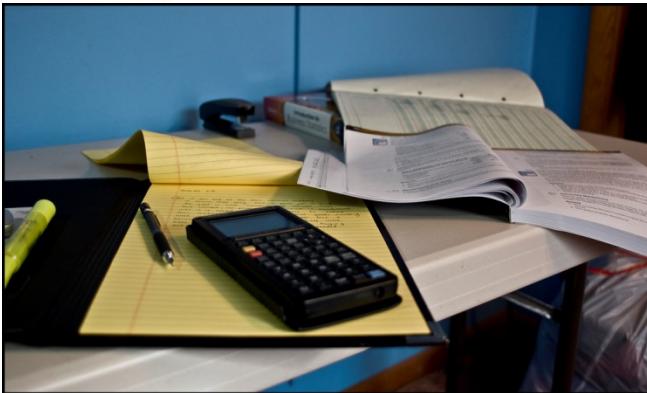
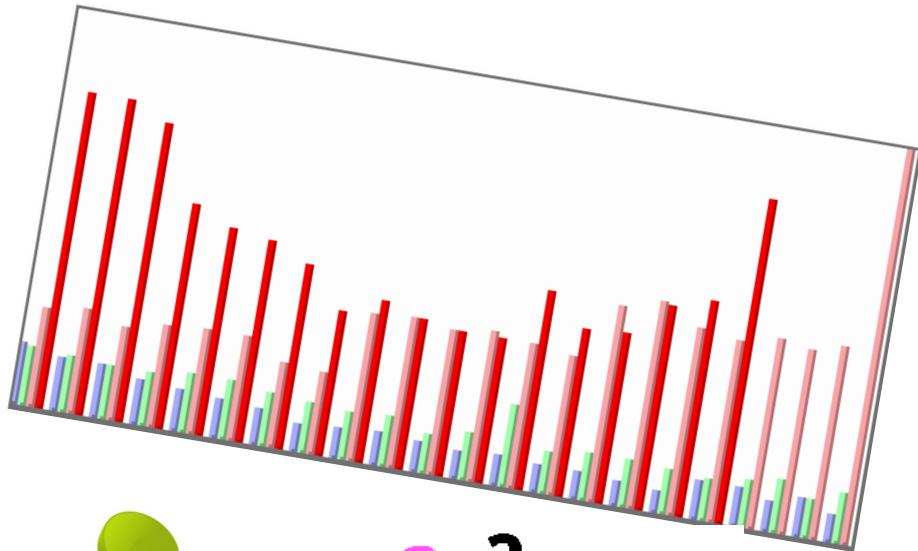
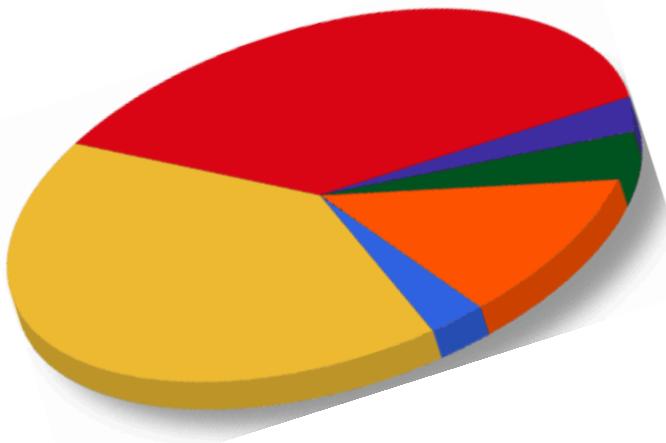


Using the arts to consult a community about their health and wellbeing needs

Dr. Holly Crossen-White

Dr. Elizabeth Norton
Prof. Ann Hemingway

Understanding local needs



Introduction

- Utilising the arts to establishing local health and wellbeing needs.
- An innovated project was developed through a partnership between local commissioners, charities and the arts
- Evaluated by Bournemouth University.

The Partnership

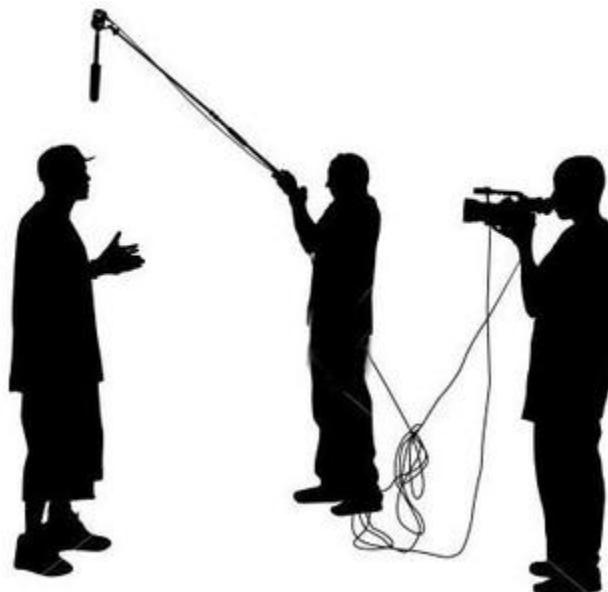
- Arts and Health South West
- Director of Public Health
- Better Together Dorset
- Dorset County Council – local Councillors
- Christchurch Borough Council
- Dorset Clinical Commissioning Group
- Christchurch Activities For Young People

Development of the project

- Objectives of the Partnership
 - Identify a new approach
 - Evaluate its effectiveness
 - Ensure added value for the community
- Discussions between the partners
 - What or who within the community could be the focus of the project?
 - What type of arts based intervention would engage the community?

The Project

- Young people living in the community
- Film-making project
- Seek the views of the local residents
- Present the film at community event



Key issues related to the Project

- Recruiting young people
- Finding artists to work with the young people
- Devising a schedule for the project

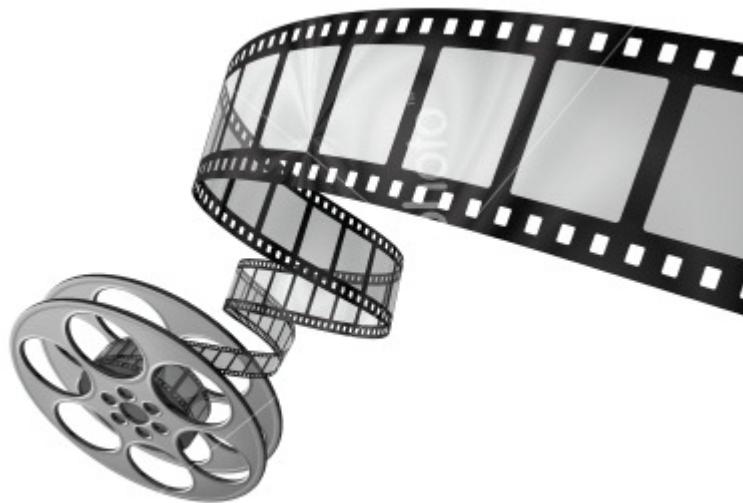


The community event

- Held at a venue within the community
- Arranged at a weekend event
- Relaxed and friendly atmosphere
- Attended by members of the Partnership



Presenting.....



Impact of the film

'The ... estate has quite a lot of stigmas around historical problems in that estate and ... the film gave quite a powerful representation of the fact people enjoy living there and being part of the community there and I think its important ... not to kind've go in with preconceived ideas about what people might think or feel about their own community.'

'When we held the showing there were issues that came out and I was in conversations with parents – I mean they were very forthcoming I mean I was quite shocked with the conversations I had.'

Reflecting on the project

'I think no one organisation on their own could have done it so I think the concept of partnership working driving it has absolutely worked on this occasion. I think if y'know we looked to do it in isolation we'd've really struggled...'

'...they'd (the partnership had) got one sort of ethos or purpose that they actually wanted to take this forward um and that the children were at the centre of it and it was important to take them forward with us. So to me that seems like quite an effective partnership having sat in other places where you've got one person sort of out on a limb, I think there was that common, common goal and common drive ..'

Views of the young people

I emailed my Head Teacher so they could be showing it at the end of term assembly

I think the more people we talked to the more we realised that actually it's alright were we live

They [parents] didn't expect it was going to be that good

I feel proud of it

I felt like that almost by doing the film we'd broken down some of the barriers that had existed in Somerford between different sections of the community

Conclusions

- Needed a committed range of partners
- Needed to pick an arts activity that would engage the community
- The experience of participating was as valuable as the finished artefact
- The artefact was not the answer but the beginning of the journey to understand