

# Museums and Health, the Lessons of History

Mark O'Neill FMA PhD

**Building understanding,  
evidence and new thinking  
for a healthier future**



# Museums and Health

## The Lessons of History

1. Arts and Health - Museums
2. Museums in Glasgow 1870-1914
3. Museums & Health in late Victorian city
4. Museums and health today – the evidence
5. Museums in Glasgow 1980 -2017
6. What museums can contribute to health
7. What Glasgow Museums bring
8. Strategic Options

# Museums and Health & Wellbeing Now:

## Des musées au service des personnes atteintes de démence due à l'âge



Soigner la démence par l'art Le Journal du matin / 1 min. / le 05 mars 2015

Le Centre de gérontologie de l'Université de Zurich a mené un projet pilote dans les musées suisses en confrontant des personnes atteintes de démence due à l'âge à des tableaux de maîtres.



## For Visitors with Dementia and Their Care Partners

### Things to do at home

Discover House of Memories resources that you can use at home, or in your care setting.

[My House of Memories app >](#)

[Create a memory tree >](#)

[Create a memory box >](#)



### Museum activities

Come and share your memories at our dementia-friendly events and activities.

[Meet me at the museum >](#)

[Memory walks >](#)

[Memory suitcases >](#)

[When I was little >](#)



## Museums On Call: How Museums Are Addressing Health Issues

- Alzheimer's
- autism
- disease prevention
- health literacy
- nutrition and wellness
- hospital outreach
- medical training
- mental health
- military and veterans' health
- visual impairment

# Oxford Textbook of Creative Arts, Health, and Wellbeing

International perspectives on practice, policy, and research

Edited by  
Stephen Clift  
Paul M. Camic



OXFORD

## CULTURE AND HEALTH

A WIDER  
HORIZON

OLA SIGURDSON  
[ED.]

## Cultura e salute



R

## Museums, Health and Well-Being



Helen Chatterjee  
and Guy Noble



# The four waves of Public Health

(Hanlon et al 2012)

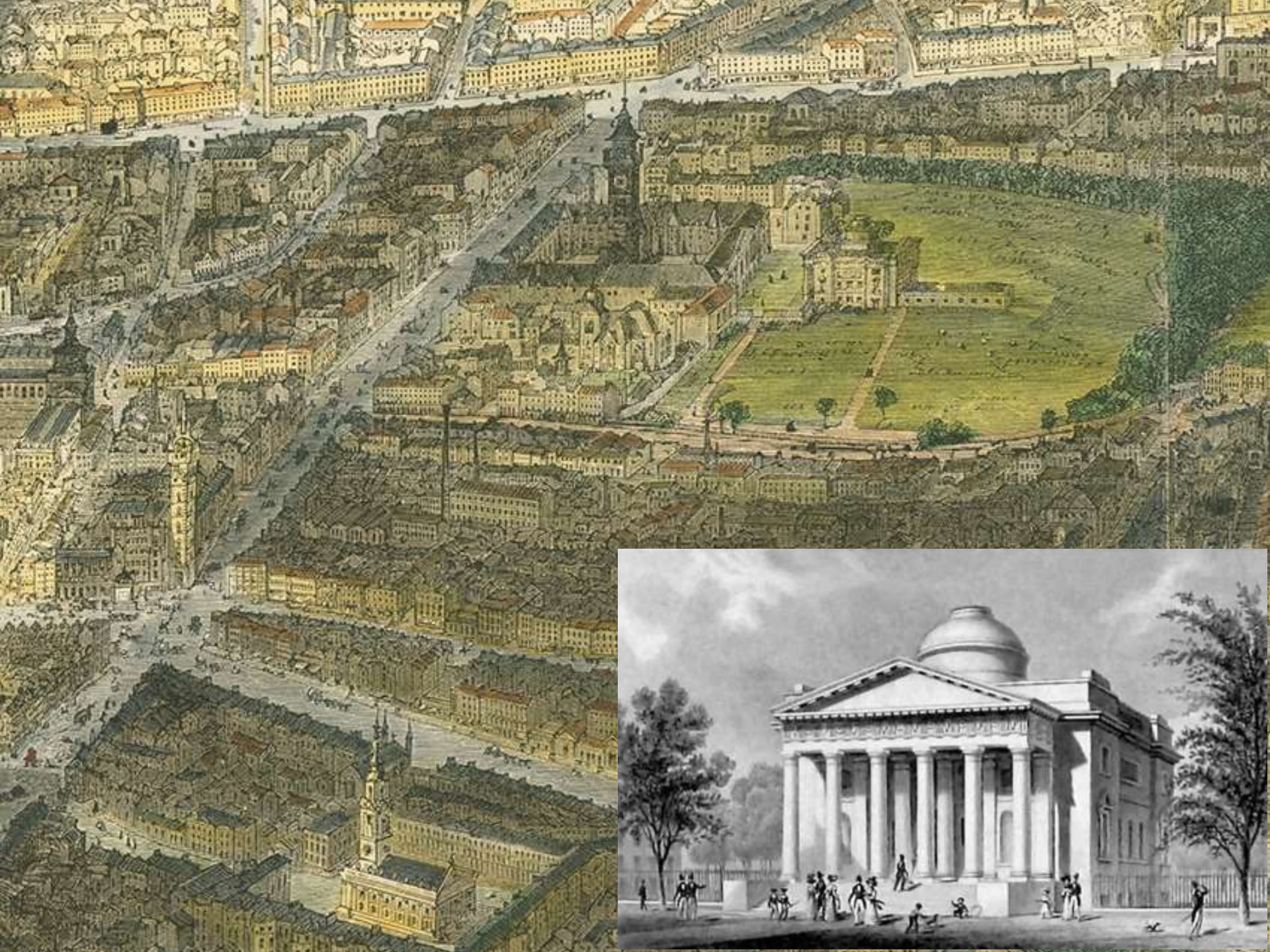
1 <sup>st</sup> Wave	2 <sup>nd</sup> Wave	3 <sup>rd</sup> Wave	4 <sup>th</sup> Wave	5 <sup>th</sup> Wave?
1830- 1900	1890- 1950	1940- 1980	1960-2000	2000-
Classical public health interventions	Scientific rationalism provides breakthroughs	Welfare State and post war consensus	Effective health interventions, risk factors and lifestyle	Ecological/ integrative Public Health
Water sanitation	Vaccines Hospitals	NHS Social housing Universal Education	Regulation of harmful substances (e.g. tobacco)	Emergence of psychosocial disease conditions
Germ theory of disease <i>Understand - Predict - Control</i>	Body as machine Paternalist, 'expert', narrowing of fields	Want, Ignorance Disease Squalor Idleness	Behaviours. lifestyles and structures	Integral, ecological, embodied, creative, ethical and reflexive

# The four waves of Public Health

(Hanlon et al 2012)

1 <sup>st</sup> Wave	2 <sup>nd</sup> Wave
1830- 1900	1890- 1950
Classical public health interventions	Scientific rationalism provides breakthroughs
Water sanitation	Vaccines Hospitals
Germ theory of disease <i>Understand - Predict - Control</i>	Body as machine Paternalist, 'expert', narrowing of fields







# Andersonian



# The McLellan Galleries





# First Kelvingrove Museum





# Glasgow in 1870



- Population 500,000
- Voting: only male householders and £10 renters
- No compulsory primary schooling
- No Old Age Pension
- Poor Law

# Public Health in Glasgow

## Glasgow Health Initiatives

Police Acts

1800, 1807, 1821, 1830, 1827, 1843, 1846,  
1862, 1866, 1890

Waterworks Companies

1806, 1808, 1848

Loch Katrine Water: 1859

1862 Sanitary Committee

1863 First p/t Medical Officer (p/t)  
Ticketing to suppress overcrowding

1864 First Municipal Washing-house

1865 First Municipal Fever Hospital

1866 City Improvement Act

1868 Cleansing a City role,

1870 Committee on Health  
First Sanitary Inspector

## Epidemics/Outbreaks of Disease

1818 Typhus

1832 Typhus & Cholera

1847 Typhus

1848/9 Cholera

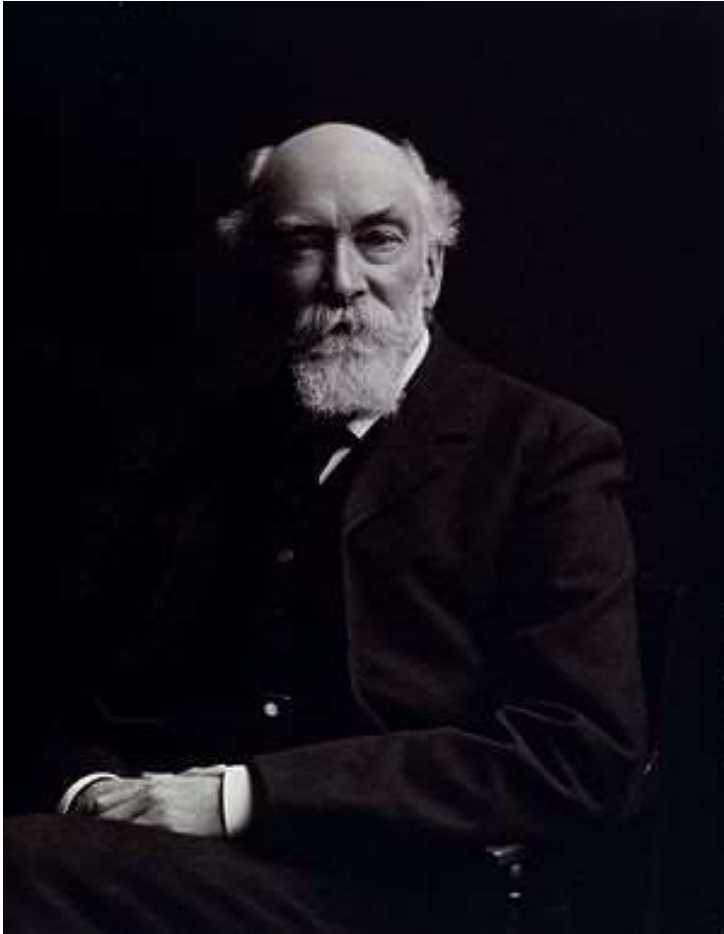
1851/2 Typhus

1853/4 Cholera

1855-1866 Annual outbreaks of  
Typhus and Smallpox

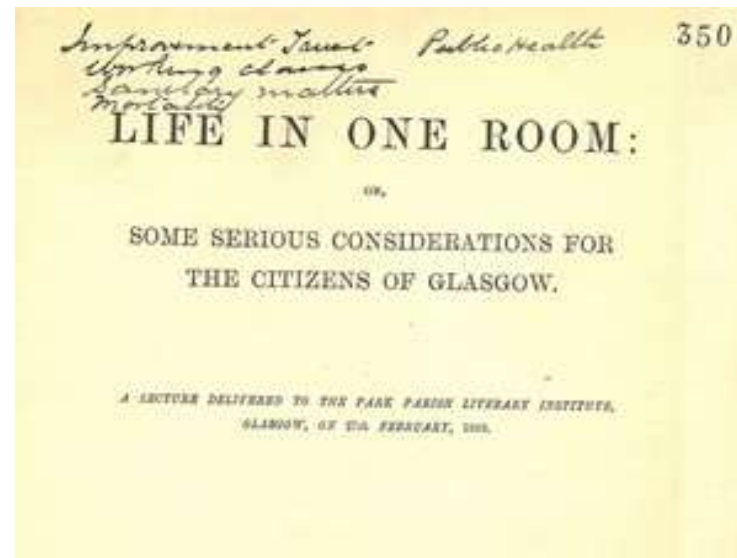
1866 Cholera

# James B Russell (1837-1904)



## Priorities

- Overcrowding
- Infectious Diseases
- Statistics





# Glasgow 1870-1914

**1870**

Glasgow University to Gilmorehill  
First Sanitary Inspector appointed.  
First tramway

**1872**

Glasgow School Board  
First f/t Chief Medical Officer of Health

**1876**

Evening Times  
Thomas Lipton opens his first shop

**1888**

City Chambers  
International Exhibition at Kelvingrove Park.

**1896**

Glasgow Underground.

**1898**

People's Palace

**1901**

International Exhibition

**1911**

Mitchell Library newbuilding  
National Exhibition



# Glasgow 1870-1914

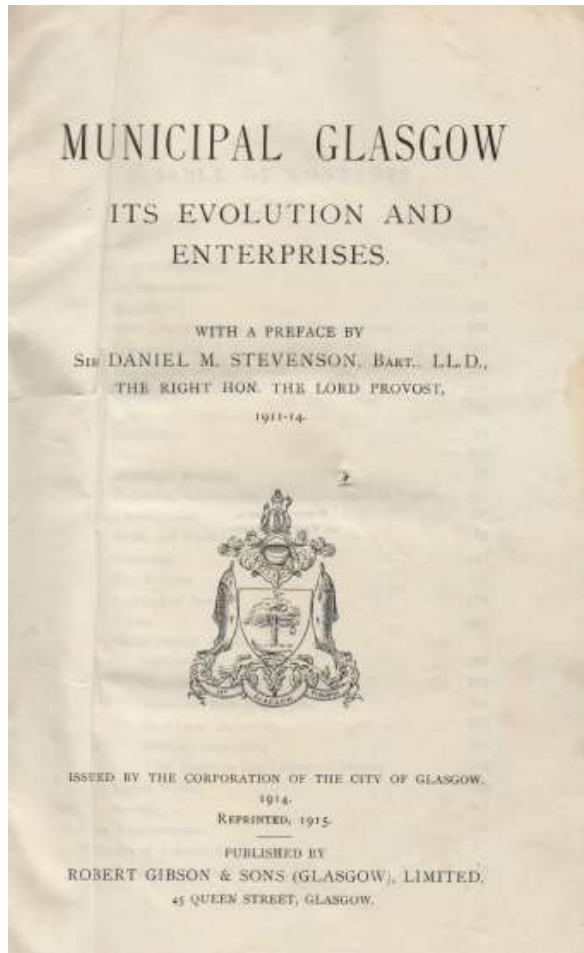


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# MUNICIPAL GOVERNMENT IN GREAT BRITAIN

BY  
ALBERT SHAW  
AUTHOR OF

"MUNICIPAL GOVERNMENT IN CONTINENTAL EUROPE"



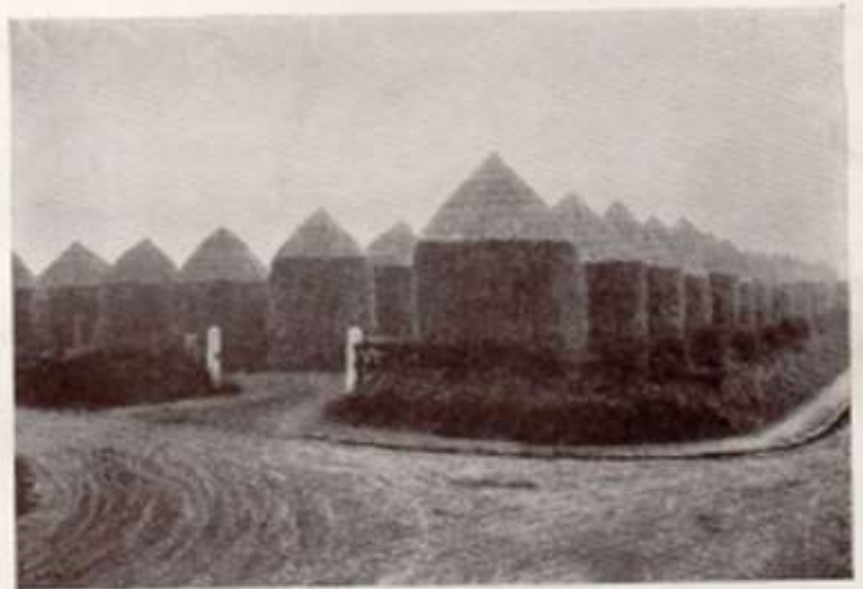
gow. Rapid growth in the nineteenth century has given most serious reality to all the latent and lurking evils of a tenement-house system, and Glasgow has been compelled to study and apply modern remedies — indeed to be a leader in the invention and trial of remedies — for the ills that spring from the overcrowding of the poor. The regulation of house-



# Glasgow Corporation



CORPORATION QUARRIES.



CORPORATION FARM.

“no other city in the world...can at all compare with Glasgow in the universality of the use of gas in the homes of the working-classes” Shaw

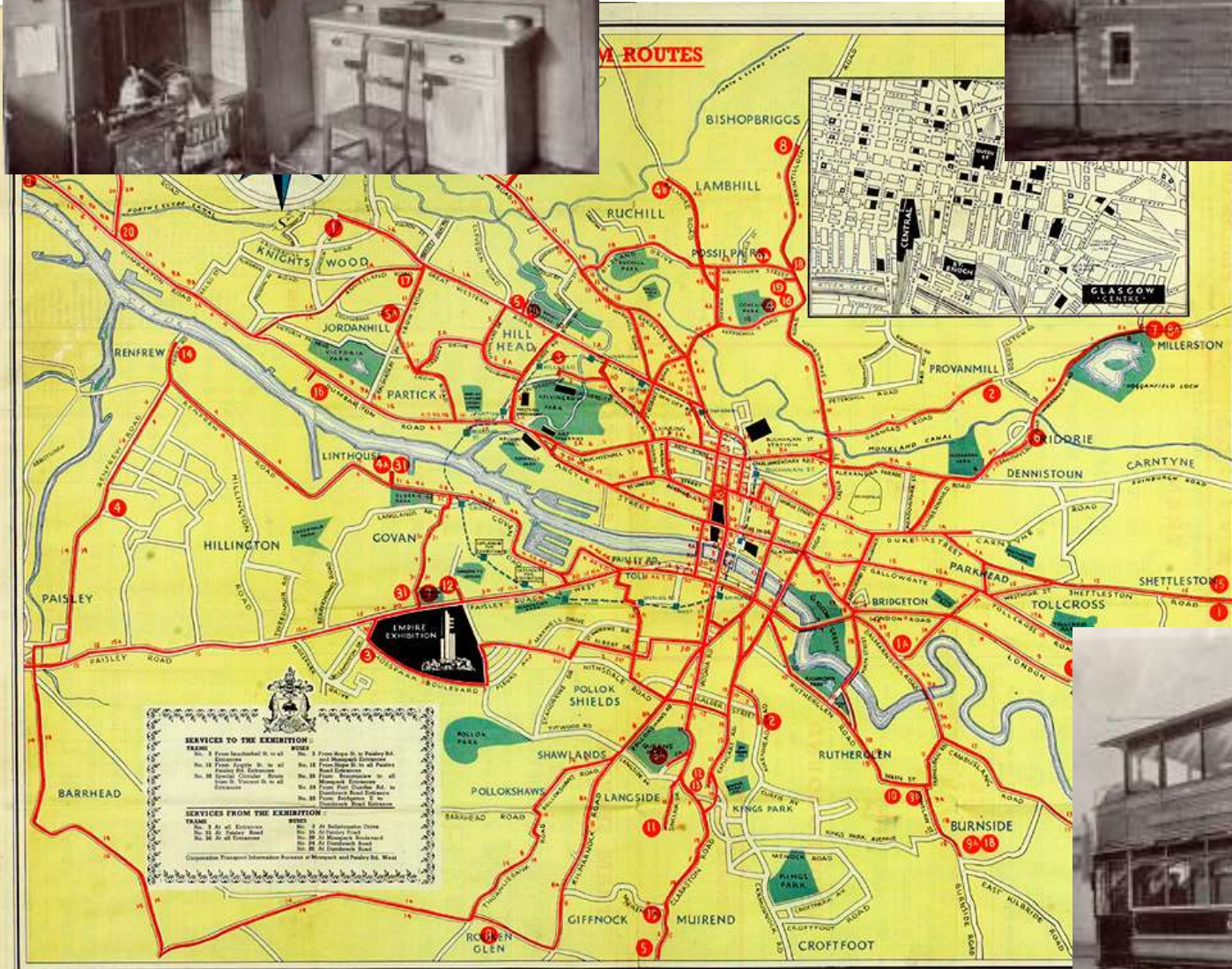


SCRUBBING AND WASHING PLANT.



PORT-DUNDAS STATION.—EXTERIOR.





**SERVICES TO THE EXHIBITION**

TRAM	ROUTES
No. 1 From Glasgow St. to all	No. 2 From Glasgow St. to Paisley Rd.
No. 3 From Glasgow St. to all	No. 4 From Glasgow St. to all
No. 5 From Glasgow St. to all	No. 6 From Glasgow St. to all
No. 7 From Glasgow St. to all	No. 8 From Glasgow St. to all
No. 9 From Glasgow St. to all	No. 10 From Glasgow St. to all
No. 11 From Glasgow St. to all	No. 12 From Glasgow St. to all
No. 13 From Glasgow St. to all	No. 14 From Glasgow St. to all
No. 15 From Glasgow St. to all	No. 16 From Glasgow St. to all
No. 17 From Glasgow St. to all	No. 18 From Glasgow St. to all
No. 19 From Glasgow St. to all	No. 20 From Glasgow St. to all
No. 21 From Glasgow St. to all	No. 22 From Glasgow St. to all
No. 23 From Glasgow St. to all	No. 24 From Glasgow St. to all
No. 25 From Glasgow St. to all	No. 26 From Glasgow St. to all
No. 27 From Glasgow St. to all	No. 28 From Glasgow St. to all
No. 29 From Glasgow St. to all	No. 30 From Glasgow St. to all
No. 31 From Glasgow St. to all	No. 32 From Glasgow St. to all

**SERVICES FROM THE EXHIBITION**

TRAM	ROUTES
No. 1 From Exhibition to all	No. 2 From Exhibition to all
No. 3 From Exhibition to all	No. 4 From Exhibition to all
No. 5 From Exhibition to all	No. 6 From Exhibition to all
No. 7 From Exhibition to all	No. 8 From Exhibition to all
No. 9 From Exhibition to all	No. 10 From Exhibition to all
No. 11 From Exhibition to all	No. 12 From Exhibition to all
No. 13 From Exhibition to all	No. 14 From Exhibition to all
No. 15 From Exhibition to all	No. 16 From Exhibition to all
No. 17 From Exhibition to all	No. 18 From Exhibition to all
No. 19 From Exhibition to all	No. 20 From Exhibition to all
No. 21 From Exhibition to all	No. 22 From Exhibition to all
No. 23 From Exhibition to all	No. 24 From Exhibition to all
No. 25 From Exhibition to all	No. 26 From Exhibition to all
No. 27 From Exhibition to all	No. 28 From Exhibition to all
No. 29 From Exhibition to all	No. 30 From Exhibition to all
No. 31 From Exhibition to all	No. 32 From Exhibition to all

Cooperation Transport Information Bureau at Glasgow and Paisley St. West



# Public Health



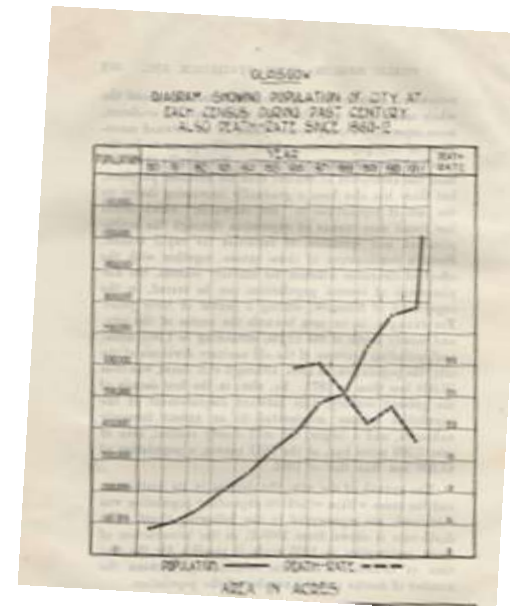
SANITARY WASHING—DISINFECTING TANK.

PUBLIC HEALTH ADMINISTRATION  
VITAL STATISTICS AND INFECTIOUS DISEASE—

General staff, .....	37
Tuberculosis staff, ..	25
Infant mortality staff, ..	19
Hospitals, .....	606
SANITARY INSPECTORS, .....	245
MEAT AND MILK INSPECTORS, .....	24
BACTERIOLOGICAL LABORATORIES, .....	13
CHEMICAL LABORATORIES, .....	12
PHYSICIAN LOCAL AUTHORITY, .....	8
<b>TOTAL</b>	<b>1,215</b>



MEAT INSPECTION LABORATORY, SHOWING WORKING TABLE.





# Libraries

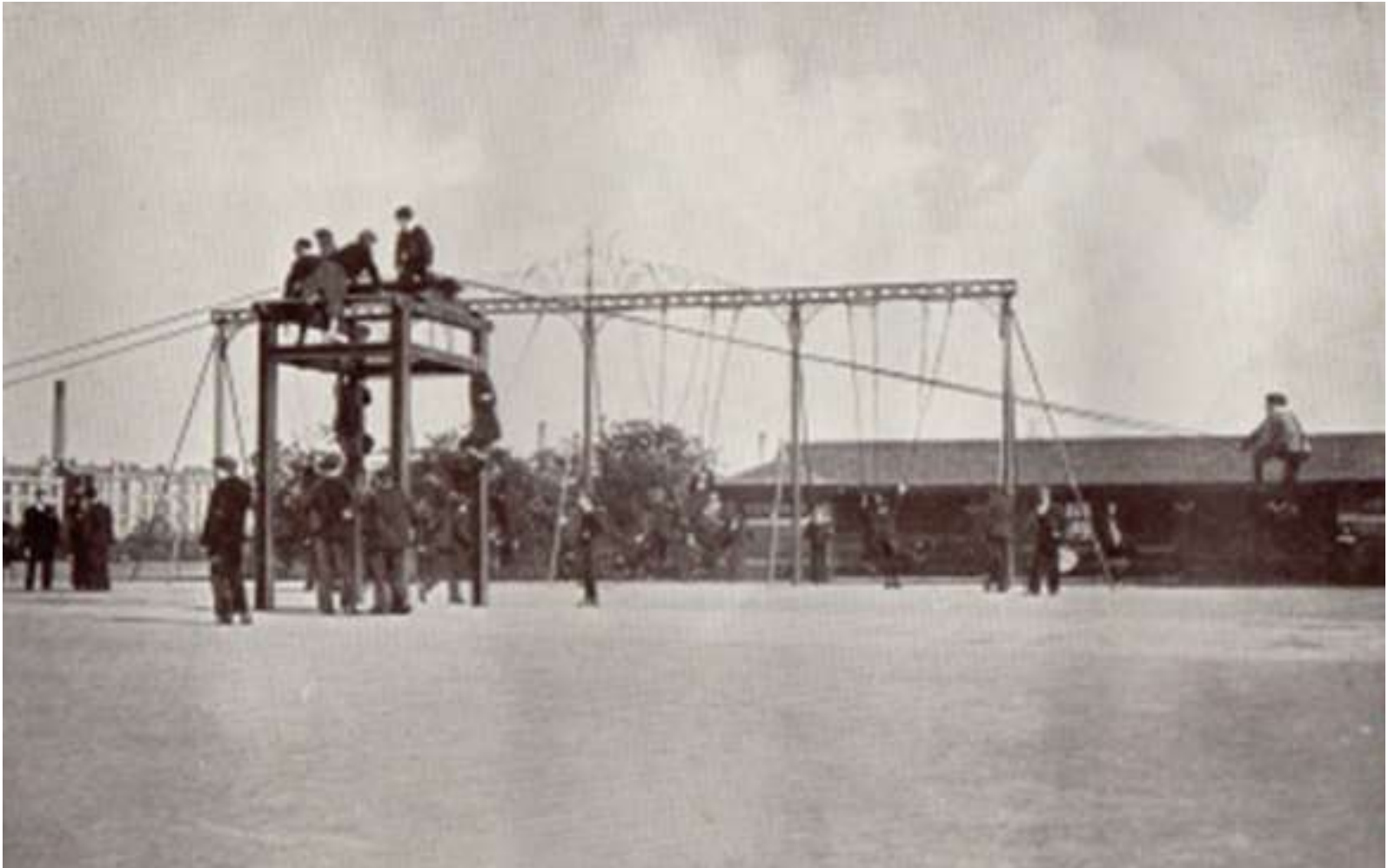


GOVANHILL LIBRARY.—JUVENILE READING ROOM.



HUTCHESONTOWN LIBRARY.—EXTERIOR.

# “Glasgow Green – Adult Gymnasium”



# The 'Civic Gospel'

*"all the great industries belong essentially to the one working community"*

*Shaw*

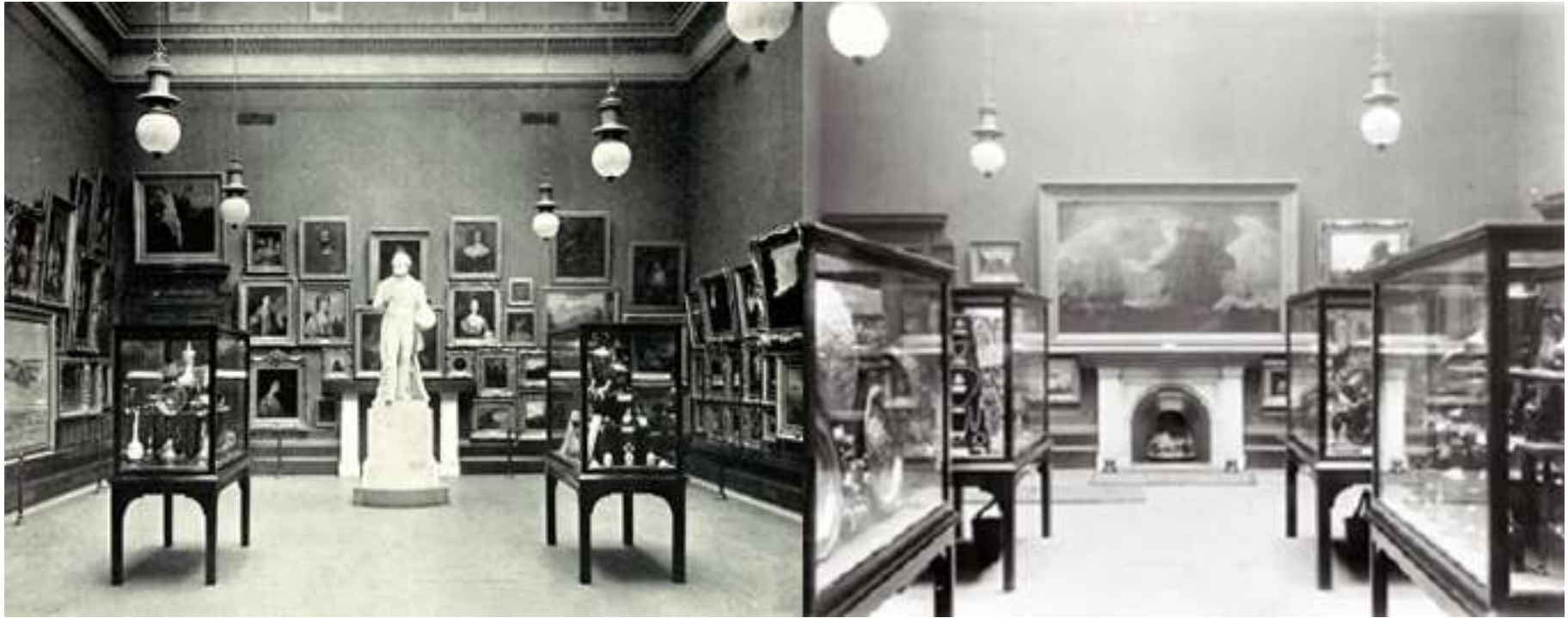
- Reformation City
- Civic Republicanism
  - Ancient Athens, Rome, Renaissance Florence
  - Modern Paris, Berlin
- Cult of Beauty + Social Reform, Ruskin
- Evangelical Christianity
- Aristocratic noblesse oblige 'one nation'
- Liberalism – free trade plus progress

# First Kelvingrove Museum



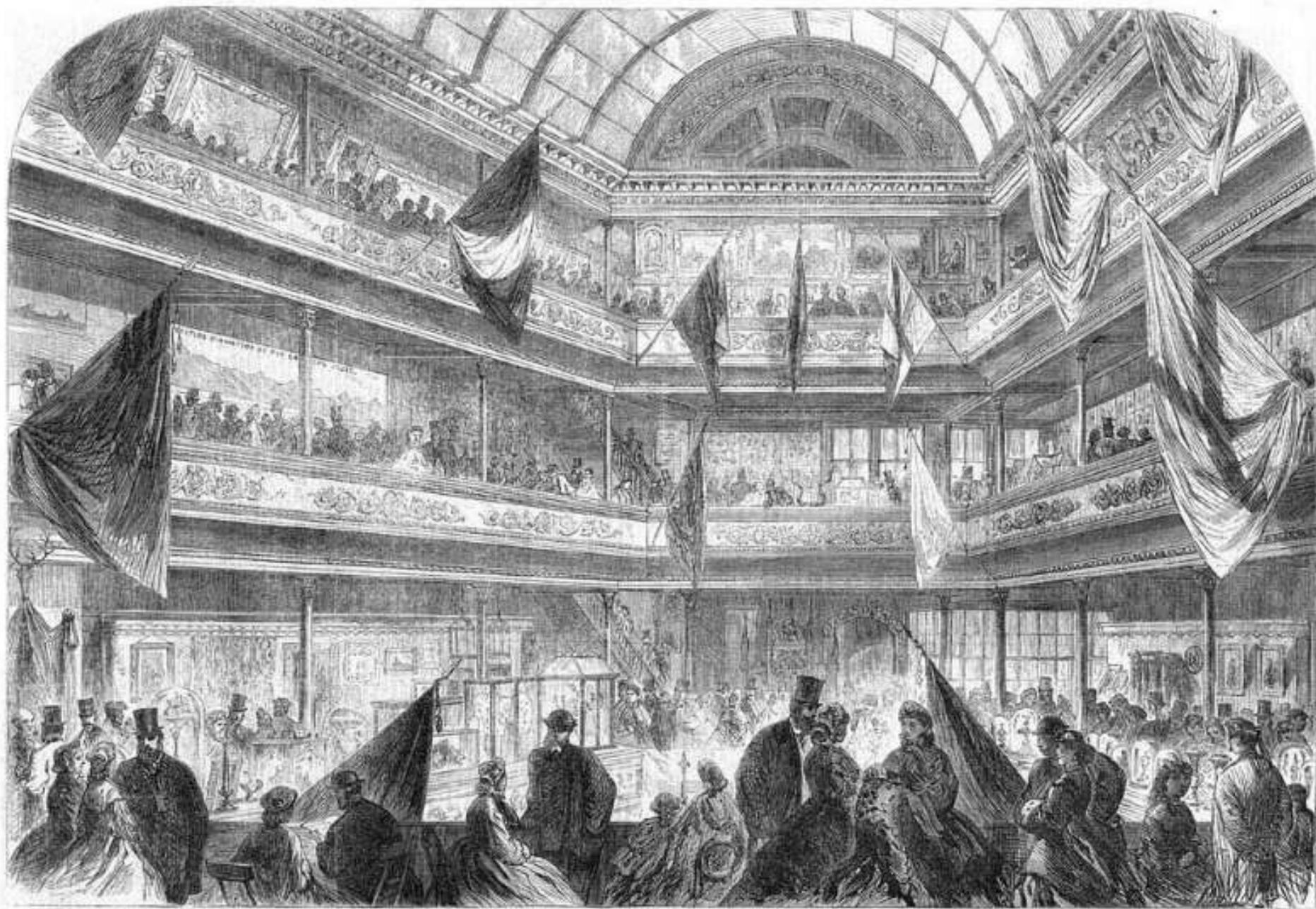


# The City Industrial Museum





SUBSTANCE AND SHADOW



INDUSTRIAL EXHIBITION OF THE WORKING-MEN'S CLUB, GLASGOW.—MR. HAY EARL.



# Growing Ambition for Museums

## International Lessons

- Civic culture
- Local industries and products
- Local artists as well as international
- Best of modern as well as ancient



MUSEUM BOYMANS. ACADEMIE. 1851-1864

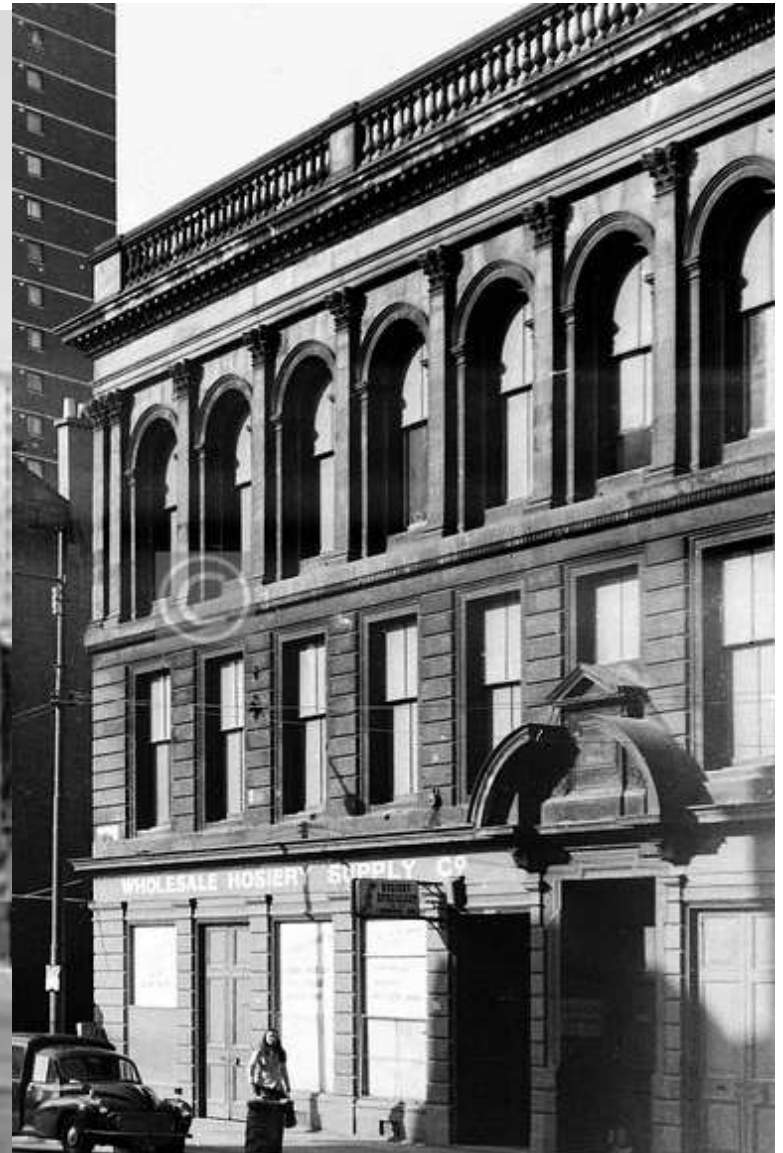


# Museums for all: East End Exhibition 1883



# Museums for All: South Side Exhibition 1884

## New Halls, Main Street, Gorbals



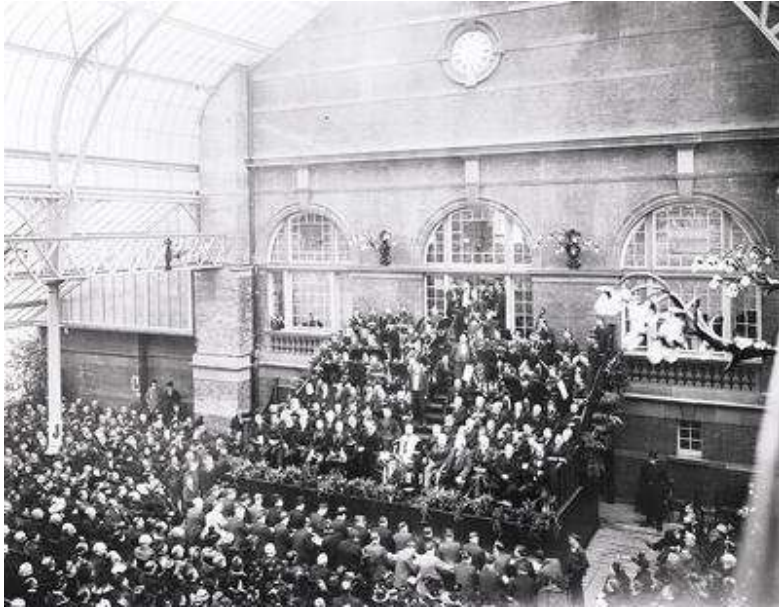
# Museums for All: South Side Exhibition 1884



- JMW Turner
- A. Canaletto
- A. Dolci
- P.P. Rubens
- Murillo
- Sir H. Raeburn
- A. Ramsay
- S. Bough



# People's Palace



"A palace of pleasure and imagination around which the people may place their affections and which may give them a home on which their memory may rest".

Lord Rosebery, at the opening 1898



# 1901 International Exhibition





# 1901 International Exhibition





# Kelvingrove



# Community Museums in Glasgow





# Glasgow Corporation Museums 1914





# Were Glasgow Museums Unusual?



Figure 7.2 Henrietta and the Rev. Samuel Barnett in 1883, the year of the third Whitechapel loan show

*see experiment*

## WHITECHAPEL FINE ART EXHIBITION

WILL BE OPEN IN

ST. JUDE'S SCHOOLS  
COMMERCIAL STREET, E.

From MARCH 28 to APRIL 12,

DAILY, from 10 a.m. to 10 p.m.,  
SUNDAYS, from 2 to 10 p.m.

### PICTURES BY

Sir F. LEIGHTON, P.R.A. | G. F. WATTS, R.A.  
J. ISRAEL | T. FAED, R.A.  
H. HERKOMER, E.A. | J. BRET, A.R.A.  
And other Artists, will be shown.

ADMISSION FREE.

COME BY DAYLIGHT IF POSSIBLE.

# Museums and Public Health



1 <sup>st</sup> Wave	2 <sup>nd</sup> Wave
1830- 1900	1890- 1950
Classical public health interventions	Scientific rationalism provides breakthroughs
Water sanitation	Vaccines Hospitals
Germ theory of disease <i>Understand - Predict - Control</i>	Body as machine Paternalist, 'expert', narrowing of fields

# Glasgow's 19th Century Museums

- Democratic Education
- Liberal reform
- Idealistic and pragmatic
- Prestige and 'one nation'
- Future oriented





# Were the Victorians right?

“analysis of the data revealed that attending the cinema, concerts or visits to museums and art exhibitions influences mortality in a positive direction...”

‘Visiting the cinema, concerts, museums or art exhibitions as determinant of survival: a Swedish fourteen-year cohort follow-up’ Boinkum B Konlaan, Lars O Bygren and Sven-Erik Johansson  
*Scandinavian Journal of Public Health 28, 2000*



**Are healthy people more culturally active?**

**Or**

**Does being culturally active makes people healthier?**

[Health Promotion international](#) 2001 pp229-34.

**Sustaining habits of attending cultural events and maintenance of health: a longitudinal study.**

[Johansson SE](#), [Konlaan BB](#), [Bygren LO](#).

# Cinema, Theatre, Art Galleries, Live Music, and Museums

## Attendance

- Rare < 5
- Moderate 6-12
- Frequent >12

Bygren LO, Johansson S-E, Konlaan BB, Grijbovski AM, Wilkinson AM & Sjöström M (2009a) 'Attending cultural events and cancer mortality: a Swedish cohort study'. *Arts & Health* 1 (1) 64–73



# Cinema, Theatre, Art Galleries, Live Music, and Museums

Rare attendees were 3.23 more likely  
Moderate attendees 2.92 more likely  
to die of cancer during the 12 year follow-up  
period than frequent attendees.

## Social or Physical Effects?

“ ... leisure activities devoid of social or physical benefits may nonetheless contribute to improved aging, predicting reduced mortality among men. A broader definition of leisure activities may be useful when considering the impact of these activities among older people.”

### **Reading Daily Predicts Reduced Mortality Among Men From a Cohort of Community-Dwelling 70-Year-Olds**

The Journals of gerontology. Series B, Psychological sciences and social sciences 2008, vol. 63, no2,

# Healthy Attendance





# Why might Museum visiting promote health?

- Powerful Objects
- Inspiring Buildings
- Multi-generational
- Free-choice/autonomy
- Civic - Belonging/Local Identity
- Non-commercial

# Glasgow Museums 1980-2017

1983	Burrell Collection
1984	Museum of Transport to Kelvindhall
1990	Scotland Street School Museum Open Museum
1993	St Mungo Museum of Religious Life & Art
1996	Gallery of Modern Art Renewal of People's Palace
2004	Glasgow Museums Resource Centre
2006	Renewal of Kelvingrove
2011	Riverside Museum
2016	Kelvindhall

# Museum attendance in Glasgow

1880	467,701
1890	312,290
1900	957,731
1910	1,142,143
1924	1,111,205
1930	1,000,000
1940	300,000
1950	366,000

1960	515,000
1970	780,000
1980	1,000,000
1990	3,379,904
2000	2,567,128
2010	3,100,000
2016	3,900,000



# Glasgow Museums 1980-2017

- What Does Audience-Centered Look Like?



# Glasgow Museums 1980-2017

What do we mean by "audience-centered"?

- **user-centered**
- **customer-centered**

What Does Audience-Centered Look Like?



# “It Looks like Glasgow Museums”

‘Customer Centred’ displays

- engaged our curiosity
- catered to different audiences
- offered immersive, powerful environments
- offered genuinely interesting learning experiences
- acknowledged our desire for comfort and variation

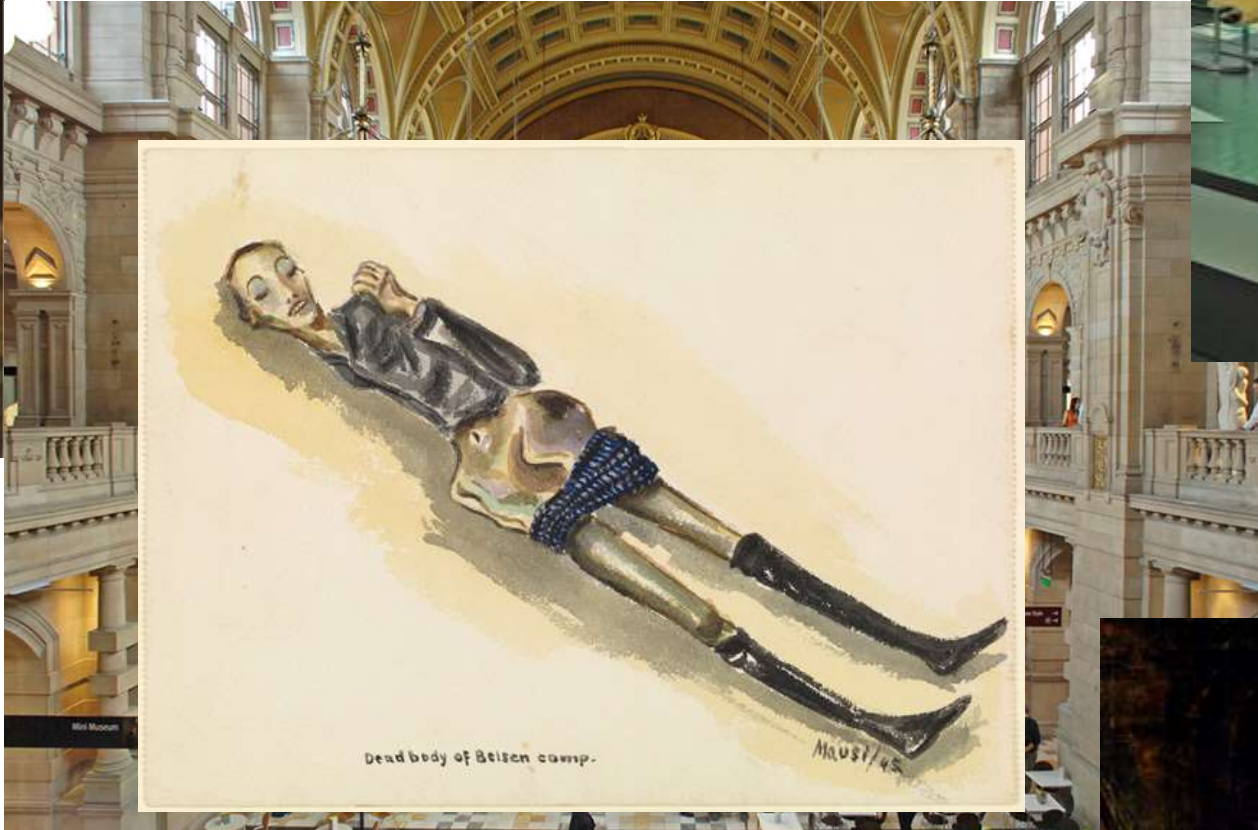


# GM Strategies: telling human stories





# GM Strategies: telling human stories







# Angels

Angels are spiritual beings who live in heaven and may carry messages from God to humans

Angels are usually shown with wings, singing or playing music. In the most detailed description there are nine sets of angels: Seraphim, Cherubim, Thrones, Dominions, Virtues, Powers, Principalities, Angels and Archangels. This pair of angels was carved in Germany in the 15th century.



*I would be mighty disappointed if I was allocated a cloud, given a harp and to go away and sing for the rest of my puff. I would be mightily disappointed. I'm so looking forward to knowing the God I have spent my entire life trying to get to know by way of preparing. There is so much we have still to learn. The Lord himself told his disciples this, "There is so much more I want to share with you but you are not capable of taking it now." I'm looking for that knowledge in eternal life, a knowledge that knows no satisfaction, that knows no end. I'm looking forward also to being with those I have loved in my life, that love can come to its fulfilment and perfection in the love of God.*

Father Paul Mooney (Christian)



*Paradise is peace in itself. It is somewhere which is so peaceful. It is taught in the Koran you just have to think of something that you want and you get it. It is somewhere that is tranquil. It has got everything there. There will be fruit that we can recognise, apples and mangoes - things that we loved. When we go to paradise we will know that we ate them on earth but when we eat them we will know that they are much better here.*

Asma Shaikh (Muslim)

# GM Strategies: telling human stories

Gallery of Modern Art

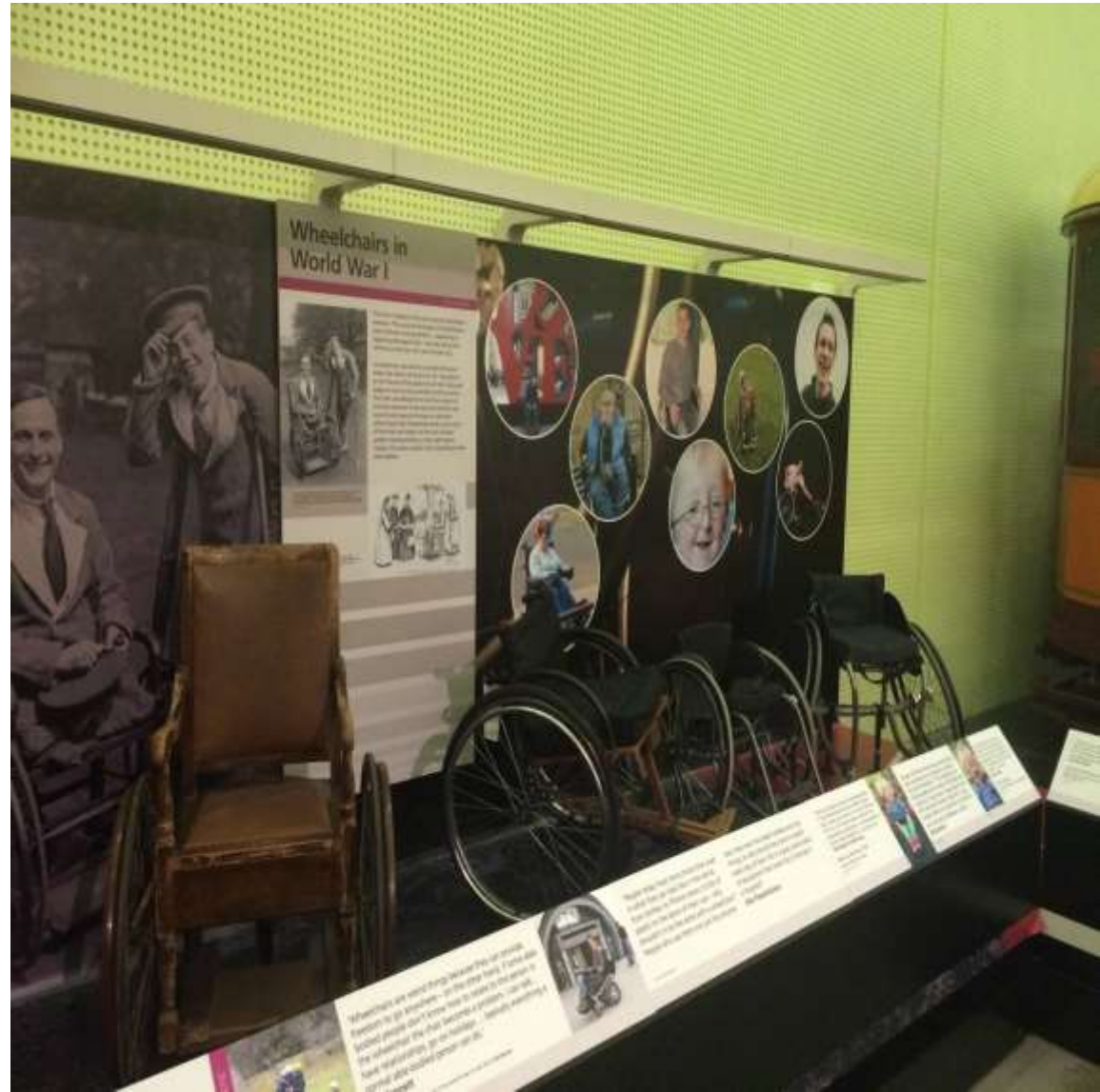
Opened in 1996

c500,000 visits a year





# GM Strategies: telling human stories





# GM Strategies: Events



# GM Strategies: Welcoming

CUSTOMER  
SERVICE  
EXCELLENCE



## Glasgow Welcomes

in  
partnership  
with

PEOPLE  
MAKE  
GLASGOW

SEARCH:



[HOME](#)

[ABOUT](#)

[SERVICE EXCELLENCE PROGRAMME](#)

[CASE STUDIES](#)

[EVENTS](#)

[NEWS](#)

[MEDIA](#)

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## KELVINGROVE MAKES UK'S TOP 10 MUSEUMS LIST

JANUARY 13TH, 2015

Kelvingrove Art Gallery and Museum has made Tripadvisor's list of top 10 UK museums.

Over 4,000 visitors commented on the Glasgow tourist attraction giving it a 94% thumbs up and an overall rating of 4.5 out of five, which has resulted in the art gallery being placed eighth on Tripadvisor's top 10 and second out of 127 attractions in Glasgow.

### NEWS ARCHIVE

[August 2016](#) (2)

[July 2016](#) (1)

[June 2016](#) (4)

[April 2016](#) (1)

# GM Strategies: Visitor Research

- Favourite objects
- Prior knowledge and interests
- Learning preferences for new subjects
- Gallery titles/Orientation
- Impact assessments
- Social patterns
- Surveys and Focus Groups
- Education Advisory Panel
- Community Forum
- Disability Advisory Panel
- Junior Friends of Glasgow  
Museums Board
- Building usage survey

# Preventive Model: Issues

**SCOTINFORM**

Within Glasgow a higher proportion of museum visits come from the most deprived quintile 1 areas (27%) compared to the least deprived quintile 5 areas (20%). The overall SIMD profile of Glasgow residents highlights that quintile 1 areas account for 48% of the population.

**Glasgow Museums Visitor Survey**  
Final Report  
3 November 2016



# Why people do/don't visit

- “They’ve targeted it so much at tourists they’ve forgotten about us”
- Visitor/Contemplator, Molendinar Focus Group
- “Why would somebody from this background go there [Burrell Collection] if they don’t have weans to take with them? And unfortunately I don’t think there can be much to do to improve
- “Museums are for ‘yuppies’” Full Rejecter, Govan
- I wouldn’t know what I’m looking at. But I wouldn’t ask them because the staffs act like they know it all, and would think, “Why do people from Govan come here?!” Full Rejecter, Govan



# “Positive Deviants”

- Personal interest or family influence
- ‘Positive social norms’
- ‘more likely to work in the city centre and live in regenerated areas of more deprived communities’.



# GM Strategies: Outreach The Open Museum

## Modes of Engagement

- Handling Kits
- Travelling Displays
- Events,
- Community Exhibition Spaces
- Projects

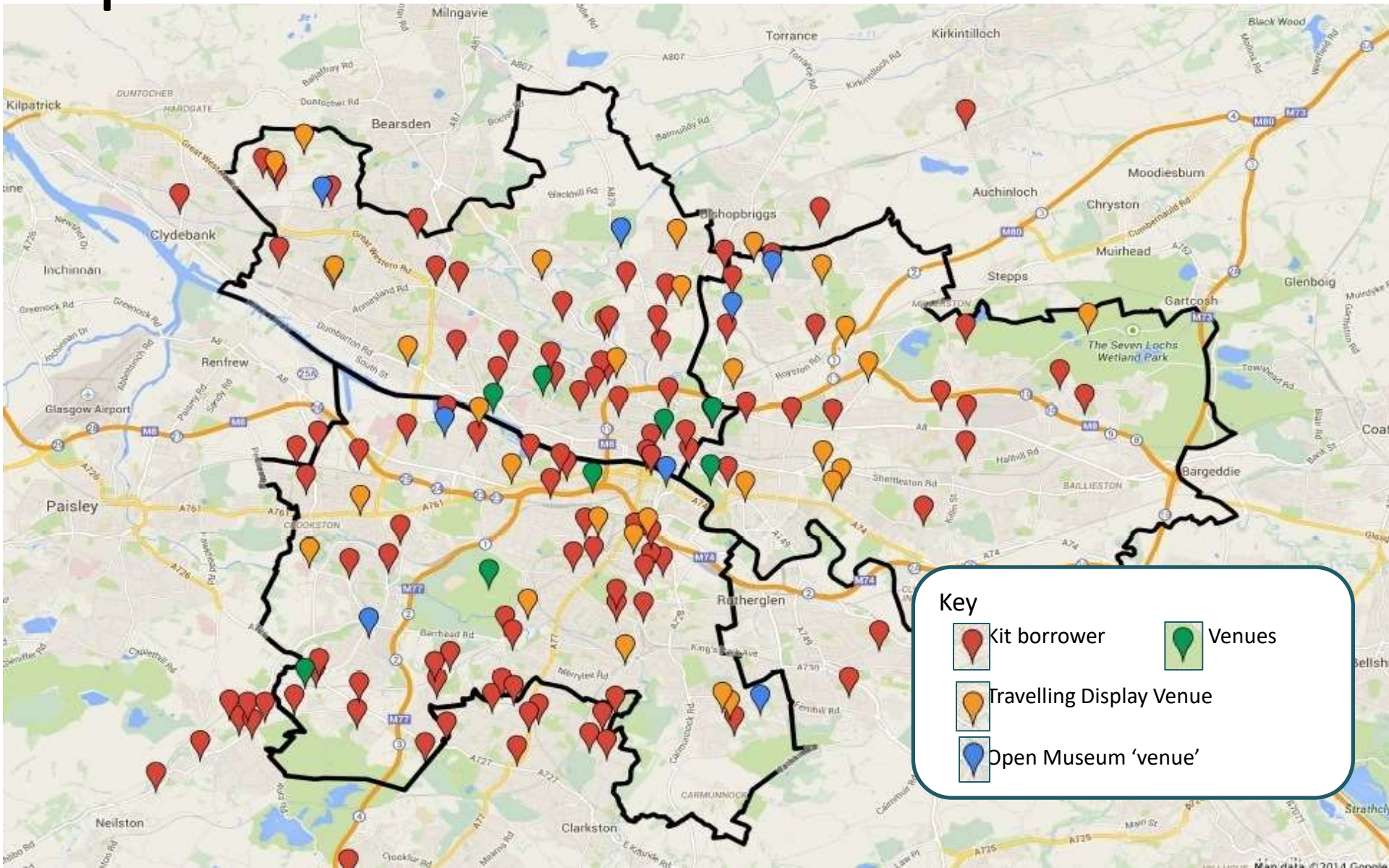






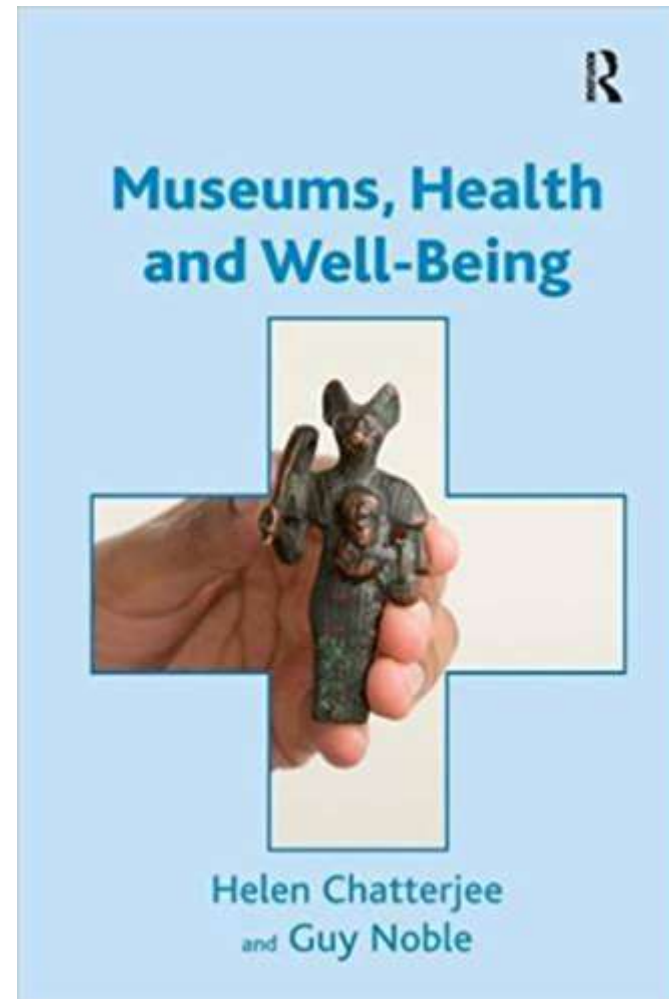


# Open Museum: Reach



# Museums and Health: The Treatment Model

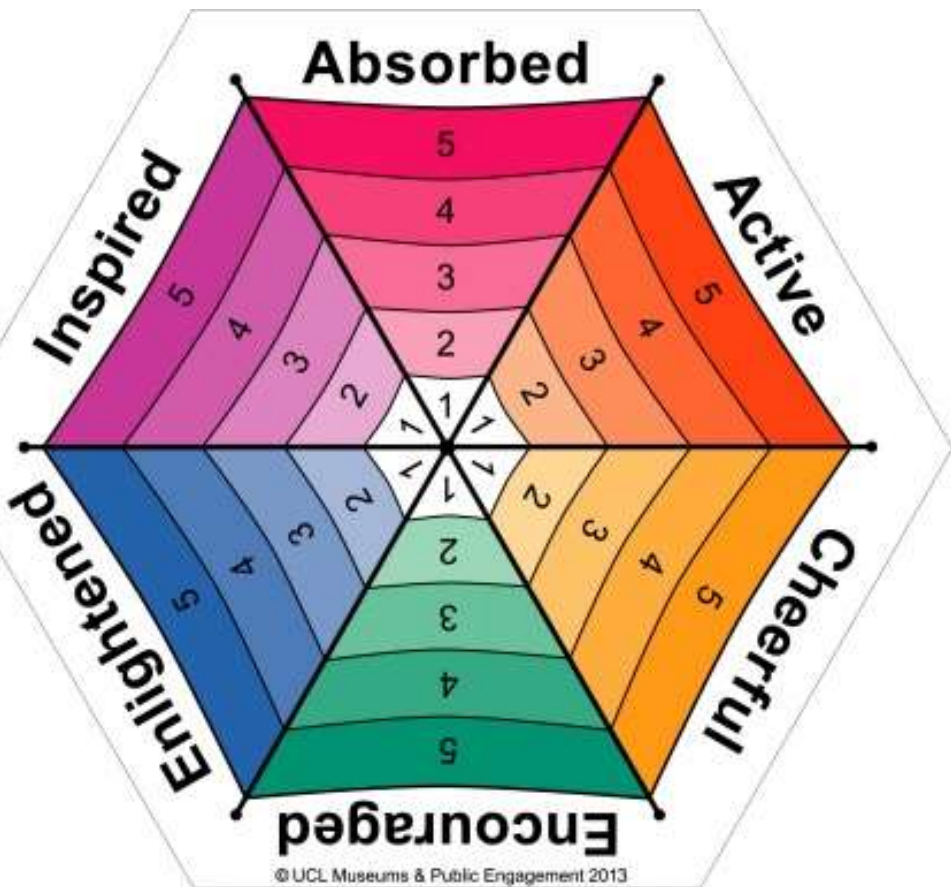
- reduced social isolation
- learning and acquiring new skills
- decreased anxiety
- increased positive emotions
- sense of identity
- meaning making
- distraction from clinical environments
- communication





# Treatment Model

## Measuring the impact



## UCL Museum Wellbeing Measures Toolkit



Authors  
Dr Linda J Thomson & Dr Helen J Chatterjee



# Treatment model: Issues

Difficult for museums to achieve:

- clarity outcomes from services
- standardised definitions
- good quality documentation
- articulation of theory of change and evidence
- moving beyond ‘projectitis’
- reach significant numbers

# What Glasgow Museums can contribute to health Preventive Model

## **Reduced barriers**

- Welcoming public spaces
- Approachable Displays
- Affordability

## **Increase Appeal**

- Community Representation in the Museum
- Change and continuity
- Museum Activities
- Large scale events
- School programmes

## **Capacities**

- Tradition of democratic access
- Expertise in community engagement
- Visitor Research
- Building Partnerships
- Tradition of democratic access
- Expertise in community engagement
- Creating compelling museum stories

# The four waves of Public Health

(Hanlon et al 2012)

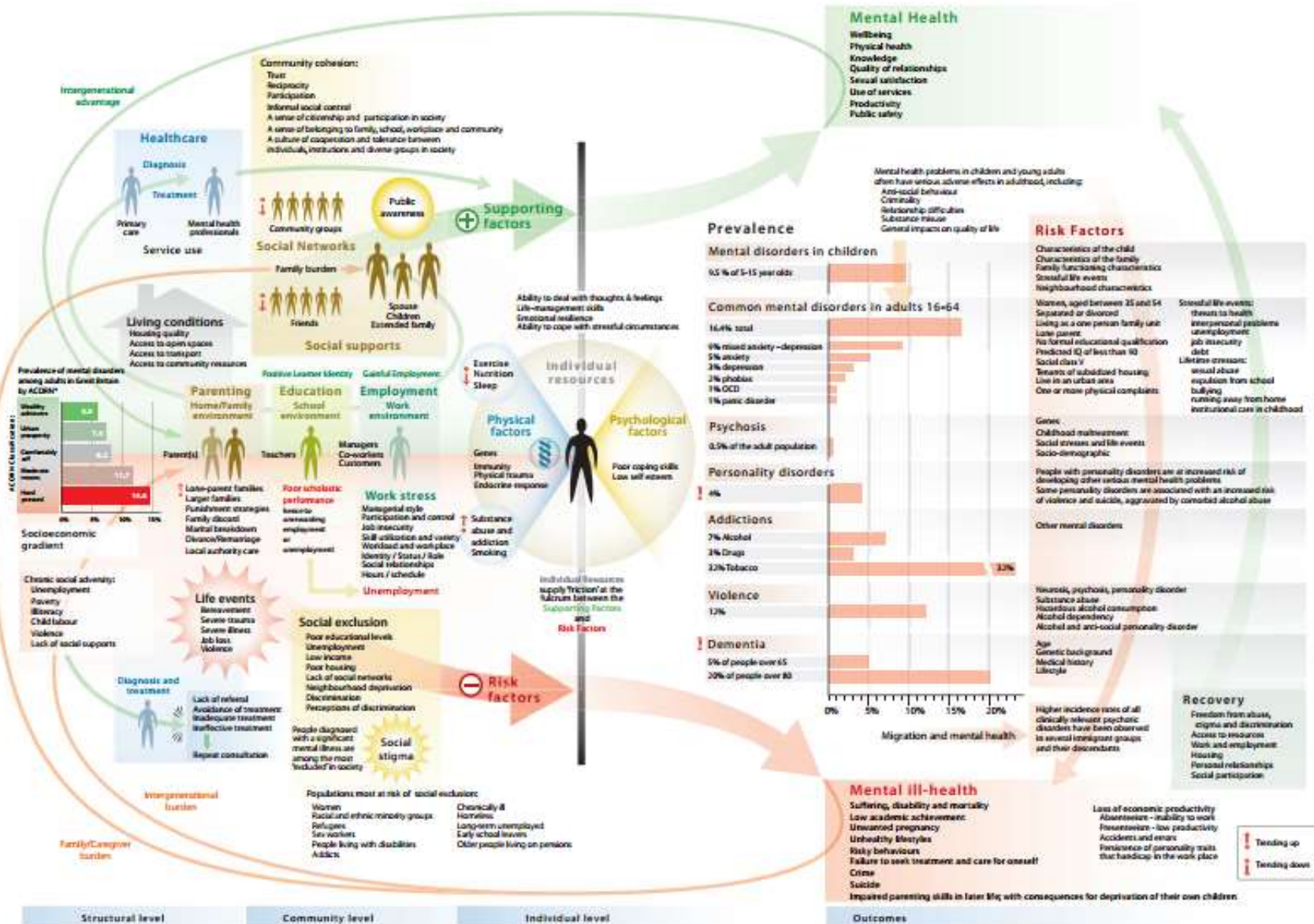
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Water sanitation	Vaccines Hospitals		Regulation of harmful substances (e.g. tobacco)	Emergence of psychosocial disease conditions
Germ theory of disease <i>Understand - Predict - Control</i>	Body as machine Paternalist, 'expert', narrowing of fields		Behaviours. lifestyles and structures	Integral, ecological, embodied, creative, ethical and reflexive



# The Health Crisis of Modernity

- Social inequalities in health
- Obesity
- Loss of meaning: growth of psychosocial disease conditions
- Loneliness and isolation

Figure 2.7b: An overview of the risk factors and supporting factors that weigh upon the 'fulcrum' of a person's individual resources and tip the balance towards mental health or mental ill-health. Also showing the kinds of mental disorders, their prevalence, and associated risk factors.



# Marmot Review

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill-health prevention.



# A 5<sup>th</sup> wave of Public Health

1. Rebalance our mindset from 'anti' to 'pro'
2. Individual self-responsibility
3. A focus on systems and society
4. Promoting a collective perspective:
  - good relationships
  - trust and cooperation
  - mutual awareness and acceptance

# Museums and Public Health

## Marmot Review

1. Give **every child** the best start in life
2. Enable all children, young people and adults to **maximise their capabilities** and have control over their lives
3. Create fair employment and good work for all
4. Ensure healthy standard of living for all
5. **Create and develop healthy and sustainable places and communities**
6. Strengthen the role and impact of ill-health **prevention**.

## 5<sup>th</sup> Wave of Public Health

1. Rebalance our mindset from 'anti' to 'pro'
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# Health Promoting Qualities of Museums

## Museums in General

- Powerful, resonant. Emotive, objects
- Inspiring buildings
- Continuity over generations
- Multi-generational appeal
- Free access
- Free-choice learning/exploration
- Little commercial pressure
- Sense of public ownership

## Glasgow Museums

- Tradition of democratic access
- Expertise in community engagement
- Visitor Research
- Building Partnerships
- Tradition of democratic access
- Expertise in community engagement
- Creating compelling museum stories

4 <sup>th</sup> Wave	5 <sup>th</sup> Wave?
1960-2000	2000-
Effective health interventions, risk factors and lifestyle	Ecological/ integrative Public Health
Regulation of harmful substances (e.g. tobacco)	Emergence of psychosocial disease conditions
Behaviours, lifestyles and structures	Integral, ecological, embodied, creative, ethical and reflexive

**Museums becoming part of an 'Integral, ecological, embodied, creative, ethical and reflexive' health supporting society**

<b>Museum Strategies</b>	Removing barriers/ Increasing affordability Welcoming, informal venues Relevant, approachable storytelling displays Frequent changes within stable core Events
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**Strategic Choices**

	Treatment Model	Prevention/ 5 <sup>th</sup> Wave Model
<b>Museum Strategies</b>	Services/ Projects for Individuals and small groups with diagnosed conditions, health vulnerabilities	Promoting museum visiting amongst vulnerable populations