

## Creative Healthcare Communication - Submission guidelines

Like Fringe theatre festivals worldwide that emphasise experimental and creative performances, the Creative Arts sessions at ICCH use inventive, playful, and artistic methods of health care communication. The creative arts are a particularly suitable subject for exploring health communication because it provides an opportunity to see something differently – a new and possibly provocative approach to the intersections between healthcare and communication.

There is no prescribed format, and presenters may use their presentation time however they wish as long as the emphasis focuses on creativity, performance, and audience engagement. We particularly encourage submissions related to patient-provider communication and clinical or therapeutic relationships.

Creative Arts submissions can be of two major types: visual or performance arts. Visual arts contributions will be displayed as posters during poster sessions. When submitting, please select the type of submission you feel best represents your work:

- Visual Arts
  - Photography, paintings, small 3-dimensional objects or other similar mediums
  - Note that for accepted visual arts items, security of the item on-site, shipping expenses, as well as display set-up materials will be the responsibility of the presenter
  
- Performance Arts
  - Personal reflections, stories of one's own or others' experiences of health or illness narratives, short theatrical performances, innovative interactive exercises, poetry, puppetry, music, dance or dramatic representations of dialogues or experiences

The presentation duration will be either 15 or 30 minutes. For either duration, the abstract should include justification and a clear rationale for how the time will be used.

### Fields for completion within electronic form

The abstract should be structured in the following way

- *Title*  
A title of 100 characters (including spaces) or less
  
- *Author(s) details*  
For all authors- title, first and last names, email address and organisation
  
- *Body*  
The body of the structured abstract should be limited to 300 words (anything over this word limit will be automatically rejected) and include the following headings
  - Background: An introduction with description of the aim of the session
  - Methods: A description of the session with enough detail to assess:
  - Format-including (1) whether this is a visual arts or performance art type of submission, (2) the duration, (3) audience engagement and (4) a detailed timeline
  - Creative elements
  - Appropriateness for using this in health professional education or with patients or providers
  - Evaluation: Data to indicate impact of the session on a previous occasion, if available

**Review criteria**

Visual art submissions will be evaluated according to:

- creativity
- novelty
- impact

Performing Art submissions will *additionally* be evaluated according to:

- participant engagement
- Clarity of the timeline specifying activities within the session