new directions: building a performing arts in healthcare program in a smaller community

with cathy dewitt and jill sonke-henderson
healthcare facilities
community cultural centers of the 21st century

access  ●  diversity
performing arts in healthcare settings

- bedsides
- lobbies
- family/common rooms
- hallways
- infusion rooms
- waiting areas
Playrooms
Waiting Rooms
partnerships: the key

- university of college arts programs
- school-based arts programs
- dance studios/community theaters
- music schools/teachers
- local arts groups/agencies/clubs/centers

where do the artists/performers in your community hang out?
aim performing arts programs

- bedside music
- atrium performance series
- children’s dinner theatre
- bone marrow performance series
- AIM Together (NEA funded)
- AIM Together Florida (state funded)
**benefits to artists/presenters**
- meaningful experiences that enrich the creative process
- creative challenge
- intimacy in performance
- artist honoraria
- new funding
- memorable pr
- reputation
- access to new audiences
- educational opportunities

**benefits to the arts in medicine program/hospital**
- performers
- visibility
- artistic excellence
- consistency
- intergenerational and multicultural communication
- scheduling support
- new funding
- PR
**articulate the benefits**

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creating partnerships

• articulate the benefits (even in a document)
• look for connections on your hospital’s board
• invite and host visitors
• define roles
• PREPARE - TRAIN - SUPPORT ARTISTS
maintaining partnerships

- communicate
- share PR
- share funding
- evaluate
- share pictures/quotes/evaluations
- be reliable
FUN, SIMPLE and QUICK Evaluation Form!
Let us know your thoughts by circling or coloring a face any way you choose:

- This was wonderful! I loved it!
- This was good. I liked it.
- This was O.K. I kinda liked it!
- This was fair. I didn't mind it.
- This was definitely Not my cup of tea.

I am a (circle one):

- Patient
- Family Member/Friend of Patient
- Visitor
- Caregiver
- Hospital Employee
- Volunteer

I attend performing arts events (circle one):

- regularly
- seldom
- never

I will attend performing arts events in the future:

- regularly
- seldom
- never

THANK YOU!!! Please feel free to write your own comments:

Event: ___________________________  Date: ___________________________