Arts, culture and well-being in Finland
About the Webinar

- about Turku University of Applied Sciences
- general information about the broad field of Arts, Culture and Well-being in Finland
- some examples in elderly care concerning structures and practises
- The Project Taikusydän – The Heart for Arts, Culture and Well-Being in Finland 2015-2018

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- a coordinating project, umbrella / heart / network that connects researchers, artists, education, municipalities, cities...
Higher education system in Finland

The higher education system comprises universities and universities of applied sciences (UAS). The admission requirement for both is a secondary general or vocational diploma.

Universities of applied sciences offer work-related education in response to labour market needs. A bachelor’s degree requires 3.5 - 4.5 years of full-time study. The requirement for Master's programmes is a UAS degree or equivalent, plus a minimum of three years of work experience in the field concerned.
Turku University of Applied Sciences – Who we are?

• One of the leading universities of applied sciences in Finland
• Main campuses in Turku and Salo
• 9 300 students (Bachelor’s and Master’s degree)
• 700 staff members
• 4 faculties
  • Business, ICT and Chemical Engineering
  • Arts Academy
  • Technology, Environment and Business
  • Health and Well-being

• http://www.tuas.fi/en/
2015: launched a new strategy called *Excellence in Action* (a strategic plan 2015-2025) with following content areas:

**A technical innovation university of the future**
- Key areas: *multitechnological marine cluster; circular economy; sales; digitalisation*

**Developing well-being**
- Key areas: *health promotion; art as a part of a good life; increased inclusion; renewing social and health care services; well-being tourism*
Arts Academy – arts, culture, media

- Approximately 700 students including adult degree students and Master’s degree students
- Staff 80 persons
- Offers higher education in culture and the arts in three BA-programmes:
  - Music and Performing Arts
  - Fine Arts
  - Film and Media
- Located in four different campus buildings in the city of Turku
The RDI group of Arts, Health and Well-Being in TUAS

The idea of Cultural Well-being:

Well-being by arts and culture – well-being in arts and culture – well-being with arts and culture

- The RDI group in TUAS: co-operation with Arts Academy and The Faculty of Health and Well-being: apply and refine art-based and multiprofessional approaches and working methods in cooperation with various fields of art, healthcare and well-being.

Getting into dialogue

- Creativity is a way to communicate and interact within life.

- Art is a way to express and influence and also change things – thinking and doing it differently.

- Art could be seen as a means to see and experience the world.

- Professionals of health care and social sciences can provide artists important information and knowledge about essential issues concerning the work with different groups.

- Creative dialogue is to bring together the different basic tasks, respect the different professionalisms and have discussions between the discourses.
Current goals in TUAS

• Developing art-based methods in different contexts, cross-disciplinary.
• Developing multiprofessional teamwork in using art-based methods.
• Promoting arts and art-based approaches in different surroundings and contexts: health care and social work, education, work welfare, work communities, leadership.
• Promoting cultural accessibility and involvement, answering to human cultural needs that exist regardless of different living conditions.
• Outlining of the competencies needed to apply arts in different contexts, to use art-based methods and to work in multiprofessional teams.
• To work on defining the concepts ‘applied arts’ and ‘art-based methods’ in relationship for example to the role of arts as actual purpose or intermediating factor in well-being.
• To promote and apply research about the efficacy of art and art work, i.e. the meaning and potential they are conveying into human life.
Finland: General information

- Over recent years, there has been increasing recognition that **arts and culture have an important part** to play in improving the health and wellbeing of people.
- Several studies have shown that **experiencing the arts and culture may increase a sense of wellbeing and transform the quality of life** for both individuals and communities.
- The unique role of the arts promoting, for example, social welfare, community engagement, participation in civic life, and improving living environments has been acknowledged.
- Research evidence has been gained to show **the effectiveness of arts interventions** in hospitals and other healthcare settings.
- By supplementing medicine and care, the **arts can improve the health and welfare of people who experience mental or physical health problems**.
Art and Culture for Well-being -action programme

- In this context, preparations were launched for a programme to enhance the contribution of art and culture to health and well-being 2010-2014.
- The aim was to promote well-being and health by means of art and culture and to enhance inclusion at the individual, community and societal levels.
Project based work

- In the early 2010s, the art and culture field has witnessed the emergence of professionals engaged in culture for well-being activities and familiar with the practices and operating environment in the social welfare and health care sectors.
- Various projects have resulted in reports and published studies. The activities have been documented in many ways.
- The material thus produced is, however, scattered and hard to find, and the parties involved are lacking an overall view of the situation in the field.
- In practice, there is no process in place to follow up the impacts or continuity of activities once the projects end.
- There is also significant regional variation regarding the level of activity. Depending on the region, different organizations and individuals in varying positions are responsible for the planning, implementation and development of art and culture for well-being activities.
Artists and art associations

• Several art-based methods and ways of working have been developed and experimented for the use of both artists and professionals in social and health care sector.
• Productising projects are aiming to turn artist services into products and to support creative entrepreneurship.
• The majority of all activities are still being implemented through project and grant funding.
Multiprofessional education

• The artist identity is in a transitional phase, with an emerging awareness of the possibilities to apply artistic competencies more extensively in new contexts.
• This poses challenges and opens up opportunities for development in art education.
• The development of joint degree programmes for the social welfare, health care, and art and culture sectors, together with the relevant educational reform, are currently being discussed in the field.
• Educational institutions already offer multiprofessional studies as optional degree courses, and continuing education is available for those who are looking for new professional skills.
The need of cultural activities among the elderly is no longer derived from the art and culture field alone, but also from the social welfare and health care sectors.

There is growing awareness in the elderly care units that the work involves more than just competent nursing and care. Art activities have raised a more general discussion about the quality of care and related practices. Within institutional settings, possible amendments to the role, professional identity and qualification requirements of activity instructors are being discussed.
Social welfare and health care sectors, elderly work

• On the other hand, the nursing staff still often find that culture and art are extraordinary activities, additions to the basic work, which are not part of their job description and should not cost anything. Management and, in particular, supervisors play an important role in terms of the facilitation and continuity of the activities.

• There is great variation between individual units and institutions. For the purposes of anchoring new operating models, it is necessary to have an experimental mindset and a target-oriented approach to development.
Social welfare and health care sectors, elderly work

- Art is recognized as an enabler of interaction and means of encountering others, and the significance of professional art within elderly work is increasingly understood.
- Cultural competencies are more often taken into account when recruiting employees for jobs within the social welfare and health care sectors.
- The cultural competence of staff members and their courage to apply art-based and creative methods has increased. For some nurses, the management of art-based methods is already part of their professional identity, and they wish to deepen their nursing competence through art.
Collaboration and networks

• Several municipalities have, through different projects, initiated or reinforced cross-sectoral collaboration between the cultural services and the social and health services. The existing networks and contacts are, for the time being, mostly individual, and there are still a limited number of active actors, especially in the social welfare and health care sector.
• New structures are, however, in shaping. In many cities and municipalities, there are cross-sectoral teams engaged in the planning and implementation of joint cultural services for aged residents.
• Through different projects and initiatives, the universities of applied sciences as well as academic universities across Finland are profiled as strong actors.
• In many regions, community colleges play a significant role as partners in arranging relevant activities and education.
Funding and continuity

• Structural and budgetary influencing is a slowly advancing process. Projects and initiatives are often too short-lived to facilitate the anchoring of new activities.

• Even if a project results in feasible operating models and collaboration structures, the anchoring may be hindered because of the lack of continued funding.

• The financiers do not necessarily have sufficient expertise to identify good practices and quality activities within the diversified field of activities that is still taking shape.

• The most successful cases of turning new action models into established practices have involved systematic and long-term work with cross-sectoral funding from both the cultural sector and the social welfare and health care sectors.

• Activities are being developed jointly with the financiers through separate funding.
Central financiers include:

- EU funding: European Social Fund (ESF) and European Regional Development Fund (ERDF)
- Arts Promotion Centre Finland: regional grants awarded to organizations for culture for wellbeing activities (400,000 € / year)
- Ministry of Education and Culture: special grants to support the employment of artists; also other separate funding possibilities
- Finland’s Slot Machine Association (RAY)
- Private foundations: grants for artists and project grants, Finnish Cultural Foundation and its 17 regional funds
- National Board of Antiquities: innovative development funding (museums)
- Employment funds, when hiring unemployed artists
- State inheritance and testamentary funds
- Cultural grants and development funds awarded by cities, especially the City of Helsinki
- Municipal social welfare and health care and cultural sectors
- National Board of Education
Taikusydän
Taikusydän

• Taikusydän is a multisectoral coordination and communication center for activities and research among the broad field of arts, culture and well-being.

• Its aim is to make arts and culture a permanent part of well-being services. A person is seen as an active participant and contributor, rather than as a passive recipient.

• Taikusydän encourages different actors to cooperate with each other. It launches a researchers’ network, joining together research in universities and other institutes.
Taikusydän

• Taikusydän promotes proposals for actions suggested in the closing report of the national Art and Culture for Well-being programme 2010–2014.
• Development work is done to spread information about the best practices and knowledge as well as to develop new financing and operations models.
It is worth developing services which support prevention and rehabilitation.

IMAGE. Where are the resources of the current system? (Ministry of Social Affairs and Health 2010)
Taikusydan partners

- administrated by Turku University of Applied Sciences.
- funded by the City of Turku, Arts Promotion Centre Finland and the University of Turku. Project activities are carried out with close cooperation with:
  - The cities of Turku (186 000), Kuopio (112 000) and Tampere (225 000)
  - Research Center for Culture and Health in University of Turku
  - The Well-being Know-how Center of Eastern Finland, The Well-being Power Plant (VOIMALA)
  - [www hyvinvointivoimala fi](http://www.hyvinvointivoimala.fi) (to be opened soon)
  - PiiPoo – Accessible Centre for Arts and Culture, Lempäälä (near Tampere)
  - [http://www kulttuuripiipoo fi/content/fi/1/20106/Ln%20English.htm](http://www.kulttuuripiipoo.fi/content/fi/1/20106/Ln%20English.htm)
  - Association Culture for Health (Terveyttä kulttuurista ry)
Taikusydän

• Taikusydän aims to build at least five regional networks for arts, culture and wellbeing in Finland by the end of the year 2018.

• The regional networks develop sustainable solutions for planning, producing and financing arts and culture in different settings, such as in hospitals, elderly care, schools and prisons.

• The objective of Taikusydän is to integrate the arts and culture into mainstream health strategy and policy making.

• In addition, Taikusydän focuses on improving the working possibilities of professional artists and art institutions providing opportunities for artists to develop their practice.
How we do it?

- by participating and organizing seminars, lectures and workshops to gather information and best practices
- by building several communication environments and being active in media and in partner cities
  - blogs, websites, newsletters, Twitter, Facebook, Instagram, publicity campaigns, meetings
- by building regional networks which are a kind of ecosystems of arts, culture and well-being around bigger cities
- together we are more!
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