

AWAKE

Arts & Wellbeing
As a Creative Business
and Future Livelihood



Co-funded by
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WORKSHOP

EVALUATING A CULTURE AND HEALTH COOPERATION PROJECT

- Evaluating/measuring: what are we talking about?
- Why evaluate?
- What can be measured and what resources are required?



WHAT ARE WE TALKING ABOUT?

CONSEQUENCES

***MEASURING
SOCIAL
IMPACT***

EFFICIENCY

EVALUATION

SATISFACTION

***STEP
BACK***

ANALYSIS

EFFICIENCY

***SOCIAL
UTILITY***

*BALANCE
SHEET*

DIAGNOSIS

REPERCUSSION

WHAT ARE WE TALKING ABOUT?



"THE SOCIAL IMPACT CONSISTS OF **ALL THE IMPACTS** (DEVELOPMENTS, SHIFTS, CHANGES, DISRUPTIONS) OF AN ORGANISATION'S ACTIVITIES **ON BOTH ITS EXTERNAL STAKEHOLDERS** (BENEFICIARIES AND/OR USERS AND/OR CUSTOMERS), **WHETHER DIRECT OR INDIRECT FROM ITS TERRITORY, AND ITS INTERNAL STAKEHOLDERS** (EMPLOYEES AND/OR VOLUNTEERS), **AS WELL AS ON SOCIETY IN GENERAL. (...)**

IT IS EXPRESSED IN TERMS OF INDIVIDUAL WELL-BEING, BEHAVIOURS, CAPABILITIES, SECTORAL PRACTICES, SOCIAL INNOVATIONS AND PUBLIC DECISIONS".

(CSESS 2011, P. 8).

WHAT ARE WE TALKING ABOUT?

THERE IS NO NEED TO CONFUSE

ACHIEVEMENTS

WHAT WE DO

THE RESULTS

WHAT WE PRODUCE

THE IMPACT

WHAT WE CONTRIBUTE TO = CONSEQUENCES OF AN

ORGANISATION'S ACTIVITIES FOR ITS STAKEHOLDERS

WHAT FOR?

WHY CARRY OUT AN IMPACT ASSESSMENT?

- *TO LEGITIMISE MY PROJECT*
- *TO PUBLICISE MY PROJECT AND ENCOURAGE OTHERS TO TAKE ACTION*
- *BECAUSE IT'S NECESSARY TO RECEIVE FUNDING*



WHAT FOR?

TESTIMONIAL FROM ELEANOR ROTGE,

DEPUTY DIRECTOR OF EHPAD



WHAT CAN WE ASSESS?

***CULTURE AND HEALTH
PROJECTS CAN HAVE AN
IMPACT ON SEVERAL
CATEGORIES OF PEOPLE***

1

PATIENTS / BENEFICIARIES

2

HEALTH / SUPPORT PROFESSIONALS / HEALTH ESTABLISHMENTS

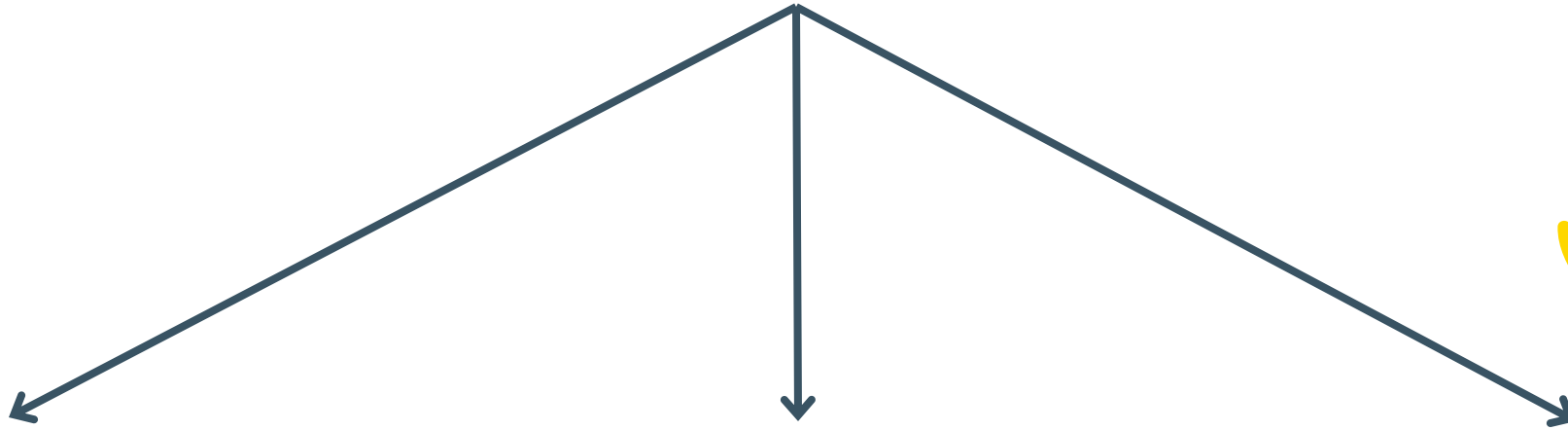
3

ARTISTS / CULTURAL PLAYERS / CULTURAL ESTABLISHMENTS

4

RELATIVES, CARERS, NEIGHBOURS, ETC.

PATIENTS / BENEFICIARIES

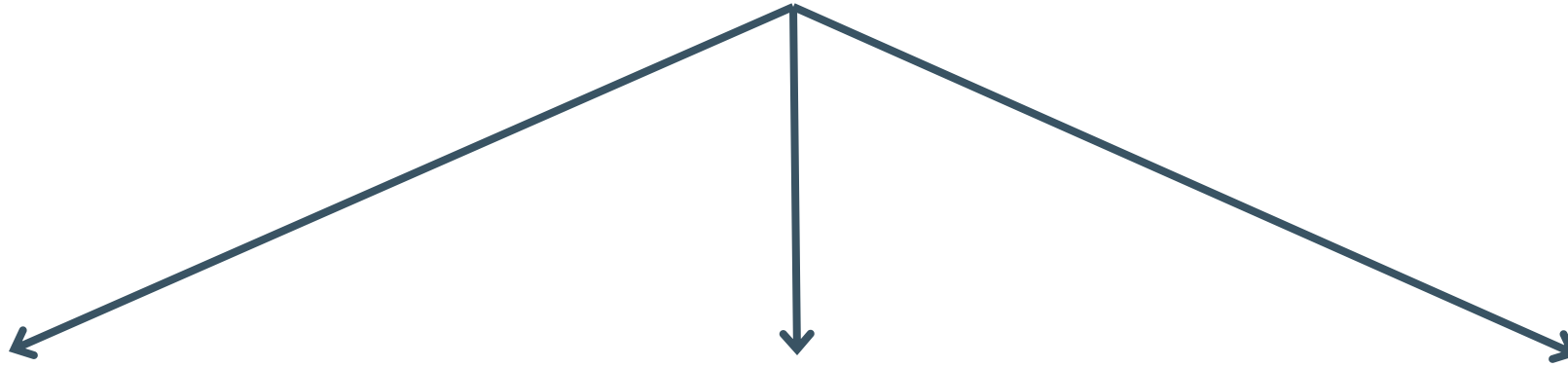


***PEOPLE'S MOODS IMPROVE /
AGITATION AND BODILY
TENSION DIMINISH***

***CULTURAL ACTIVITIES ARE MADE
EASIER***

***PEOPLE REDISCOVER THEIR TRUE
UNIQUENESS BEYOND THE
PATIENT/PROFESSIONAL
FRAMEWORK***

HEALTH / SUPPORT PROFESSIONALS / HEALTH ESTABLISHMENTS

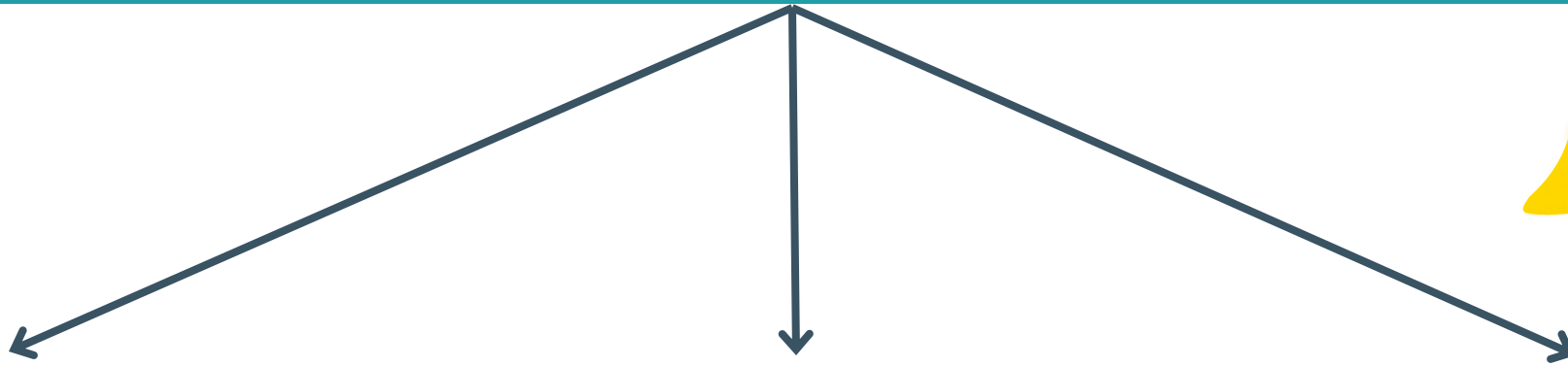


***TEAM COHESION IS
STRENGTHENED***

***THE PROJECTS ENCOURAGE
DECOMPARTMENTALISATION
AND THE SHARING OF
EXPERIENCE / GIVE NEW
MEANING TO THE CARE PROCESS***

***PROJECTS IMPROVE
ADAPTABILITY TO INDIVIDUAL
NEEDS***

ARTISTS / CULTURAL PLAYERS / CULTURAL ESTABLISHMENTS

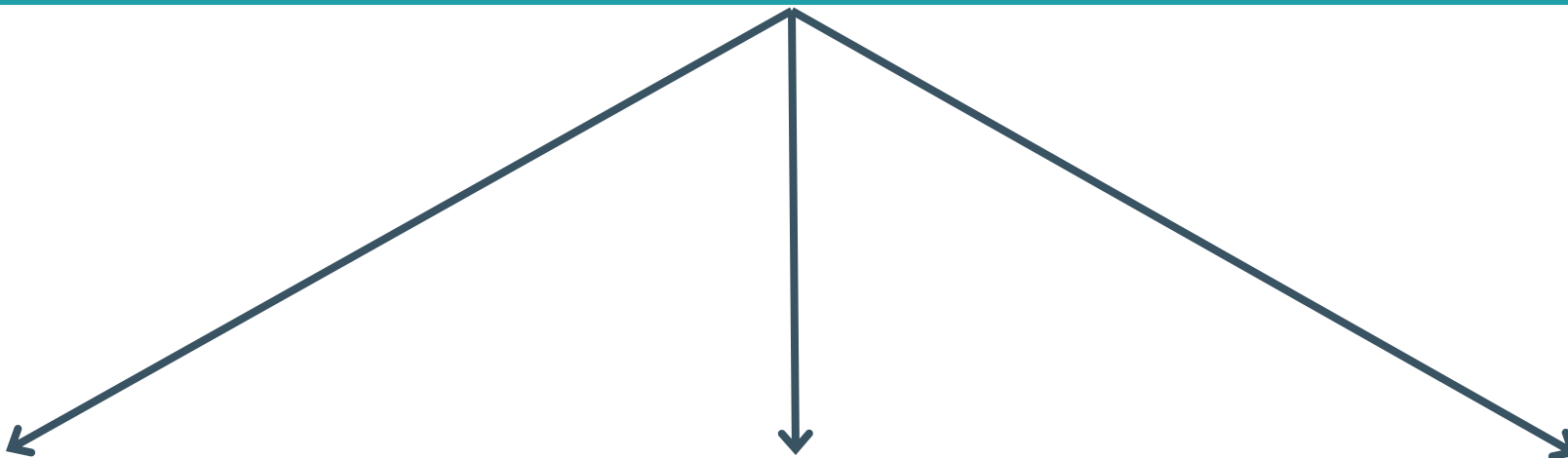


***COLLECTIVE EMULATION
STRENGTHENS PEOPLE'S
CREATIVE POTENTIAL***

***CULTURAL ACTIVITIES ARE MADE
EASIER***

***PROJECTS IMPROVE
ADAPTABILITY TO INDIVIDUAL
NEEDS***

RELATIVES, CARERS, NEIGHBOURS, ETC.



***SOCIAL RELATIONS BETWEEN
INDIVIDUALS IMPROVE***

***CULTURAL ACTIVITIES ARE MADE
EASIER***

***PROJECTS ENCOURAGE
DECOMPARTMENTALISATION
AND THE SHARING OF
EXPERIENCE***

THE METHOD



1

FRAMING THE APPROACH

2

IDENTIFICATION OF THE DESIRED EFFECTS AND THEIR INDICATORS

3

CHOICE OF DATA COLLECTION METHOD AND DEVELOPMENT OF TOOLS

4

DATA COLLECTION AND ANALYSIS

5

POOLING DATA, REPORTING AND SHARING RESULTS

FRAMING YOUR APPROACH



- *FORMALISING **GOVERNANCE**: WHO IS RESPONSIBLE FOR WHAT IN SOCIAL IMPACT ASSESSMENT?*
- ***INFORM** STAKEHOLDERS OF THE ASSESSMENT*
- *DRAWING UP A TIMETABLE FOR IMPACT MEASUREMENT (SCOPING, COLLECTION, ANALYSIS, ASSESSMENT)*
- *DEFINE THE **IMPACTS/EFFECTS** TO BE ASSESSED IN TERMS OF RESOURCES (TIME, SKILLS, ETC.)*



***MORE THAN 100 DIFFERENT METHODS
ARE POSSIBLE! JUST TO NAME A FEW:***

THE QUESTIONNAIRE

INTERVIEWS

COMMENTS

LITERARY REFERENCES



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STANDARD TOOLS CREATED BY THE CENTRE

A METHODOLOGICAL GUIDE DETAILING THE ENTIRE METHODOLOGY

1- PRÉAMBULE	3
2- FORMALISATION DES RESSOURCES	3
1° BIBLIOGRAPHIE MÉTHODOLOGIQUE INDICATIVE SUR LA MESURE D'IMPACT SOCIAL	3
2° QUI PEUT RÉALISER LA MESURE D'IMPACT SOCIAL DU PROJET CULTURE ET SANTÉ ?	5
3- CALENDRIER DE L'ÉVALUATION	5
4- FORMALISATION DE LA QUESTION ÉVALUATIVE	6
1° LES OBJECTIFS ET IMPACTS RECHERCHÉS	6
2° LE CONTEXTE DE L'ÉVALUATION DE L'IMPACT SOCIAL	6
3° LA QUESTION ÉVALUATIVE	7
5- PRISE EN MAIN DU RÉFÉRENTIEL D'ÉVALUATION	7
6- RÉCOLTE DES DONNÉES : LES OUTILS	9
1° LE QUESTIONNAIRE	10
2° L'OBSERVATION	12
4° LES CITATIONS	12
7- UTILISER LES DONNÉES RÉCOLTÉES	15
1° LES DONNÉES QUANTITATIVES	15
2° LES DONNÉES QUALITATIVES	15
3° UTILISER LE TABLEAU DE COLLECTE FINALE	15
8- LA VALORISATION DES RÉSULTATS	16
9- CONCLUSION	16



EACH OF THE STANDARD TOOLS PROPOSED BY THE CENTRE CAN AND MUST BE ADAPTED TO SUIT THE NEEDS OF THE PEOPLE IT CARES FOR AND THE DESIRED EFFECTS.



THE STANDARD TOOLS SHOULD NOT BE USED DIRECTLY, BUT A COPY SHOULD BE CREATED BEFOREHAND SO THAT IT CAN BE MODIFIED AS REQUIRED.



IN THIS GUIDE YOU WILL FIND TIPS AND ADVICE ON HOW BEST TO CARRY OUT YOUR IMPACT MEASUREMENT.

DATA ANALYSIS



1

CHOOSING WHICH DATA TO KEEP AND WHICH NOT TO KEEP

2

GATHER QUANTITATIVE DATA IN GRAPHICAL FORM

3

COMPILE THE NECESSARY DATA IN A TABLE TO FACILITATE REFLECTION AND FINAL DRAFTING

WHO DO YOU WANT TO COMMUNICATE WITH?

FOR WHAT PURPOSE(S)?

ON WHAT MEDIA?

MAKING THE MOST OF DATA



THE WRITTEN WORD :

- ***REPORT***
- ***SUMMARY TEMPLATE***
- ***POSTERS***
- ***COMPUTER GRAPHICS***

....



AUDIOVISUAL :

- ***FILM***
- ***PODCAST***
- ***VIDEO***
- ***INTERVIEWS***

....

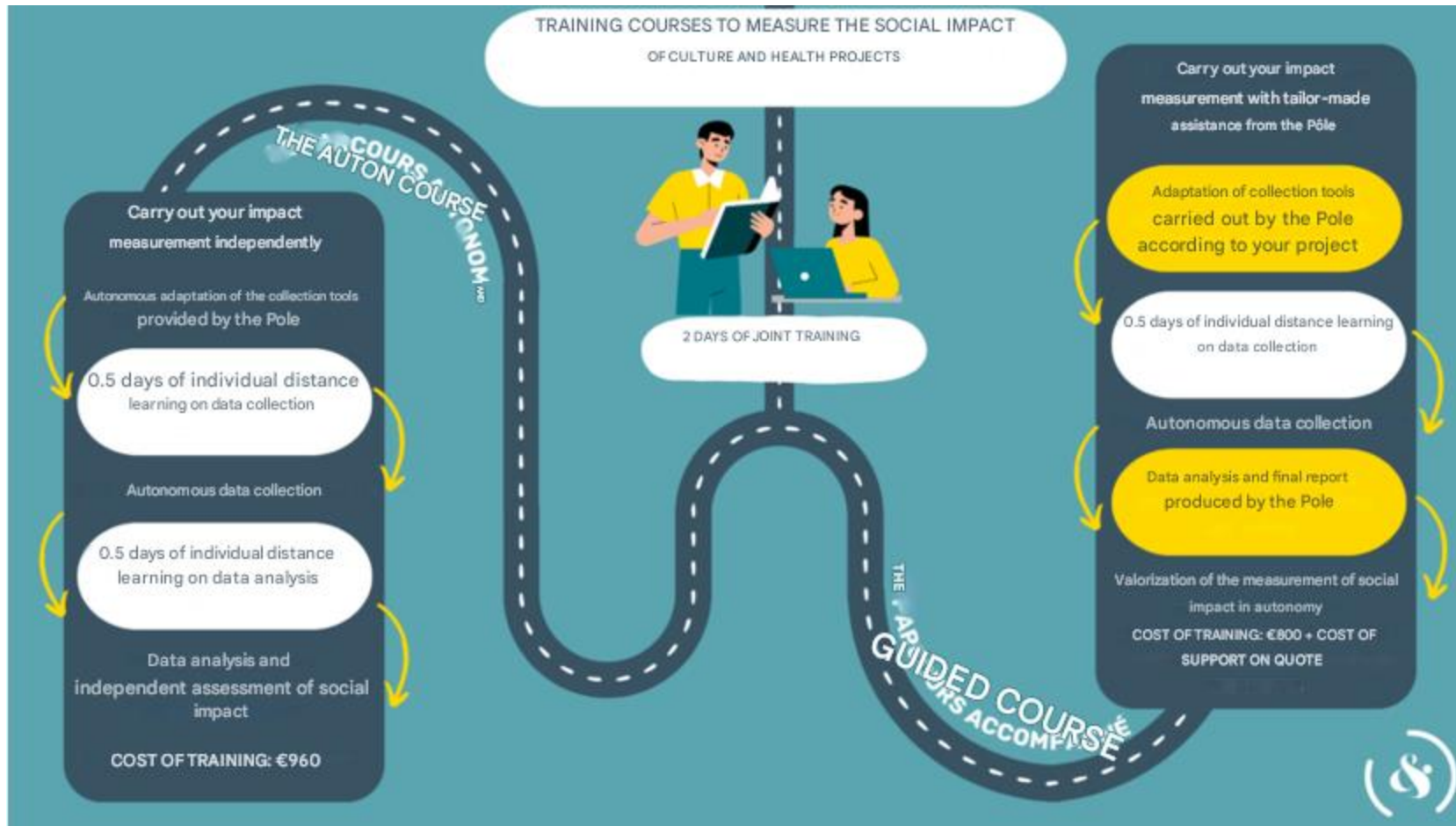


INFORMATION TIME :

- ***ROUND TABLES***
- ***CONFERENCES***
- ***MEETINGS***

....

TO FIND OUT MORE



[HTTPS://CULTURE-SANTE-NA.COM/NOS-EXPERTISES/FORMATIONS/MESURE-IMPACTS/](https://culture-sante-na.com/nos-expertises/formations/mesu-re-impacts/)



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