



Effervescent Social Alchemy

Name of Organisation

Effervescent Social Alchemy

Title of project

How Long Would You Wait?

Dates of project

January 2010 – August 2010

Summary

The project was initiated in January 2010, participants attended twelve day-long sessions over a three week period in April 2010 and the main body of the devising, shoot, and post-production was undertaken in April 2010, with fliers, website and film launched in August 2010.

How Long Would You Wait? was a multimedia project to increase Psychosis referrals to Cornwall's Early Intervention Team, and to accelerate current 'service users' recovery. The project worked with four people who currently use the Psychosis services provided by Cornwall's Early Intervention Team.

It set out to help people who have experienced psychosis "make sense" of that experience in a creative and non-stigmatising group environment, supporting them to re-develop confidence, to re-acustom themselves to social interaction, and to enjoy a short-term achievable but engaging goal. Effervescent was briefed by the Early Intervention Team to work with clients and nurses to design a film and web campaign to increase early referrals to the team.

The How Long Campaign generated a 71% uplift in referrals in the seven months following the film's release, compared to the corresponding seven month period the year before. To date, the website has received c. 10,000 hits. Participants agree that the project was "very beneficial" to them, with two of the four participants re-entering work or volunteering as a direct result of the project.

Overview

Angela Hawke, Team Manager for East Cornwall, said, *"Sometimes a person might not be aware of their difficulties although friends, family, and others notice changes. It is these people who are so often the key to early support and making a huge difference in how the experience affects the individual. We decided to make this advert to raise awareness of early assessment and treatment as we know this improves outcomes and reduces impact of illness."*

<http://www.southwest.groundwork.org.uk>

Effervescent has been working in partnership with Early Intervention Team Cornwall since 2005.

Commissioned by Cornwall Partnership NHS Foundation Trust in partnership with Groundwork South West, Effervescent designed and lead a three week residential for young adults who had experienced a psychotic episode. The EIT has responsibility for supporting people aged 14 to 35 through their first episode of psychosis and is a team of nurses, social workers, psychiatrists and occupational therapists with a dynamic outreach remit.

Effervescent Social Alchemy is a dynamic company of cutting-edge artists working across multiple disciplines to create art works, which are resonant and extraordinary. Based in Cornwall and working across the South West, they work in partnership with children and young people to develop artifacts, which spark imagination and catalyse change.

Participants came from all over Cornwall and attended twelve day-long sessions over a three week period in April 2010.

Aims and Objectives:

- To increase Psychosis referrals to Cornwall's Early Intervention Team.
- To accelerate current 'service users' recovery.
- To develop artifacts which spark imagination and catalyze change.
- To help people who have experienced psychosis "make sense" of that experience in a creative and non-stigmatising group environment, supporting them to redevelop confidence, to re-acustom themselves to social interaction, and to enjoy a short-term achievable but engaging goal.
- To boost coping mechanisms and self-esteem of participants.
- To make a diagnosis and to offer intervention as soon as possible, as this has been found to better the chances of recovery and to be less damaging to the person's life and personal circumstances.

Commissioned by Cornwall Partnership NHS Foundation Trust in partnership with Groundwork South West, Effervescent designed and lead

a two week residential for young adults who had experienced a psychotic episode.

The group was challenged to develop a film campaign to raise awareness of psychosis, increase and accelerate referrals to the Early Intervention Team, thereby helping affected people as early as possible.

The output of the project was a web site and a film; creating something for the benefit of other people was considered an important aspect of this project for people who have been on the receiving end of services for so long.

Working over 12 days in April 2010, Effervescent artists ran a project which incorporated acting and physical performance, underwater dance, writing, photography, film making, and design.

Everybody entered the devising space without any preconceptions of what would be created, except for the aims of the project, and the permission to use the dive pit nearby for water work, if required.

Effervescent worked with four service users (there was room for eight) and two specialist nurses to highlight the key issues, discuss the service users' own experiences of psychosis and their stories of how they were diagnosed.

The entire team then planned a campaign that would be easily viralled, visually arresting, had a clear call to action, and condensed the commonalities of psychosis (the shift in reality is the only commonality – all experiences of psychosis are very different) into a clear narrative which could be filmed.

The film was shot at the bottom of a dive pit at nearby Carn Brea Leisure Centre, with careful support from lifeguards. The web site was created as the film was being edited, to create a unified final product:

www.howlongwouldyouwait.com

Innovation

The project was innovative in raising awareness throughout Cornwall NHS around using art and social marketing techniques and how to combine government target outcomes with individual outcomes for participants, leading to enquiries around future contracts.

The work was shortlisted for the Health Service Journal Awards (Mental Health Innovation) 2011.

Ray White, Cultural Programme Manager for Groundwork South West, the charity which co-funded the movie said, *"Culture plays a vital role in the wellbeing of people's lives. This film is testament to the creativity and commitment of Cornwall Foundation Trust in commissioning*

groundbreaking partnerships to help people recover from the effects of illness, and to use their experiences to inspire people to act for the benefit of loved ones faced with difficult circumstances"
<http://www.southwest.groundwork.org.uk>

Participation

Participants came from all over Cornwall and attended twelve day-long sessions over a three week period in April 2010.

Starting with a week of creative devising, the group worked on how to express their feelings about psychosis and its effects, before working with a range of creative professionals to plan, write, act in and produce the film, as well as feed into the design and creation of the supporting website.

The residential had a 94% voluntary attendance rate. It was reported that all the young adults involved came away feeling proud, confident and capable and some went back to work as a result of "practising" work patterns of turning up, concentrating, team working through the project.

The final film campaign was launched virally August 2010 and in the first week it received over 2000 views online.

Filmed at Carn Brea Swimming Pool with careful support from lifeguards, the 90 second movie which features submerged characters waiting to be rescued whilst they run out of air was designed and filmed by a crew of young men in partnership with nurses and professional artists.

www.howlongwouldyouwait.com

Outcomes

The campaign, which was launched in mid August 2010 by Chief Executive of Cornwall Partnership NHS Foundation Trust, Lezli Boswell, generated a 71% uplift in client referrals in the seven months following its release.

- The film received 1500 hits in the first week and c. 10k in the next 12 months.
- Information website (attached to Effervescent's website, so it will be present in perpetuity, or until partners decide to remove it).
- Postcard fliers disseminated to all schools, doctors' surgeries and cafes in Cornwall.
- All participants and staff agreed the work was worthwhile and helpful in achieving all aims.
- Two of four participants then resumed work or volunteering when before that had not been a possibility for them.
- The Project has raised awareness throughout Cornwall NHS around using art and social marketing techniques and how to combine government target outcomes with individual outcomes for participants, leading to enquiries around future contracts.

- Awaiting long-term outcomes around referral rates and long-term recovery of participants.

Learning

"This was the first time Effervescent had created a marketing campaign as an arts project. We learned how important it was to work with the client's communications team to ensure the participants' ideas were authentic and "of them" but simultaneously complimented the commissioner's brand."

"The Early Intervention Team allocated time and resources to promoting the film. In future projects we will build in professional PR time into the budget to boost coverage."

Critical success factors

Ellie: *"Thanks to this work, we're now in negotiation with the mental health networks in Plymouth to develop an awareness-raising campaign in Plymouth."*

The EIT's constant support and creative involvement with the project was critical, and was beneficial not only to the piece of work, but to the ongoing professional development of the health practitioners who have a range of skills to take away. Further partnership work is planned.

Funding and Resources

Groundwork South West co-funded the film. The overall cost of the project was £20k plus in-kind time from the Early Intervention Team. It was initiated in January 2010, the main body of the devising, shoot, and post-production was undertaken in April 2010, with fliers, website and film all launched in August 2010.

Ellie: *"We didn't receive figures from the service, but the 71% uplift was a very significant increase in referrals and the service was very pleased with that number."*

Contact details for further information

Eloise Malone
Effervescent
ellie@eff.org.uk

Information for this Case Study has been taken from:

- <http://www.southwest.groundwork.org.uk>
- www.howlongwouldyouwait.com