

FLORIDA DEPARTMENT OF STATE

DIVISION OF CULTURAL AFFAIRS



Charlie Crist

Governor

Kurt S. Browning

Secretary of State

Arts in Healthcare



- Since the mid-1990s, the Division has recognized the contribution of the arts in the field of healthcare
- Innovative grant application from Shands Hospital at the University of Florida
- Seed money and encouragement

Today at Shands

- **Shands Arts in Medicine Program is one of the most successful in the Southeast region**
- **Model for the nation**
- **Vision, faith, leadership and support**



Culture Builds Florida's Future

- Publication of Culture Builds Florida's Future strategic plan in 2005
- Arts in healthcare so vital that it becomes one of the plan's four vision areas as "Learning and Wellness"
- Convening workshops held in July 2007 – one whole day dedicated to arts in healthcare



Learning from:

- Nurses
- Doctors
- Therapists
- Patients
- Artists



Facilitated by:
Jonathan Katz

Discovery and Concrete Examples

- **All participants that day enjoyed discovery, tears, laughter, and the greatest examples of arts' impact on the healing process**
- **Evidence, personal stories, report results and statistics**
- **Stories from places where scary stuff happens**
- **The arts mediate those experiences and ultimately improve life**

The Future Lies in Partnerships

- **Partners that we might have once called “unlikely”**
- **Not just hospitals – all healthcare environments**
- **Basic training for artists and caregiver staff**
- **A universe of healing possibilities**
- **Development of a new grant program**



One of our Partners

- It is my great pleasure to introduce to you today one of our partners
- In the pursuit of arts for all
- In providing artistic programs to patients and caregivers
- A true professional who gives her all



Jill Sonke-Henderson !



Arts Agency Perspective

What we do and why...

What we do

- Contract with established and emerging artists and arts organizations
- Increase access for Florida's rural and underserved citizens
- Enhance State educational curriculum
- Promote cultural tourism
- Provide a catalyst for economic development
- Provide positive alternatives through cultural experiences for at-risk youth and elders
- **Promote Learning, Wellness and Access as benchmarks for healthy communities**

Economic Impact

- The Arts contribute over \$2.9 billion toward gross state product annually
- The Arts create over 28,000 full time jobs, adding \$877.8 million to income statewide
- Florida's non-profit arts industry grew 40% in 4 years
- In one year, non-profit arts and cultural organizations expend \$617 million
- \$44 local dollars are expended for each state dollar invested in the arts
- More than 25.6 million people attended cultural events funded by the Division of Cultural Affairs in FY 05
- The DCA has facilitated the investment of over \$400 million in the arts in Florida

Direct Services

- Coordinate exhibitions within the Capitol Complex
- Gather and disseminate information via electronic and print media
- Recognize outstanding artists and arts contributors through annual awards programs, such as the Florida Artist Hall of Fame
- Cultural grants
- Statewide Cultural Facilities Program
- Provide professional & technical assistance and workshops

WHAT CAN YOU DO TO LEARN MORE ABOUT THE ARTS IN HEALTHCARE?

- Talk to your local and statewide Healthcare facilities, Universities, Teaching Hospitals, Correctional Institutions, VSAs, Artists...
- Solicit strategic associations with these groups
- Survey your constituents and stakeholders
- Ask questions
- Join the Society for the Arts in Healthcare - **www.thesah.org**
- Foster the support of your Arts Council, Governor and Legislative Leadership...“show” them the power of the arts in the healing process...hands-on experiences...
- Establish a grants program...be creative if you have flexibility within your grants budget



“Before medicine was a science, it was an ART”

Dr. John Agwunobi



“Next to torture, the ARTS persuade the most”

Oscar Wilde