



**Different Art Forms**  
(may) **hit**  
**Different Sweet Spots**

**Homeservice**

**International Dementia Conference**  
**3 – 4 November 2015 | VOX Birmingham**  
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**Falmouth University**

# Overview

- Homeservice project
  - Key Arts Organisations
- Research Questions
  - Evaluation process
- Psychological Perspectives
  - Mirror Neuron Theory, Facial Language, Language
  - Relevance to Home service
- Initial Results
  - Artists, Care Home
  - Art Organisations
  - Tool Kit
- Interim Conclusions

# Arts for Health

- Based in Penryn Cornwall
  - Commissions artists working in health & community settings



Arts for Health  
Cornwall and  
Isles of Scilly  
Improving health  
and well-being  
through creativity



# Homeservice Project

- Funded by Arts Council & the Baring Foundation
- Departure from previous Arts for Health projects
  - Traditionally relatively small grants
- One of four national projects
  - Arts for Health => 5 Arts Organisations => Commission Artists
  - All with different areas of expertise
    - Dance, Literature, Theatre, Music
- Half way through the project



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**The Baring Foundation**

# Five Key Arts Organisations

- Creativity Works (Radstock, Somerset)
  - Range of creative courses, mental health
- Hall for Cornwall (Truro)
  - Theatre, Dance, education
- Newlyn Gallery
  - Visual Arts, education
- Story Republic (Truro)
  - Creative writing, poetry, song, education
- Wren Music (Okehampton)
  - Music, experience in residential care settings



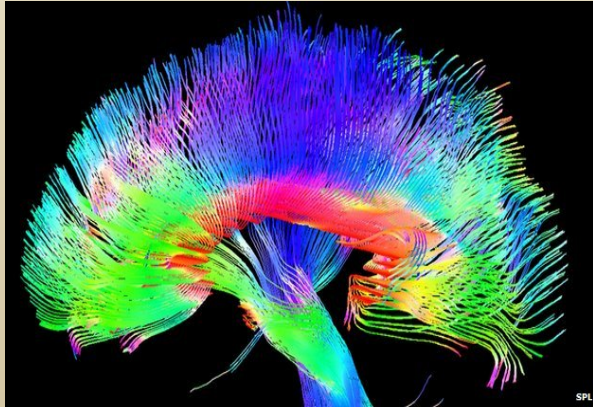
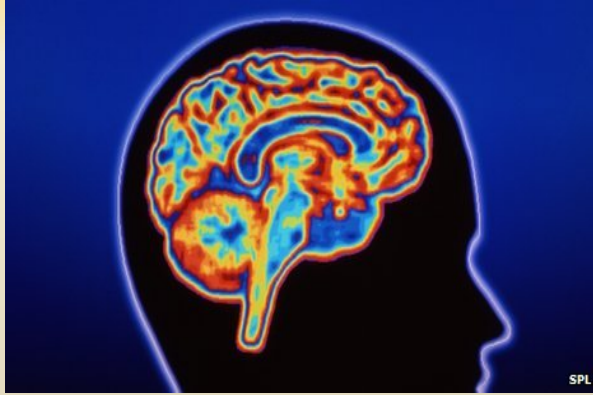
# Research Strands – Evaluation Process

- Arts Organisations
  - Does this type of Investment make business / artistic sense?
  - Previous Arts & Health projects?
  - How does Homeservice fit with current activities/strategy?
  - What has worked well?
  - What has not (yet) worked well?
  - Impact on future activities/strategy?
- Artists
  - Type of interventions
  - Experiences, what worked, what did not etc.
  - Artistic satisfaction/merit?
- Care-homes
  - Does this type of Investment make business sense?
  - Experience
    - Residents, Management, Care workers / events co-ordinators
    - Friends & Family

# Literature Survey

- Last decade of arts interventions in health / care home settings
- Involvement of Arts Organisations?
- Benefit (if not to health sector as a whole) to care homes?
- Type of Interventions, Taxonomy, Classification
- Quality of Life measures?

# Psychological perspectives

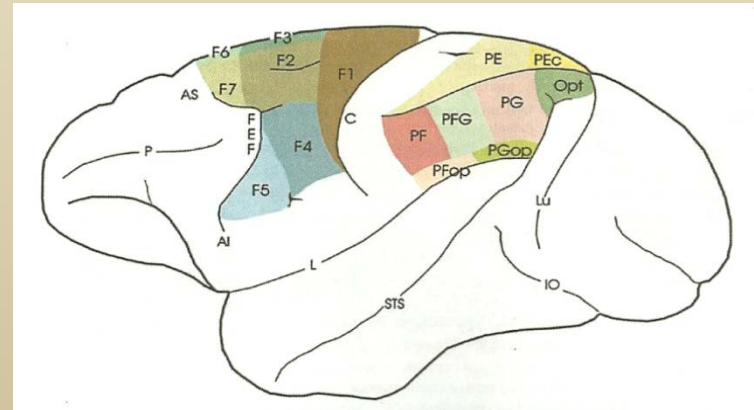


- Mirror Neuron Theory
- Facial Language
- Language
- Relevance to Homeservice
  - Dance
  - Song
  - Written & Spoken Language
  - Memories



# Mirror Neuron Theory

- Mirror Neuron Theory
  - A bit of a misnomer, sense, non-sense
  - The Social Brain, Communication, Empathy, Experiencing Art
- Motion
  - Before making a specific movement
  - Pre-motor cortex neurons fire in specific areas
  - Gross movement – e.g. footballer shoots a ball
  - Fine movement – e.g. sewing: fine eye, finger, hand movement
- Perceiving Motion
  - Same neurons fire to some extent
  - BUT: Not a perfect mirror
- Facial Language
  - Very Fine muscle movement
  - Tongue – bridge to language



# Verbal Communication

Wilson & Wilson, 2005

High Frequency  
Fine Grained

Neuronal Frequencies

Low Frequency  
Course

Shared common ground

Posture

Body sway

Position Head

Gesture

Nodding

Rhythmic Breathing

Facial language

Eye movement

Eye gaze

Tongue

Jaw Open/Cloise

Syllable Rate

Phoneme production

Coverging speech rates



# Music & Song

- Music & Song
  - *“Music is represented all through the brain, there’s no music center”*
- Chemical Rewards Nucleus Accumbens
- Familiar song takes you back to days gone by
  - Vivid memory
- Medial Prefrontal Cortex
  - One of the last areas to atrophy in Alzheimer’s
  - Memories triggered by familiar (often old) songs
- Veronica Franklin Gould – A4D
  - Music Reawakening
  - Passionate plea for music therapy
  - More neuroscience

# Some Initial Results

- Story Republicans
  - Poems, Songs based on life/work stories residents
- Moments of Breath and Hand Jive!
  - Movement, Song, Rhythm, Memory
- Cups as Talking Points
  - Language, Tactile, Memory, Every day routines
  - Visit to Newlyn Gallery (Horse's Head)
- The Wedding Party
  - Language, Memory, Familiar/Old Songs
  - Flying over Grand Canyon, Clint Eastwood's house
  - Interactivity – reacting to their own stories



# Commonalities

- Respect
  - Being aware they are invited into someone's home
  - Care workers
  - Stay within comfort zone
  - Embedded in daily activities (e.g. coffee/tea breaks)
- Listening to residents
  - Unique stories / background
  - Focus on engaging residents
- Residents enjoy artist(s) simply as people
  - Attention
  - Kindness, smiles, voice-timbre
- Entertainment, excitement

Cups & Saucers: *Words as stimulants for conversation:*

*“So I came and I spent a lot of time chatting and I realised that conversation was a really important part of the day for the people who are living here. And conversation is a really kind of basic and a good way of making contact and of sharing things and being together.”*

*“Building intimate relationships with people --- introducing songs, performance and allowing people to get to know us.”*

Staying in comfort zone:

*If I start too soon introducing music that people may not know people aren't going to join in; it doesn't take much for people to say NO. Play music that people know in order to get people on side --- they're also toe-tapping and also it makes people sing.”*

# Anson's Care Home

- We (Falmouth Uni) have worked with Anson's Care Home a number of years
- Events Organiser (Josie Skews)
  - Sees great value
  - Residents more content / affects 'culture' in the home'
  - Easier to recruit volunteers to help with trips (e.g. to gallery)
  - Effect of interventions across time?

Impact? – Small Mercies?

Shortly after Newlyn Gallery Visit:

*“Jill was --- was so interested, she was walking round, she was looking at them [paintings] and then, then, the next day, she remembered it, she said I’d liked to have stayed longer. --- The next day I would say two thirds of them remembered going, which is great, you know. That was really good.”*

After several months:

*“One lady still remembers the art gallery trip, Jill, and she will talk and say about the horses head in the big pictures...and --- that’s a dementia [patient] --- but she remembers that.”*

Residents appreciate the poetry workshops

*“It was more --- the pride. Like John listening to that poem about him with his book shop. ....just the look on his face is pride...and yeah they would have him [Story Republic] back in a drop of a hat ---they would love it back”*

*“It gave them --- like this particular man; it’s almost like he had self-worth --- and there.. you know...pride and that self-worth is very very important and he loved it; he was so emotional about it.”*



# Arts Organisations

- Hall for Cornwall, Newlyn Art Gallery & Story Republicans
  - New to this target group but
  - Already run outreach programs, e.g. for schools
  - Extends reach / brand
    - The theatre comes to you
- Keen to develop a tool-kit
  - Not sure what it would look like
  - Reflects enthusiasm for those new to the work
- Wren Music, Creativity Works
  - Lots of experience
  - Many anecdotes
  - Currently being evaluated

# Interim Conclusions

- Arts Organisations
  - makes business / artistic sense – extends reach & brand
  - fits with current activities/strategy
  - Thus far it all has worked well
  - Impact on future activities/strategy – keen to develop toolkit
- Care-homes
  - See great value in interventions
  - Legacy / lasting effects
  - Good antidote against negative publicity (e.g. local press, local radio)
- Evaluators
  - Contribute to creating toolkit
  - Differential effect
    - Different art forms have different effects at different stages of dementia

# Too early to tell, but maybe

Body	Art form	Brain	Effect?
Vision	Visual Arts	Occipital Lobe	
Hearing, Speaking Singing, Writing	Music	Prefrontal cortex, Nucleus Accumbens, etc.	(Long Lost) Memories, improved breathing
	Written Language	Temporal Lobe	Achievement
	Spoken Language	Broca's Area	Memories
Movement & song/music	Dance, Music	Pre-motor cortex	Active,
	(Clap, Tap) Rhythm		
Touch	Memory boxes		
Smell	Memory boxes	Lower brain/frontal lobe	

To be continued

