

Cultures and Healths

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This presentation

- The notion of biopolitics (Michel Foucault)
 - Health as the treatment of disease: curative model
 - Health as the prevention of disease: preventive model
 - Ottawa (1986): health as the promotion of well-being
- But who defines well-being? Who defines something that must be constantly reinvented in each cultural context?
- The essential role of participative cultural activities in the health sector
 - putting health and biopolitics on stage, on the screen, on the toile, on the wall, playing with health, creating health, inventing new healths

Biopolitics in post-industrial society

- Biopolitics **governing individual behaviour**
 - Bio-politics organising the production of life
 - According to your point of view: in order to live a better life (le souci de soi) or to be more efficient, more productive (for yourself? for others?)
 - A strategy of social control in a polite, policed society
- Managing **socioeconomic interests** with calculated risks.
 - The healthy individual, within a disease and risk reduction biopolitically organised society (contemporary medical logic) is both producer and consumer (the economic logic)
 - We take out health insurance (against illness and ill health), thus financing the health industry and the public health sector.
- **The intériorisation** of social control
 - The individual feels a duty to be in good health, to protect our health capital, we feel guilty if we smoke a cigarette, drink too much....

And, today, the notion of positive health and health promotion

- Well-being as the ideal
 - **Health promotion** is the process of enabling people to increase control over, and to improve, their 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.
 - **Mental health** is “a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community”
- Health is no longer solely the absence of illness, but the optimisation of the individual, of our capacity to produce, to be empowered, to control our lives,
- **But optimisation for whom?** There is good reason to remain vigilant.

The critique of the 'medical' model

- Perceiving the individual solely in terms of their illnesses or potential illnesses
- The citizen is a 'patient' who is 'at risk' or 'suffering' and the health professional is there to warn them, to help them, to care for them, to save them
 - (Christian tradition of the saviour: Ambroise Paré « *Je ne suis que la main de Dieu* » 'I am but the hand of God')
- Within this biopolitical framework
 - The health industry: hospitals, care providers, public and private health insurance, pharmaceutical companies...
 - The health knowledge industry: universities (medicine, psychology), the education system, research, advertising...
 - A public health system with illness prevention as the major focus.
- Every illness, every pain, all behaviour, every thought, every emotion is a potential illness and therefore a potential target for private or public investment.

The place of culture in the medical model: Sick Art

- 1901: Marcel Reja: "**L'art malade**: dessins de fous" (1901) , "L'art des fous" (1907).
- 1950: 1st World Congress of Psychiatry in Paris; 2000 paintings by 350 psychiatric patients.
- The use of art and creation as a **diagnostic** tool
 - The Diagnostic Drawing Series
 - The Mandala Assessment Research Instrument (MARI), etc
- The use of art and creation as a **therapeutic** tool
 - Art therapy, drama therapy, music therapy, dance therapy
 - People with Alzheimer's, intellectual disabilities, psychosis, depression and mourning

The place of culture in the medical model: Culture and art are *opposed* to illness

- “**Art Versus Illness**” (1948). Adrian Hill, an artist who worked with fellow inpatients in tuberculosis sanatorium: The value of art therapy: ‘completely engrossing the mind (as well as the fingers) ... releasing the creative energy of the frequently inhibited patient ... ‘build up a strong defence against his misfortunes’
- **Escaping reality**: Taking the patient’s attention away from pain and suffering (music in the waiting room, paintings on the wall, clowns in children’s hospitals...)
- Paintings on hospital walls **reduce stress**, reduce the need for pain killers (hence aesthetics in hospital design, not just medical efficiency)
- Drawing yourself **reduces emotional distress** in cancer patients
- Reminding the patient and the health care actors of **what is important in life** (i.e. this illness is just transitory, there are greater values out there).

Then came the artists

- 1940s: Jean **Dubuffet** discovers the production of interned psychiatric patients → **I'Art Brut**
- 1948: together with André Breton (and the **surrealists**), he founds "La Compagnie de l'Art Brut": the recognition of art forms coming from unusual, non academic places, like psychiatric hospitals
- Later: Art Therapy is accused of not putting enough emphasis on the artistic value and meaning of the art productions of the artist, considering them only from a medical perspective.

The 1980-1990s: the user organisations (HIV then others) become more and more critical of the 'medical' model

- An industry of saviours characterised by an authoritarian paternalism: 'You are suffering. You are vulnerable. You are taking risks. You are helpless. I know what is good for you. I can help you.'
- The user's opinion is of little relevance. People talk about him/her behind his/her back.
- The health system provides for its own needs and is increasingly out of step with the needs and projects of users.
- The discourse on health has been arrogated by the health professions (and other interest groups). It belongs to the citizens. The time has come to reconquer it.
- The ideal: give everyone the means to build their own health project.

New priorities for promoting health appear

- **Participation** becomes central
 - It makes you an actor
 - Confronting your ideas with those of other people creates a constant learning process
 - gets close to people's priorities
 - building health together
- **Creation and cultural** activities become central
 - playing, creating, and experimenting new ideas
 - getting close to people's emotions,
 - exploring social norms around health
 - Pleasure is infectious...

The importance of participation

The Ottawa Charter (WHO)

“Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health. At the heart of this process is the empowerment of communities - their ownership and control of their own endeavours and destinies.”

“Community development draws on existing human and material resources in the community to enhance self-help and social support, and to develop flexible systems for strengthening public participation in and direction of health matters. This requires full and continuous access to information, learning opportunities for health, as well as funding support.”

Two examples of participation through cultural activities in mental health

- El Caballero de Paris
- Les Rencontres Vidéo et Santé Mentale

El Caballero de París: the person

- He arrived at the age of 8 in Havana, Cuba
- He told his dreams in the streets. An elegant tramp, a little out of fashion, happy go lucky, loved and respected by the inhabitants who gave him the name 'El Caballero de París' (the Knight from Paris)
- He spent the last 8 years of his life in the Ordaz Psychiatric Hospital, one of the biggest in South America
- And became a legend after his death:
 - The subject of popular songs
 - A statue erected to his memory

Statue of El Caballero de París by José Villa Soberón, Place St. Francis of Assisi, Havana



Photos: Tatiana Bitir

El Caballero de París: the play

- In 2009, a play created by Serge Sándor and Indira Valdés Ramos
- Acted by the patients from Ordaz Psychiatric Hospital and from the Community Mental Health Centre at Regla
- The text was developed with the patients during acting workshops for over one year, adapting the characters to the patients and using their improvisations.
- with support from the European Union, La Fondation Accor, Cultures France, Consejo de las Artes Escenicas de Cuba Ministerio de Salud Publica de Cuba, Alliance Française de la Havane, Embajada de Cuba en Francia Ambassade de France en Cuba, Hôtel Mercure Sevilla, A.E.F.C, Ciego Montero, Havana Club, Chacok, Sisley Maquillage, Air France, Psychiatres du Monde, Injam Production, Éditions Les Cygnes

El Caballero de París



El Caballero de París



El Caballero de París



El Caballero de París



Les Rencontres Vidéo en Santé Mentale

- A partnership between NGOs, community mental health services and la Cité de la Santé (Universciences, Paris)
- Entries from all over France, Belgium, Switzerland
- An annual get together (one day each November)
- Showing to the wider public videos produced by and with patients in community mental health services: in general with a therapeutic aim
- The films are presented by their authors, directors or participants.

Les Rencontres Vidéo en Santé Mentale



A l'ombre l'errance : Xavier Ameller



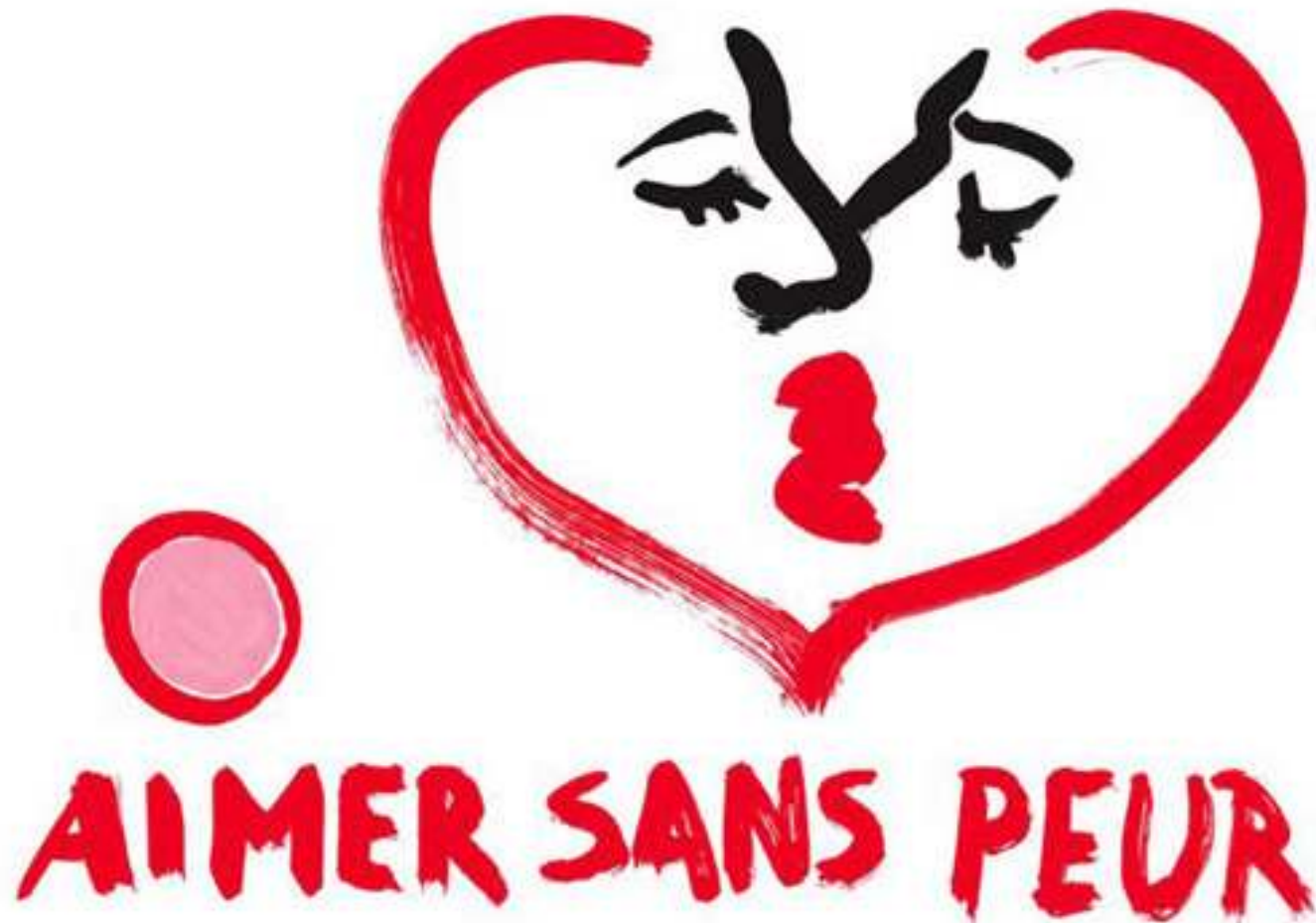
Participation: Getting the community to create the health messages

- Designing posters
 - HIV
 - drugs
 - women and men
- Writing short film scenarios
 - HIV/Aids
- Making pocket films
 - HIV/Aids

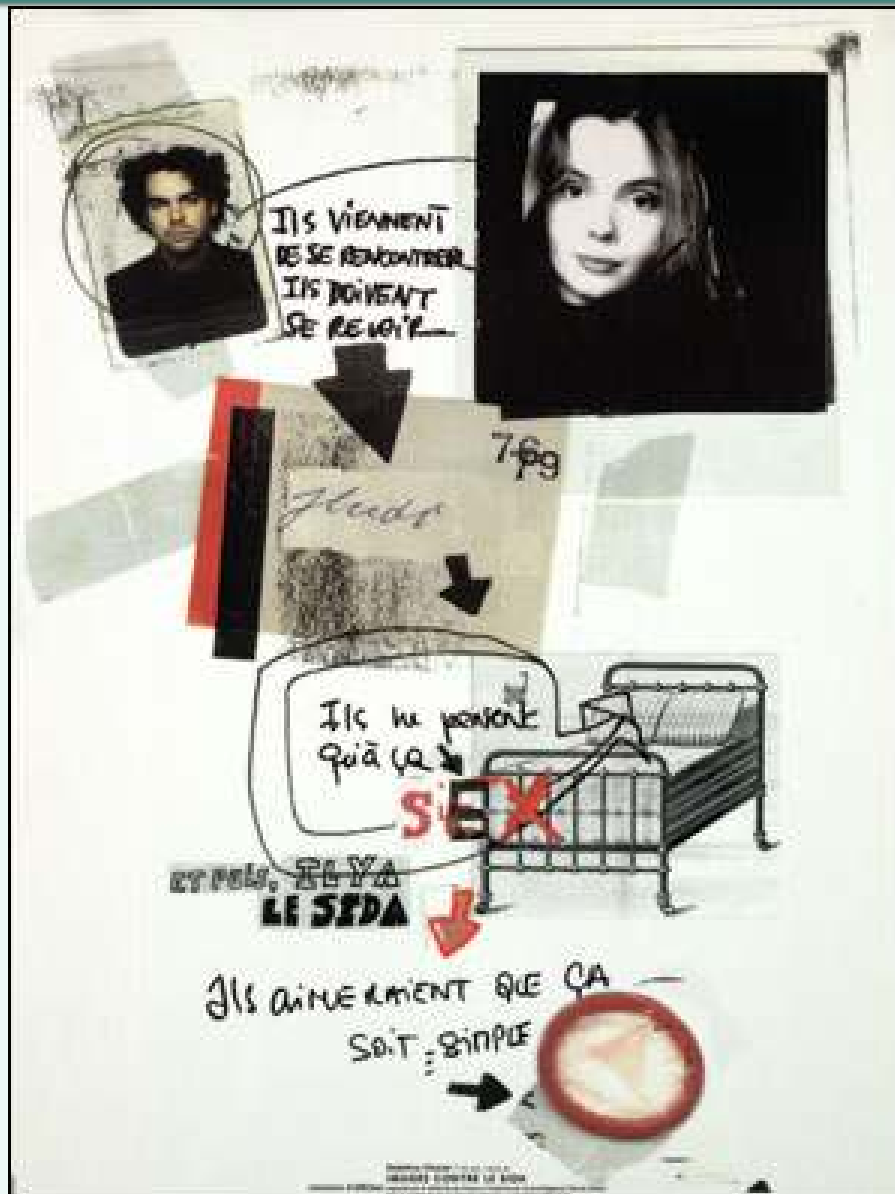
Getting young people to design posters

- Images against AIDS (1996)
- Drugs: Pleasure, Risk, Dependence (2003)
- We Women, We Men (Nous les hommes et les femmes)(2009)

1: Images against AIDS 1996 'LOVE WITHOUT FEAR'



Images against AIDS 1996



*They just met.
They want to see
each other again.*

*All they can think
about is **SEX**.*

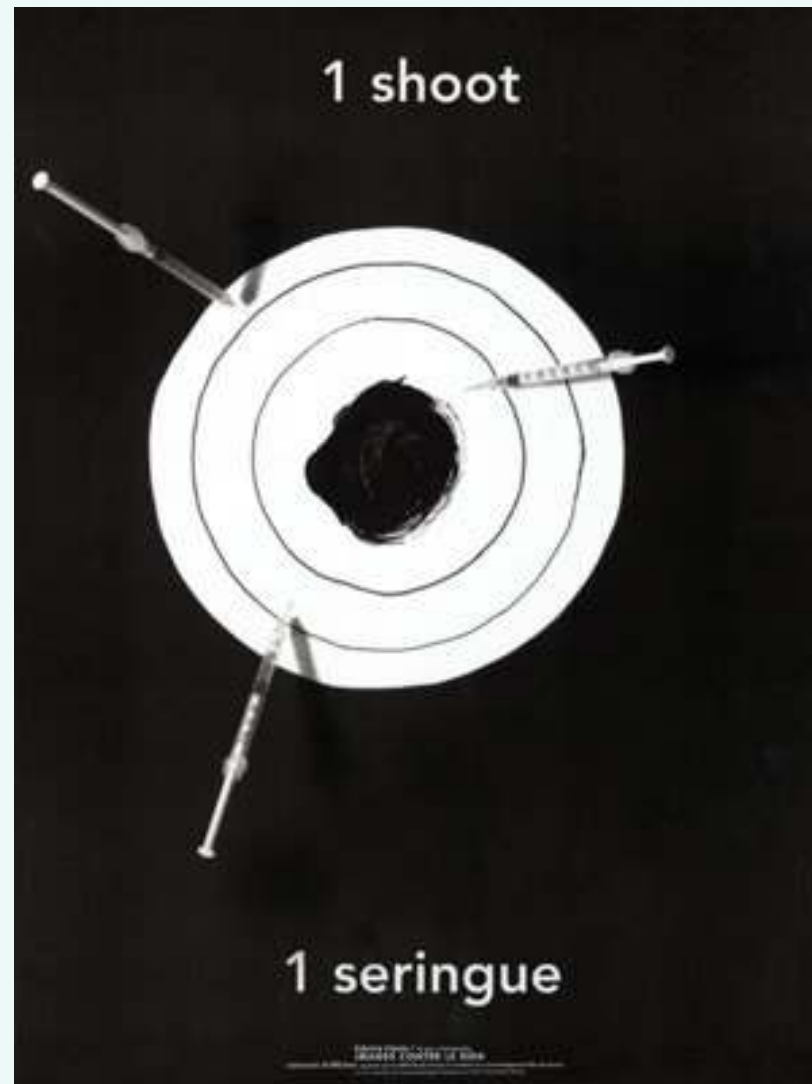
*But what about **HIV/AIDS**?*

*They would like it to
be easy →*

Images against AIDS 1996



Images against AIDS 1996



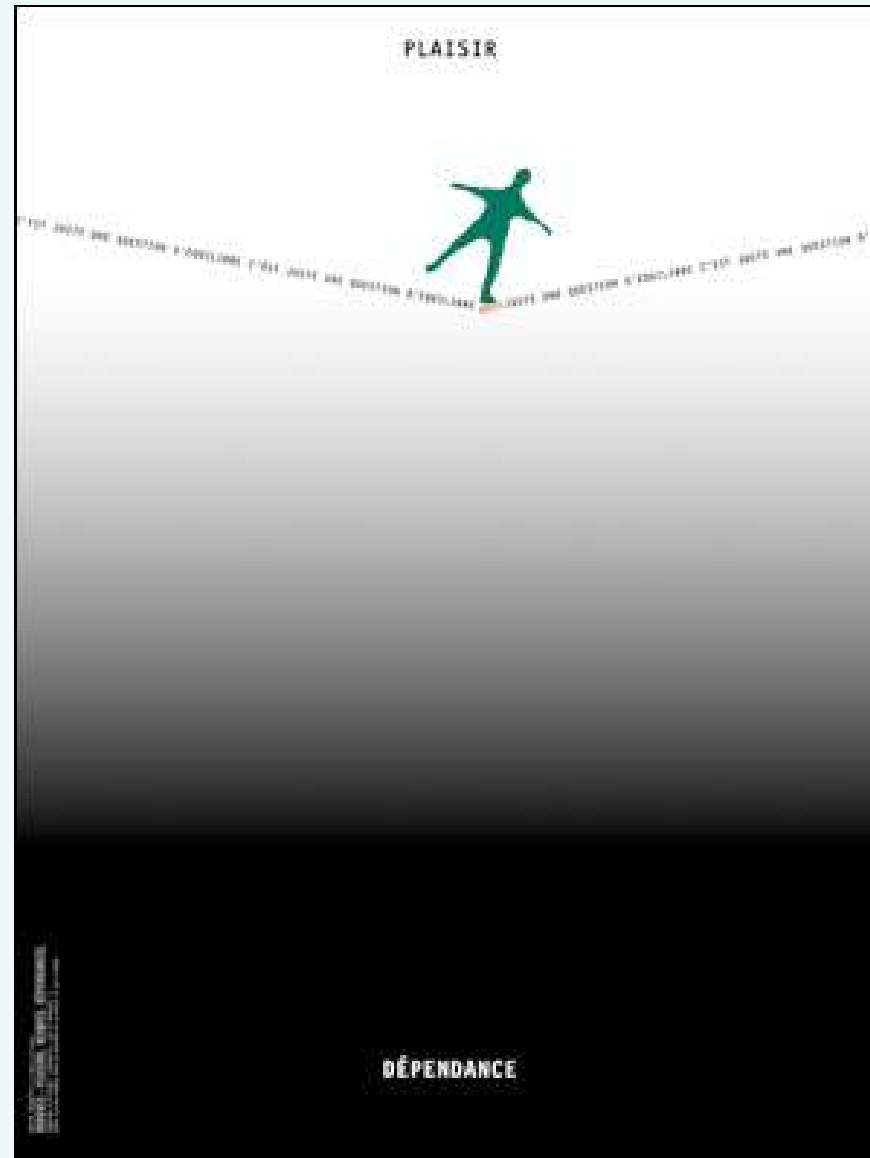
2: Drugs: Pleasure, Risk, Dependence (2003)



Drugs: Pleasure, Risk, Dependence (2003)



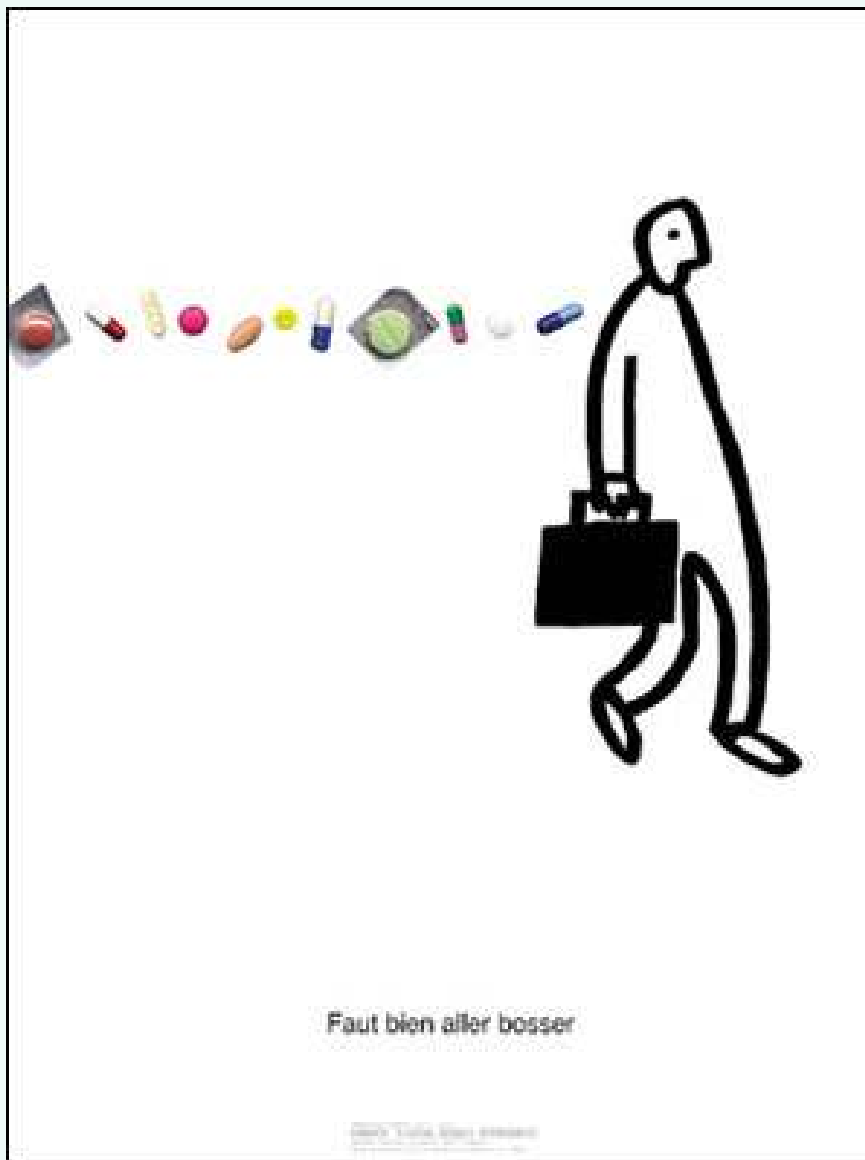
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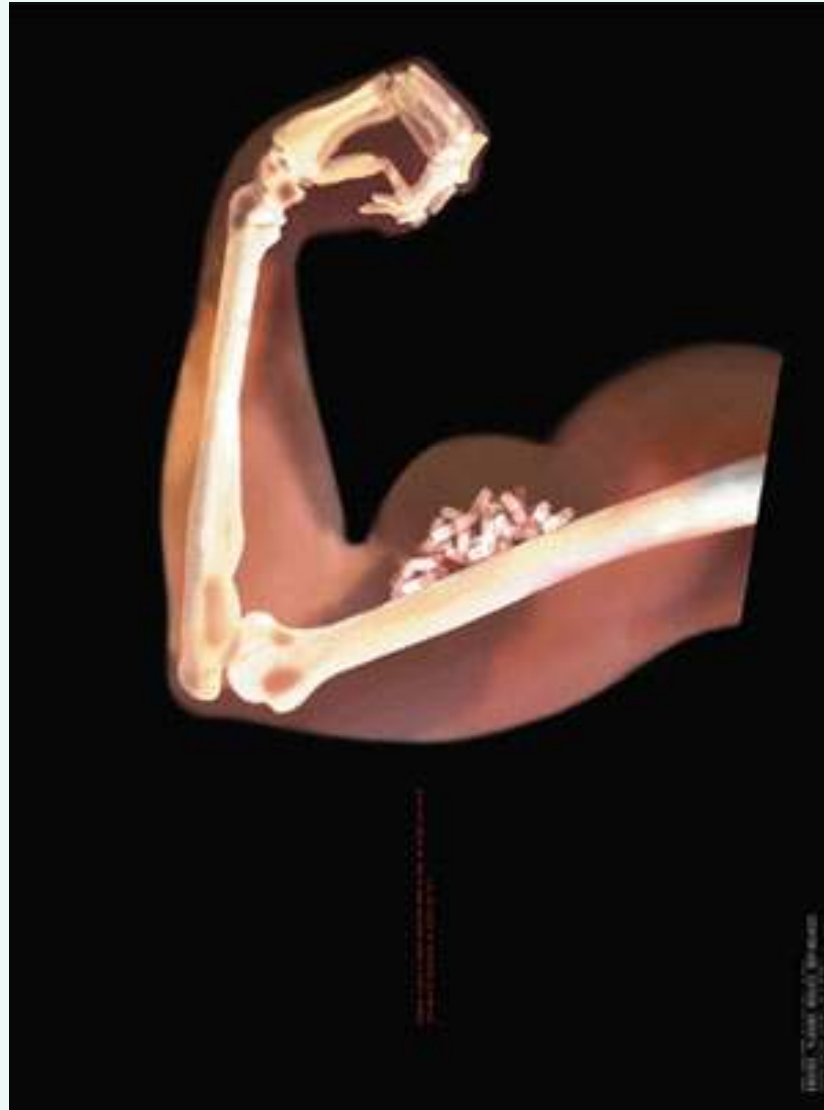


Drugs: Pleasure, Risk, Dependence (2003)



Gotta get to work

Drugs: Pleasure, Risk, Dependence (2003)

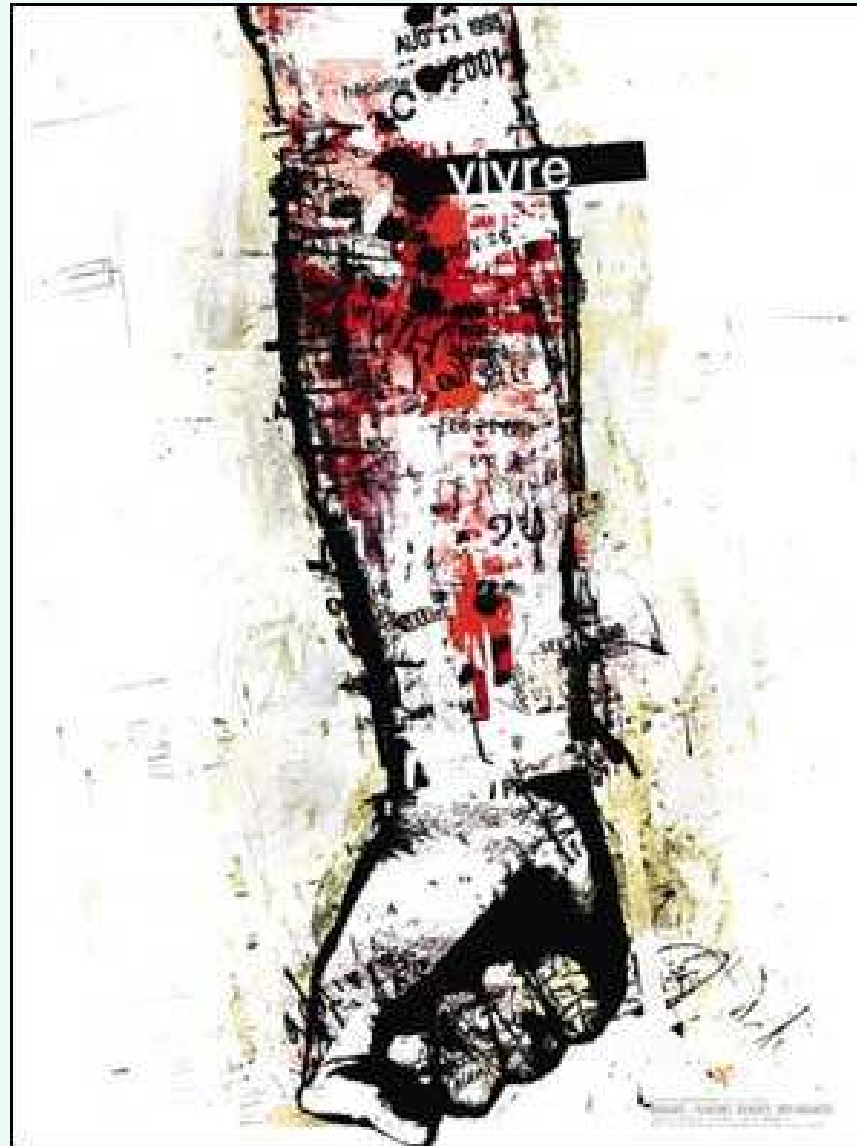


Drugs: Pleasure, Risk, Dependence (2003)



J'arrête =
I'm stopping

Drugs: Pleasure, Risk, Dependence (2003)



To live

3: We Women, We Men (2009)



«Il a dit
que j'avais oublié
de repasser sa chemise...»

He said I'd forgotten
to iron his shirt...

We Women, We Men (2009)



We Women, We Men (2009)

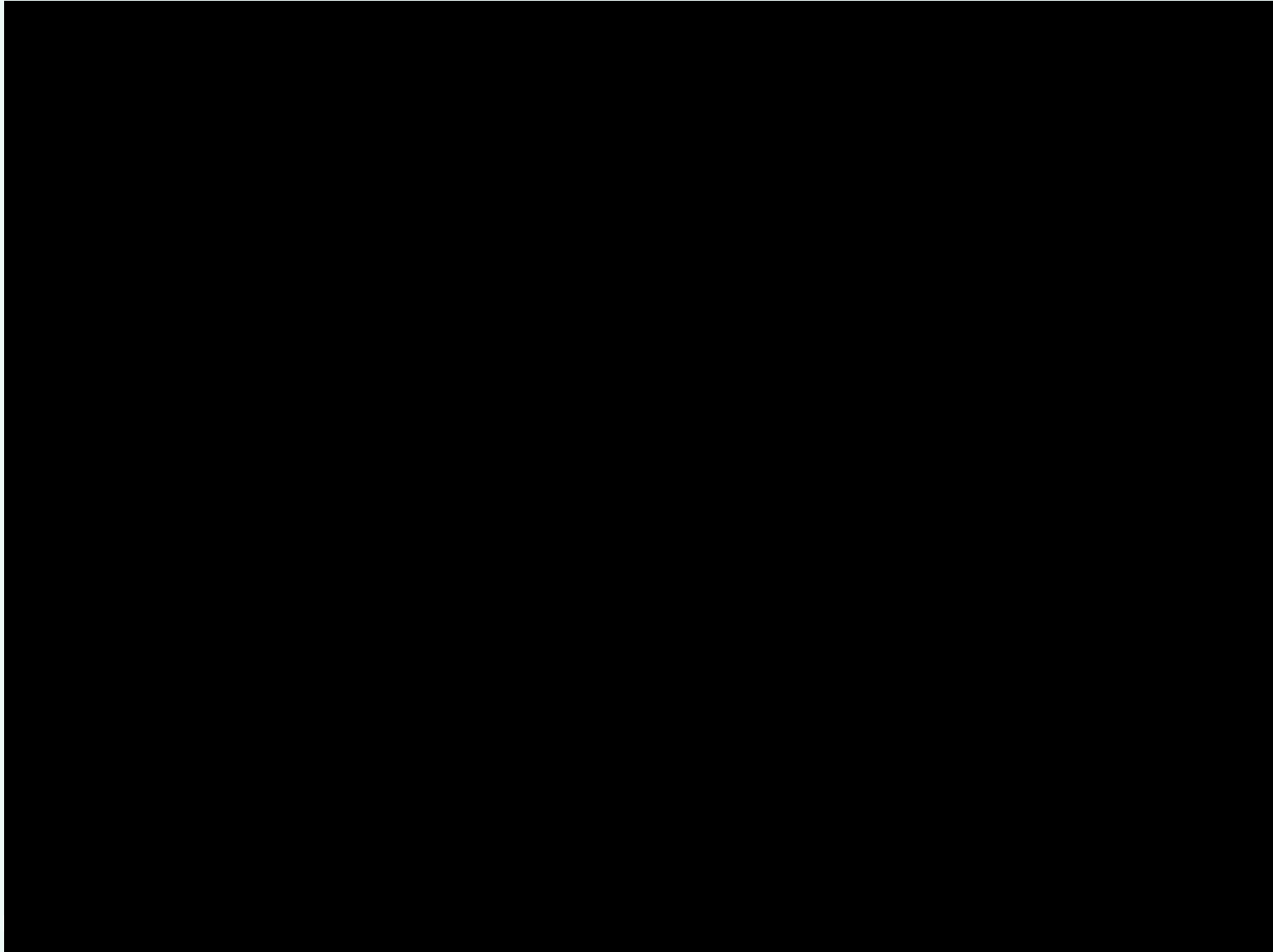


Writing film scenarios

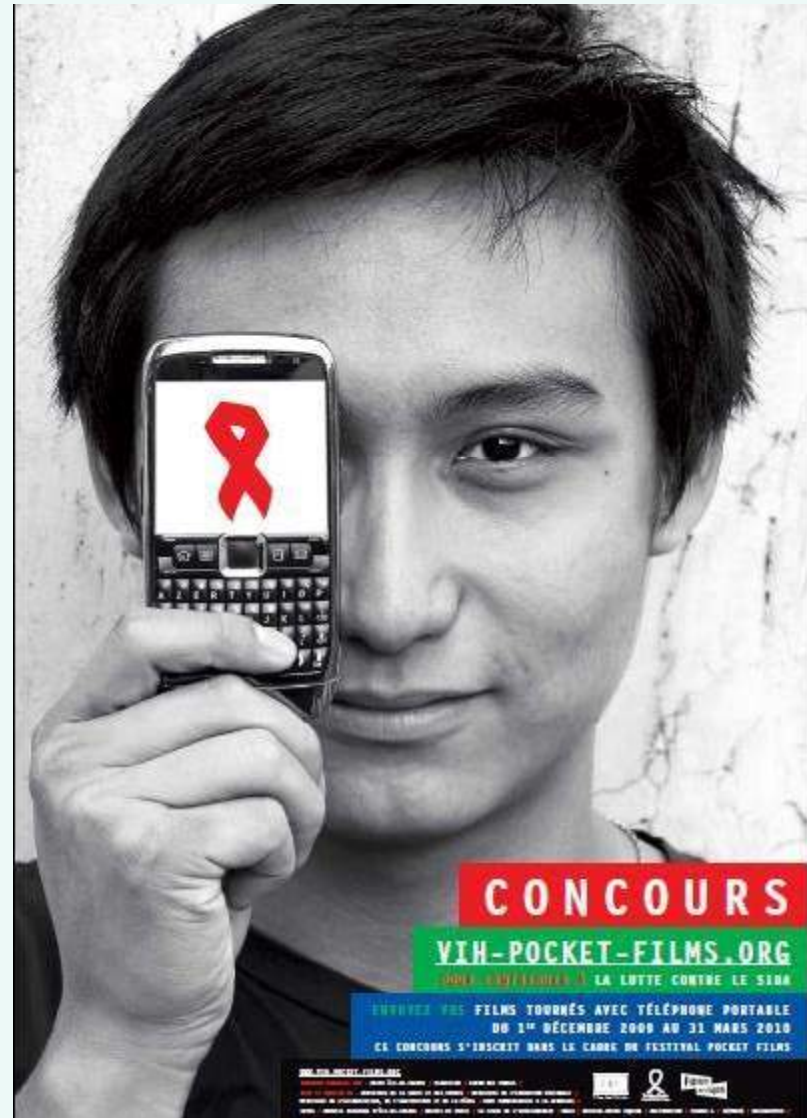
3000 scenarios against a virus (1996)

- National competition for high school students and young people in general: write us a scenario about HIV AIDS
- Over three thousand scenarios received
- Jury chose twenty or so scenarios
- All chosen scenarios were produced and diffused at prime time by public television
- Many famous actors and directors participated for free
- Organised by Ile-de-France Regional Centre for HIV/AIDS Information and Prevention, Doctors of the World, AESSA

Le Poisson Rouge (The Goldfish)



Creating Pocket Films (2009-2010)



HIV Pocket Films: objectives

- Exploit a new means of expression, accessible to young people
- Getting the general public to think about HIV/AIDS (voting over internet, diffusion in schools, on television...)
- Involving information and media professionals.
- Producing additional material for actors in the health promotion area

Competition organised by: Centre régional d'information et de prévention du sida Ile-de-France, Sidaction, Forum des Images

With support from: France 5, Dailymotion, Skyrock, Ministère de la Santé et des Sports, Haut commissariat à la Jeunesse, Ministère de l'Education nationale, Ministère de l'Alimentation, de l'Agriculture et Pêche, Institut national de prévention et d'éducation pour la santé, Mutuelle Générale de l'Education Nationale, Ligue de l'Enseignement, Conseil régional Ile-de-France, Mairie de Paris

Pocket films: *The Survival Kit*



Have a great day
creating *your* health.

Healths to you all!