

J. Hope Corbin  
Mariana Sanmartino  
Emily Alden Hennessy  
Helga Bjørnøy Urke  
*Editors*

# Arts and Health Promotion

Tools and Bridges for Practice,  
Research, and Social Transformation

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# Foreword

As a scientific discipline, health promotion has expanded beyond its earlier roots of one-way information dissemination in health education into to a broader, more inclusive approach that considers community perspectives. Since the Ottawa Charter, the field of health promotion has been evolving at a rapid pace, as our understanding of human behavior has deepened; our policy and programs have become more nuanced. The Charter, and subsequent global agreements and frameworks, has further expanded our work and led to the current emphasis on the Social Determinants of Health in designing and developing health-promoting settings, initiatives, and policies.

The potential of the Arts as a powerful force to guide and influence health promotion offers endless possibilities to reach and engage the public in new and creative action around health-related issues and well-being. In its myriad forms (painting, plays, photography, song, etc.), the Arts provide a solid medium through which the fusion of culture as well as equity and human rights concerns can be integrated into health promotion policy and practice. Artistic approaches serve the social justice aims of health promotion by providing tangible means to facilitate the amplification of sidelined “voices” and increasing the visibility of invisible or hidden aspects of health and well-being.

This book, *Arts and Health Promotion: Tools and Bridges for Practice, Research, and Social Transformation*, positions the transformative role of the co-creation of knowledge and illustrates how various creative forms of expression have been applied and can be advanced into an important new dimension of health promotion. Filled with rich examples using different art forms to promote health through practice, research, and social mobilization, this book is a “must read” for policymakers and field practitioners. It is also an excellent resource for students, researchers, and scholars, as preparation for the next generation of health promoters.

The book also illustrates a commitment to shaking up traditional flows of knowledge. The examples of arts-based health promotion presented in the book reflect many homegrown projects from across the globe that demonstrate alternatives to top-down interventions. This volume is a great example of why organizations such as the International Union for Health Promotion and Education (IUHPE) are so

important. The IUHPE's bringing together of practitioners, researchers, and policy-makers helps strengthen the field of health promotion by setting the foundation for this exploration of the Arts as a multiway communication channel that can be used and adapted to respond to new and ongoing local problems and global challenges, such as COVID-19, climate change, and systemic racism and resulting inequities. The editorial team's roots as leaders of a network within the IUHPE and the contributions to the volume of many IUHPE members demonstrate how global connections can contribute to equity and diversity of thought.

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We are incredibly appreciative of the professional network of the International Union for Health Promotion and Education (IUHPE), which served as the birthplace of this work, connected us with many of our authors, and strives to provide space and opportunities for the global learning needed to authentically promote health and social justice.

We would also like to thank our families. Especially our children (Simón, Kell, Roque, Tessa, Sunniva, Saoirse, Ola, and Caoimhe)—two of whom were born over the course of this process and all of whom served as both inspiration and support by demonstrating endless patience with their busy mothers, especially during the final push under COVID-19 shelter-in-place orders.

Lastly, we would like to acknowledge the support of the World Health Organization, Vall d’Hebron Institut de Recerca, Western Washington University, and the University of Bergen who all made the open access publishing of this book possible.

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expressions, and unconventional scenarios. The guiding thread of her career is the search for elements that make it possible to understand the problem of Chagas from an integral perspective, highlighting the role of education and communication as key tools to address this complex and current issue. Mariana is member of the Advisory Board of the International Federation of Associations of People Affected by Chagas Disease (FINDECHAGAS) and serves as part of the Technical Group No.6 on Information, Education and Communication (TG6-IEC Chagas) of the WHO Chagas disease control program.



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**Part I**  
**Introduction**

# Chapter 1

## Exploring the Potential for the Arts to Promote Health and Social Justice



Helga Bjørnøy Urke, Emily Alden Hennessy, Mariana Sanmartino, and J. Hope Corbin

### 1.1 Health, Health Promotion, and the Arts

Health involves the inclusion and combination of “circumstances / representations / elements related to biological, social, cultural, environmental, economical, political, etc. aspects”; as such, it is a dynamic notion that can only be comprehended and discussed in a contextualized way (Sanmartino 2015, p. 87). Thus, the field of health promotion, a discipline that seeks to enable people to increase control over and ultimately improve their health, is grounded in a complex understanding of health:

To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being (WHO 1986).

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