



Arts in Healthcare for Rural Communities

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Arts in Healthcare is a diverse, multidisciplinary field dedicated to transforming the healthcare experience by connecting people with the power of the arts at key moments in their lives.

This rapidly growing field integrates the arts, including literary, performing and visual arts and design, into a wide variety of healthcare and community settings for therapeutic, educational and expressive purposes.

Society for the Arts in Healthcare, 2009





A rich body of research defines benefits, including:

- shorter hospital stays
- reduced need for medications
- increased employee retention
- more effective communication of health information

Findings demonstrate that integration of the arts into healthcare:

- helps to cultivate a healing environment
- supports the physical, mental, and emotional recovery of patients
- fosters a positive environment for caregivers

Rural Communities

Higher rates of mortality are caused by preventable illnesses, including:

- obesity
- heart disease
- diabetes,
- infant and maternal death
- lower respiratory diseases
- suicide

Poor health literacy accounts for a general lack of health-supporting behaviors and utilization of healthcare (Thomas, 2006; USDA, 2009)

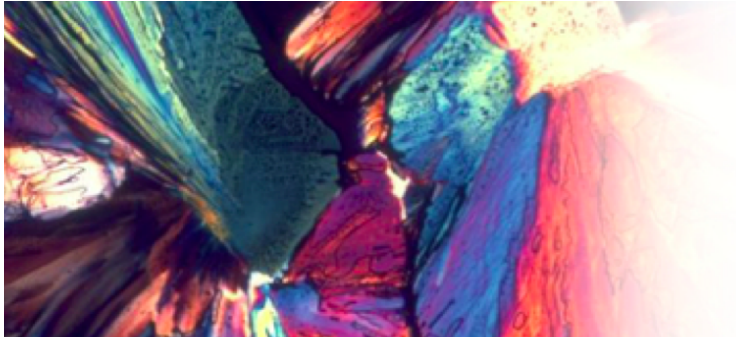
Rural Communities

Significant factors in rural health disparities:

- urban bias in health policy
- poverty
- limited access to healthcare
- rural culture

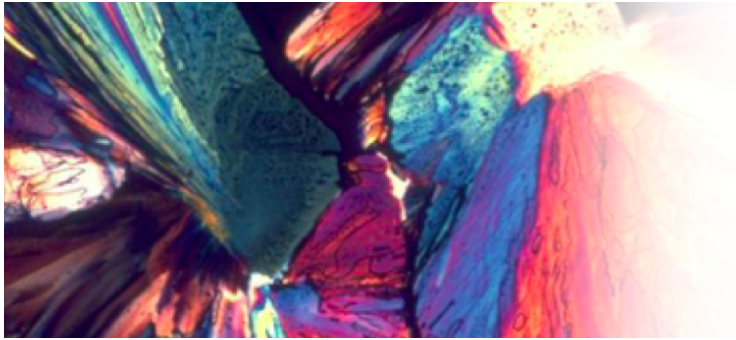


Social determinants of health, including rural culture itself, represent 50-60% of the overall influence on health outcomes in rural communities (Evans, 2004)



AIM for the Panhandle

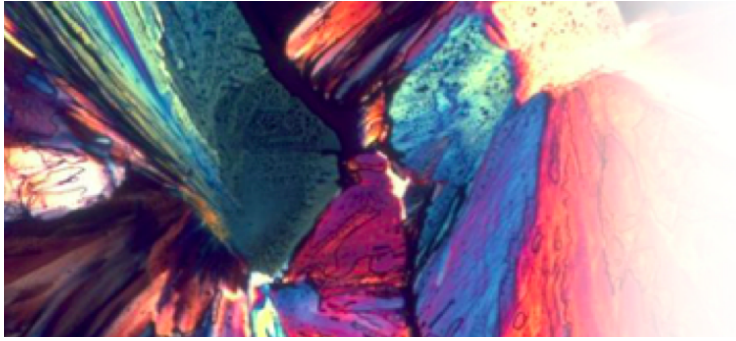
Through funding from the State of Florida Division of Cultural Affairs, Shands Arts in Medicine has undertaken a two-year project to **develop and assess a model for arts in healthcare programs in rural communities.**



Franklin County, Florida

- One of the state's largest counties at 545 square miles
- 12,257 residents
- 18% of those individuals living below the poverty level (compared with 12% in the state)
- Median annual income of \$26,756 (compared with \$47,804 in the state)
- One hospital within a 60-mile radius with 25 beds (including rehab/swing and emergency department beds) and an average daily census of 5-6 patients
- One Federally Qualified Health Center (of 285 in the state)
- Strong arts community due to tourism

Sources: Florida Department of Health (2009) and US Census Bureau (2009)



Five primary stages of program development:

1. Needs assessment and community mapping
2. Community awareness and cultivation of a network of partners
3. Artist training and program implementation
4. Assessment
5. Dissemination

Weems Arts in Medicine Program Structure

Weems Hospital

Weems Arts in
Medicine

Thirteen Community Partners

Community Arts

Weekly programs
at community
sites, including:

Arts Workshops

Community
Projects

Zumba

Bedside Arts

One-to-one
interactions in-
hospital or in-
home through:

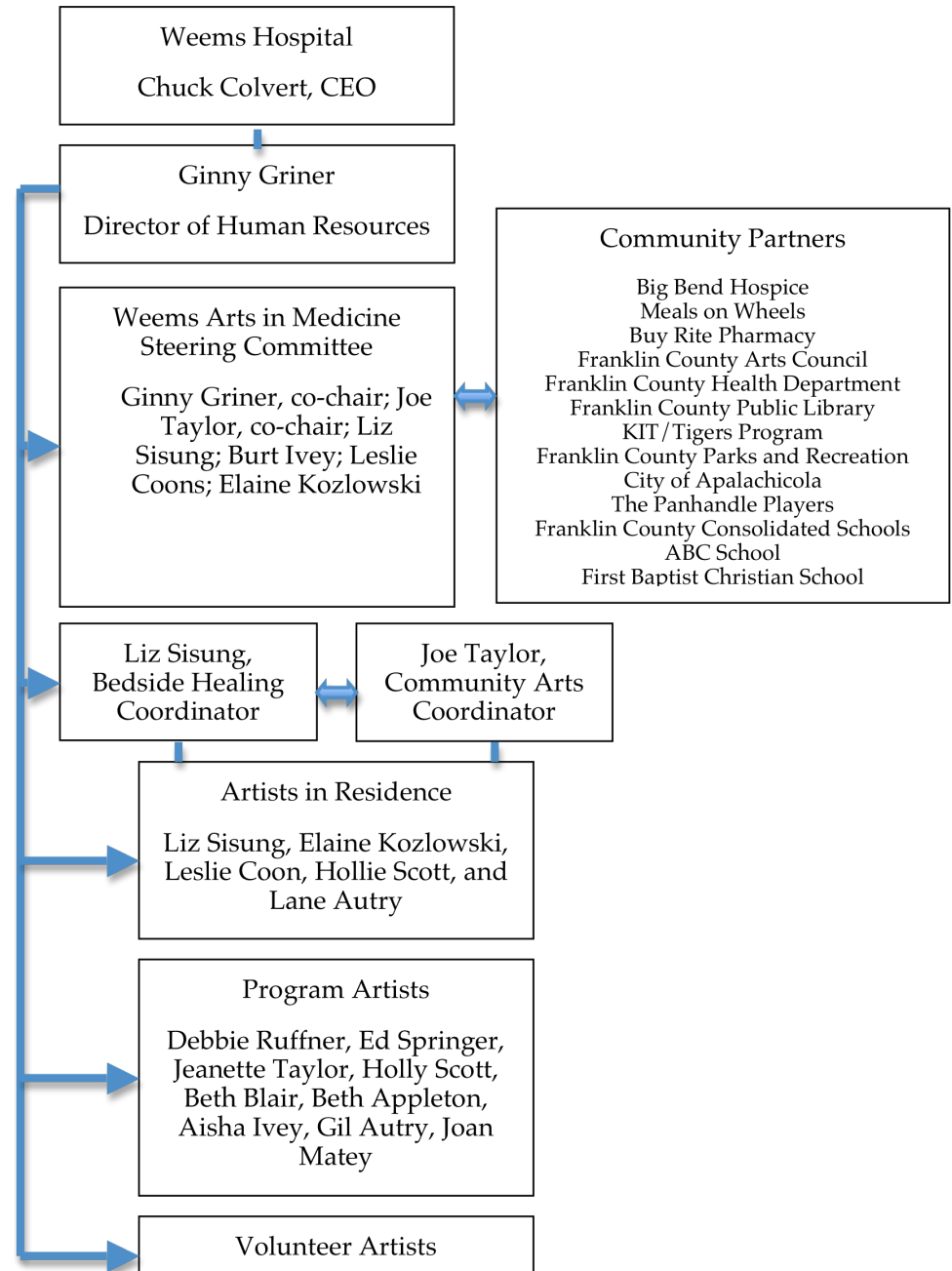
Weems Hospital

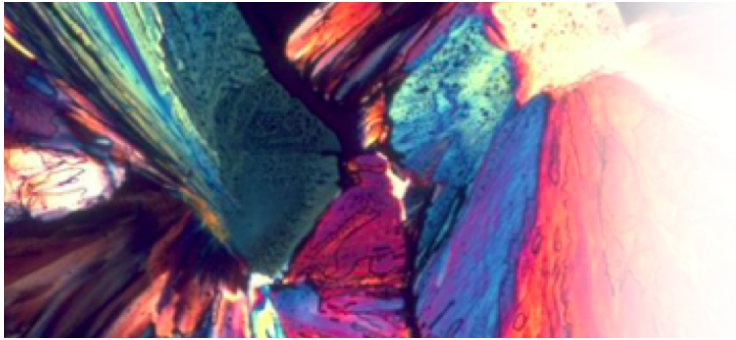
Meals on Wheels

Big Bend Hospice



Weems Arts in Medicine Program Organizational Chart

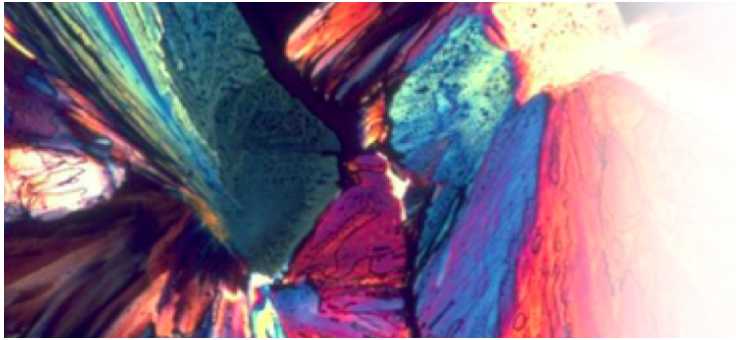




Assessment

- Quality
- Utilization
- Impact
- **Sustainability** (assessing meaning and self-transcendence among planners, staff, volunteers, and participants as a measure of sustainability)





Dissemination



- **Arts in Healthcare for Rural Communities Forum**
January 28, 2010, 1-4pm, at the Water Street Inn, Apalachicola
- **Arts in Healthcare for Rural Communities Training Program (1st annual)**
February 10-12, 2010, at the Cotton Warehouse, Apalachicola