A Social Return on Investment (SROI) analysis of an arts intervention for people living with dementia

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Dementia and Imagination
Arts and dementia

- Limited existing evidence on effectiveness and costs of arts interventions (reduction in blood pressure, LoS, improved self esteem)
- Dementia and Imagination - not art therapy
- ‘In the moment’
- Project artists and Research artists
Overall research question

How can visual arts interventions change, sustain and catalyse community cultures, beliefs, attitudes and behaviours to create dementia friendly communities?
Work streams

WP1. Understanding the impact of visual arts for connectivity and well-being
   ◦ Realist synthesis, survey and intervention development

WP2. The impact of art
   ◦ Art in the research process
   ◦ Engagement through art

WP3. Community connectivity through visual arts
   ◦ Impact on well-being and quality of life- observational
   ◦ Changes in social connectivity- qualitative

WP4. Economic evaluation

WP5. Engagement and impact
Study design

- Intervention developed through literature review and consultation with artists and people with dementia with experience of art groups.
- Participants attend the activity for 2 hours per week for 12 weeks.
- The first hour is spent viewing/ discussing art and the second hour spent creating art.
- Three settings:
  - the community (North Wales)
  - care homes (North East England)
  - inpatient assessment units (Derbyshire)
- No control condition-all participants received the intervention (cohort study design).
- Target sample size of 100 people living with dementia, plus 100 carers.
Funding decisions for the NHS (UK)

- Evidence based: clinical effectiveness and cost-effectiveness

- Cost effectiveness: threshold of £20,000 to £30,000 per QALY gained (€23,500-€35,000)

- QALY (Quality Adjusted Life Year) is a composite of length of life and quality of life gained
Evaluation methods

- Interviews took place at the study start, 3 months and 6 months
- Interviews were conducted with participants, their families and hospital or care home staff
- Mix of structured questionnaires and open-ended questions
- Economic evaluation used Social Return on Investment (SROI) analysis
WP4. Social Return on Investment (SROI) analysis

1. Establishing scope and identifying stakeholders
2. Mapping outcomes
3. Evidencing and valuing outcomes
4. Establishing impact
5. Calculating the SROI
6. Reporting the SROI ratio of £X of value generated for every £1 invested
1. Establishing scope and identifying stakeholders

**Included:**
- People living with dementia
- Their families
- Staff (NHS and care homes)
- ‘The state’

**Not included:**
- Artists delivering the intervention
- Community partners
2. Mapping outcomes (theory of change)

Visual art programmes - the aesthetic encounter

Cognitive stimulation
Personal resilience

Provocative and stimulating aesthetic experience
- Quality materials
- Age appropriate
- Failure-free
- Inspiring environments
- Original artworks
- Imagination not reminiscence
- No prior experience necessary
- Maximise residual capabilities
- Multi-sensory stimulation

Dynamic and responsive artistic practice - skilled facilitation
- Recognise the potential for achievement
- Personal development and learning
- Understanding and allowing for individual needs and abilities
- Guide and support
- Understand living with dementia
- Demonstrate techniques
- Artistic expertise

Mechanisms

Social interaction
Time together
Support
Shared experience
New learning
Intellectually stimulating
Engagement
Communication
Contributing
Attention
Creativity
Confidence
Mastery/control
Autonomy
Self-expression

Outcomes

Well-being
- Pleasure
- Mood
- Enjoyment

Cognitive processes
- Memory recall
- Memory for artistic process
- Verbal fluency

Social connectedness
- Continued connection with gallery
- Social inclusion
- Isolation

Better perceptions of dementia
- Deeper insights from staff and carers

Person-centred interactions
Recognition * Negotiation * Collaboration * Play * Celebration * Timidity * Relaxation * Validation * Holding * Facilitation * Creation * Giving
2. Mapping outcomes (the theory of change)

1. INPUTS
- Time

2. MECHANISMS
- Social interaction
- Shared experiences
- Creativity

3. OUTCOMES
- Enjoyment
- Sense of belonging
## 2. Mapping outcomes - list of outcomes

<table>
<thead>
<tr>
<th>People living with dementia</th>
<th>Increased well-being/ improved mood</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increased engagement with art</td>
</tr>
<tr>
<td></td>
<td>Increased confidence/ improved self-esteem</td>
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<td></td>
<td>Increased feeling of control over their life/ personal environment</td>
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<td></td>
<td>Reduced social isolation/ increased sense of belonging</td>
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<tr>
<td></td>
<td>Increased physical activity</td>
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<tr>
<td>Family and friends</td>
<td>Increased engagement with art</td>
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<tr>
<td></td>
<td>Increased social support network</td>
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<tr>
<td></td>
<td>Change in attitude towards participants</td>
</tr>
<tr>
<td>Care home and NHS staff</td>
<td>Increased engagement with art</td>
</tr>
<tr>
<td></td>
<td>Professional development/ increased feeling of prestige</td>
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<tr>
<td></td>
<td>Change in attitude towards participants</td>
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<tr>
<td></td>
<td>Increased engagement with the community</td>
</tr>
</tbody>
</table>
3. Evidencing and valuing outcomes

- Where possible, data collected as part of the existing questionnaire packs were used for the SROI e.g. changes in the DEMQOL between baseline and follow-up were used to evidence the outcome ‘improved well-being’

- Where there were no questions already included which could be used for the SROI analysis, open-ended questions were added to the 6 month follow-up

- The primary source for financial proxies was the HACT Social Value Bank (http://www.hact.org.uk/social-value-bank)

- Also used PSSRU unit costs for some financial proxies
4. Establishing impact

- To minimise the risk of overclaiming the benefits, we account for deadweight, displacement, attribution and attrition.

- **Deadweight**: the proportion of change that people would experience over the course of the study period, regardless of participating in the study (e.g. expected decline in QoL)

- **Displacement**: the proportion of change that is being displaced by D&I (e.g. other activities cancelled to make way for D&I)

- **Attribution**: the proportion of any experienced changes that we can confidently say are due to taking part in the study (as opposed to change due to other activities/ hobbies)

- **Attrition/ drop-off**: the proportion of outcomes that will be lost after a year
## 5. Calculating the SROI ratio

<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>Intended/unintended changes</th>
<th>Inputs</th>
<th>Outputs</th>
<th>The Outcomes (what changes)</th>
<th>Deadweight %</th>
<th>Displacement %</th>
<th>Attrition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Value £</td>
<td>Summary of activity in numbers</td>
<td>Indicator</td>
<td>Source</td>
<td>Quantity</td>
<td>Question</td>
</tr>
<tr>
<td><strong>THE STATE</strong></td>
<td></td>
<td></td>
<td></td>
<td>How would we measure it?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PARTNER ORGANISATIONS</td>
<td></td>
<td></td>
<td></td>
<td>Where did we get the information from?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>125 Participants - INPUT</td>
<td>See below for outcomes</td>
<td>£19,624</td>
<td>122 D&amp;A sessions supported</td>
<td>Records of number of sessions delivered</td>
<td>Intervention costs, supplemented by information from weekly diaries composed by the artists depicting time and materials used</td>
<td>132</td>
<td>1</td>
</tr>
<tr>
<td>125 Participants - OUTCOMES</td>
<td>Increased well-being/improved mood</td>
<td>-</td>
<td>-</td>
<td>(30/110) 36.7% experienced an increase in well-being</td>
<td>Change in DEVQOL total score between baseline and T3</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>125 Participants - OUTCOMES</td>
<td>Increased engagement with art</td>
<td>-</td>
<td>-</td>
<td>(63/110) 57% reported a maintain or increase in art activities</td>
<td>Change in DEVQOL total score between baseline and T3</td>
<td>53</td>
<td>1</td>
</tr>
<tr>
<td>125 Participants - OUTCOMES</td>
<td>Increased confidence/improved self-esteem</td>
<td>-</td>
<td>-</td>
<td>(16/110) 17.9% reported an increased confidence</td>
<td>Change in DEVQOL Q5 between baseline and T3</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>125 Participants - OUTCOMES</td>
<td>Increased feeling of control over their life/personal environment</td>
<td>-</td>
<td>-</td>
<td>(16/110) 29.5% reported an increased their feeling of control</td>
<td>Change in DEVQOL Q10 between baseline and T3</td>
<td>16</td>
<td>1</td>
</tr>
</tbody>
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List of removed slides

- Results
- Sensitivity analysis
- Site specific findings
- How the value generated was distributed between stakeholders
Interpretation

- A step towards evidencing the value of arts activities
- Useful for service commissioners at all levels, from local authorities running arts programmes to individual care homes looking at how best to invest their activities budget
- Our work identifying what the ingredients were that generated the most value for the people involved with Dementia and Imagination means that we now have a better understanding of what to include in future arts programmes for people living with dementia and those who support them.
SROI limitations

- Subjective choice of outcomes and financial proxies
- Generalisability limited to the specific setting and context of the initiative evaluated
- No control group
- Not substantially different from cost-benefit analysis
- Not clear how to interpret the SROI ratio (no league table)
WP5. Engagement and Impact

- Peer reviewed publications
- Newsletter
- Website [http://dementiaandimagination.org.uk/](http://dementiaandimagination.org.uk/)
- Twitter @dem_imag
- Facebook: DementiaandImaginationResearch
WP5. Engagement and Impact

- Festivals
- Workshops
- Short films
- Exhibitions
- Booklets
Archwilio Dychymyg
Exploring Imagination

26/08/2015 – 14/09/2015

Age Cymru Bangor
259 Stryd Fawr, Bangor, LL57 1UL
Llun: Sad: Dyb–Syp
Dydd Syl: 10yb –4yp
223 High Street, Bangor, LL57 1UL
Mon–Sat: 9am–5pm
Sunday: 10am–4pm
Dementia and Imagination Conference

The Dementia and Imagination research team would like to invite you to celebrate the end of the project!

Join us for a full day of activity at:

The Wellcome Trust
London
31st January 2017
Publications - collaboration

CULTURAL TRENDS, 2016
VOL. 25, NO. 4, 218–232
http://dx.doi.org/10.1080/09548963.2016.1241338

Carrying out research across the arts and humanities and social sciences: developing the methodology for Dementia and Imagination

Andrew Newman, Michael Baber, Dave O’Brien, Anna Goulding, Catrin Hedd Jones, Teri Howson, Carys Jones, Clive Parkinson, Katherine Taylor, Victoria Tischler and Gill Windle
Publications- study protocol

Publications- realist review protocol

Windle et al. Systematic Reviews 2014, 3:91
http://www.systematicreviewsjournal.com/content/3/1/91

PROTOCOL

Understanding the impact of visual arts interventions for people living with dementia: a realist review protocol

Gill Windle¹, Samantha Gregory¹, Andrew Newman², Anna Goulding², Dave O’Brien³ and Clive Parkinson⁴
Acknowledgements

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