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SIGNIFICANT SEAMS CIC



# Community of Practice Objective

Art & Social Change is about developing stronger connections amongst a network of people who have a commitment to addiction and recovery work and interest in using arts practice. We wish to share our experiences and learn from one another.

We are fostering collaboration between organisations and practitioners committed to exploring arts based approaches to addiction across Europe.

We aim to create more interaction, more learning from one another, more connections between practitioners, and interest more people in this realm of work.



# The Community

The Community encompasses

- Arts organisations, artists
- Health workers
- Voluntary and community organisations
- Government agencies, and
- Educators working in addiction and recovery

Arts & Health SW is leading the partner organisations in developing the CoP.



# Approach

- Phased Activity to achieve step-change in connections amongst Art and Addiction work and workers
  - establishing tools, resources, and ways of working in support of the project management team
  - establishing a public profile to the project....
  - establishing engagement with the project from a wider community of people and organisations working in this project
  - disseminating the learnings from the project

# Key Mechanisms



Constantin Alajalov, 1962, used as cover art for the American magazine, The Saturday Evening Post

Website:

[www.artandsocialchange.eu](http://www.artandsocialchange.eu)

Facebook:

@artandsocialchangeEU

What's App groups

# DEVELOPING THE COMMUNITY

Our desk research (io1) showed us Facebook has lots of relevant groups....

Addiction Workers, Health worker support groups, Known organisations and programmes, Groups of people in recovery supporting each other



The screenshot shows the Facebook profile for 'Operatori Sociali' (@operatori.sociali). The profile picture is a green circle with a white 'O'. The cover photo shows several hands raised in a gesture of support or solidarity. The page includes a navigation menu on the left with options like 'Home', 'Informazioni', 'Foto', 'Persone a cui piace', and 'Post'. The main content area features 'Informazioni aziendali' (Company Information) stating the page was founded on January 9, 2010, and 'MAGGIORI INFORMAZIONI' (More Information) with a link to the page's description. There are also 'Traguardi' (Milestones) listed, including '1000 Fondazione (9 gennaio 1000)'. A 'Crea una Pagina' (Create a Page) button is visible at the bottom left.



This collage displays several Facebook group search results. The top row shows results for 'mental health and addiction worker' and 'addiction workers'. The middle row shows results for 'alcoholism uk'. The bottom row shows results for 'mental health and addiction worker' again. The groups listed include: 'Canadore College Mental Health & Addictio...' (49 members), 'Centennial College Addiction And Mental ...' (32 members), 'Ment...' (16 members), 'Farntown Addicts Works House' (1,022 members), 'ofw working in malaysia (dot dot addicted)' (2 new members), 'UK Alcohol And Drug Support Collective' (195 members), 'alcoholics Anonymous UK and further' (members - 10 new members), 'Drug and Alcohol recovery and support UK' (169 members), 'K Drug/Alcohol Recovery Support Group' (0 members - 6 new members), 'alcohol Talk UK/EU' (members), and 'Occupy Ottawa Houselessness, Mental He...' (13 members). Each group listing includes a profile picture, member count, and a 'Join' button.



# Aims

- Bring a diverse group into a shared identity, and to create a team, a community
- Increase learning from and amongst practitioners using or interested in art in addiction and recovery work
- Develop connections between such projects
- Facilitate shared resources reflecting the collaborations and co-learning



# AGREED ACTIVITIES

- Reach and engage 2000 people
  - Contribute 4-5 blog stories/partner
  - Contribute 4-5 facebook posts (sharing of news items, stories, videos etc ....)
  - All partners to participate in 1 of 3-4 podcasts
  - Maintain lists of people told about the project, spoken to, participating
  - Seek additional opportunities to tell the story of the project (press, academic articles, conferences etc)

# OUR (ONLINE) COMMUNITY

- Facebook - Engagement, Growth
  - 834 follows
  - Post reach of 1,376 week of 19/11/18
  - 88 reactions on 31 Oct 18
  - Click actions (to website, for phone number, directions) <10
- Website - Control of our message, Indexing of resources
  - Presentation of each countries training rounds
  - Presentation of the frame and plans
  - Resource Index



# Training Materials

<http://www.artandsocialchange.eu/learning/a-training-framework>

<http://www.artandsocialchange.eu/learning/pilot-training>

<http://www.artandsocialchange.eu/learning/pilot-training/pilot-training-in-italy>

<http://www.artandsocialchange.eu/learning/pilot-training/pilot-training-in-lithuania>

<http://www.artandsocialchange.eu/learning/pilot-training/pilot-training-in-the-uk>



# Other key materials

<http://www.artandsocialchange.eu/resources>

<http://www.artandsocialchange.eu/learning/connecting-projects/organisations>

<http://www.artandsocialchange.eu/website-builder/our-blog>