

Culture, Health and Wellbeing Festival

What is a festival?

- An event like Glastonbury where a range of different but related things are going on in a relatively small area over a relatively short period of time, e.g. a few days maximum. Activities may include performances, workshops and stalls
- A looser branded event spread out over a longer period of time over a larger geographical area e.g. in different venues across a city for a few weeks
- A very short burst of activity like a lantern festival, lasting a few hours but with weeks of preparation before it. The preparation is as important as the event itself. In both cases, it is about bringing people together and creating community and purpose. Local people themselves make and parade the lanterns.
- It will probably be aimed at the public but may also include events aimed at professionals

Purposes of a festival (and its constituent events)

- To improve health and tackle health inequalities by
 - Piloting new approaches
 - Informing people about health and wellbeing
 - Stimulating discussion about health and wellbeing
 - Demonstrating or allowing people to try out healthy behaviour e.g. around food or dance
 - Being a tool for consultation around health
 - Informing professionals about new ways of tackling health

Why culture, health and wellbeing?

- Social marketing research can be used to find out what really interests different target groups, particularly pre-contemplators who are not interested in health (See <http://www.sexanddrugsandrockandhealth.com/userimages/newPCTotalDocument.pdf> pages 16-28.)
- By finding out what people are really interested in, these popular culture topics can be used to engage them in health
- Culture can be used in either a top-down or bottom-up way. It can be used to give out information or allow people to participate in creating their own culture or art

Possible content for a festival

Pop music

- Music on its own may attract people to an event, but how can it be used to educate, consult or involve them at a deeper level?

- There is plenty of music about emotional wellbeing, sex, and alcohol and drugs. There is also some on other health topics such as smoking and childcare
 - For songs about resilience see [http://www.inspirationjukebox.com/Keeping--Going\(1468305\).htm](http://www.inspirationjukebox.com/Keeping--Going(1468305).htm)
 - For songs about self-esteem see [http://www.inspirationjukebox.com/Self-Confidence\(1467799\).htm](http://www.inspirationjukebox.com/Self-Confidence(1467799).htm)
 - For songs about children see [http://www.inspirationjukebox.com/Children\(1468312\).htm](http://www.inspirationjukebox.com/Children(1468312).htm)
 - For songs about community and social change see [http://www.inspirationjukebox.com/A--Better-World\(1467796\).htm](http://www.inspirationjukebox.com/A--Better-World(1467796).htm)
 - For more about music and health generally see <http://www.sexanddrugsandrockandhealth.com/userimages/newPCSection3Music.pdf>
- I think it may often be best to use songs intermixed with dialogue to engage and educate people. Songs on issues such as mental health or the wider determinants of health e.g. poverty, can engage people through their emotions and intellects. Drier subjects such diet, may be best dealt with through more humorous songs and chat
- Another approach may be to create mini-musicals about health using pre-existing songs in the manner of 'Mamma Mia!' For an example of this approach see my November 2010 blog at [http://www.inspirationjukebox.com/Blog\(1631348\).htm](http://www.inspirationjukebox.com/Blog(1631348).htm)
- Songs of course may also be put online or on CD as a permanent educational follow up to a festival

Comedy

- Comedy can be used in a number of different ways to engage people. See <http://www.sexanddrugsandrockandhealth.com/userimages/newPCsection5Comedy.pdf>
- If festivals include workshops, one possibly could also be 'Ann Summers' type parties on sexual and emotional health themes. These could include songs and comedy. For more information see page 89-91 of <http://www.sexanddrugsandrockandhealth.com/userimages/newPCsection5Comedy.pdf>

Fashion

- For more on using fashion see <http://www.sexanddrugsandrockandhealth.com/Fashionandbeautyashealthpromotiontools2.pdf>

Football

- Football can be used either to attract people to an event or as a way of exploring issues common to both football and health. These can be physical, psychological or to do with the wider determinants of health. For more information see <http://www.sexanddrugsandrockandhealth.com/page8.htm>

Computer games

- If the festival includes spaces where people can sit down quietly and play computer games, there are a range to choose from about health. For more information see the 'games to play now' section of <http://www.sexanddrugsandrockandhealth.com/page27.htm>, as well as <http://www.sexanddrugsandrockandhealth.com/page9.htm>

Puzzles

- Large jigsaw puzzles on health themes could be used to get people to come over to a stall at a festival. They could be a stimulus for discussion with workers primed to engage with the public
- Crossword puzzles on health themes can be given out to either to do at the festival or afterwards. If at the festival, there could be a draw for a prize for correct answers. For more information see <http://www.sexanddrugsandrockandhealth.com/page22.htm>

Theatre in Health Education

- This may work in a festival context. All stimulus pieces need workers ready to follow up what people have just seen, heard or felt

Participatory arts

- Either professionals or volunteers can be used to perform or produce resources for the festival. In the case of something like a lantern festival the act of production is as important as the final result. Both are in part about local people creating community
- The festival could also include workshops where local people take part in art. This could be to explore issues, be creative, meet people or produce educational materials
- Popular culture and the arts can also be used as a consultation tool. See <http://www.sexanddrugsandrockandhealth.com/page32.htm>

After the festival

- The festival may pilot health performances that can be used elsewhere
- It may also produce products that continue to be educational after the festival is over e.g. CDs, crosswords etc
- If the festival has a consultation element this can feed into new work
- A festival may also be a model for NHS Foundation Trusts to use to attract new members and become health promoting institutions in their own communities. For more information see <http://www.sexanddrugsandrockandhealth.com/page29.htm>

Evaluation

- See <http://www.sexanddrugsandrockandhealth.com/page15.htm>

(Note, if you have trouble accessing www.sexanddrugsandrockandhealth.com, go to www.andhealth.com and use the menu bar instead.)

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