

## Report on the Results of the 2020 Kyushu Sangyo University International Symposium

■ **Theme:** “Building Better Relationships between Museums and Healthcare/Welfare Services”

■ **Objectives of Event:**

In Japan, as the baby boomers will reach 75 or more by 2025\*, there is an urgent need to build a community-based integrated care system, which comprehensively ensures the provision of housing, healthcare, nursing care, prevention, and livelihood support, so that the elderly can live out their lives the way they wish to in environments familiar to them, even if they become heavily dependent on long-term care.

In the meantime, the First Basic Plan on the Promotion of Culture and the Arts (2018), which was decided by the cabinet, states that museums and art galleries are “expected to play their role of providing an opportunity to resolve various social issues in collaboration with educational, welfare, medical, and other institutions concerned.”

In fact, a pioneering project began in Canada in 2018, which allows physicians to write “(Go to a) Museum” on prescriptions. In the U.K., too, a museum education program is under plan with joint cooperation between the Department for Digital, Culture, Media and Sports (DCMS) and the Department of Health and Social Care (DHSC) in 2020. In the U.S. there have been many case studies on this emerging topic.

At this international symposium, guest speakers will be invited from museums in the U.K. and the U.S., both of which are leading the world in “building better relationships between museums and healthcare/welfare services.” The symposium program includes keynote speeches on the significance of collaboration between local museums and medical/welfare institutions and the program evaluation method, and reports on fact-finding trips to the two countries, followed by a panel discussion on the vision for a “museum health station” of the future.

\* By 2025, the Japanese baby boomers (born between 1947-1949) will be 75 or older, making Japan a super-aging country with one in five persons in that age bracket.

■ **Event Schedule:** Feb. 26 (Wed.), 2020 10:00~17:00 (Registration opens at 9:30)

■ **Event Venue:** Global Plaza, Kyushu Sangyo University (1st Floor, Building No. 2, 3-1 Matsukadai 2-chome, Higashi-ku, Fukuoka City, 813-8503, Japan)

■ **Contents:** [Chairperson] Kimiko Yoshida (Associate Professor, Museum of Kyushu Sangyo University)

**10:00** Opening Remarks

**10:10** [Lecture 1] “Museum Education for the Elderly in the U.K. and its Evaluation Method-- A Case Study at the Dulwich Picture Gallery, London” by Jane Findlay, Head of Learning, Dulwich Picture Gallery

**11:00** [Lecture 2] “Museum Education for the Elderly in the U.S. and its Evaluation Method-- A Case Study at Arts & Minds, New York” by Carolyn Halpin-Healy, Executive Director, Arts & Minds

**11:45** Attendees jotted down their impressions on sticky notes

**11:50** Lunch break

**12:50** Explanation of the Symposium’s objectives (Izumi Ogata, Professor, Faculty of Collaborative Regional Development, Kyushu Sangyo University)

**13:10** Presentation of Report: “Museum Education Program in the U.K. - A Fact-Finding Trip to Dulwich Picture Gallery

**13:30** Presentation of Report: Museum Education Program in the U.S. - A Fact-Finding Trip to Arts & Minds, etc.

**13:50** Attendees jotted down their impressions and concerns on sticky notes which were pasted on a wall

**14:15** Coffee Break and consideration of posted sticky notes

**14:40** Symposium: “Discussion of Museum Educational Program Evaluation Methods from the Perspective of Case Studies in the U.K. and U.S.”

Panelists: Jane Findlay/Carolyn Halpin-Healy, Designated Panel Discussants: Jun Nakagome (Museum of Kyushu Sangyo University) and Kimiko Yoshida; Moderator: Izumi Ogata

**16:05** Break

**16:15** Questions and Answers Session

**16:50** Final Comments from Speakers

**17:00** Closing

■ **Number of Participants:** 53 (Fukuoka-34, Saga-1, Nagasaki-2, Oita-2, Kumamoto-2, Miyazaki-2, Yamaguchi-2, Osaka-1, Aichi-1, Shizuoka-1, Tokyo-5)

■ **Post Event Questionnaire:**

For questions 1-4 below, please give your impressions (Realizations, discoveries, keywords of particular interest, etc.)

**①Question 1 Impressions concerning the Lecture by Jane Findlay**

● “I found the ‘social prescribing trend’ spreading throughout the United Kingdom and the “Aging Well Program” being implemented by Dulwich Picture Gallery (DPG) especially interesting. I discovered several new things in her report, including the fact the U.K. Department of Health has taken the lead in this regard and the establishment of the Tessa Jowell Health Centre which from its launching in April 2020 will incorporate an arts program. These things made me realize that the U.K. is advanced in this area. The various evaluation sheets that were introduced in the panel discussion that followed will be a great reference tool for me in the future (and I found this point very interesting). I also came to recognize the key role played by ‘link workers.’”

● “The discussion of ‘link workers’ acting as a liaison between health care workers and museums piqued my interest. The fact that art is not considered apart, but as one of multiple options is a merit for museums and other participants, since I think it offers individuals connected to museums the opportunity to learn about other sectors. Also, analysis is rooted in actual experience, and I concluded it is essential to create conditions which rely on informal evaluation methods that are easy for anyone to deal with.”

● “I was enthralled by the presentation. I got the impression that since the NHS is providing funding, collaboration with medical institutions has become easier. The scheduled opening of the [Tessa Jowell] Health Centre in April is also of great interest to me, and I would like to actually see how things go with it. The realization of the key role that ‘link workers’ play in the collaboration between various institutions means that such positions seem indispensable in projects that we undertake in the future (at least I hope we will). We need to train such ‘link workers’ who would possess knowledge in a wide range of areas, including medical care, nursing care, social welfare, the arts, business and daily necessities like food, clothing and shelter. I found the initiatives in the U.K. very instructive for us Japanese.”

● “I was impressed to learn about this learning program which was carried out at a museum with a long history and participated in by all kinds of people ranging from six-month old babies to centenarians, and how the museum while maintaining ties to medical care professionals is accessible to many different kinds of people. I thought it truly admirable that by using art as therapy such a museum should be striving to help people to have social ties and grow old healthily.”

● “I was moved to learn how collaboration between a museum and medical care/nursing care organizations could provide a locus for positive social participation by the elderly.

I was especially struck at the realization of how highly beneficial incorporation of the evaluation methods discussed should be as part of our future planning. Since I was able to get a copy of the UCL Museum Well-Being Measures Toolkit, I hope to learn much from it in the days to come.”

● “I was especially impressed by the ‘mission’ of the museum mentioned at the start. Right now our own museum is in the process of formulating its own mission. And I realized that unless our staff embraces the spirit of the mission,

that mission is going to remain ill-defined and invite the question, ‘Why should we be involved in activities for the elderly?’”

- “There are naturally going to be differences when designing a program, in terms of things like circumstances surrounding a museum’s collection and special exhibitions, the background to the establishment, managing body, location, staff composition and so on. I certainly think we should keep the case of the DPG in mind when considering what to do about our own museum.”

- ①Keywords of particular interest: ‘holistic approach,’ ‘link worker,’ ‘engagement,’ ‘aging well’ ②Realizations and discoveries: ‘use of the engagement scale,’ ‘importance of building on local strengths.’”

- “Concerning collaboration with medical care professionals, I was delighted to hear specifics about activities that we do not yet see in Japan.”

- “I was astonished to find that there are programs provided for visitors of ages from six months to 100 years old. If time had permitted, I would like to have heard about the specifics of such programs.”

- “The key point was ‘well-being’ (which I took to mean a ‘feeling of happiness’) and I realized how important it really is to incorporate everything up to and including evaluations within a single program.”

- “Realizing about how easy it is to organize qualitative data with ‘umbrella sheets’ was an eye opener for me.”

- “I heard the terms ‘social prescribing’ and ‘link worker’ for the first time at this symposium. Later I did some research and discovered that these concepts have already taken root in Japan. I also learned about how the Warwick-Edinburgh Mental Well-Being Scale (WEMWBS) is used to collect evidence.”

- At the beginning, the lecturer, in describing the mission of the DPG, said, ‘We want to provide a place where anyone can make connections with art.’ I got the feeling that ‘connections’ and ‘connecting’ were keywords used frequently throughout the symposium.

Concerning the learning programs, I was astonished to learn that they are fashioned to cater to visitors from a wide spectrum of ages from six months to 100 years old. In addition, I also came to understand the necessity of ‘social prescribing,’ which is a way of linking between participants and the programs through specialist professionals with their unique outlook, while maintaining ties with medical care providers, as well as the importance of the role of link workers. Likewise, when I heard about how the United Kingdom’s NHS and Department of Health increased the number of link workers and are providing backup, I felt that they intend to develop more sustainable initiatives in the future.”

## **②Question 2: Impressions concerning the Lecture by Carolyn Halpin-Healy**

- “(Since a member of my family is suffering from dementia) I was delighted to learn about the museum program aimed at patients suffering from dementia and their care partners. Even though they might not have as fully developed a system as they have in the United Kingdom, I was very impressed to hear about the non-profit network (Arts & Minds) that entails the involvement of multiple museums, other institutions and hospitals attached to universities. (And I felt that Japan could well emulate such activities.) Discovering the differences in nuance between the terms ‘care partner’ and ‘care giver’ also left a deep impression. Learning about the approaches Arts & Minds uses for evaluations was also enlightening.”

- “It was of great interest to me to learn about how medical and cultural facilities are engaging in proactive collaboration, with the welfare of all the participants in mind, as well as the way in which caregivers are involved. I also came to understand the importance of museum staff and others involved in the program having knowledge about and understanding dementia.”

- “Since this lecture focused primarily on sufferers of dementia and their caregivers, there were many points with which individuals specializing in providing care for dementia patients could empathize. For one thing, I also learned

how important creative activities by caregivers are. The presentation got me to thinking about how to proceed in the future in terms of bolstering team efforts while dealing with such things as procuring necessary funding.”

- “I was impressed by the approach to treat the individual not as a patient but as a participant, and how things are tailored to the individual by understanding their needs beforehand. The importance of repeat participation was emphasized. It made me realize the necessity of ‘care of those who provide care’ in that ‘not neglecting anyone’ should be a concern of people working in welfare and other areas and not just medical care professionals.”

- “I found it very encouraging for those promoting these activities to know that such activities work for the treatment of dementia. We often hear about how hard it is for caregivers, but since the ‘reminiscence therapy’ being used by museums and other facilities appears to help improve conditions, I believe that it would be worthwhile to conduct future research on this aspect through surveys and planning to see how such use could be dovetailed with plans for revitalizing local areas.”

- “In considering what museums should look like in an aging society, and relationships among medical care/welfare and museums, my attention was focused on how they impact the elderly and patients. However, at the same time I again became aware of the importance of not only paying attention to caregivers and seeking to improve their health, but making a proactive approach to dealing with their relationships with patients and their stress in caregiving. Furthermore, when participating in the program, it is important to think in terms of ‘program participant’ or ‘museum visitor’ rather than ‘patient’ or ‘caregiver’ and for everyone to participate without getting hung up on your particular role. Also, when the speaker discussed continuous participation in the program, the positive effects that long-term participation had in terms of strengthening the ties among participants, and how this cherished “time and space” led to an enhanced quality of life (QOL), I recalled the consecutive seminars on the ‘reminiscence therapy’ held at Kyushu Sangyo University in January.

Also, there was discussion of having medical students gain program experience. And I felt that for the sake of continuance of these activities, it is important for those who will be offering the program in the future (individuals who are not themselves participants) to thoroughly understand it.”

- “I was impressed by the idea of getting ‘physicians and universities involved.’ I would like to see a unique match up with Kumamoto University or medical universities. It is important to meet individuals imbued with resolve, and there were some of those people who came to my mind.”

- ①Keywords of particular interest: “caregiver” “creativity” ②Realizations and discoveries: “Creation of diverse programs involving medicine and art,” the “importance of efforts with sustainability”

- “Japan too has organizations to bring together artists and the elderly, like ARDA that are carrying out art programs at facilities for the elderly. However, I doubt that there are any organizations offering such things as museum programs in which university-affiliated hospitals collaborate. I was able to hear about very valuable cases [of such collaboration].”

- “I found it very interesting that programs should have been developed clearly designed specifically for patients who appear to be suffering from dementia.”

- “I became aware of the need to think in terms of not just the ill party but also his or her ‘care partner’ or ‘caregiver’ as a *set*. Also, in terms of the effect of events, the desired effects come not from just one event, but rather the effects increase in line with the number of repetitions of attendance and involvement.”

### **③Question 3: Impressions concerning the Report by Kimiko Yoshida on Her Fact-finding Research to the United Kingdom**

- “I was able to deepen my understanding of the implementation method for the Aging Well Program (the detailed flow from planning --> implementation --> evaluation) being conducted by the DPG. I was deeply impressed by usefulness of the umbrella sheets developed by London University. I am very interested in the system used with the DPG program, for example in how the lineup of artists is decided upon.”

- “I found the content of the explanation of how the speaker actually experienced the DPG program easy to understand. As the umbrella sheets used in the evaluations have piqued my interest, the case study of activities at the Museum of Kyushu Sangyo University provided good background information. I thought they can provide hints on how to reflect after-the-fact on workshops and various other activities.”

- “Tea times” can be very important. I thought it quite a significant point that tea should be provided, because we served tea to the elderly without thinking about timing when we offered the Art Bus service. I wonder if after all the museum program doesn’t actually revolve around the ‘tea time.’”

- “I was struck by how quality was ensured through a continuous process involving preparations from nine months in advance to evaluations after the fact, so that the program was not just a one-off affair. I thought that a great deal of thought was given to having people participate with peace of mind, from arranging the seats so that you could see the faces of other people to making provision in the schedule for ‘tea time’ and other breaks.”

- “After hearing the chronological flow of the DPG activities, based on their thorough investigation of client needs, attentiveness to experiences and dialogue, hands-on adjustment of program elements based on self-introductions, provision of tea times in which participants can relax, and so on, I judged the program as giving more consideration to participants.”

“Overall, I got the impression that the program has been established in such a fashion that there are ties of trust and information sharing among the DPG, the artists and the NHS, and their ability to respond with prudence as circumstances may demand.”

- “The report was an objective, easy-to-understand description of how the DPG actually does things (with the Rembrandt painting).”

- “I learned that implementation of such a program will go well or badly depending on input by staff members.”

- “I learned that umbrella sheets are already being used at the Museum of Kyushu Sangyo University.”

#### **④Question 4: Impressions concerning the Report by Jun Nakagome on His Fact-finding Research to the United States**

- “I was fascinated by the description of the ‘Stories Within’ activities carried out at the Intrepid Sea, Air and Space Museum. I felt that the way in which families unable to participate in given activities are able to understand them thanks to printouts that are made of the content of a given day’s activities and later distributed to them was very effective. It was also a revelation to me of how the Metropolitan Museum of Art puts together its observer forms. I listened with great interest too to the explanations of the Caringkind and the existence (activities) of the Museum Access Consortium.”

- “Among the case studies of educational programs at U.S. museums discussed, I found the Whitney Museum of American Art’s program for the visually impaired of especial interest. Within Japan as well there have been several cases of museums or workshops offering tactile appreciation of art works, but I believe the paradigm for tactile appreciation described could expand the possibilities for new forms of appreciation based on bodily sensations.”

- “The Intrepid Sea, Air and Space Museum program deeply impressed me. Among other things, I found it important to preserve the contents and appearance of the program activities in photographic and written forms, and give feedback to participants. In particular, such program not only helps individuals who are suffering short-term memory problems to elicit memories, but is useful as a tool for sharing concerning whichever activities have been participated in. Moreover, involvement does not end with the museum experience, since even after returning home the program encourages elderly participants, even while recalling the activities they had took part in, to also engage in conversation about them with family members and caregivers. Also touched on were programs designed for senior citizens who cannot leave home. I thought that as the elderly capable of walking outside are rather active than other elderly

individuals who are not so fortunate, provision needs to be made for positive interaction with such individuals in the future.”

- “The program report with its many photos was great. In the MET tour we could see plants. And since our own museum has flower beds, I wonder if we might not make greater use of them in our activities? For example, if we grew herbs, we could have activities involving the five senses. The idea would be to offer activities that involve bodily movement when looking at art works, and so on.”
- “I became aware of the importance of items such as photos or summaries so that after returning home participants could share information on how they engaged in activities with their family members.”
- “Besides Arts & Minds, several other ongoing projects were touched upon, and that made me aware of the level of consciousness in American society as a whole. I was especially interested in the system for at the end of the day printing out and distributing a summary of the contents of a day’s program. In that way, the program helps participants after returning home to feel that they are achieving linkage between their museum experience and their actual lifestyle.”
- “I came to understand how Arts & Minds is able to liaison with multiple museums. I also could readily grasp the question items included in the questionnaire.”
- “I thought important the emphasis on measuring changes in the participants not just in the immediate aftermath of the experience but also through later follow-up surveys.”
- “I came to understand how there is collaboration between medical care and homecare organizations and multiple museums, so that the same user can make use of several different museums.”

**⑤ Question 5: How do you intend to approach your own activities in the future based on what you learned in this symposium?**

- “As a local public art museum, I think we should aim to become a “universal” museum that many people can enjoy together. I believe we should aim to provide assistance to people with disabilities and the elderly, but that would actually lead to the creation of an environment that is easy to use for all visitors. I would like to see us work to make our museum so friendly that local citizens are able to gather and relax in a congenial atmosphere.”
- “At this symposium I was introduced to a curator from the Miyazaki Prefectural Art Museum. And we are already planning to have a meeting next week. I am thinking in terms of first off making it possible for some of our patients suffering from dementia and receiving day care at our hospital to be able to visit the museum, and I hope we can devise a feasible plan for them to appreciate works of art at the museum.

Already some activities have been taken place at the Miyazaki Prefectural Museum of Nature and History for around ten years, with the reminiscence theory being employed already for five or six years. Also, for three years we have taught this theory to the museum commentators and now they conduct the sessions on this theory for visitors. Nevertheless, the fact remains that the number of parties participating is just a minority. As Professor Ogata pointed out, in terms of comprehensive local care, we are aiming ‘to establish museum health stations’ where elderly people can gather to enjoy themselves. However, there is only so much that individuals can accomplish, so we need to bring together the collective power of teams.

Also, we still have not identified effective methods for finding evidence. If universities were involved, then their input could be very helpful.”

- “Listening to this talk made me cognizant of the importance of ties among people and connections to the success of these activities. Given the fact that this symposium brought together not just people connected with general museums and art museums, but was also participated in by people from various communities, I believe that the insights I gained from this unexpected opportunity taught me things valuable for the future. So from now on, I will not neglect to keep my antenna ready to catch information at any time, while remaining aware that anyone can have a connection to a museum. And in the future I hope to maintain my interest and continue to participate in these activities.”

- “Consideration of various programs at museums which link health (the medical care and health care segments) and art.”
- “Creation of programs (ideas) from the standpoints of creativity and production.”
- “Utilization of engagement scale, etc. in activities in which there is a connection between art works and music”
- “Research on evidence related to activities involving health and art.”
- “A great boon I gained from this symposium was that I was able to get acquainted with medical care-related personnel living in my own community. I would hope to start from individual-level ties to engage in lasting interchanges that go transcend individual sectors.”
- “Although collaboration with medical care institutions is not easy, I would like to start from the feasible, such as art projects for the elderly.”
- “I would like to create opportunities for the use of umbrella sheets, and then give them a try.”
- “Our museum is engaged in volunteer activities, not limited by term, involving many participants in their 80s or above. I think that our approach is not specifically oriented to providing support for parties in their 70s and 80s. Rather our staff is engaged naturally in these activities, with an eye to creating a place where the museum can provide a sense of well-being for all visitors.”
- “I was very interested in the ‘frailty’ stages (including the three factors contributing to frailty and screening for frailty (frailty eleven-item questionnaire) mentioned by Professor Ogata in his report. I would like to seek out information and measures with interest in what role museums in Japan are able to play for individuals at the “pre-frailty” and “frailty” stages. For members who are establishing facilities or engaged in consultation work, I would like to let them know in various opportunities that this new kind of viewpoint (connections between museums and medical /welfare organizations and establishment of museum health stations. has been increasingly adopted.
- “As with the ‘pre-frail’ and ‘frail’ stages, I feel there is good potential for salivary amylase and cortisol measurements (as stress and other indicators). So I was thrilled to hear Professor Ogata’s report, because such methods would draw attention as a new method for effect measurement at museums.”
- “In the future, I would like to pursue collaboration with medical care and homecare organizations. I was aware of how interaction between caregivers and animal caretakers can provide support for caregivers. Of course, it is important for many people to take advantage of such programs, but it is also important for us to carry out evaluations of exactly how these visitors make use of what is offered.”

Photo 1: Keynote address① by Jane Findlay



Photo 2: Keynote address② by Jane Findlay



Photo 3: Keynote address① by Carolyn Halpin-Healy



Photo 4: Keynote address② by Carolyn Halpin-Healy



Photo 5: Report on a fact-finding trip to U.K. by Kimiko Yoshida



Photo 6: Report on a fact-finding trip to U.S. by Jun Nakagome



Photo 7: Close-up view of the International Symposium

