

Arts for Health and Wellbeing: An Evaluation Framework

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Context: Recent developments in research, policy and practice.

- Growing evidence base
- Research methodologies
- Cultural commissioning & social prescribing
- APPG
- National and regional networks

Findings from Knowledge Exchange (Daykin et al. 2013)

- Consensus about the need for robust evidence.
- Low consensus about *how* to evaluate
- Lack of agreed evaluation frameworks, methods & tools.
- Artists in policy & evaluation discourse.

Creative and Credible

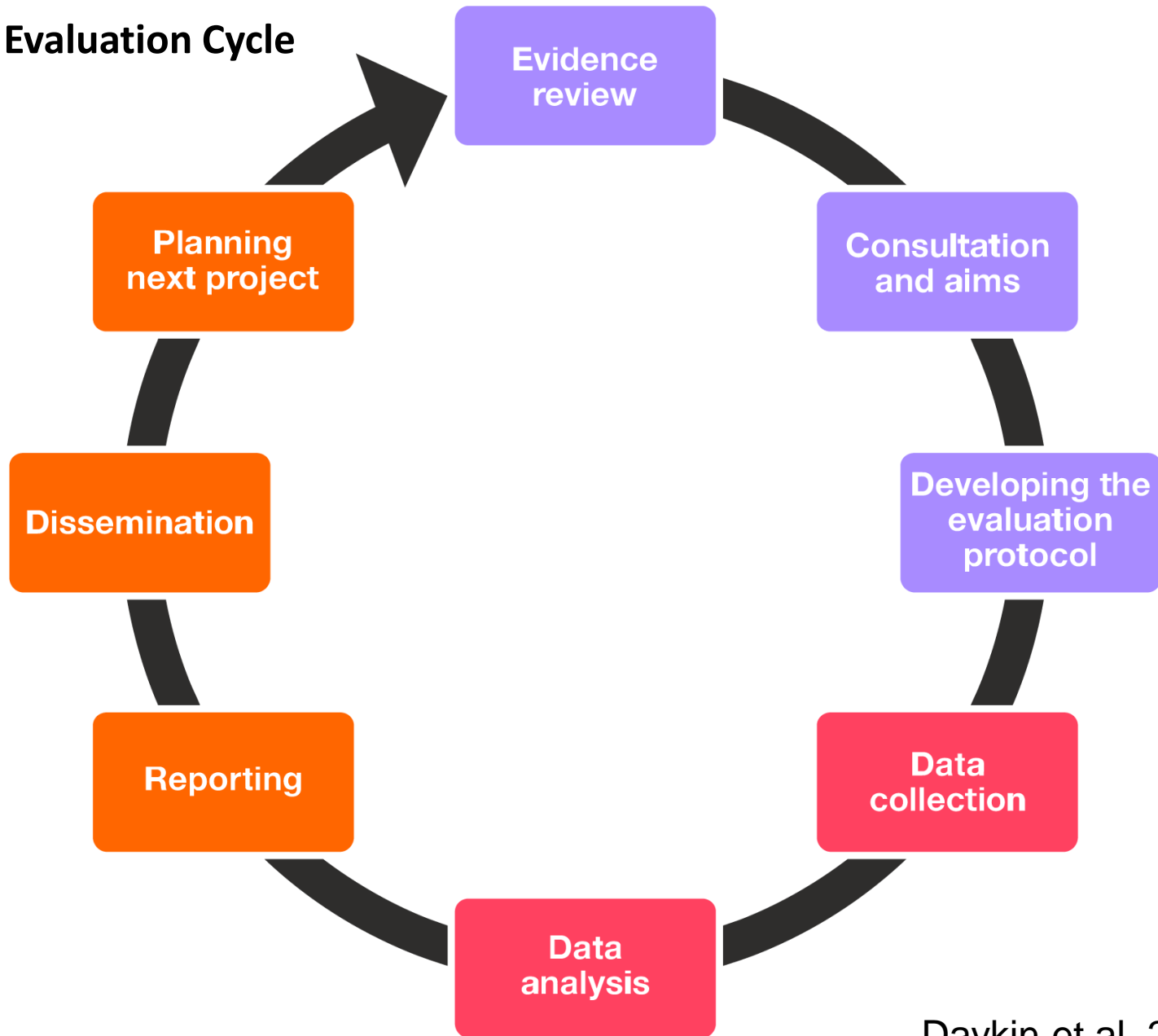
- Collaboration between Willis Newson and UWE, Bristol.
- One year knowledge exchange project funded by ESRC, completed August 2015.
- Evaluation resources for the arts and health sector.



Project methods

- Stakeholder Reference Group.
- Survey, workshops, interviews, focus groups and round table discussions.
- Development of website and resources.

The Evaluation Cycle

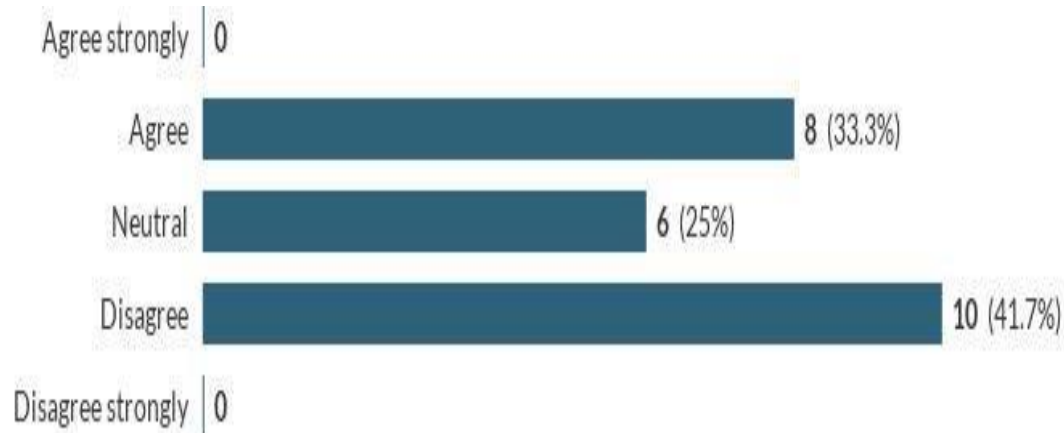


Reports from 52 recent evaluations

- Wide range of methodologies including controlled studies (4) and cost effectiveness (4).
- Extensive anecdotal evaluation.
- 16/25 have never used creative methods despite recognised strengths.

Satisfaction with commissioning

"I am satisfied with the process of matching needs and expectations between project evaluation and funders/commissioners"



Survey findings: working with commissioners

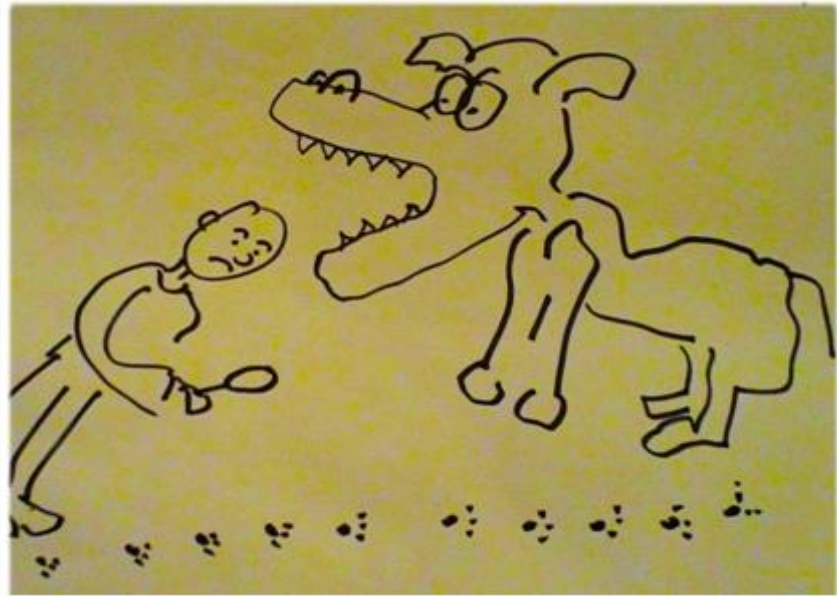
- Expectations
- Language and cultural differences.
- Methodologies
- Hierarchy of evidence?

Whose outcomes?



'Is it commissioners' outcomes, is it the artists' outcomes, is it the participants' outcomes? We may all be going down different roads here,'(FG1).

Evaluation frameworks



'He is using a magnifying glass to study animal tracks, where in fact he is about to have his head bitten off by a lion. Is he using the right tool for the task and is he using it the right way and has he got a sense of scale and is he aware of the risks?' (FG1)

Qualitative themes: opportunities

... dementia is a bit of an open door generally because it's seen that medical solutions are not gonna work... (Service provider).

- *if we didn't continue to commission where would these people go?... (Commissioner).*

Key themes

- Opportunities for arts, health & wellbeing.
- Need for appropriate frameworks & tools.
- Budgets, low resourcing of evaluation.
- Fragility of the arts sector.
- Pragmatic evaluation.
- 'Burden' of evaluation.
- Evaluation versus research.

The way forward?

- Scaling up?
- Standardisation?
- Improving evaluation practice
- Coproduction

PHE guidelines

- Standard Evaluation Framework.
- Reporting tool in two parts.
- Part 1 = project description.
- Part 2 = evaluation methodologies.



Public Health
England

Protecting and improving the nation's health

Aesop Arts Enterprise with
a Social Purpose



Project reporting

- Can the project be reproduced based on your description?
- Does your project work equally well in different settings?
- Project management, quality assurance, ethics, consent and risk management.
- Core staff competencies & training.
- Full costs per participant.

Evaluation reporting

- Evaluation aims (not project aims).
- Evaluation rationale.
- Theory of change & logic modelling.
- Evaluation procedures.
- Knowledge & skills.
- Ethics, consent & governance.

Theory of change approaches

- Needs → activities → outcomes → impact (Kail & Lumley, 2012)
- Key questions:
 - What changes does the project seek to make?
 - What steps are involved in making that change happen?
 - What are the primary outcomes?
 - What are the intermediate outcomes?
- Using evidence to support cause and effect assumptions.

Logic models (Kellogg Foundation, 2004).

- Outcomes framework
- Maps the resources & events that connect the need for a programme with its results.
- Distinguish between outputs, outcomes and impacts.

A logic model

Resources

- Time
- Materials
- Costs

Planning

&
delivery

Outputs

- Activities
- Participation
- Engagement

Outcomes

- Primary
- Intermediate

Impacts

- Short term
- Medium
- Long term

Websites:

- <http://creativeandcredible.co.uk>
- <https://www.gov.uk/government/publications/arts-for-health-and-wellbeing-an-evaluation-framework>
- <http://www.ae-sop.org>
- <http://whatworkswellbeing.org>