

# Art and Culture for Well-being

- proposal for an action programme 2010–2014

Publications of the Ministry of Education and Culture, Finland 2010:9

Hanna-Liisa Liikanen





# Art and Culture for Well-being

- proposal for an action programme 2010–2014

Publications of the Ministry of Education and Culture, Finland 2010:9

Hanna-Liisa Liikanen



Ministry of Education and Culture  
Department for Cultural, Sport and Youth Policy  
P.O. Box 29 FIN-00023 Government  
<http://www.minedu.fi>  
<http://www.minedu.fi/OPM/Publications>

Layout: Erja Kankala, Ministry of Education and Culture, Finland  
Images: Kari Nuutinen

ISBN 978-952-485-918-9 (PDF)  
ISSN-L 1799-0343  
ISSN 1799-0351(Online)

Publications of the Ministry of Education, Finland 2010:9



## Abstract

On 5 December 2007 the Finnish Government issued a resolution on a Government Strategy Document and in this connection adopted a Policy Programme for Health Promotion. In this context, preparations were launched for a programme to enhance the contribution of art and culture to health and well-being 2010–2014. This was later named Art and culture for well-being. On 29 September 2008 the Minister of Culture and Sport, Mr Stefan Wallin invited Ms Hanna-Liisa Liikanen, Dr Pol Sc, to conduct an expert review as preparation for the programme and set up a broad-based expert group to assist her.

The aim of the Art and culture for well-being programme is to promote well-being and health by means of art and culture and to enhance inclusion at the individual, community and societal levels. The three priority areas in it are: 1) culture in promoting social inclusion, capacity building, networking and participation in daily life and living environments, 2) art and culture as part of social welfare and health promotion, and 3) art and culture in support of well-being and health at work.

Dr Liikanen put forward proposals for altogether 18 actions geared to promote health and well-being through art and culture. They are grouped into actions relating to 1) legislation, administration and funding, 2) cooperation between the public, private and third sectors, 3) research and the knowledge base, 4) education and training, and 5) information.

The proposals are accompanied by a background report which describes the premise for the work and good practices relating to the theme and reviews the situation in administration and financing in Finland and some other countries. The report also includes an overview of research relating to the theme.

**Key words:**

culture, art, well-being, health promotion at work, applied art, art-based methods, wellness services, cultural participation, inclusion in culture

## Contents

<b>Abstract</b>	<b>4</b>
<b>Introduction</b>	<b>6</b>
<b>VISION – manifesto for 2015</b>	<b>8</b>
<b>I Proposals for action</b>	<b>10</b>
1 Legislation, administration and funding	10
2 Cooperation between the public, private and third sectors	14
3 Increasing research and the knowledge base	17
4 Education	19
5 Dissemination of information	20
6 Implementation and monitoring of the action programme 2010–2014	21

## Introduction

On 5 December 2007 the Finnish Government issued a resolution on a Government Strategy Document and in this connection adopted a Policy Programme for Health Promotion. In this context, preparations were launched within the Ministry of Education for a programme to enhance the contribution of art and culture to health and well-being 2010–2014. This was later named Art and Culture for Well-being action programme. The Minister of Culture and Sport, Mr Stefan Wallin invited Ms Hanna-Liisa Liikanen, Dr Pol Sc, to conduct an expert review as preparation for the action programme and set up a broad-based expert group to assist her. The deadline for the preparatory work on the action programme was set as 31 December 2009.

The following individuals were included in the expert group:

- Marjatta Bardy, Research Professor, National Research and Development Centre for Welfare and Health, Stakes (1 January 2009 – National Institute for Health and Welfare)
- Viveca Hagmark, Director, Folkhälsans förbund
- Kirsi Heimonen, Dance Artist, Helsinki Deaconess Institute
- Pirjo Koskinen-Ollonqvist, Development Manager, Finnish Centre for Health Promotion
- Anneli Leppänen, Team Leader, Finnish Institute of Occupational Health
- Mika Lindgren, Senior Officer, Ministry of Employment and the Economy
- Marja-Liisa Niemi, Counsellor of Education, Ministry of Education, Department for Education and Science Policy
- Risto Matti Niemi, Secretary General, Suomen Kylätoimikunta ry – Byarverksamhet i Finland rf
- Kari Nuutinen, Lecturer, University of Art and Design Helsinki
- Ritva Partinen, Senior Officer, Ministry of Social Affairs and Health
- Esa Pirnes, Counsellor for Cultural Affairs, Ministry of Education, Department for Cultural, Sport and Youth Policy
- Merja Saarela, Director, Education and Research Centre for Wellbeing, HAMK University of Applied Sciences
- Timo Saarinen, Senior Architect, Ministry of the Environment
- Arto Tiihonen, Line Manager, Age Institute
- Ditte Winqvist, Senior Expert, Association of Finnish Local and Regional Authorities.

Planning Officer Viivi Seirala from the Ministry of Education and Programme Assistant Elinor Bradshaw from the Ministry of Social Affairs and Health (Programme Assistant Emmi Suomilammi as of 20 August 2009) were invited to join the expert group as secretaries. Maija Perho, Programme Director of the Policy Programme for Health Promotion, from the Ministry of Social Affairs and Health participated in the group's work as an expert.

A team from the Ministry of Education that included Mervi Tiensuu-Nylund, Counsellor for Cultural Affairs, Pirkko-Liisi Kuhmonen, Development Manager (until 30 June 2009), Esa Pirnes, Counsellor for Cultural Affairs, Heli Rintahaka, Project Secretary, and the secretaries of the expert group assisted the report author and with the work on the programme. A wide array of experts were consulted during the programme's preparatory work.

The main objective of the Art and Culture for Well-being action programme is the promotion of well-being and health through art and culture. Three priorities were chosen for the programme: 1) culture as a means of promoting social inclusion, a sense of community, and participation in daily life and living environments, 2) art and culture as part of social welfare and health promotion, and 3) supporting well-being at work through art and culture.

Dr Liikanen put forward proposals for altogether 18 actions geared to promote health and well-being through art and culture. The proposals and related background report were available on the Ministry of Education's website for comment between 7–31 October 2009. A general consultation event open to the public was held in the Ministry of Education on 14 October 2009.

On completing the work, the report author submits the work to the Ministry of Education, the Ministry of Social Affairs and Health, the Ministry of Employment and the Economy and the Ministry of the Environment.

Helsinki, 28 January 2010

Hanna-Liisa Liikanen

## VISION – manifesto for 2015

The aim of the action programme is to promote health and well-being through culture and to strengthen social inclusion at the individual, communal and societal level.

### Individual level: Doing – seeing – feeling

Everyone has the right and equal opportunity to engage in art and participate in cultural activities

- irrespective of where a person lives, and their living or work environment,
- to the extent that their desire, ability and creative resources will allow,
- for the whole of their life, and in changing life circumstances and communities.

This individual level objective will at the same time guarantee the right to participate in and enjoy the cultural life of the community, as set out in Article 27 of the UN Universal Declaration of Human rights. According to the UNESCO Universal Declaration on Cultural Diversity (1982), “all persons have the right to participate in the cultural life of their choice and conduct their own cultural practices, subject to respect for human rights and fundamental freedoms”. Finnish cultural policy is guided by cultural rights, which are included among economic, social and

cultural fundamental rights. Culture strengthens the life of individuals and communities.

In order to make the promotion of health and well-being through art and culture a reality at the individual level, the objective needs to be adopted and supported by society as well. The increasing importance of culture can be seen, for example, in lifestyles and the increased consumption of culture. Finnish society has become wealthy, although well-being only increases to a limited extent with material wealth. Quality of life and well-being are pursued and found through personal fulfilment, experiences, artistic experiences and spiritual wealth. The economic importance of culture has further strengthened and the production, distribution, marketing and sale of culture have diversified.

National social welfare and healthcare policy programmes and development objectives aim to increase social inclusion, reduce exclusion, improve well-being and health and to reduce health differences. The means to achieve these objectives focus on proactive and preventive activities and addressing problems at an early stage. The equal promotion of health and well-being is an important objective and value choice of the Finnish welfare society. Education and culture also occupy a central position in building society. All these dimensions can be combined in this action

programme in order to achieve the main objective – promoting health and well-being through culture. In the welfare society, the well-being of the individual and the community support each other.

**Community/societal level:**

The impact of culture on the promotion of well-being and health are recognised at the political, administrative and structural levels.

- Culture has its place as part of national, regional and municipal welfare policy.
- The well-being and health benefits of culture are promoted through seamless cooperation with actors in the third sector and private actors, as well as with business life as part of responsibility for well-being.
- Joint education on culture has been increased in education and training in the cultural and teaching sectors and in education leading to professions in the social welfare and health sector.
- Research in the sector is active and long term.
- Adequate resources are available for promoting health and well-being through art and culture.

# I Proposals for action

The Art and Culture for Well-being action programme (2010–2014) contains three priority areas: culture as a means of promoting social inclusion, a sense of community, and participation in daily life and living environments; art and culture as part of social welfare and health promotion; and supporting well-being at work through art and culture.

In accordance with the assignment, the tasks of the report author were to:

1. evaluate the existing research and knowledge base on the connections between culture and well-being and to make proposals on developing the research;
2. propose means of disseminating information on the subject to actors in the cultural, welfare and third sectors;
3. assess practices that strengthen the well-being benefits of culture and to propose new operating models;
4. to put forward proposals on how dialogue and cooperation between actors in the cultural, welfare and third sectors could be promoted;
5. to examine issues relating to education from the perspective of culture and well-being;
6. to put forward any other proposals relating to the subject matter.

The hope was expressed that the action programme would also contain proposals on how measures to promote the well-being benefits of culture should be organised within public administration, and that this would include measures to be carried out at the national, regional and local level.

The proposals for action are divided into proposals relating to legislation, administration and funding, as well as proposals relating to cooperation between the public, third and private sectors. After these, the proposals relating to research and increasing the knowledge base, education and training, as well as the dissemination of knowledge are listed.

## 1 Legislation, administration and funding

### Proposal for action no. 1:

**The well-being and health benefits of culture should be taken into account in the strategies of the different ministries as well as in future legislative reforms in the various administrative sectors, especially the legislative reforms to social welfare and health care that are underway within the Ministry of Social Affairs and Health.**

The Government's Policy Programme for Health Promotion forms the background to the Art and Culture for Well-being action programme. Consideration has already been given to promoting well-being and health in the reforms underway to the Health Care Act and the act on the provision, development and control of social welfare and health care, the government proposals relating to which will be issued in spring 2010. The promotion of health and well-being through culture should also be taken into consideration in the organisation of cross-administrative cooperation relating to health promotion. This should be safeguarded in the Health Care Act that is being reformed and in the legislation on the provision, development and control of social welfare and health care, as well as in legislation on social welfare that is being drafted.

The positive effect of art and culture on people's life skills and health as well as the well-being of communities are highlighted in the cultural policy strategy 2020. In accordance with the cultural policy strategy, the Ministry of Education is evaluating the potential to clarify and develop legislation in the cultural sector. Therefore, ensuring the well-being benefits of culture should also be considered in any possible reforms to cultural legislation.

**Responsible parties:** the Ministry of Social Affairs and Health (social welfare and healthcare legislation) and other ministries

**Time scale:** The reforms to the Health Care Act and the government bills on the provision, development and control of social welfare and health care will be submitted to Parliament in spring 2010 and the social welfare bill in 2012.

### Proposal for action no. 2:

A cooperation body under the direction of the responsible ministries should be set up. Its responsibilities would include the implementation, coordination, and promotion of the Art and Culture for Well-being action programme, as well as drawing up proposals on the necessary new arrangements together with monitoring the activities in the different administrative sectors.

The limited cooperation and coordination between actors and the various administrative sectors has been a difficulty in promoting health and well-being through art and culture, and as a result operational responsibilities have been unclear. A cooperation body should be set up to improve cooperation. The Ministry of Social Affairs and Health, Ministry of Education, Ministry of Employment and the Economy and the Ministry of the Environment have particular responsibility, although other ministries, agencies reporting to them, organisations and key parties with respect to the activities could also be invited to join the cooperation body. The tasks of the cooperation body would include monitoring, coordinating and promoting activities that promote well-being benefits of culture, as well as drawing up proposals on the new arrangements that would be needed.

The task of the cooperation body would be to monitor and ensure that the well-being benefits of culture are considered in new, national strategies prepared by the various administrative sectors and in their steering work. For example, the strategy reforms of the Ministry of Social Affairs and Health and national steering and guidelines concerning well-being and public health should take into consideration the benefits to well-being and health of culture. The Future of Culture report, to be submitted to Parliament in spring 2010, should give consideration to the promotion of well-being and health through art and culture.

**Responsible parties:** the Ministry of Social Affairs and Health, the Ministry of Education, the Ministry of Employment and the Economy, the Ministry of the Environment, the Association of Finnish Local and Regional Authorities, NGOs

**Time scale:** 2010–2014.

### Proposal for action no. 3:

The National Institute for Health and Welfare should become the 'home' of research, development and coordination of the well-being and health benefits of culture.

It is proposed that a 'Culture and Well-being Unit' be established within the National Institute for Health and Welfare (THL), which comes under the Ministry of Social Affairs and Health, tasked with promoting development, research, and art-based methods relating to the well-being benefits of culture and their implementation throughout Finland. The unit could be created in such a way that the National Institute for Health and Welfare would coordinate the work carried out to promote health and well-being through art and culture. The National Institute for Health and Welfare and the Arts Council of Finland, which comes under the Ministry of Education, should engage in cross-administrative cooperation to promote well-being and health through culture and applied art.

In connection with the organisation of the tasks, the position, funding and ability to operate of the national 'Health from Culture' network should be investigated along with its potential to cooperate with the new unit either as an independent actor or by being merged with the National Institute for Health and Welfare, for example.

Resources and funding should be reserved for this purpose by both the Ministry of Social Affairs and Health and the Ministry of Education.

**Responsible parties:** the Ministry of Social Affairs and Health, the Ministry of Education, the National Institute for Health and Welfare, the Arts Council of Finland, higher education institutions of fine arts

**Time scale:** 2010–2012.

#### **Proposal for action no. 4:**

**Regional cooperation models and strategies for promoting the well-being benefits of culture should be developed.**

The Arts Council of Finland and Regional Arts Councils should strengthen cooperation with local authorities and other regional actors to promote the well-being benefits of culture. According to a survey of Regional Arts Councils (2009), cooperation has started in nearly all regions, although it needs clarification.<sup>1</sup> Developing regional cooperation to promote the well-being benefits of culture should be included in the future in the performance targets of the Regional Arts Councils<sup>2</sup>.

In connection with the reforms to regional state administration, the Centres for Economic Development, Transport and the Environment<sup>3</sup> and the Regional State Administrative Agencies<sup>4</sup> must cooperate closely and with the Regional Arts Councils and other actors in order to promote well-being through culture.

There are several regional actors concerned with culture, cultural heritage and well-being, such as Regional Councils. The aim is to create regional cooperation models between the actors. Linguistic and cultural minorities should be considered in developing regional cooperation. Regional network seminars should be organised to launch the work, in which a common regional strategy, action programme and organisation should be considered and drawn up. The Regional Arts Councils would implement the initiative and ensure the coordination of work within the network.

**Responsible parties:** the Ministry of Education/ Arts Council of Finland/Regional Arts Councils, Ministry of Employment and the Economy/ Centres Economic Development, Transport and the Environment, Regional State Administrative Agencies, Regional Councils, the Association of Finnish Local and Regional Authorities, centres of excellence in social welfare, hospital districts, regional cooperation organisations of associations and agencies.

**Time scale:** 2010–2014.

---

<sup>1</sup> The national Well-being and Culture network of the Regional Centre Programme and the rural policy culture theme group have engaged in cooperation in a number of regions.

<sup>2</sup> The proposal was put forward in the presentation on the state's system of arts councils, which was published on 20 October 2009, that the Arts Council of Finland and Regional Arts Councils be changed into the Centre for the Promotion of the Arts.

<sup>3</sup> The former culture departments of the State Provincial Offices and issues concerning culture, skills, the labour market and creative economy of the Employment and Economic Development Centres.

<sup>4</sup> Issues concerning the social and health departments of the State Provincial Offices.

### Proposal for action no. 5:

**Local authorities should set strategic objectives to promote health and well-being through art and culture and the objectives should be included as part of their strategies.**

The promotion of well-being and health is an important part of the activities of local authorities, which will be strengthened by the legislation being drafted on social welfare and health care. Increasing well-being through art and culture is an essential element in health promotion.

It is important that objectives promoting well-being and health are included in the strategies of local authorities so that they are part of the budget preparations and implemented as operational objectives in the annual operating and financial plan of the local authority. The objectives should be set out in more specific detail in planning the activities of each branch of administration.

Overall responsibility for promoting well-being and health in municipalities rests with senior management as part of the local authority's system of management. A cross-administrative working group on the promotion of well-being and health is needed for planning, preparing, implementing, coordinating as well as monitoring and control. The working group should also include representatives from organisations.

It is hoped that local authorities will allocate some of the appropriations intended for health promotion and preventive work for measures to be implemented through culture and for promoting special expertise on cultural well-being. The activities should take place as cooperation between committees on social welfare, health, culture, education, youth, sports, and technology, as well as between art and culture organisations and associations.

As a result of the reforms to the municipal and service structure, cooperation areas could organise public health and social welfare services using the municipal federation or a host municipality model. In this instance, it would be beneficial to establish a cooperation body for promoting well-being and health in the cooperation area.

**Responsible parties:** Local authorities and the Association of Finnish Local and Regional Authorities

**Time scale:** 2010–2014.

### Proposal for action no. 6:

**The Ministry of Education should increase its support for activities that promote well-being benefits of culture. In addition, other ministries and the Finnish Slot Machine Association RAY should channel their support to projects promoting health and well-being through art and culture.**

Funding responsibility is divided between various administrative sectors. The parties below should engage in discussions on cooperation and the division of work when deciding on financing:

a) The Ministry of Education should gradually increase the amount of appropriations allocated for activities that promote the well-being benefits of culture (EUR 150,000 at the 2009 level). As the position of the Arts Council of Finland becomes clarified with the organisational reforms to the arts council system, consideration should be given to delegating appropriations to the Arts Council of Finland and the Regional Arts Councils.

b) The Ministry of Social Affairs and Health should reserve part of the appropriations for health promotion and R&D to be allocated for work to promote the benefits to health and well-being of culture.

c) The Finnish Slot Machine Association RAY should consider the importance of culture as a means of promoting well-being when it updates its grant strategy. The preparation of the strategy will begin in 2010 and will come into force as of 2012.

d) The Ministry of Employment and the Economy should consider the importance of culture for well-being in the implementation of the labour and industrial policy strategy on welfare management and in implementing the strategic project on the creative economy.

e) The Ministry of the Environment should consider the well-being benefits of culture when deciding on the use of its research and development appropriations.

The Finnish Centre for Health Promotion should act as the party that brings together various organisations and assists in putting together projects on well-being and culture in cooperation with funding parties.

**Responsible parties:** the Ministry of Education, Ministry of Social Affairs and Health, Ministry of Employment and the Economy, Ministry of the Environment, RAY, the Finnish Centre for Health Promotion, organisations

**Time scale:** 2011–2014.

## 2 Cooperation between the public, private and third sectors

### Proposal for action no. 7:

**Joint entrepreneurial activities and the development of service concepts between the cultural, creative industries and well-being sectors should be developed.**

Cooperation and networking between companies in the creative industries and the well-being and health sectors to create wide-ranging service concepts, products and customer relationships is a new and growing area. Joint business incubators, business consultancy, continuing education and cooperation training will support the objectives to develop new service concepts in health promotion as well as cultural products suitable for social welfare and health services. Business and commercial skills as well as knowledge of productisation should be promoted among professionals in the social welfare and health sectors, artists in various fields as well as intermediaries (advisors, those with diplomas in crafts and design, cultural producers, etc.). Entrepreneurship in the creative economy, cultural and care sectors can benefit from and be of benefit to promoting well-being and health benefits from culture (see draft measure 4).

The development of new types of art and culture services should be ensured through service innovations. This will also support the appeal of and employment in the social welfare and health

sector. The Ministry of Education should continue and strengthen cooperation with the Ministry of Employment and the Economy's HYVÄ project (labour and industrial policy development in welfare management) and with the strategic project for the creative industries, as well as with other projects and parties supporting other sectors. There are numerous micro-enterprises operating in the cultural sectors, and networking and intermediary organisations could provide support and benefits, for example, in terms of financing and marketing.

The impact of the proposal in terms of copyright legislation and taxation should be examined in the programme's follow-up work. Cultural activities in tender competitions for services in the sector should be seen as improving the service innovation and quality.

**Responsible parties:** the Ministry of Education, Ministry of Employment and the Economy, Ministry of Social Affairs and Health, Centres for Economic Development, Transport and the Environment, Regional State Administrative Agencies, Tekes – the Finnish Funding Agency for Technology and Innovation, Regional Councils, the National Institute for Health and Welfare, Rural Action Groups, organisations.

**Time scale:** 2010–2014.

### Proposal for action no. 8:

**Additional joint activity and meeting places should be actively sought for use by municipal residents.**

Cultural diversity and environments promoting tolerance and health should form the basic principle to town and municipal planning. The aim is a creative built environment in which activities are not separated but are flexibly intermingled. This will require investment in premises, cross-administrative architectural, spatial and time planning, as well as the promotion of sociodesign, which will encourage active participation in culture and community art.

Local authorities should consider opportunities for allocating external and internal spaces for art, sports and cultural activities in their land use planning. The

possibilities to use public buildings also after office hours should be improved and premises should be designed so they can be used for multiple purposes and as open meeting places for users of different ages. In renovating old properties, solutions should be developed for various purposes and activities, allowing also more inexpensive premises and those that have not required any major renovation work to be taken into use for activities suitable to them. Local actors should be encouraged to draw up investments in the cultural environment and cultural environment programmes for their area, which could assist in promoting the establishment of activity and meeting places.

Libraries often function as the cultural centre of the municipality, and their forms of activity should be further developed. Libraries, adult education centres and museums should be supported as meeting and learning places for people, families and groups. Cultural services should also be available outside urban centres. Village activity, regional village coalitions, rural action groups and village schools are excellent arenas for preserving and developing local communities, as well as for transferring cultural heritage.

The responsible parties should implement joint projects with different actors so that the possibilities for obtaining external and internal spaces for use by art and culture are promoted through functional and spatial examples.

**Responsible parties:** the Ministry of the Environment, Ministry of Education, the Association of Finnish Local and Regional Authorities, the Finnish Local Heritage Federation, village and district associations

**Time scale:** 2010–2014.

### **Proposal for action no. 9:**

**Forms of activity within the different areas of social activity that support cultural aspects in daily life should be developed and supported.**

Cultural aspects in daily life refers to the idea that people can experience and make their life significant and meaningful when going about everyday routines. It is a prerequisite for mental, physical and social well-being. Cultural aspects in daily life open up a perspective on people's own opportunities as well as those of social actors to use art and culture in engendering participation, and a sense of inclusion and community. A person's own important experiences, creativity, interaction and cooperation with others strengthens a person's identity and grassroots communities.

The perspective of a cultural aspect in daily life challenges communities and institutions within the various areas of social activity to evaluate their own activities from the perspective of how they could improve interaction and make everyday routines easier as well as increase the participation and empowerment of individuals. Communities and institutions should develop their own activities and support people's enterprising nature in order to strengthen cultural aspects in daily life.

Organisations in various sectors, parishes, actors in liberal adult education, artists and voluntary workers carry out valuable work to promote community spirit, inclusion and well-being. The above actors play a key role in many municipalities in producing and supporting cultural services, services for the elderly, as well as sports and other leisure activities. In the future, the importance of third sector actors will further increase, so non-profit associations and the activities of voluntary workers and enthusiasts should receive greater support. Local authorities should forge closer partnerships with organisations and enterprises producing these types of activities and services.

**Responsible parties:** Organisations, other voluntary civil society organisations and bodies, art and cultural institutes, artist organisations, the media, local authorities.

**Time scale:** 2010–2014.

### Proposal for action no. 10:

Art and cultural institutions together with other actors in the culture sector should be encouraged to undertake long-term and systematic public cooperation with treatment and service units in the social welfare and healthcare sector, as well as with other institutions, schools and workplaces.

Bodies receiving considerable public funding, such as art and cultural institutions receiving statutory state aid, should be encouraged to engage in wide-ranging joint activities with treatment and service units in the social welfare and health care sector, as well as with schools and other institutions, such as prisons, immigrant organisations and reception centres. Public cooperation should be extended more generally to working life and workplaces. National art and cultural institutions could sponsor care units and schools at the national level. Likewise, museums, libraries, adult education centres, orchestras and theatres could engage in activities at the local and regional level. An annual culture plan would be drawn up in cooperation with the sponsoring parties. Cultural events, such as school concerts, art exhibitions, theatre, dance, and opera performances, as well as film screenings should be organised for school children.

Long-term work requires a responsible individual, whose tasks would be to create contacts, coordinate activities, guide and train actors, as well as to assist in drawing up agreements, planning cultural programmes, monitoring implementation and reporting on the activities.

Employers and art and cultural institutions should be encouraged to make greater use of the culture vouchers, which are exempt from tax.

**Responsible parties:** the Ministry of Education, the Ministry of Social Affairs and Health, the Finnish National Gallery, local authorities, the Association of Finnish Local and Regional Authorities, the Finnish Museums Association, art and cultural institutions, employers, organisations

**Time scale:** 2010–2014.

### Proposal for action no. 11:

The cultural needs of customers within the sphere of social and healthcare services, individual wishes and their implementation should be included in the customer's/patient's care and service plan.

A care and service plan should be drawn up for customers whenever a person comes within the sphere of social welfare and healthcare services, irrespective of whether the person receives out-patient care, sheltered accommodation or institutional care. Care and service needs and well as biographical information should be included so that staff get to know customers' interests and habits. Several care units have a personal nurse system, where a responsible nurse is assigned to each customer/patient. The personal nurse would play a key role in looking after the customer's cultural and artistic as well as physical and mental needs.

Visits by artists, library services and joint visits to cultural and art events in accordance with the wishes of customers and staff and to the extent possible by the facility, are part of daily life of institutions. Care units could also have professionals specialised in cultural activities whose task would be to organise art-based activities, celebrations and other surprise activities in cooperation with customers, relatives and voluntary staff. A personal nurse and activity instructor (e.g. a person with a degree in crafts and recreation, occupational therapist, physiotherapist) and possibly together with an art professional could produce cultural moments for customers, content for a person's life and build a creative environment in the care unit. This would also support a customer orientation, well-being at work, and the recruitment and retention of the labour force in treatment and care units and institutions.

**Responsible parties:** the Ministry of Social Affairs and Health, the National Institute for Health and Welfare, local authorities, treatment and service units, organisations

**Time scale:** 2010–2014.

### Proposal for action no. 12:

Local authorities and other developers should allocate one per cent of construction or renovation costs towards art acquisitions to improve the comfort of care and institutional environments. Annual appropriations should be allocated towards the operating costs of care units, which could be used to promote cultural activities, a communal spirit and to create a homely atmosphere in the care environment on the basis of the joint wishes of customers and staff.

The quality recommendation on health promotion includes living environments that promote health. Care environments supporting health can be built through good planning of hospitals and service units. The latest techniques and models in hospital architecture could be used in renovating care units and wards at health centres, with the aim being to create a homely and well-functioning atmosphere, spaces necessary for cultural and recreational activities, as well as a pleasant environment from the perspective of customers and patients.

In order to improve comfort, one per cent of construction and renovation costs should be allocated towards art acquisitions, art textiles, and green spaces etc. This objective was already included and adopted in the arts and artist policy programme and the government resolution (2003) drawn up on the basis of it. The 'one per cent' principle is currently observed to a varying extent by local authorities.

Appropriations for cultural activities and improving the comfort of the environment should be reserved in the annual budget of care units.

**Responsible parties:** the Ministry of Social Affairs and Health, the Ministry of the Environment, local authorities, municipal confederations, developers

**Time scale:** 2010–2014.

## 3 Increasing research and the knowledge base

### Proposal for action no. 13:

The Welfare policy through alternative means research programme should be launched.

The research team that worked as part of the preparations for the action programme has proposed that individual studies and research ideas on the well-being benefits of culture be compiled into a larger research programme. In accordance with the research team's proposal, an interdisciplinary Welfare policy through alternative means research programme should be launched. The programme would contain the following fields:

1. The impact of cultural and artistic pursuits in promoting social networks and social capital.
2. The impact of art, culture and cultural heritage on the purposefulness of life, health, well-being, community development and the economy. The aim would be the creation of evaluation methods over the long term.
3. Intervention studies of cultural activities in various social welfare and healthcare treatment and service units (children and young people, the elderly, patients with memory disorders, patients recovering from mental health problems, the disabled, immigrants).
4. Comparative intervention studies to develop well-being at work and productivity, and to prevent or eradicate problems relating to well-being at work through cultural and artistic practices. Evaluation of the long-term effect of interventions.
5. Research on the benefits of culture in maintaining the working capacity of the unemployed.
6. Examining and developing training on art and art education in relation to health and well-being benefits of art.
7. The transformation of art in different environments. Art can both transform and be transformed.

The research programme will produce new perspectives through research themes and will

contribute to the debate on promoting health and well-being through culture, as well as safeguarding and developing the welfare society. The concepts relating to the subject matter should be clarified. The leisure survey, statistics and follow-up data that are the responsibility of Statistics Finland will be important and vital for supporting this research programme. The dissemination of information gained through the research programme could take place using an electronic, rapid and inexpensive publication series.

The preparatory work on the research programme will be launched during the first year of this action programme and the funding opportunities will be looked into. Potential financing parties and actors include the Finnish Cultural Foundation, the Swedish Cultural Foundation in Finland, the Academy of Finland, the Finnish Funding Agency for Technology and Innovation Tekes, the National Institute for Health and Welfare, the Finnish Institute of Occupational Health, Statistics Finland, Sitra - the Finnish Innovation Fund, the Finnish Work Environment Fund, the Ministry of Employment and the Economy, the Ministry of Education, The Ministry of Social Affairs and Health, and the Finnish Slot Machine Association RAY.

**Responsible parties:** the National Institute for Health and Welfare, the Finnish Institute of Occupational Health, Statistics Finland, financing parties, higher education institutions and research institutes

**Time scale:** Preparatory work on the research programme during 2010 and research in the years 2011–2014.

#### **Proposal for action no. 14:**

**A professorship in culture and well-being as well as a national graduate school should be established.**

Research on health and well-being as well as on art and culture is carried out at various universities and research units. Research bringing together the various perspectives has not yet gained any structural forms. In order to strengthen research on and the position of culture and well-being in addition to creating research

structures, it is proposed that a professorship is established at a university together with a national graduate school. Research into culture and well-being is also well suited to the activities of polytechnics.

In connection with the Turku Urban Studies Programme (2009–2012), the University of Turku has proposed a sponsored professorship in research on cultural health and well-being. The sponsored professorship is linked to the joint presentation of several faculties of the University of Turku as part of the Turku Capital of Culture year in 2011. The professorship involves the faculties of medicine, humanities, education and social sciences.

**Responsible parties:** universities, research organisations and polytechnics

**Time scale:** During the course of the action programme.

#### **Proposal for action no. 15:**

**Cultural activities and art-based methods should be integrated to become part of child welfare, youth and social work, services for the elderly, health care, rehabilitation services, school teaching and the integration of immigrants. The methods should be used and developed to prevent exclusion and to improve social inclusion and well-being.**

The need for cultural activities and art-based methods will increase as society changes and as various care and problem situations become more complicated. The customers of occupational health care, student welfare services, as well as social welfare and health care include people who need help in overcoming their psychosocial problems through non-conventional methods. Cultural methods, community art and handicraft as well as grassroots organisations can be used and developed to prevent the social exclusion among children and young people, people of working age as well as the elderly, and to strengthen the working capacity and working ability of those who have been temporarily laid off or made redundant.

Cultural and linguistic differences and the initial steps in Finnish society of immigrants may create challenges for schools, workplaces and communities.

Art-based methods are a new way of reaching people and finding hidden resources that can be used to establish a new and independent start to life. Creating contacts through cultural activities and similarly support and advice help people go forwards. Trust and social inclusion are created through cultural and artistic activities, which can help and support individuals.

Cultural activities and art-based methods as well as the evaluation of their impact should also be integrated as part of physical, mental and social rehabilitation. Experts in art and cultural-based methods should be employed as special employees in social welfare and health care.

**Responsible parties:** the Ministry of Social Affairs and Health, the National Institute for Health and Welfare, universities, higher education institutions of the fine arts, polytechnics, the Finnish Institute of Occupational Health, rehabilitation centres, centres of excellence, local authorities, private service providers in the sector

**Time scale:** 2010–2014.

## 4 Education

### Proposal for action no. 16:

**The perspective of the well-being benefits of art and culture should be strengthened at all levels of schooling. Arts, crafts and physical education should be increased at all educational levels.**

Art and culture are part of becoming a person and they should be considered at all levels of education.

a) Cultural education and learning about cultural heritage should be included to a greater extent as part of early childhood education and arts, crafts and physical education in schools, as well as health education.

b) Promoting the well-being and health benefits of culture should be incorporated as part of health education.

c) Promoting well-being and health through art and culture should be considered in the implementation

of vocational upper secondary qualifications and the requirements for further vocational qualifications and specialist vocational qualifications.

d) The joint teaching of cultural, social and health fields as well as art-based studies should be increased in the supply of teaching in polytechnics and universities.

e) The potential and need for joint degrees in the social, health, cultural and youth fields as a new type of training in the health and well-being sector that would provide vocational qualifications should be investigated.

f) Continuing education should be organised for artists as well as music and art pedagogues working in treatment and service units. Similarly, cultural sector training should be organised for social welfare and healthcare staff. Labour market training should be directed towards this area.

The amount of arts, crafts and physical education (music, visual arts, handicraft, sports) is low in comprehensive schools, upper secondary schools, vocational schools and higher education institutions. Arts, crafts and physical education are sources for creativity and strengthen a person's identity and for this reason there needs to be more teaching in these subjects. The national core curriculum, degree requirements, teacher training, distribution of lesson hours, culture and spirit of the school or education institution as well as parents' proactiveness all play an important role in promoting the well-being of pupils and students.

The national core curriculum for qualifications in vocational upper secondary education and training will be reformed by 2010. The new degree requirements will create good opportunities to consider the promotion of health, sports and well-being at work through a diverse range of cultural means. The qualification requirements, which will have a more flexible structure, will provide students with the opportunity to incorporate additional art and cultural subjects into the studies in accordance with individual preferences. Providers of vocational education and training should be supported in offering art and cultural subjects in order to promote health and well-being. A recommendation should be issued to polytechnics and upper secondary level

vocational institutions to create joint study modules in the fields of social welfare, health care and culture.

Training in interacting and working with various customer groups in therapeutic communities should be offered to artists working in social welfare and healthcare service facilities. Likewise, personnel in the care and social sector need continuing education, as well as cooperation training with the cultural and creative industries so that cultural activities become established as part of well-being at work and social welfare and healthcare services.

Art subjects and studies on cultural methods should be included in teacher training and studies and degrees in education. Labour policy measures and training could be steered to develop the sector.

**Responsible parties:** the Ministry of Education, the Ministry of Employment and the Economy, the Finnish National Board of Education, universities, higher education institutions of the fine arts, polytechnics, vocational institutions, colleges.

**Time scale:** Influencing Government decisions on objectives for basic education and the distribution of lesson hours as well as the content of the reforms to basic education curricula during 2010–2011. Increasing arts, crafts and physical education in the different educational levels and highlighting the importance of cultural activities as part of health education during 2010–2013.

## 5 Dissemination of information

### Proposal for action no. 17:

**A project with the aim of compiling, evaluating and disseminating the material of the Health from Culture network should be launched.**

The Health from Culture network has been operating in Finland since 1992. Over the years, the national network has carried out development, training and information work on the health and well-being benefits of art and culture. The network has amassed considerable know-how on the sector and archive material that has been compiled mostly

voluntarily by members of the network.

The Health from Culture network should carry out the project (2010–2011) with support from the Ministry of Education and the Ministry of Social Affairs and Health.

**Responsible parties:** the Health from Culture network, the Ministry of Education, the Ministry of Social Affairs and Health, the National Institute for Health and Welfare.

**Time scale:** 2010–2011.

### Proposal for action no. 18:

**A joint interactive electronic databank containing research and development information in the field, as well as practices, models and actors should be introduced.**

The Taika project (Art as a meeting platform for cross-sectoral cultural innovations 2008–2011), which is part of the Development of Innovation and Skills Systems programme financed by the Ministry of Education and the European Social Fund, produces a communal online service and databank of art-based methods. It compiles research data and best practices on well-being and health from art and culture. The work takes into consideration existing databanks/portals and linking to them (e.g. [hyvatkaytannot.fi](http://hyvatkaytannot.fi), [terveysuomi.fi](http://terveysuomi.fi), [sosiaaliporrtti.fi](http://sosiaaliporrtti.fi), [toimintasuomi.fi](http://toimintasuomi.fi), [Kultus.fi](http://Kultus.fi)).

The University of Helsinki's Palmenia Centre for Continuing Education is acting as the coordinator of the Taika project and developer of the databank from 2008 to 2011, after which the maintenance and updating of the databank should transfer to an organisation that takes permanent responsibility of the task. The task of the responsible party would to ensure that the information is disseminated and reaches as many people as possible, including voluntary actors, professionals and decision-makers.

**Responsible parties:** the University of Helsinki's Palmenia Centre for Continuing Education, the National Institute for Health and Welfare, and the Finnish Centre for Health Promotion

**Time scale:** Development of the databank in 2008–2011. Its continuation after 2012 should be investigated (see proposal for action no.3).

## **6 Implementation and monitoring of the action programme 2010–2014**

### **2010**

1. During 2010, the Ministry of Social Affairs and Health will appoint a cross-sectoral cooperation body comprising representatives appointed by the various ministries and key actors in the sector.

2. A more detailed plan on the implementation of the action programme will be drawn up by the cooperation body. The plan will include more details on the measures, evaluation, responsible parties, responsible individuals and timetables.

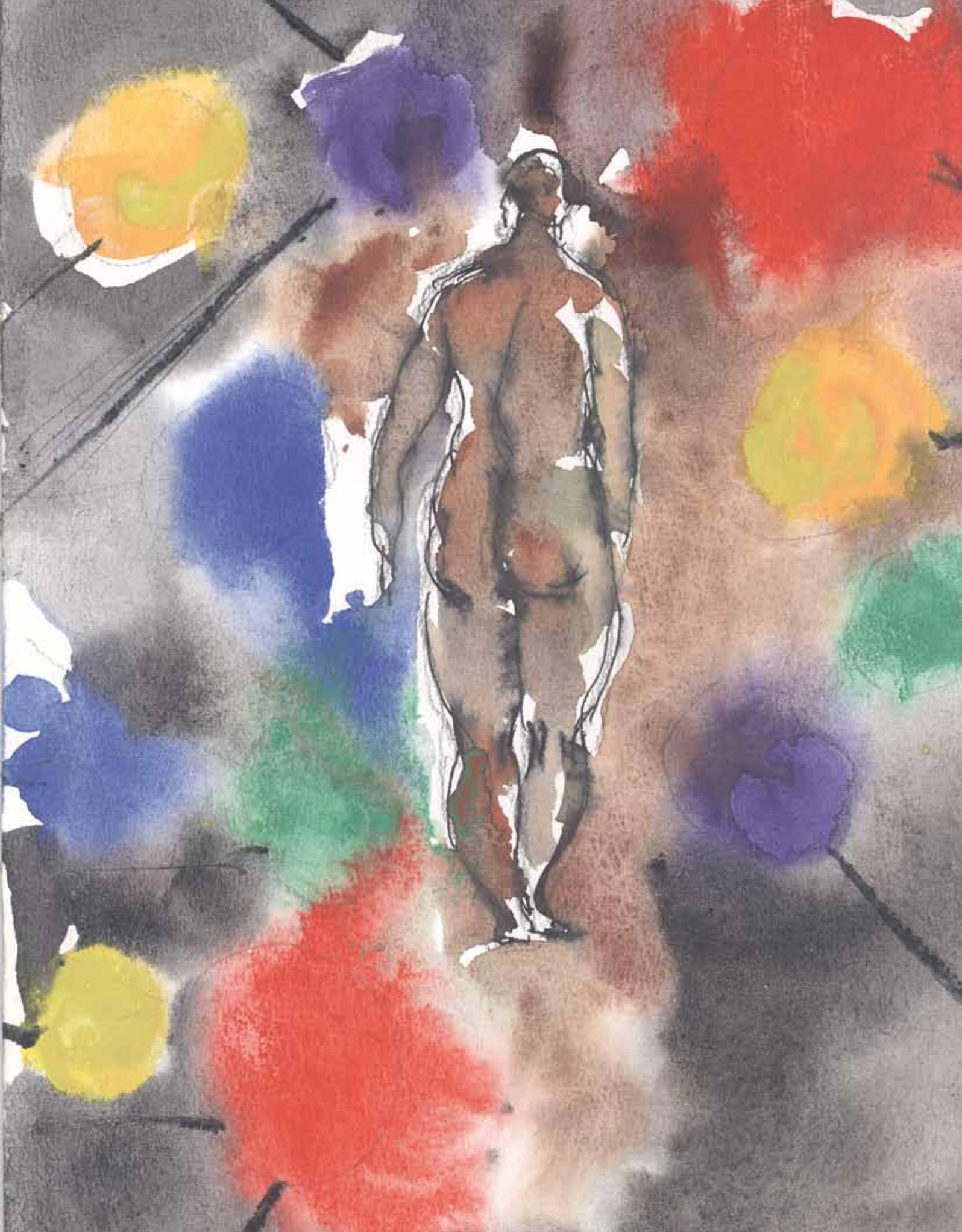
3. The implementation plan, including the communication and evaluation plan, will be confirmed by the ministerial group of the policy programme for health promotion.

4. The impact on the budget will be clarified and proposals will be submitted for the budget proposal for the years 2011–2014.

5. It is proposed that the promotion of health and well-being through culture is included in the next Government Programme.

### **2011–2014**

The action programme will be implemented in the timetable set out in the proposals for actions. The mid-term review of the programme's implementation should be carried out by the end of 2012 and the final follow-up report by the end of 2015.







ISBN 978-952-485-918-9 (PDF)  
ISSN-L 1799-0343  
ISSN 1799-0351(Online)