

## **The French National Programme - ‘Culture à l'Hôpital’**

***In 1999 the Secretary of State for Health and the Minister of Culture and Communication, signed up to four planks of action for this national programme, which were***

- 1) Twinning Programme between healthcare organisations and cultural groups***
- 2) Development of libraries within healthcare organisations***
- 3) Funding for cultural co-ordinators/managers within hospitals***
- 4) Regional agreements and evaluation***

***The rationale given for this agreement in the introduction reads:-***

The need to make healthcare settings more humane and open to the town is today a recognised priority by health professionals. This recognition is expressed in new policies to improve the quality of the experience for hospital patients and their families and a commitment to an improved working environment for healthcare staff.

Culture plays an essential role in this development. Besides any therapeutic objective, culture is part of people's environment and contributes to improving the way healthcare organisations relate to the outside world.

Establishing cultural projects in health settings, artists working with patients, works of art or books on view and available, all make hospitals more natural places to be.

A long stay in hospital can open up opportunities for new experiences of culture – a discovery or re-discovery of a creative form of expression, or interest in our cultural heritage or literature – which may, after the hospital stay, spark interest to attend more cultural events or activities.

It is in order to encourage the development of cultural activities in healthcare settings that the two relevant Departments seek to define, in this agreement, key actions for their joint policies, in order to help healthcare settings to adopt true cultural values.

***The following is a summary translation of the agreement on twinnings which was renewed in 2006. This information is available in French at:-***

***<http://www.culture.gouv.fr/culture/politique-culturelle/hopital/convention.htm>***

# The Agreed Protocol

between The Department of Health, represented by the Health Minister

The Department of Culture, represented by the Minister of Culture  
herewith referred to as "the Department"

and the members of the Culture in Hospitals' group of Core Partners ('Cercle des partenaires') are herewith referred to as "the partners"

## **The following has been agreed:-**

### **Introduction**

The Department's objective is to develop culture and cultural practice within and throughout healthcare organisations. In order to achieve this, in association with the Department of Health, it is promoting and supporting the creation of twinnings between cultural groups and healthcare trusts from the same region. This action supports, to the benefit of patients, the meeting of the arts and medical sectors, which have little opportunity to cross paths, despite both contributing, each in their own way and with the same level of diligence, to the quality of our environment. The Department has charged the national management of this programme to the Development and International Affairs Division (DDAI), along with the animation and co-ordination of the Culture & Hospital Group of Core Partners. The DDAI is assisted in this mission by the agency, Vocatif.

Each twinning brings together in one cultural project, designed and implemented under the guidance of the Regional Cultural Agency (DRAC), a cultural team and a healthcare organisation. It is important that both parties commit to the twinning voluntarily. Each twinning should respect the following three criteria:-

- it should for at least one year, with activities taking place at regular intervals, agreed with the healthcare partner;
- it is expressed as a cultural project, devised in direct consultation with the healthcare organisation according the age and the condition of the patient beneficiaries. The artistic quality and the involvement of professional artists from the region should be endorsed by the DRAC;
- it should encourage active participation from patients and healthcare staff.

Each twinning, after being agreed by the DRAC, is potentially eligible to receive financial support from public and private sources.

The cultural groups involved in twinnings can be:-

- museums: galleries, science and social history museums
- civic and regional art centres and modern art museums
- castles and historic monuments
- libraries and IT centres
- theatres: national theatres and live performance spaces
- conservatoires, schools of fine art and any other arts training venue

or, in general, any similar state-funded or supported structure.

Participating healthcare organisations can include any public or private hospital structure, health centre, hospice, care home, retirement home etc..

## **Section 1: The Twinning Programme**

### **Setting Up and Implementation**

#### **Part 1: Role of the Regional Cultural Agencies (DRAC)**

- Each DRAC is charged with encouraging twinnings between cultural groups and healthcare organisations in their region. The DRAC are the main channels of communication with the DDAI and Vocatif (ie the Department).
- For each twinning project, for which they are the key regional contact, they are responsible for the monitoring, clarity around the general management, the artistic quality of the project and the delivery structure – association or hospital service, nominated to manage the twinning.
- They take part in, where appropriate negotiations with other regional partners, notably with the local groups and the regional hospital trusts (ARH).
- They contribute at least one third of the annual budget either directly or through the cultural partners.
- They ensure a good relationship with the regional health boards (ARH) to promote and develop arts and cultural work in hospitals, in line with the national Culture à l'Hôpital programme.
- They track, together with the lead organisation, the report and annual evaluation of the twinship.
- They involve, wherever possible, the Regional Health Board in the evaluation and assessment of twinning projects which are submitted to them.

#### **Part 2: Role of the Department of Culture / the Division of Development and International Affairs (DDAI)**

- The DDAI ensures, in constant partnership with the DRAC, the national co-ordination of the Culture in Hospitals programme and the management, facilitation, and consultation with the core partners on the running of their group and their views on development.
- The DDAI mobilises the support of members of the core partners' group to the work with twinnings of their choice.

- The Department is responsible for, in direct partnership with the members, the national promotion of the programme.

## **Section 2: The Group of Core Partners for the Culture in Hospitals programme**

### **Part 3: Presentation and Operation**

- In March 1998 the Department established the Group of Core Partners. The DDAI is responsible for the ongoing management of the Group.
- The Core Group of Partners brings together organisations which, being committed to the objectives of the Culture in Hospitals programme, have agreed to contribute to the financing of several twinnings of their choice.
- The Group is regularly informed by the progress of the current and proposed twinnings projects.

### **Part 4: Aims and objectives of the Core Group of Partners**

#### ***Direct involvement in selected twinning projects:***

In becoming a member of the Core Group of Partners, the organisation confirms their wish to support the Department's action, as defined in the introduction. Each member of the Group selects the twinning project which they agree to support in view of appropriate criteria: local situation, fit with their image, vision and public objectives, art-forms, conditions of the beneficiaries involved.

From 2006 to take into account the high demand from the regions for new twinning projects, the Department is proposing that each partner should engage, wherever possible, in the support of several twinnings per year.

As a member of the Core Partner Group, the organisation should regularly provide the DDAI with all the required information on their involvement in twinnings.

#### ***A financial contribution to the selected twinnings:***

Each partner signs up to the programme for a three-year period with a financial commitment of 5060€ per year per twinning. The organisation becomes the exclusive partner of their chosen twinning. Every year, in light of the evaluation which the partner submits to the DDAI, they can decide whether to continue to support certain twinning or to redirect their support to other twinnings.

The partners' financial contributions are given directly to the hospital involved or, wherever appropriate, to the organisation which is responsible for the local management of the twinning, with a deduction of 230€ per twinning per year which goes towards the management of the Core Group of Partners. This contribution should be made after the positive assessment by the DRAC and confirmed in writing to the manager of the twinning.

#### ***Association with national events***

Members of the Core Partners' Group should receive priority invitations to be associated with any of the series of national events organised by the Department of Culture about the Culture in Hospitals programme.

***Insurance***

All risks involved in these activities, showcases or events organised under the twinning programme should be covered by the partner organisation's insurance.

## **Section 3: General Information**

**Part 5: Length of the Agreement**

This agreement is valid from the date it is signed for one year, and should be renewed at least every three years, unless one of the parties chooses to withdraw their support three months before the anniversary of the agreement.

All works created through twinning projects remain, at the end of the project, the property of the healthcare organisation, unless they say otherwise.

Signed in Paris 10<sup>th</sup> January 2006

*The final page of this agreement is a list of partners which starts with the two ministers and is followed by the chairmen of Air France, Carrefour, Electricite de France, France Telecom, Ronald McDonald Foundation, Suez Foundation, GlaxoSmithKline, Roche, Sanofi Aventis and Les Laboratoires Servier.*