Museums & Health

Mark O’Neill

NEMO Webinar 16 June 2017
Outline

Part I Museums and Health & Wellbeing Now:

– Projects and Services
– The Four Waves of Public Health (and Museums) 1850 – 2000
– Health & Wellbeing Benefits of Museum visiting – the epidemiological evidence
– Museums’ contribution to Health & Wellbeing - Summary
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Part II The Health Crisis of Modernity
  – The Fifth Wave of Public Health
  – Why Museums are engaging with Wellbeing Now.
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  – The Fifth Wave of Public Health
  – Why Museums are engaging with Wellbeing Now.

Part III Developing a strategic approach
  – From projects to strategy
  – A Possible Framework

Resources
Museums and Health & Wellbeing Now: Projects and Services

Pilot Routes Heritage Collections, Health and Welfare

Des musées au service des personnes atteintes de démence due à l'âge

Menschen mit Demenz
Museums and Health & Wellbeing Now: Projects and Services

Liverpool House of Memories

**Things to do at home**

Discover House of Memories resources that you can use at home, or in your care setting.

- My House of Memories app
- Create a memory tree
- Create a memory box

**Museum activities**

Come and share your memories at our dementia-friendly events and activities.

- Meet me at the museum
- Memory walks
- Memory suitcases
- When I was little
Museums and Health & Wellbeing Now:
Services

For Visitors with Dementia and Their Care Partners

For Visitors Who Are Deaf

For Visitors with Hearing Loss

For Visitors with Developmental and Learning Disabilities and Those on the Autism Spectrum

For Visitors Who Are Blind or Partially Sighted
Museums and Health & Wellbeing Now: Projects
Museums On Call: How Museums Are Addressing Health Issues

- Alzheimer’s
- autism
- disease prevention
- health literacy
- nutrition and wellness
- hospital outreach
- medical training
- mental health
- military and veterans health
- visual impairment
Museums and Health & Wellbeing Now: Projects and Services

Measuring the impact

UCL Museum Wellbeing Measures Toolkit

Authors
Dr Linda J Thomson & Dr Helen J Chatterjee

Museums and Health & Wellbeing Now: Projects and Services
Health Benefits of Museums

- reduced social isolation
- learning and acquiring new skills
- decreased anxiety
- increased positive emotions
- sense of identity
- meaning making
- distraction from clinical environments
- communication
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# The four waves of Public Health

(Hanlon et al 2012)

<table>
<thead>
<tr>
<th>1\textsuperscript{st} Wave</th>
<th>2\textsuperscript{nd} Wave</th>
<th>3\textsuperscript{rd} Wave</th>
<th>4\textsuperscript{th} Wave</th>
<th>5\textsuperscript{th} Wave?</th>
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<tbody>
<tr>
<td>1830- 1900</td>
<td>1890- 1950</td>
<td>1940- 1980</td>
<td>1960-2000</td>
<td>2000-</td>
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<tr>
<td>Classical public health interventions</td>
<td>Scientific rationalism provides breakthroughs</td>
<td>Welfare State and post war consensus</td>
<td>Effective health interventions, risk factors and lifestyle</td>
<td>Ecological/integrative Public Health</td>
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<td>Water sanitation</td>
<td>Vaccines Hospitals</td>
<td>NHS Social housing</td>
<td>Regulation of harmful substances (e.g. tobacco)</td>
<td>Emergence of psychosocial disease conditions</td>
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<tr>
<td>Germ theory of disease</td>
<td>Body as machine</td>
<td>Want, Ignorance</td>
<td>Behaviours. lifestyles and structures</td>
<td>Integral, ecological, embodied, creative, ethical and reflexive</td>
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<tr>
<td><em>Understand - Predict - Control</em></td>
<td>Paternalist, ‘expert’, narrowing of fields</td>
<td>Disease Squalor Idleness</td>
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1st Wave

1830-1900

Classical public health interventions

Water sanitation

Germ theory of disease

*Understand - Predict - Control*

Museums as progressive, mass education
Healing the Wounded City

1st Wave
1830-1900

Classical public health interventions

Water sanitation

Germ theory of disease
Understand - Predict - Control

Museums as progressive, mass education
Healing the City

"Is it possible for any public body to deal effectively with institutions and conditions of life apparently so widely removed as PUBLIC HEALTH AND MUNICIPAL ART? ...
Objects and Wellbeing

‘The effect in sickness of beautiful objects, and especially of brilliancy of colour is hardly at all appreciated [...the] variety of form and brilliance of colour in the objects presented to patients are actual means of recovery’.

(Florence Nightingale, What Nursing IS 1859)
Loss of traditional meanings/anomie
2nd Wave

1890-1950

Scientific rationalism provides breakthroughs

Vaccines
Hospitals

Body as machine
Paternalist, ‘expert’, narrowing of fields

Museums withdraw, expert and elitist
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<td>Universal Education</td>
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<td>Want, Ignorance Disease</td>
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<td>Squalor Idleness</td>
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<tr>
<td>Elite model continues</td>
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<td>Museum education, inclusive, social justice, representation of excluded voices</td>
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Were the Victorians right?

“analysis of the data revealed that attending the cinema, concerts or visits to museums and art exhibitions influences mortality in a positive direction…”

‘Visiting the cinema, concerts, museums or art exhibitions as determinant of survival: a Swedish fourteen-year cohort follow-up’ Boinkum B Konlaan, Lars O Bygren and Sven-Erik Johansson

Are healthy people more culturally active?
Or
Does being culturally active makes people healthier?

Health Promotion international 2001 pp229-34.
Sustaining habits of attending cultural events and maintenance of health: a longitudinal study.
Johansson SE, Konlaan BB, Bygren LO.
Social or Mobility Effects?

“... leisure activities devoid of social or physical benefits may nonetheless contribute to improved aging, predicting reduced mortality among men. A broader definition of leisure activities may be useful when considering the impact of these activities among older people.”

Reading Daily Predicts Reduced Mortality Among Men From a Cohort of Community-Dwelling 70-Year-Olds
Cinema, Theatre, Art Galleries, Live Music, and Museums

**Attendance**

- Rare \(< 5\)
- Moderate \(6-12\)
- Frequent \(>12\)

Cinema, Theatre, Art Galleries, Live Music, and Museums

Rare attendees were 3.23 more likely
Moderate attendees 2.92 more likely
to die of cancer during the 12 year follow-up period than frequent attendees.
Museums and Health

Epidemiological research evidence
Regular attendance
• has a positive impact on health
• is a separate variable to class, education, etc
• is ephemeral

For more detail: Google
mark o’neill mental health Museum
# Evidence of impact: Summary

## Evidence from projects & services

- reduced social isolation
- learning new skills
- decreased anxiety
- increased positive emotions
- sense of identity
- meaning making
- distraction from clinical environments
- communication

## Epidemiology

- Regular attendance
  - has a positive impact on health
  - is a separate variable
  - is ephemeral
Part II The Health Crisis of Modernity

– The Fifth Wave of Public Health
– Why Museums are engaging with Wellbeing Now.
The Health Crisis of Modernity

- Impact of deindustrialisation compounded by globalization, consumerism and media culture
- Chronic ill-health, poverty and demoralization
- Attrition of traditional sources of individual, family and community meanings and roles
- New freedoms, new pressures, reduced social support
The Health Crisis of Modernity

- Social inequalities in health
- Obesity
- Loss of meaning: growth of psychosocial disease conditions
- Loneliness and isolation
Figure 2.7b: An overview of the risk factors and supporting factors that weigh upon the ‘fulcrum’ of a person’s individual resources and tip the balance towards mental health or mental ill-health. Also showing the kinds of mental disorders, their prevalence, and associated risk factors.
Five Ways to Wellbeing

- Connect
- Be active
- Give
- Take notice
- Keep learning

Wellbeing
- good feelings day-to-day and overall happiness, satisfaction

Mental capital
- resilience, self-esteem, cognitive capacity, emotional intelligence
A 5th wave of Public Health

1. Rebalance our mindset from ‘anti’ to ‘pro’
2. Individual self-responsibility
3. A focus on systems and society
4. Promoting a collective perspective:
   – good relationships
   – trust and cooperation
   – mutual awareness and acceptance
“It will be as concerned with fostering hope, motivation, vision and raising consciousness as it will with healthy eating and exercise.”

(Hanlon, Carlisle, Hannah and Lyon, 2012)
Part II: The Health Crisis of Modernity

- The Fifth Wave of Public Health
- Why Museums are engaging with Wellbeing Now

- Justification and added value
- Tradition
- Health Crisis of Modernity
Part III Developing a strategic approach

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Evidence of impact

Evidence from projects & services

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Epidemiology

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### Museums & Health
#### Spectrum of Engagement

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<td>Medically referred patients</td>
<td>Small groups of excluded or vulnerable people</td>
<td>Small groups of people with diagnosed conditions</td>
<td>Events &amp; Activities</td>
<td>Museum Visiting</td>
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1. Small Pilot with partner
2. Whole Museum Learns
3. Museum Core changes
4. Events/activities for population
5. New Regular Visitors
Build Alliance of Strategic Partners
Agree Shared Outcomes, Targets & Measures

1. Small Pilot with partner

2. Whole Museum Learns

3. Museum Core changes

4. Events/activities for population

5. New Regular Visitors

Museum becomes centre of Hope, Meaning and Social Connection