

OEI for Patients WG

Enhancing Patient Involvement in Cancer Care and Research

Arts and Medicine

 Iva Kirac

 11 June 2025





Arts and Medicine

University Hospital for Tumors

Sestre milosrdnice University Hospital Center, Zagreb,
Croatia

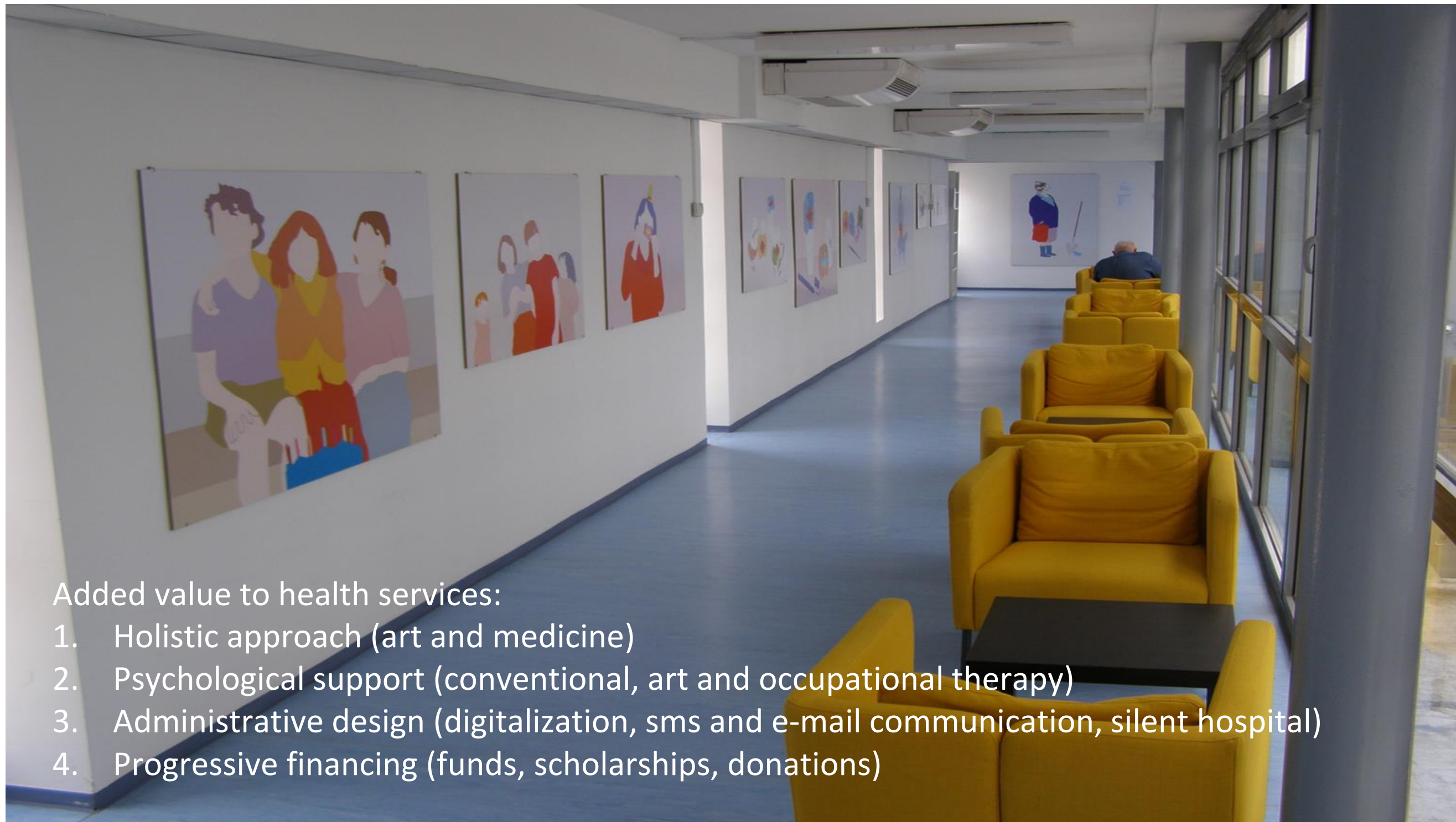
meets IGET

University Hospital for Tumours
6000 inpatient
140000 outpatient
450 employees

Creating a package of healthcare services that are currently not recognized by the Croatian Health Insurance Institute (HZZO) and that contribute to more efficient and better treatment and reintegration of patients and employees into everyday life.

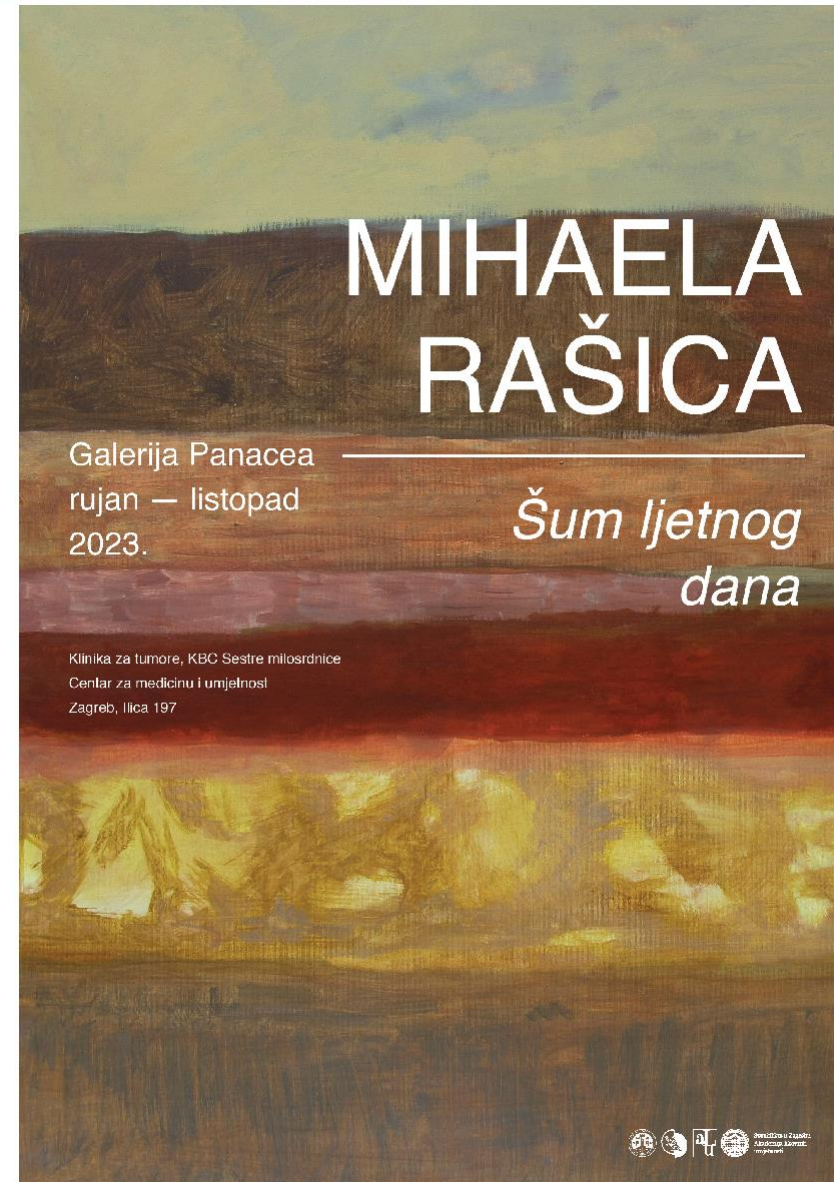
This project develops a package of services that achieves an integrative approach conventional treatment, which is an innovative approach.





Added value to health services:

1. Holistic approach (art and medicine)
2. Psychological support (conventional, art and occupational therapy)
3. Administrative design (digitalization, sms and e-mail communication, silent hospital)
4. Progressive financing (funds, scholarships, donations)



Panacea Gallery by Academy of Fine Arts

Center for arts and Medicine collaboration with Academy of Fine arts in Zagreb

Since 2011 six exhibitions annually seen by over 20 000 people each

Muzika u Klinike (eng. Music in/to Clinics) ...muk in Croatian means silence

Center for arts and Medicine collaboration with Academy of Music in Zagreb

Since 2017 over 42 concerts by students and professionals

<https://www.artsandmedicine.kbcm.hr/blog>



Academy of Dramatic Arts

Since 2024...interactive readings by actors
Open library concept for aftertime



Iget

Collaboration on link
to *outside* art
www.iget.hr



Museum card

Blue Mondays

Caretaker peer support

Breathing exercises

Tuesdays

Good life- individual sexual therapy

Clouds- Insomnia or How to Fall Asleep by a neurologist

Prava
onkoloških
bolesnika



Wednesdays

Breathing exercises

Exercise *all the time*

The Right Package by a social worker

Thursdays

Nutritionist *The Menu*



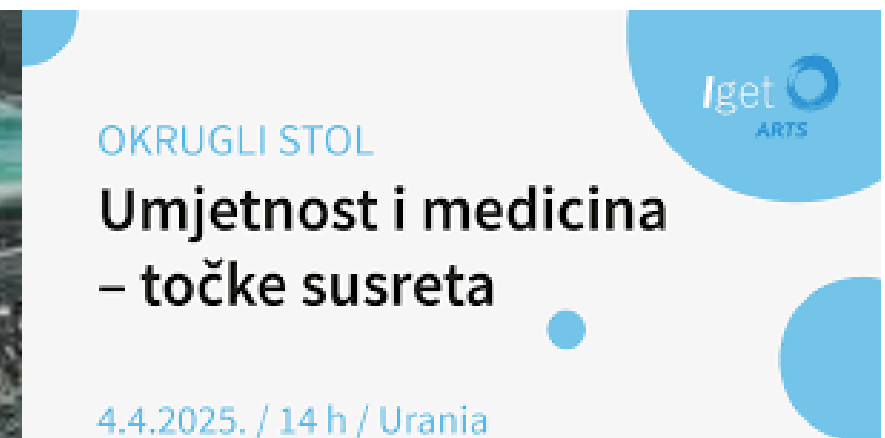
Saturdays

Psychologist for AYAs



All sessions are free for users, group session upto 10 users.

The Event 4th April



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Supported by...



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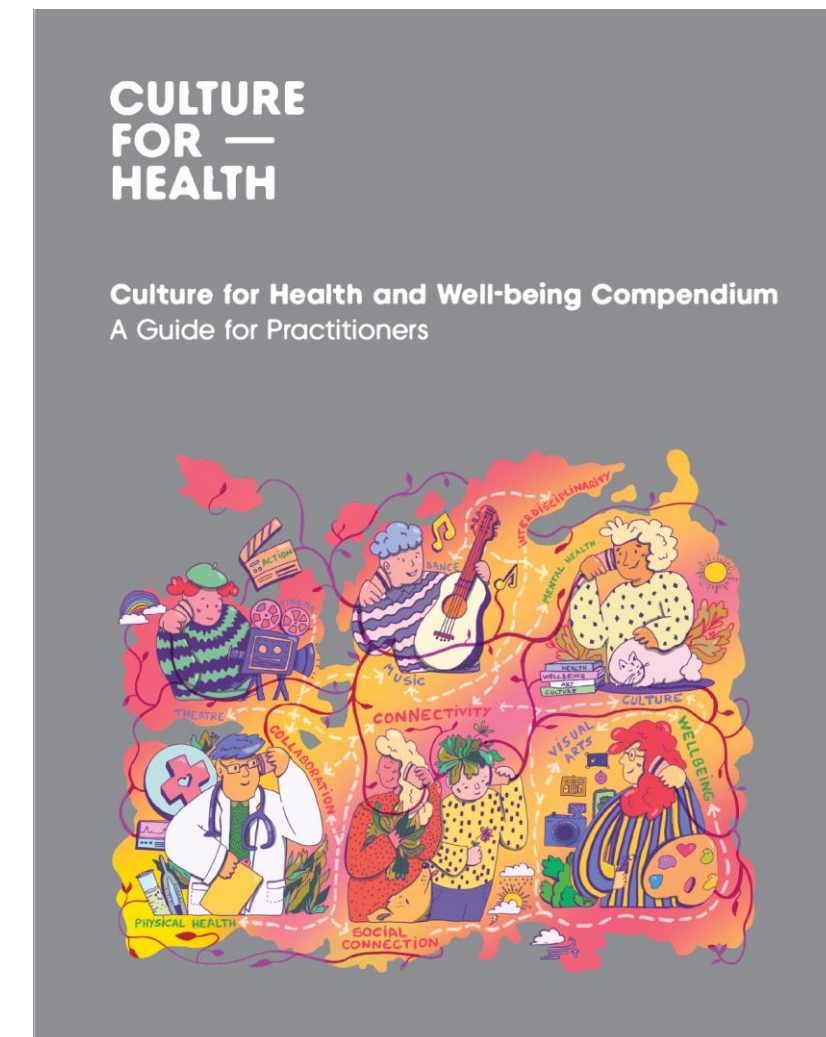


Key resources to build on



800+ projects in
the database of projects

2021-2023



ENG - IT - FR - D

CAE Advocacy: triggering a true policy change



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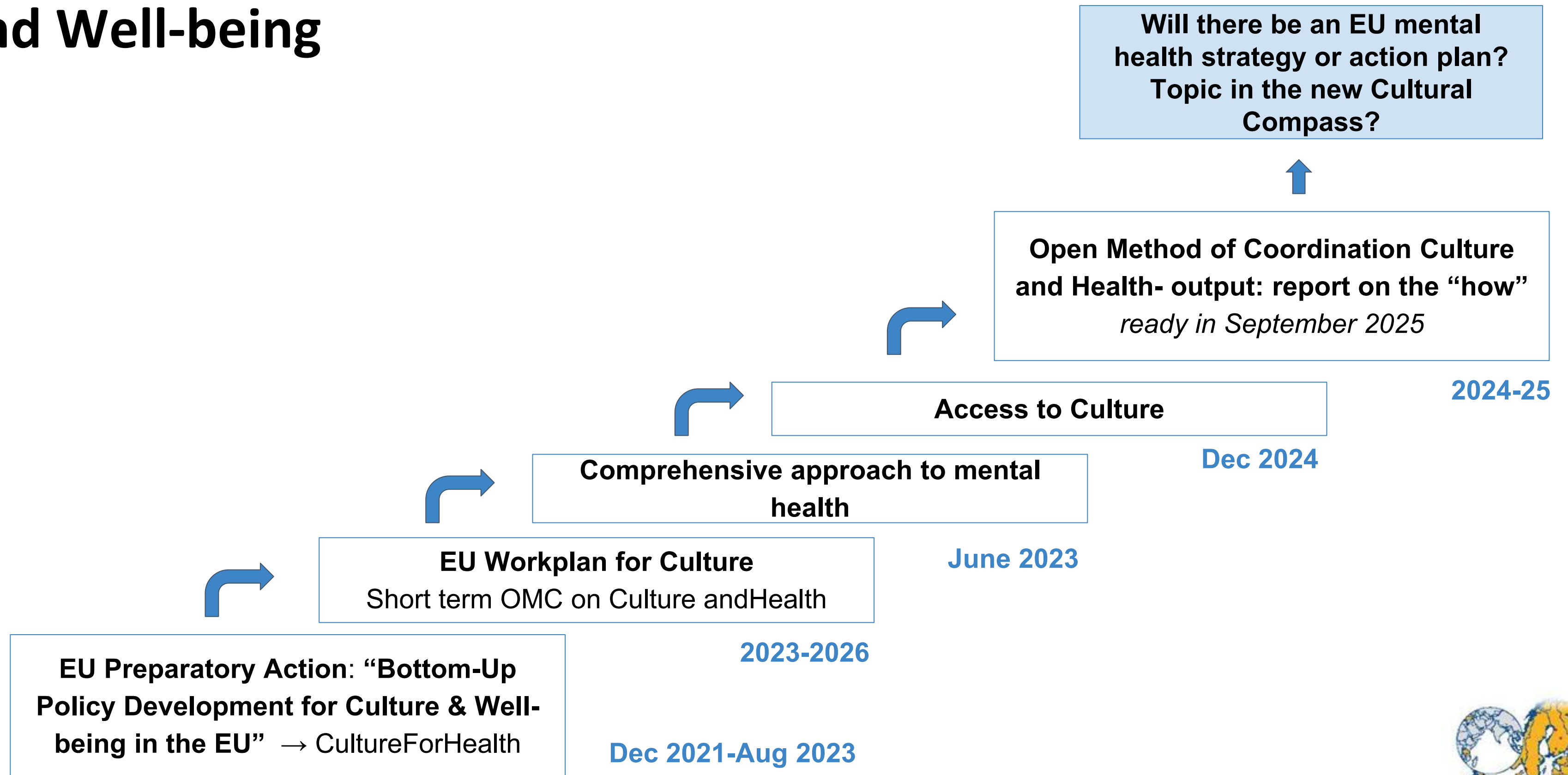
Examples of the CultureForHealth report findings



1. CULTURE AND HEALTH	2. CULTURE AND SUBJECTIVE WELL-BEING	3. CULTURE AND COMMUNITY WELL-BEING	4. CULTURE AND COVID-19
A. Prevention and Promotion Healthy living and health-promoting behaviours Health communication Prevention of ill health Maternal mental health and mother-infant bonding Care-giving B. Management and Treatment Mental health conditions Neurodevelopmental and neurological disorders Acute conditions	A. Personal Fulfilment and Engagement Acquiring and developing skills Self-expression Empowerment Increased social engagement, bonding and inclusion B. Personal Orientation Resilience Positive behaviours Empathy Confidence and Self-Value C. Experiences or Emotions Improved mood Positive emotions Emotional regulation Reduced anxiety and depression Reduced stress, improved relaxation and flow Bereavement support D. Personal Evaluations of Life Improved well-being and quality of life Life satisfaction and motivation Finding of meaning Improved knowledge and reflectivity	A. Social Inclusion Social bonding and inclusion Inclusion of disadvantaged groups Increasing social engagement and reducing isolation Reducing stigma Well-being and inclusion of refugees B. School- and Work-related Well-being School-related well-being Work-related well-being C. Quality of Built Environment and Well-being Environmental design in healthcare School-related well-being Well-being, quality of life and active citizenship Environmental awareness Public engagement in health-policy development City cultural profile and well-being	Creative activities as preferred leisure Innovative strategies to cope with challenges Resilience Reducing stress and short-term anxiety Delivery of public health information Counteract negative effects of social isolation



EU Initiatives and Policy Developments on Culture, Health, and Well-being



EU Council Conclusion on Comprehensive approach to Mental Health



RECOGNISING that strengthening protective factors, such as regular sports and physical exercise as well as **participation in cultural activities**, can boost the overall mental health and well-being of people and reduce the risk of mental health conditions

Invites Member States to:

- Implementing a mental health, across all-policies approach (...)such as **access to culture**
- focus on **strengthening protective factors for good mental health** and mental health resilience such as **participating in sports and culture**



Ivan Fiolic, Bruce Lee, 2023.





Consider incorporating cultural activities (...) by **harnessing the potential of culture in relation to mental health**, and promoting, for instance, **cultural prescribing projects**.

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Kieth Haring, Friends, 1987

Mental Health crisis - + youth MH crisis

- Digital shift
- War- preparedness, security
- Climate anxiety

Loneliness

Overprescription (?) of antidepressants (2.5 times in 20 yrs in EU)

Health and care sectors need to transform

- Health sector challenges + fix the patient attitude

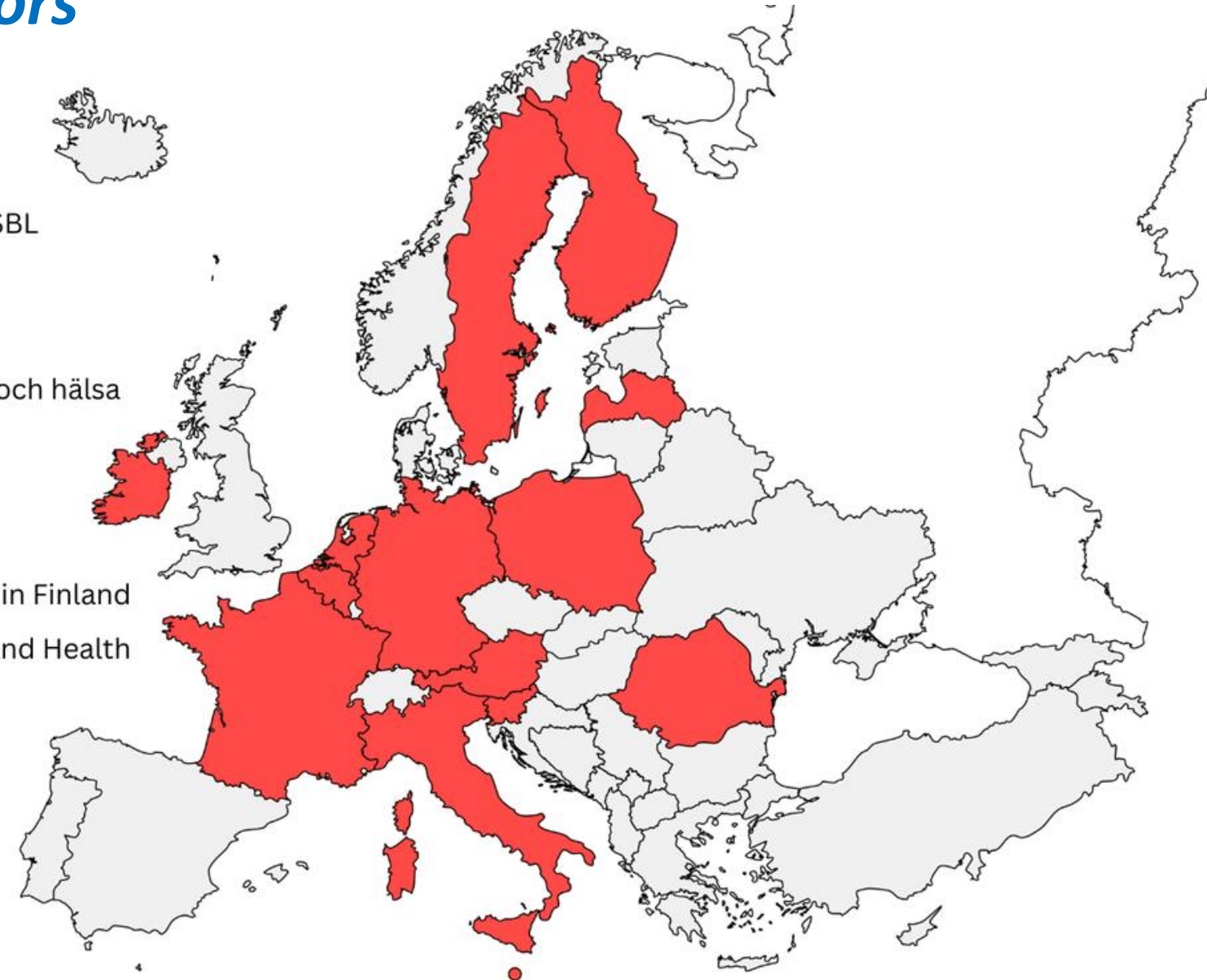
Need for social innovation

- Societal and community level - carers: informal and formal

15 platform members | 13 countries + 1 member each year | 2024 Nov-2028 October

Supporting emerging European artists working in the interprofessional space of culture, health, care and social sectors

-  Culture Action Europe
-  European Regional and local Health authorities ASBL
-  ARTS for HEALTH AUSTRIA
-  Pôle Culture & Santé en Nouvelle Aquitaine
-  Region Stockholm, Kompetenscentrum för kultur och hälsa
-  HumaQ - Healing Culture Network
-  Stichting Kunstloc Brabant
-  Turku University of Applied Sciences
Taikusydän - Arts and Health Coordination centre in Finland
-  Cavan County Council for Cavan Monaghan Arts and Health
-  Cluj Cultural Centre
-  Društvo Asociacija
-  Northern Dimension Partnership on Culture
-  RED NOSES International
-  Associazione Culturale Oltre APS
-  ARC Research & Consultancy Ltd
-  Urban Culture Institute - City of Weaves





THANK YOU
for your attention

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