

STRENGTHENING NZ - UK STRATEGIES FOR THE ARTS AND HEALTH

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(A paper for discussion with the Hon. Judith Tizard, MP, Associate Minister for Arts, Culture and Heritage, New Zealand Government, the Hon. Helen Clark, Prime Minister & Minister for Arts, Culture and Heritage, New Zealand Government, and Dr. David Chaplow, Director of Mental Health Services, Ministry of Health, New Zealand)

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SUMMARY:

This paper is intended as a basis for further discussion. It explores some aspects of the interdependence of:

- mental health and emotional well-being;
- sustainable economic development;
- ways of engaging in creative endeavour to express and communicate thoughts, feelings and emotions;
- roles of aesthetic appreciation in helping to derive pleasure, enjoyment and happiness and through this a sense of well-being;
- how engaging with works of art and in the arts can influence health

The paper is in three parts. It outlines key points in collaborations since 1994 between the United Kingdom and New Zealand for the arts and health. Recent steps taken to help strengthen the collaborations are explored. Present work is cited and suggestions for possible next stages are given.

INTRODUCTION:

The Immediate-Past Director of the World Health Organisation, (WHO) Dr. Gro Harlem Brundtland, emphasised that health and development issues should be considered together [1]. She has often noted the interdependence of health and economic well-being and for this the importance of strengthening '*social capital*'.

The challenge WHO has noted is for researchers to look "*into new, unfamiliar areas and work with new colleagues in new ways*" [2].

Given this interdependence and the WHO challenge, a role for the arts and health has emerged in which New Zealanders such as staff of Arts Access Aotearoa, New Zealand (NZ) [www.artsaccess.org.nz] are taking a lead.

The Hon Judith Tizard, MP, NZ Govt. Associate Minister for Arts, Culture and Heritage, alluded to this in her speech on 3 December 2004 at the farewell function for Mrs Penny Eames, Co-founder and retiring Executive Director, and Mr. Sai Lealea, retiring Trustee, Arts Access Aotearoa, when she mentioned the importance and interdependence of cultural, spiritual and mental fitness as well as physical.

In February 2003, during the very successful international conference, '**Celebrating Creative Spaces**', in Wellington, NZ, **the Hon. Judith Tizard, MP**, invited Dr. Robin Philipp to consider further some of these above points. They discussed them again, in her office on 17 December 2004. She encouraged him to prepare for a second meeting in February 2005, with the Prime Minister. This discussion paper is his response.

The lead and request of the Hon. Judith Tizard, MP, should not surprise us. After all, at least one NZ historian has reported recently that our country is "*among other things, a social laboratory which other countries could study with envy and profit*", that NZ has "*'shown the way' to the rest of the world,*" that some past achievements of Government programmes have "*offered an example to humankind as a whole*", and that in this, there is "*this sense of the country's special mission to the world*" [3].

THE UK BACKGROUND: 'HOW WE GOT TO WHERE WE ARE NOW'

In 1996, Professor Sir Kenneth Calman, the Chief Medical Officer, Department of Health, England, convened an inter-disciplinary meeting in his office of some 40 people to discuss the importance of the humanities in medicine and how the place of the arts in health and well-being could be emphasised. **Key outcomes following endorsement by The Nuffield Trust of interest expressed there, include:**

- hosting by The Nuffield Trust of the Windsor I and II Conferences (12-13 March, 1998, & 6-7 September 1999), and the Windsor Declaration of 1998 for the Arts, Health and Well-being;
- publication by The Nuffield Trust of two fully references reports which include the Windsor Declaration, and one Strategic Paper:
 1. **Humanities in Medicine: Beyond the Millennium.** Philipp, R., Baum, M., Mawson, A., and Calman, K (1999). pub. Nuffield Trust Series No.10: 164pp.
 2. **Arts, Health & Well-being: from the Windsor I Conference to a Nuffield Forum for the Medical Humanities.** Philipp, R. (2002). pub. Nuffield Trust: 114pp.
 3. **Creative Arts and Humanities in Healthcare: Swallows to Other Continents: A Strategic Paper;** prepared by a Collaborative Inquiry Group. Ed. Coats, E. (2004). pub. The Nuffield Trust: 30pp.
- the **Centre for Arts and Humanities in Health and Medicine (CAHHM)**, being established in the University of Durham, England, where Professor Sir Kenneth Calman is now its Vice Chancellor;

- the **Centre for Medical Humanities** being established by the Royal Free and University College Hospital, London;
- the British Medical Publishing Group, through the *Journal of Medical Ethics*, establishing a new journal, **Medical Humanities**;
- forming of **the Association for Medical Humanities**, to promote within the UK and the Republic of Ireland the medical humanities in education, healthcare and research;
- establishing in April, 2001, at King's College, London, the first professorial chair in medicine and the arts at a UK university, and "*intended to give medical students high-quality teaching in the creative, literary and performing arts*" [4].
- an international, inter-disciplinary research and development programme, **AESOHP, (An Ecological Sense Of Healthy Place and Purpose)**, being established with The Nuffield Trust and the World Health Organisation (WHO), as a tribute to Dr. Ernst Philipp, (1909-2000), General Practitioner, Wellington, NZ, to help explore roles of the arts and humanities in health, medicine and humanitarian work, including ways of bridging needs of patient-centred and evidence-based medicine;
- 'Arts and Health' becoming the principal theme in 2003, of the **Annual Scientific Meeting of the Faculty of Public Health, UK** [5];
- building on earlier support of Gerry Malone, UK Govt. Minister for Health, and Alan Howarth and Chris Smith, both former UK Ministers for the Arts, Media and Sport, collaboration by Melanie Johnson, the Minister for Public Health, and Estelle Morris, the Minister for the Arts, to establish in 2004: "**Cultural Medicine; Investment in Cultural Capital for Health**", a **joint initiative of the Arts Council, England, and the Department of Health**, in which the Arts Council has reported in its 'Ambitions for the Arts, 2003', that: "*It is our central belief that the arts have the power to transform lives, communities and opportunities for people throughout the country*" [6].

Two other associated developments are:

- establishing the **National Network for the Arts and Health**, supported by the King's Fund, London [www.nnah.org.uk];
- establishing **Lapidus**, (Literary Arts for Personal Development), a company supported by the Arts Council, England [www.lapidus.org.uk].

THE UK-NZ COLLABORATION: ('KEY STEPS IN ESTABLISHING THE LINKS')

- **In 1994**, the Royal New Zealand and Royal Australasian Colleges of General Practice organised a very successful conference in the former Wellington Town Hall on the science and art of medicine [7]. At it, keynote invited papers from the UK on the arts and health were given by Professor Marshall Marinker and Dr. Robin Philipp.
- **In 1995**, Professor George Salmond, former Director General of Health, NZ, reported that:
"*If progress is to be made in improving the nation's health, new concepts, knowledge and skills must be introduced. Analyses are needed which break away from the narrow confines of biomedicine and economic*"

rationalism, and which encompass more socially and ecologically conscious constructs. The latter would empower people and involve communities in democratic approaches aimed at enhancing well-being and health status” [8].

His links with colleagues in the UK, have led to discussions of ways of progressing these sorts of concepts and to structured frameworks for them [9] - [13].

- **In 1996**, Michael Hannay, (now Professor of Comparative Literature), in the University of Auckland, NZ, organised an international conference, *‘Narrative and Metaphor Across the Disciplines’*, much of it with a health theme, and Dr. Ian St George in the Wellington Clinical School, University of Otago, held an associated conference, *‘Health in the Writer’s Hand’*, on literature and the humanities in the work and education of health professionals. The first Windsor Conference of the Nuffield Trust noted that: *“such stimuli have helped to provide a tremendously powerful impulse for this area to move forward” [7].*

- **In 1999**, the final plenary session of the first World Symposium on Culture, Health and the Arts, held in Manchester, England, accepted the following Recommendation tabled by Penny Eames, the then Director, Arts Access Aotearoa, and Robin Philipp:

“Health care purchasers and technical programme directors of the World Health Organisation and the World Tourism Organisation are seeking further research evidence of high quality for the effectiveness of arts interventions in health care and health promotion. They also seek improved understanding of the effects of aesthetic quality of the built and natural environments on human health and well-being. Present interdisciplinary collaboration to strengthen this evidence base includes initiatives in the UK of Arts for Health, The Nuffield Trust, King’s Fund, Health Education Authority and the British Council, of Arts Access Aotearoa, New Zealand, and specialist centres in for example, the USA, Scandinavia and Japan. This networking could be usefully extended and co-ordinated with the objectives of multi-centre studies and widespread dissemination of the findings of qualitative and quantitative research that have been published in the peer-reviewed literature” [14];

- **In 1999**, arising from a Creative New Zealand survey of 5845 adults aged over 18 years, publication of findings that: *“90 per cent of adults took part in an average of four different types of arts activities every month”* and that: *“more than a quarter of New Zealanders turn to the arts to relieve stress and depression” [15];*
- **In 2000**, the British Council reported that: *“arts and cultural activities can be innovative and exciting mechanisms for social, cultural and economic development”* and that *“they are motors for economic development, since the evolution of a viable, indigenous cultural sector can become an important contributor to GDP (Gross Domestic Product): in Britain the creative industries are worth more than £60 billion a year” [16];*
- **In 2001**, the AESOHP programme developed and published, with the WHO, and The Nuffield Trust, a *‘Community Health Gains Model’*, as a series of 10 linked points surrounding creative expression and aesthetic appreciation to help reason the worth for public health of having *‘healthy places’* and a *‘healthy sense of purpose’ [17];*
- **In 2002**, at the request of Arts Access Aotearoa, NZ, and in response to the invitation of the Knowledge Wave Trust for *‘support, involvement and*

inquiries', Robin Philipp prepared a paper: "A Response To The Knowledge Wave Trust Invitation: Section I: Knowledge clusters based on NZ High Commissions around the world; an expatriate human resource? Section II: Arts and humanities to help with health and social needs"; it explored relationships between 'emotional economics' and 'life management' and roles of expatriate Kiwis in helping to strengthen 'social capital' - the paper was taken forward by Penny Eames, a delegate at the First Knowledge Wave Conference;

- **In 2002**, details attracting international news media interest were published of a pilot cost benefit analysis suggesting that widespread use of poetry as an arts intervention could at 2001 pricings, save up to UK £1.8 million a year in direct health care prescribing costs for depression [14];
- **In 2002**, the Arts Council of England published a "Directory of Arts and Health Organisations and Projects" [18];
- **In 2003**, an editorial was published, reasoning a place for the arts and humanities in Occupational Medicine [19];
- **In 2003**, the periodical, NZ Doctor, published an interview with Robin Philipp exploring ways poetry and health combine [20];
- **On 25-27 February 2003**, Penny Eames, Director, Arts Access Aotearoa, NZ, organised a very successful conference, Celebrating Creative Spaces, in Wellington, NZ, with several overseas speakers - Robin contributed with a lecture: "Evaluating how the arts help health and reduce needs for health care", and the UK contribution to the session: "International Perspectives";
- **In 2003**, Penny Eames, wrote a very informative book, "Creative Solutions And Social Inclusion: Culture And The Community, published by Steele Roberts, Ltd., which has now been reviewed and is recommended for public health professionals in the UK and elsewhere who are seeking new ways of solving long-standing problems through innovative uses of the arts [5].

RECENT DEVELOPMENTS IN THE UK-NZ LINKS:

- **During 2004**, Penny Eames took steps from within New Zealand, in collaboration with colleagues in the UK and in the Australian and South African Governments, to establish a new organisation, Arts Access International, intended to undertake and support publishing, dissemination of information, education and research in the arts and health;
- **In April 2004**, the National Association for Poetry Therapy, based in the USA, established a Research Committee, with representatives on it from the UK and NZ, and developed the methodology for a pilot study to explore roles of poetry and creative writing workshops to help improve emotional resilience of cancer patients;
- **In May 2004**, arising in part from discussions in February 2003 at the Celebrating Creative Spaces conference in Wellington, NZ, a model intended to also be readily adaptable for other arts practitioners was developed and presented in the UK at a seminar on accreditation in the continuing professional development of literary arts practitioners working in health care settings [21];
- **In July 2004**, at the request of NHS Plus, the Department of Health, England, to help with their work in preparing a forthcoming Government White Paper, "Choosing Health", and linked to a recent editorial in the journal, Occupational Medicine [19], a synopsis of 33 points was prepared outlining ways health can

be influenced by art in work environments and public places [22] - at her request in December 2004, the Hon. Judith Tizard, MP, was given a copy of this paper;

- **In September 2004**, the 5th Annual International Humanities Conference, was hosted by the Centre for Medical Humanities, Royal Free & University College Medical School, London, UK. It was attended by a representative of Otago Medical School, NZ, to help with further development there of humanities teaching of medical students [23].
- **In October 2004**, prompted by Arts Access Aotearoa, NZ, Robin Philipp prepared a submission for the Ministry of Health, NZ for their forthcoming **Mental Health Services Plan, 2005-2015** - arising from concerns in NZ of for example the very high suicide rates among young males, the high prevalence of drugs and substance misuse, and of having, 2nd only to the USA the highest per capita prison population rates in the world, - his suggestions included highlighting the health-relevant roles, policies and programmes of other Govt. Ministries & Departments such as Education, Social Development, and Conservation, the importance for community and personal well-being of emphasising our pluri-cultural society, exploring the potential roles of other professionals such as arts practitioners working in health care settings, life coaches and mentors, due to acute shortages of some categories of health care staff such as psychiatrists the need for organisational development to include capacity building for intersectoral services networking, improved empowering of stakeholders such as Primary Health Organisations (PHO's) and well-organised service providers in the voluntary and charity sectors, and more co-ordination, collaborative research and audit and outcomes monitoring - in these areas his submission highlighted the example of the innovative programme '**Creative Spaces**' of **Arts Access Aotearoa** (q.v. Ref. [5]), and endorsed the concept of a possible "*national campaign to improve mental health literacy*": - he cited the example of research and educational development emerging through links of **Lapidus** (Literary Arts in Personal Development) and **NAPT** (the National Association for Poetry Therapy, USA), and the preliminary discussions with the NZ-based initiative to establish '**Arts Access International**' and a suggestion of **HUMANZ** (the Humanities Association of NZ) for a possible NZ-based Research Fellow;
- **In December 2004**, associated with a previously published framework [14], [24], a recent report of Professor Louis Appleby, the UK Government mental health tsar that initiatives to reduce social exclusion and isolation are important ways of reducing suicide risk [25], and current, international collaborative studies in the UK and USA for roles of the arts in helping with emotional resilience building and strengthening coping skills, Ann Sharley, Executive Director, Arts Access Aotearoa, NZ, and Robin Philipp began discussing NZ involvement in current UK-USA work to develop formal methods for evaluating health-linked outcomes of arts and health programmes and for a pilot study of their use with the work of Arts Access Aotearoa;
- **In December 2004**, Robin Philipp met at her request with The Hon. Judith Tizard, MP, Associate Minister for Arts, Culture and Heritage, and Ms. Ingrid Ward, Senior Policy Advisor, Department of Arts, Culture and Heritage, NZ Govt.; - reports left there at Judith's request were his submission for the Mental Health Services Plan, Ministry of Health, NZ (q.v. Point Above: October 2004), and three papers q.v. Refs. [19], [22], [26];
- **In December 2004**, Robin Philipp, met with Dr. David Chaplow, Director of Mental Health Services, Ministry of Health, NZ Govt., to discuss Robin's

submission for the forthcoming NZ Government White Paper for Mental Health Services, 2005-2015, (q.v. Point Above: October 2004), and roles of the arts in primary and secondary prevention of mental health problems - they have arranged to explore the possibilities further, in Wellington again during February 2005).

- **In ongoing UK-NZ work in 2005**, ways of improving patterns of communication within and between health care professionals are being explored [27].

SUGGESTIONS FOR THE 'NEXT UK-NZ STEPS' WITH ARTS & HEALTH:

A. General Points:

Interest is accruing in the need to strengthen '**social capital**' and how and why '**emotional economics**' are becoming more important as more people discuss openly how in society the at-present fiscally-based economic indicators of '*progress*' do not always take into account what, deep down, many people want in their own personal lives. New disciplines are therefore emerging which address different aspects of present human values and valuing systems. They include for example: '*environmental ethics*', '*environmental aesthetics*', and '*psychological aesthetics*' [28]. In addressing too, these such broad issues and the question as to whether greater attention should be given to factors that help foster '*ease*' as well as the traditional medical focus on '*disease*', the former Chief Medical Officer, Department of Health, England, has even suggested that the Department of Health should become a '*Department of Health and Happiness*' [14].

On this theme, intriguingly, in 2004, the Kingdom of Bhutan, a principally Buddhist country, adopted the motto, '*Gross National Happiness*' as part of its strategy in "*ensuring the cultural, environmental and spiritual well-being of the kingdom's population*" [29]. Given therefore that Helen Clarke, Prime Minister, and Minister for Arts, Culture and Heritage, has described NZ as a nation of '*secular spirituality*', might it be worthwhile to explore further roles of the arts in the spiritual dimension of health and well-being?

Associated with this interest, newly-emerged terms in the health and social sciences include: '**cultural well-being**', '**creative solutions to social inclusion**', '**emotional literacy**' and '**health literacy**'. The concern for poor levels of '*health literacy*', particularly among disadvantaged communities, is associated with, for example in the UK, a recent report of the National Consumer Council, that more than 7 million adults (20% of the population) lack the basic functional literacy skills to understand basic health information and in the USA 90 millions have poor health literacy [30]. Their report notes that health literacy requires a complex group of reading, listening, analytical and decision making skills and the ability to apply these skills to health situations such that they can articulate their concerns and describe their symptoms [30]. The WHO has also reported that health literacy represents the cognitive and social skills which determine the motivation and ability of individuals to gain access, and to understand and use information in ways which promote and maintain good health [30].

These issues surrounding health literacy can be linked to '**emotional literacy**' which has been defined as: "*being able to recognise what you are feeling so that it does not interfere with thinking*" [31]. In this context, to help explore associations of arts and health, there are four general questions which the collaborative AESOHP programme is addressing:

- Why do the arts matter for health?
- Why should I explore my sense of creativity?
- Do the arts affect me directly?
- Is the aesthetic quality of our environment important? [28].

Based on these questions, it has been reasoned in work of the AESOHP programme to date that creative endeavour and aesthetic appreciation are conscious activities of the internal interplay of thoughts, feelings and emotions. They interact with external experiences in life. Internal perceptions and imaging of this interaction influence personal attitudes, motivation and behaviour and through this one's mental health and emotional well-being. Personal experience of this process is reflected in benefits in mood, morale, confidence and self-esteem, and reduced needs for psychotropic medication [32], [33]. There is also some evidence of links with physical health. For example, it has been suggested that guided imagery is thought to reduce the risk of heart attacks more effectively than exercise or medication [33].

To help develop this further, it has been suggested that opportunities for fostering in society of '**creative communication**' could be explored (Penny Eames, Personal Communication, 2004). It would help to enable more effective '*connecting*' with other people, groups, cultures, societies and traditions. This task has been accepted by the '*arts and health*' movement, through for example developing new roles of poetry and other forms of creative writing, and the work of drama practitioners in health care settings and artists-in-residence programmes. Awareness of these new roles requires however more general and widespread education, understanding that clarity of thought, diction, articulation, and the richness and diversity of language as it is formulated within each of us, spoken, written, read and performed are core elements of health literacy and emotional literacy.

B. Practical Suggestions:

(i) Developing An Overall Policy:

The recently-published **UK Government White Paper, "Choosing Health"** [34] reported that from 2006, NHS-accredited health trainers will be giving support and lifestyle advice to people who want it in areas with the highest need and that from 2007, they will become available progressively across the country.

It also reported that new approaches to helping people with mental illness will be developed such as helping people with mental illness to manage their own care and tackling inequalities experienced by people from ethnic minorities. Expanding on the thinking in this White Paper, at the UK Faculty of Public Health Annual Public Health Lecture at the Royal Society of Medicine in November 2004, **the UK Govt. Secretary of State for Health, Dr. John Reid**, noted that; "*the UK had moved from a traditional notion of welfare state intervention in all*

aspects of people's lives to increased empowerment, with people wanting to take more responsibility and have more control over their lives" [35]. The British Medical Association reported too, that: "He stressed the need for doctors and politicians to 'reconnect' with the public" [36].

I suggest that these points from recent UK developments could be linked more closely to the importance and interdependence of cultural, spiritual and mental fitness as well as physical, a point that was emphasised by **the Hon. Judith Tizard** on 3 December 2004 in her speech at **Arts Access Aotearoa, NZ** (q.v. Introduction above).

Further attention seems warranted as, at least in the European Union (EU), *"the cost of mental health problems is estimated to be 3-4 % of the gross national product but expenditure on mental health constitutes, on average, just 5.8% of overall health expenditure" [37]. To help address the issues, in introducing its action plan arising from the WHO European ministerial conference on mental health in Helsinki, 12-15 January 2005, the EU also reported that: "mental health issues account for almost 20% of the burden of disease", and that priority areas for the action plan therefore include promotion of mental well-being and the incorporation of mental health as a vital part of public health policy [37].*

One very recent example of reasoning behind this action plan is for example a report that in Greater Glasgow, Scotland, an enhanced sense of self-esteem is thought to reduce the feelings of hopelessness and the effects on psychological and physical health and mortality experience associated with living in a deprived area [38].

Within the broad arts and health framework, could therefore and should a New Zealand strategy be developed for more widespread uses of the arts and health in the tertiary and secondary prevention of mental health problems and for their roles in primary prevention through the encouraging mental fitness and the promotion of emotional well-being ? Might it be worthwhile in it to include the encouragement of further training in NZ for **'Life Coaches'**? They are, beyond the traditional public health sector, a new and now well-established group of health professionals. Their development may have parallels in the UK with aspects of what is being proposed in the Department of Health, England, for the new **'NHS-accredited Health Trainers'**. Might it therefore be worthwhile to include such a suggestion in the forthcoming NZ Government White Paper for Mental Health Services, 2005-2015, and should it suggest inter-Ministry and Department collaborations such as of the Ministry of Arts, Culture and Heritage with the Division of Mental Health Services of the Ministry of Health ? Links with the work of other relevant sectors such as Social Development, Education, and Conservation could perhaps also be considered. If such a strategy is developed it could be supportive of UK Government work with respect to a forthcoming UK Government White Paper on Mental Health Services.

One example, in support of this suggestion for an overall policy is the very recent, evolving policy for **'Cultural Medicine' of the Arts Council, England, and the Government Department of Health, England** [6]. In it, **Estelle Morris, UK Government Minister for the Arts**, has reported: *"We tried health without art and there was a gap culture is playing a key role in improving the health and well-being of individuals and communities" [6].*

(ii) Exploring A Possible Collaboration to Develop New, Inter-active, Distance Learning Education Programmes with the Royal Institute of Public Health, London:

Building on the UK Government White Paper, '*Choosing Health*' [34], the Strategic Planning Group of the Royal Institute of Public Health, London, UK, reporting to its Council, is exploring a **proposal for a Certificate course in Well-being and Life Skills Coaching**. This proposal is being linked to the Local Government Act, 2001, with its duty '*to improve the well-being of the population*'. It is hoped that work towards it could be undertaken with the Society of Health Promotion Specialists and that any such course could build on an outline suggested recently for ways forward to progress accreditation possibilities for Arts Practitioners in Health Care Settings, towards which the example of Literary Arts Practitioners was used [21]. This course, if it can be progressed, would be linked to the National Health Service (NHS) programme for NHS-accredited Health Trainers. Could such a proposal be extended to include opportunities for further professional development and wider recognition of NZ-based Life Coaches ?

(iii) Evaluating the Creative Spaces Programmes and Opportunities:

Qualitative and quantitative research methods have been identified to help with evaluations of arts programmes and projects in different health-related settings [24]. Steps are being taken with Arts Access Aotearoa, NZ, for a study of their uses in NZ settings (q.v. December, 2004, above). Collaboration is also being considered with other UK-based studies including: (a) 'Attitudes of Staff, Patients and Visitors to Art in Hospital Environments'; (b) 'Do Poems have A Role in Health Care Waiting Rooms?'; and (c) 'Public Libraries and Health'.

(iv) Imaging, Imagination, Pleasure and Pride: The 'Words At Work' Projects:

An **arts-science spectrum of inquiry** has also evolved for work of the AESOHP programme. It spans from the:

- subjective, intuitive, individually inspirational, artistically expressive viewpoints, to the
- objective, measurable, deductive, logical and scientific perspective .

Much of the present collaborations are with the **UK-based Lapidus** (Literary Arts in Personal Development), and the **USA-based NAPT** (National Association for Poetry Therapy). Both organisations have New Zealanders among their members. In their present collaboration through the AESOHP programme they are progressing preparation of a joint compendium of published poems which have been identified as supportive to persons experiencing grief or loss or otherwise in distress, and undertaking randomised controlled trials to evaluate poetry workshops designed to help improve emotional resilience, coping skills and well-being among cancer patients and stressed health care managers. Could and would it be worthwhile for a link be established in NZ with this work, for example through Arts Access Aotearoa, NZ, the Poetry Society of NZ, the Humanities Association of NZ (HUMANZ), or the Ministry for Arts, Culture and

Heritage ? Could it be appropriate to prepare a partnership proposal to submit for possible funding with for example, Arts Access Aotearoa, NZ and / or HUMANZ?

In exploring this possibility further, it is interesting that with respect to the literary arts, poetry in New Zealand was described in the 1996 edition of '**An Encyclopaedia of New Zealand**' as *"the child of a marriage between inheritance and environment. The inheritance has immense weight - the whole body of English (and European) literature - a weight constantly increasing as literary influences continue to flow from overseas. The environment, an egalitarian society set in a landscape of arresting extremes, is immediate and pressing. A small number of poets, most of them still alive, have succeeded in subduing both inheritance and environment to the exigencies of an individual vision"*.

The ancient Greeks recognised these links of 'place' and 'purpose'. Plato, for example, advised us to get outside into the countryside and, while walking along some pleasant pathway, to allow the beauty of the natural surroundings to be absorbed into our consciousness. He believed that the movements of body in a gentle walking rhythm would start to influence gradually the functioning of the mind [39]. Very recently too, it has been noted that: *"Language and imagination, far from alienating us from nature, are our most powerful and natural tools for re-engaging with it"* [40]. It has also been reported, again very recently, that: *"Speech is fundamental not just to communication but to the process of thought itself"* [41].

With the WHO, in the AESOHP programme these associations have been explored. Two definitions, relevant for the arts and health have been suggested [14], [28]:

- *"**Tootling**: an activity in which there is environmental opportunity of sufficient environmental quality to be able to enjoy oneself, reflect and forget the pressures of daily living, abandon oneself to the pleasures of rhythm an exercise and resonate with the beauty of the natural outdoor environment"*;
- *"**Doodling**: the free and spontaneous expression of what the mind is experiencing from its connections of thoughts, feelings and emotions and when allowed to meander without specific purpose or intent"*.

In this work, psychological support that can be attained through identifying with the imagery of place and purpose has been explored with the WHO [42]. As noted in it, the associations of medicine, poetry and health with aesthetic appreciation of the natural environment are expressed beautifully by the English poet, William Wordsworth, in his poem, 'An Evening Scene' [28]:

*'Come forth into the light of things,
Let nature be your teacher
She has a world of ready worth,
Our minds and hearts to bless -
Spontaneous wisdom breathed by health'*.

Arising directly from this work in the AESOHP programme and these associations, poems based on the NZ environment experience and its associations with health have been published. They include: 'A rural night sky' [43]; 'With all my senses'[44]; 'The tides of change'[45]; 'Smoke gets up my nose'[46]; 'This morning' [42]; and 'Back Here'[42].

Similar associations exist in New Zealand. For example, poems such as 'Hills' by Kay Wall, published by Pataka, the Porirua Museum of Arts and Cultures, entice the reader to visit the Porirua area and Kapiti coast. Her poem ends with: "*I'm at home there*", and in it she explores through imagery and metaphor, the attraction and beauty of the Paekakariki, Pukerua Bay and Paraparaumu hills [47].

Another good NZ example of such poetic imagery is in the book, "*Off the Beaten Track in New Zealand*", by Jenny Greave and Hamish Johnston: the 2000 Millennium Guide, pub. Greenstone Press, 248pp. It quotes:

R.E. Osborn:

*Unless you try to do something beyond what you have already mastered
you will never grow.*

B.P. Shelley:

*Away, away from men and town,
to the wild woods and downs -
to the silent wilderness.*

Vincent Van Gogh:

*If you truly love nature
you will find beauty everywhere.*

Alexander Pope:

*Tis distance lends enchantment to the view
and robes mountains in its azure hue.*

Could the above approaches with words be put to work more in NZ to support residents of different localities, tourism and the health of both groups ? For example, arising from positive responses received to poetic ways of valuing the interdependence of environmental quality, lifestyles and health, preliminary, very positive discussions for progressing this sort of approach have been held with:

- Mr. Warren Hurley, Marketing Director, Stardome, Auckland, NZ. Each year 20,000 school children visit this observatory and he has expressed willingness to help with a project in which, following their visit, children are invited to write and illustrate poems of the night sky. Such a project could be undertaken as a competition in different age groups, between schools, include prizes perhaps of educational equipment for schools, might involve other observatories, and lead to an anthology that could be published. The project could support work in the National Curriculum and be accompanied by a Teachers' Resources Kit to further heighten awareness of the importance of clean air and the value to tourism, personal health and domestic economic well-being through understanding more and engaging with the delight,

wonder, enjoyment and pleasure associated with our clear night skies. A resultant anthology could also become a saleable item, for example for visitors to Stardome and to overseas tourists. It might be entitled something like: *Star Writers of the Night Sky / Stars in Our (Their) Eyes / Up with the Stars / Star Struck / Starry eyed*. The children would also have their own views on a suitable title. This link with Warren Hurley led to the interview and article, "Where poetry and health combine" [20].

- Ms Lyn Bates, Manager, Royal Forest and Bird Protection Society, NZ. She has kindly supported a suggestion that members might be interested in preparation of an illustrated anthology of their poems about values attached to being able to enjoy natural sights and sounds in natural, unspoilt environments, and in support of the campaign, "Restoring the Dawn Chorus" [48]. Such an anthology could help their income generation, increase awareness of values attached by members to these experiences, and increase interest in their work and that of the Department of Conservation. After all, as Mr. Chris Carter, NZ Government Minister of Conservation noted in his Foreword to Conservation Action, July 2003 - June 2004; "*The special landscapes and animals of NZ are the cornerstones of our lucrative tourism industry and key components of the image we project to the world. They cannot be taken for granted. They require active protection not only by the Department of Conservation (DOC) but by everyone*" [49].
- Mr. Mark Vivian, Kiwi Expatriate Association (KEA), and Mr. Paul Spence, Managing Director, Innovators Online Network. ION was set up to tap into a network of expatriate NZers and their global networks and link them to local information technology expertise [50]. Mark and Paul thought there could be marketing and sales possibilities for a compilation of poems based on themes associated with values and valuing of the NZ environment and its links with health and well-being. These possibilities could be progressed by working with KEA and Kiwis abroad, and with marketing among overseas visitors to NZ, perhaps also with Tourism NZ and Futures NZ. As an aside, at least anecdotally for associations of the mind and bodily senses, what is most missed by expatriate NZers seems to be the sound of rain pattering down on a corrugated iron roof!
- Mr. Jeremy Pope, author, Mobil Travel Guide to NZ. He agreed that a compilation of poems by NZers on NZ values, values and values attached to different aspects of the environment and our culture could be developed. Any such compilation(s) could perhaps be developed separately for different localities within NZ as a series of local / regional competitions and in collaboration with local District Councils, Education Departments and the Department of Conservation. With suitable illustrations, regional compendia could then be produced for sale in local Tourist Information Centres and uses with local environmental education and conservation work. The 'best' ones in a 'final contest' could then be used to compile perhaps two national compendia - one for the North Island and one for the South Island. The aim would be to show inspiration arising from local environmental features and feelings about them, to (a) help increase a sense of identity with place, purpose, belonging and of valuing, and (b) show these values and feelings to tourists and other visitors, (c) support the growth of cultural tourism.
- **Two examples of this aim are:** (i) the imagery and metaphor associated with urban planning in Auckland where 'viewshafts' of 'cone zones' are protected to ensure that unrestricted views of the extinct volcanoes remain

and continue to help give Auckland its character; (ii) the beautifully illustrated "Guide Book: Art in its Own Place: Nelson", Fifth Edition, 2004, pp200, published by the Nelson Bays Arts Advocacy and Marketing Trust.

(v) Supporting the Work of Arts Access International:

The emerging organisation, **Arts Access International (AAI)**, based in NZ and pioneered by Penny Eames, is intended to help communities express themselves and to be a collective of collectives. It is developing a website (www.artsaccessinternational.com), which can be used:

- as a bulletin board;
- for the dissemination of information;
- to help co-ordinate research and identify potential collaborators;
- to support education for the arts and health.

The proposals build further on the WHO Collaborating Centre model of frameworks and criteria for affiliation developed by The Nuffield Trust. They are directed towards encouraging an '**inter-institutional Network of Collaborating Centres**' focused on roles of the arts and humanities for health and well-being [14]. The AAI initiative is therefore welcomed in next steps for the arts and health. As its work evolves, it is hoped its role can be endorsed. The projects outlined in this paper are linked to this evolving work.

CONCLUSIONS:

During the past 10 years, several positive steps have been taken with UK-NZ links for the arts and health.

The initiative taken by The Nuffield Trust, London, with its two Windsor Conferences for the arts and humanities in health and medicine has enabled considerable progress. Now, as John Wyn Owen C.B., Secretary, The Nuffield Trust, noted in 2004, "*A key objective is to influence the integration of the arts within health care and achieve much needed benefits for patients*" [51].

This paper discusses this objective and other current issues for the arts and health. It relates them to objectives of the UK Government White Paper, "Choosing Health", and to points in the draft, forthcoming NZ Government White Paper for Mental Health Services, 2005 - 2015.

The projects presented in this paper are intended to help explore roles of the arts and health, link projects and programmes in the UK and NZ, and assist with their evaluation.

Within the UK, **Mr. Meli Hatzihrysidis, Officer, Arts and Health, Diversity Department, Arts Council of England**, is kindly encouraging this work.

He was seconded 12 months ago from the UK Govt. Department of Culture, Media and Sport to develop '**Arts, Health and Well-being: A Strategy for Partnership**'. The secondment has just been extended for another 6 months.

To help us explore further possibilities with the UK-NZ links, he has now kindly let us have the draft Strategy, and also the Arts Council, England, response to the recent UK Govt. White Paper, "Choosing Health". These papers can be presented at forthcoming meetings in NZ during February 2005.

Within NZ, Arts Access Aotearoa and Arts Access international have key roles.

The work of Arts Access Aotearoa is becoming better known in the UK through reference to its website in the recent Nuffield Trust Strategic Paper [51], and following publication of a book review of its work with '*creative spaces*' [5]. Now, the editors of '*Public Health*', the UK-based, widely read international journal of the Royal Institute of Public Health, London, have invited NZ colleagues to prepare a case study of its work for the arts and health.

Could an NZ Government-centred policy also be presented in the UK and elsewhere? Would it help to underpin an NZ national priority outcome of the Department of Conservation for 2005, that: "*New Zealanders treasure their natural and historic heritage and are committed to its conservation*" [49].

Is this discussion paper a starting point for further discussion ? Comment is welcomed.

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