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Art impact for health in Peru

“As a science-based organization, WHO puts a lot of emphasis on evidence and data. At the same time, we must acknowledge that art has the power to inspire and communicate in ways that guidelines, graphs and charts don’t. To achieve our goals, we must use every tool at our disposal to change behaviours and drive impact”

—Tedros Adhanom Ghebreyesus, Director General of the World Health Organization



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ISABELLE WACHSMUTH, WHO

The vision of Art Impact For Health is where science and art complement each other to allow an inventive dialogue between people. Linked by their end goal that of the search for an understanding of the world and of life, scientists and specifically Health professionals and artists can use their own specificities to reciprocally demonstrate the ethos of the other.

The vision of Art Impact For Health is to value Art and Culture in hospital environment as innovative strategy to contribute to Health For All and as a mechanism for children and adults to be empowered through self-expression, understanding and appreciation to advance their own health over the course of their life and demonstrate impact of

humanization of care in practice through Culture & Health programs and broad stakeholders engagement.

Why it is important?

Art Impact of Health allows to implement person-centered care and psychosocial support based on principles of WHO Framework on integrated people-centred health services. Integrated people-centred health services means putting people and communities, not diseases, at the centre of health systems, and empowering people to take charge of their own health rather than being passive recipients of services. Person-centred care is about respecting individual emotions, feelings and cultural diversity. Arts activities offers patients elevated self-awareness, diminished psychological damages, and promotes social relationships. Increasing engagement and well-being during art activities and enhancing health professionals-family-community-patient communication and relationship building Art Impact For Health have been recently implemented with Smile train who target specifically children and families affected by cleft lip and/or

palate require access to comprehensive cleft care to be able to reach their potential.

Art and creativity as elements of psychosocial support

Art activities have the capacity to transform suffering, negative experiences and collective wounds into artistic and cultural productions that give new meaning to what has been lived. These activities can also strengthen social relationships at different levels (for example, family and community) and strengthen the resilience of individuals. The use of art (songs, videos, sculptures, paintings, poems) also allows metaphorical naming of themes that would otherwise be unmentionable, allowing new narratives to be introduced into larger segments of society.

Artistic Scientists and Scientific Artists: The Link Between Science and Creativity

The initiative have decided to involve a majority of artistic scientists (medical doctor, etc). The processes used by artists and scientists to forge innovations are extremely similar and draw on common, trans-disciplinary mental toolkits that include observing, imaging,



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Preparation phase have included 19 local artists and one international artist to co-create masks as inspiration for co-creation. Two of the artists are also medical doctors engaged in providing cleft lip and palate surgery in country.

abstracting, patterning, body thinking, empathizing, and so forth.

With all these key elements together (integration of different disciplines and methods), Art Impact for Health facilitates the development of an international, regional and national networks and a series of trans-disciplinary working group convenings, Creating Healthy Communities to build a stronger, more cohesive network across the arts, education and culture, community development, and public health fields. In the spirit that community development must be locally informed, human-centered, and holistic. In this way foster transformative social change that advances health and well-being anywhere.

The process to implement Art Impact for health (spiral picture)

Art Impact for Health is an initiative able to put in practice and assess the process of resilience and transformation for different type of patients, their family, their community and as well health professionals. This initiative take in consideration resilience as a

systems concept, dealing with adaptive relationships and learning in social-ecological systems across nested levels, with attention to feedbacks, nonlinearity, unpredictability, scale, artistic events, and windows of opportunity to establish meaningful relationships.

During the event 70 people have been involved and a survey have been shared with all participants of the event, children, parents, supporters, health professionals

Impacts

This event in Peru have been able to demonstrate how to make ordinary moments extraordinary, notable, memorable for all children, families organizers, guests and health professionals. Aesthetic experiences are fundamental to human meaning-making and identity formation. They can shift perspectives and generate shared meanings that motivate and transform individual and collective behaviors. Arts-based modes of communication make information clearer and more accessible, memorable, and shareable with all participants. Art can optimize health program reach and participation.

Facilitate dialogue which can reduce stigma and isolation, and increase access to care. Arts and culture reflect new ways of seeing or being in the world and stimulating or sustaining the process of change.

During the event, a mural wall painting have been performed by Isabelle Wachsmuth to stimulate creativity and engagement of participants. This activity have triggered a lot of dialogue and exchange with all participants specifically with the children and as well discussion among the children themselves. It is as well a way to maintain the spirit of the impact of the event in the clinic forever and to stimulate dialogue with the patients will come to the clinic.

The culture and art are key social cohesion vector and one of health determinant
 A way to support the person in health recovery pathway, empowerment and social integration.
 A way to improve well-being of patient and humanisation of care setting with direct benefit for the person to experiment inspiring and positive human experience. ■

“The most beautiful thing we can experience is the mysterious. It is the source of all true art and science,”

—Albert Einstein.