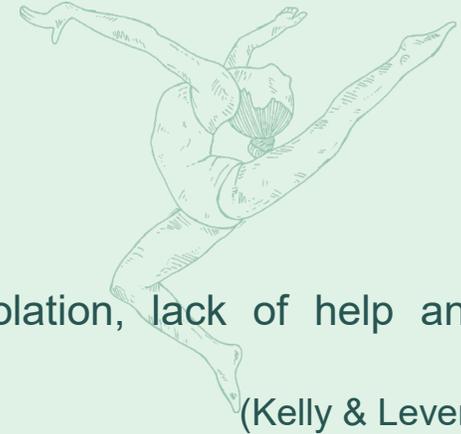


- They tend to involve participants and increase their motivation and interest
- Participants learn while taking part in a game, and the joy they experience is helpful for the learning process

(Bartfay & Bartfay, 1994)

## Dance

- It can offer continuous and reliable physical support
- Emotional connection
- Social interaction
- Public Health matters address, like stress and anxiety, limited moving, isolation, lack of help and healthy behaviours adoption



(Kelly & Leventhal, 2021)

## Drawing



Drawing is an activity that can improve sensory motor skills, encourage the use of imagination, help develop creativity, and, above all, be a fun and enjoyable pastime.

It can also be an important method of communication and a tool for exploring complex and when we need to address difficult and challenging issues.

(Vendeville et al. 2018)

## Some suggestions on how health service organizations can promote cultural wellbeing

- Listening together to an exciting program on the radio and discussing the thoughts it provokes
- Help the patient reflect on his condition employing literary art
- Remembering to follow appropriate hand hygiene practices can be supported by composing a rhyme
- A relatable short film can provide a more effective and multi-layered account of a peer experience than an ordinary discussion
- Activities such as guest performances, open rehearsals, workshops and exhibitions can be organised on the health service organisations' premises
- Recounting life experiences to others helps the healthcare professionals to better acquaint with a client and learn more about cultural background and needs
- Forming choirs and theatre groups, etc.



**A few examples among young people...**

# Tell Me What You See: An Arts-Based Health Education Program for Youth

The “Tell Me What You See” initiative utilises artwork and poetry created by incarcerated youth to promote prevention of sexually transmitted infections, HIV, and hepatitis with students in public high schools and juvenile justice facilities.

This innovative intervention integrates functional health knowledge and skills-based education through an art-based interdisciplinary approach reaching various populations of youth in multiple settings.

Evaluation results indicated that the materials effectively engage youth and open up a critical dialogue among peers and adults by addressing the role personal behaviour can have in the prevention of sexually transmitted infections, HIV, and hepatitis.

(Edmondson, 2021)

# Participating in creative activities on the health and well-being

An early rapid review (Bungay & Burrows, 2013) has concluded that participating in creative activities can have a positive effect on behavioural changes, self-confidence, self-esteem, levels of knowledge and physical activity. More specifically:

- **Sexual health:** drama is a particularly effective health education intervention because events are used from everyday life and the visual format demonstrates examples of how to deal with difficult situations. It allows discussions to be depersonalised while dealing with issues from the perspective of a young person.
- **Obesity:** theatre could be used to educate young people about healthy eating and diet, while dance can be used as a form of exercise to increase physical activity as not all young people enjoy sports as a form of exercise.
- **Mental health and emotional well-being:** engaging in arts activities has a valuable role in promoting mental health and well-being. These approaches help to build communities and increase social engagement and therefore, increase confidence, self-esteem, sense of achievement, empowerment, social skills, and positive behavioural changes.

The background is a collage of various abstract shapes and patterns. It includes a large green shape at the top right, a red rectangle in the center, and several circles in shades of blue, green, and black. There are also some thin black lines and a small black figure at the bottom right.

*Are there any health promotion initiatives with  
creativity approaches in your communities?  
Why not explore further?*

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