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Population Health Improvement Research Network  
University of Ottawa

Welcome to Fireside Chat #445 May 21, 2015

1:00 – 2:30 PM Eastern Time (Teleconference open for participants at 12:50 ET)

# Arts, Culture, Health, Well-being, and Social Connectedness

Presentation by: Kelly Hill, MA



Kelly Hill's Statistical Insights on the Arts Presentations are made possible thanks to funding from:



Canada Council  
for the Arts

Conseil des arts  
du Canada



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Canadian  
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canadien

## Co-Host

**Kira Tozer, MPH**

Knowledge Translation Project Manager



ARTS HEALTH  
NETWORK  
CANADA

Serving as Canada's arts and health knowledge  
sharing, networking and capacity building hub.

## WHAT IS ARTS & HEALTH?

### WHAT IS ART?



*There are many different kinds!*



visual arts • literary arts • performing arts • media arts • design • music • dance • festivals & celebrations

### WHAT IS HEALTH?

Health refers to physical, mental, social, emotional & spiritual wellbeing; “not merely the absence of disease or infirmity.”



Health is the extent to which “an individual or group is able to realize aspirations & satisfy needs, & to change or cope with the environment.”<sup>2</sup>

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## WHAT IS ARTS & HEALTH?



Arts & health is a growing international field that embraces many forms of art to promote health and prevent disease in individuals and communities, enhance health service delivery and enrich research inquiry.

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## WHERE

can arts & health activities take place?

**EVERYWHERE!**



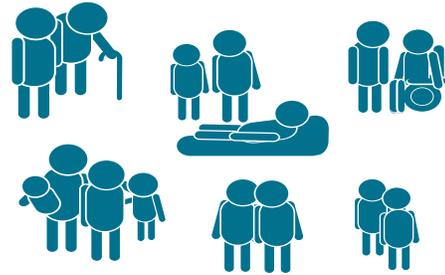
Arts & health activities can take place in a range of settings: health care facilities, homes, workplaces, schools, recreation centres, galleries, parks, places of worship, festivals, online, etc.

## WHO

can take part in arts & health activities?

**EVERYONE!**

People across the lifespan from infants to seniors, across cultures & across the health continuum from prevention to end of life care can benefit from arts & health activities.



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## WHAT

**Arts in Health Care**

**Arts-Based Research**



**Arts-Based Health Communication**



**Community Arts, Health Promotion & Prevention**



**Recreational Arts**



**Arts in Professional Health Care Education**

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## Advisor on Tap

- ▶ 18 years of quantitative and qualitative arts research experience
- ▶ Over 300 reports and presentations on the arts and culture
- ▶ Unparalleled knowledge of the Canadian arts sector and arts-related statistics
- ▶ Leading authority on arts research in Canada
- ▶ Founded Hill Strategies Research in 2002
- ▶ Prior: Research Manager at the Ontario Arts Council
- ▶ Academic background
  - MA in Political Science from Western University
  - BA in Economics from Université Laval

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## On tap today

- ▶ Hill Strategies Research: background information
- ▶ Brief review of research into the arts and health
- ▶ Arts and well-being
  - Descriptive analysis
  - Correlation results

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- ▶ Arts research using a social science perspective
- ▶ Based in Hamilton, Ontario
- ▶ Free resources available via internet, email, social media

 /HillStrategies

 @hillstrategies

## Arts Research Monitor

- ▶ Summaries and links to research evidence
- ▶ Free report (10 times per year)
- ▶ Just started 14<sup>th</sup> season of publication
- ▶ > 500 articles so far
- ▶ All categorized and searchable at [www.HillStrategies.com](http://www.HillStrategies.com)
- ▶ First stop for research information on the arts

# Arts Research Monitor

- Evidence base about the arts
- Benefits and impacts
  - Economic impacts of the arts
  - *Health benefits of the arts*
  - Social benefits of the arts
- Arts disciplines
  - Film, video and new media
  - Museums, galleries, visual arts and heritage
  - Performing arts
  - Reading, writing, publishing and literacy

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# Arts Research Monitor

- Aboriginal arts and culturally diverse arts
- Artists' situations: earnings, growth, etc.
- Arts advocacy
- Arts attendance & participation
- Arts education
- Arts funding & finances
- Copyright and the arts
- Creative class, cities, people, neighbourhoods
- Digital technologies & the arts
- Facilities
- Human resources
- Miscellaneous resources
- Nonprofit sector information
- Organizational planning, management, governance & marketing
- Partnerships
- Provincial and local statistics
- Volunteers & donors
- Women in the arts

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## Statistical Insights on the Arts

44 reports in the series (so far)

- ▶ [A Statistical Profile of Artists and Cultural Workers in Canada](#)
- ▶ [Arts and Individual Well-Being in Canada](#)
- ▶ [Factors in Canadians' Arts Activities in 2010](#)

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## Presentations

- ▶ Develop new insights out of existing information
  - [Artists and cultural workers in Canadian communities](#)
  - [Artists in Canada and their Health Disparities](#)
  - [Understanding diversity in BC arts audiences](#)  
and (online now) ...
  - **Arts, Culture, Health, Well-being, and Social Connectedness**
- ▶ All available at [www.HillStrategies.com](http://www.HillStrategies.com)

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## Funding for *Statistical Insights on the Arts* series and today's presentation



Canadian  
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Canada Council  
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## Commissioned research projects

- ▶ [Making a Holistic Case for the Arts: Canadian Evidence regarding the Relationship between the Arts and the Quality of Life, Well-being, Health, Education, Society, and the Economy](#)
- ▶ Ongoing research into the state of the arts and culture in British Columbia
- ▶ Ongoing research into music benchmarks in the City of Hamilton
- ▶ [Municipal cultural investment in seven cities \(including Edmonton\)](#)
  
- ▶ Completed projects available at [www.HillStrategies.com](http://www.HillStrategies.com)

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# Brief review of arts and health research

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## Intrinsic benefits of the arts

- ▶ The arts are an integral part of many Canadians' lives
  - For many reasons!
  
- ▶ Opportunities for participants to:
  - spend an enjoyable time with family and friends
  - celebrate their commonalities
  - explore their differences
  - experience new works of art
  - be intellectually stimulated
  - respond emotionally to cultural presentations
  
- ▶ Select literature on attendee motivations and benefits:
  - Alan S. Brown and Jennifer L. Novak, *Assessing the Intrinsic Impacts of a Live Performance*, WolfBrown, January 2007
  - Kelly Hill, *Audiences, markets and motivations in the performing arts* (presentation), Hill Strategies Research Inc., February 2012
  - *Creative Trust Audience Engagement Survey*, Creative Trust for Arts & Culture, December 2010

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# Individual and community connections

- ▶ Arts participation: Possible connections to...
  - Health
  - Psychological well-being
  - Interpersonal skills
  - Social capital
  - Community identity and pride
- ▶ *How the Arts Impact Communities: An introduction to the literature on arts impact studies*, Prepared by Joshua Guetzkow for the *Taking the Measure of Culture Conference*, Princeton University, June 7–8, 2002, page 4.

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## Arts and health: Multitude of studies!



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# Broader reviews of the benefits of the arts

## Arts Research Monitor articles, category = Health benefits of the arts

### Understanding the Value and Impacts of Cultural Experiences: A Literature Review (12 Nov 2014 | Vol. 13 | No. 5)

This English review of “academically-robust research and influential policy papers from the past twenty years” examines two streams of research about the value and impact of cultural experiences: “1) how individuals benefit from attending and participating in cultural programmes and activities; and 2) the creative capacities of arts and cultural organisations to bring forth impactful programmes”. The report concludes that “while individual experiences are the building blocks of the value system, the literature agrees that cumulative impacts – the effects of a lifetime of involvement in arts and culture – are the fuel for larger societal outcomes”.

### The value of arts and culture to people and society – an evidence review (15 Oct 2014 | Vol. 13 | No. 4)

This English literature review was intended as a summary of “the strength of the evidence base between 2010–13 about the economic, social, health and wellbeing, education, lifelong learning and environmental impacts and outcomes of arts and culture in England”. Based on the 90 reports examined, the literature review found that the “arts and culture play an important role in promoting social and economic goals through local regeneration, attracting tourists, the development of talent and innovation, improving health and wellbeing, and delivering essential services”.

### Making a Holistic Case for the Arts (15 Oct 2014 | Vol. 13 | No. 4)

Canadian Evidence regarding the Relationship between the Arts and the Quality of Life, Well-being, Health, Education, Society, and the Economy  
This literature review, conducted in May 2014, synthesized the findings of 46 Canadian research articles regarding the “holistic case for the arts, i.e., outcomes of the arts related to the quality of life, well-being, health, society, education, and the economy”. The report concluded that “there are a myriad of potential benefits of the arts”. That being said, the report cautions that “studies of causal links (rather than statistical associations) are very challenging to conduct”.

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## Participatory arts engagement

- ▶ The Arts, Health and Seniors Project (Vancouver)
  - (A Three Year Exploration of the Relationship between Arts and Health)
  - **Seniors’ involvement in the arts was “associated with improved physical well-being and higher degrees of social inclusion”**
    - Alison Phinney, Mark Pickersgill, Margaret Naylor, Elaine Moody, Juan Gabriel Solorzano, Jill P. Weaving (2012), [vancouver.ca/files/cov/arts-health-seniors-project-full-report.pdf](http://vancouver.ca/files/cov/arts-health-seniors-project-full-report.pdf)
- ▶ The Impact of Professionally Conducted Cultural Programs on the Physical Health, Mental Health, and Social Functioning of Older Adults—2-Year Results
  - **Better health, fewer doctor visits, less medication, positive responses on mental health measures, increased social engagement**
    - Cohen, G. D., Perlstein, S., Chapline, J., Kelly, J., Firth, K. M., & Simmens, S. (2007), *Journal of Aging, Humanities, and the Arts*, 1(1–2), 5–22.

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## Participatory arts engagement

- ▶ Leisure Activities and the Risk of Dementia in the Elderly
  - Frequent participation in dancing: 76% lower risk of dementia
  - Highest correlation of any factor considered in the study!
  - Frequent music (playing): 69% lower risk of dementia
    - Joe Verghese, Richard B. Lipton, Mindy J. Katz, Charles B. Hall, Carol A. Derby, Gail Kuslansky, Anne F. Ambrose, Martin Sliwinski, and Herman Buschke (2003), New England Journal of Medicine, 348 (25).
- ▶ Think of your art-eries: arts participation, behavioural cardiovascular risk factors and mental well-being in deprived communities in London
  - Both receptive and creative arts activities.
  - **“Arts and culture are independently associated with health behaviours and mental well-being.”**
    - Renton A, Phillips G, Daykin N, Yu G, Taylor K, Petticrew M, Public Health. 2012 Sep;126 Suppl 1:S57-64. doi: 10.1016/j.puhe.2012.05.025. Epub 2012 Jul 4.

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## Longitudinal research



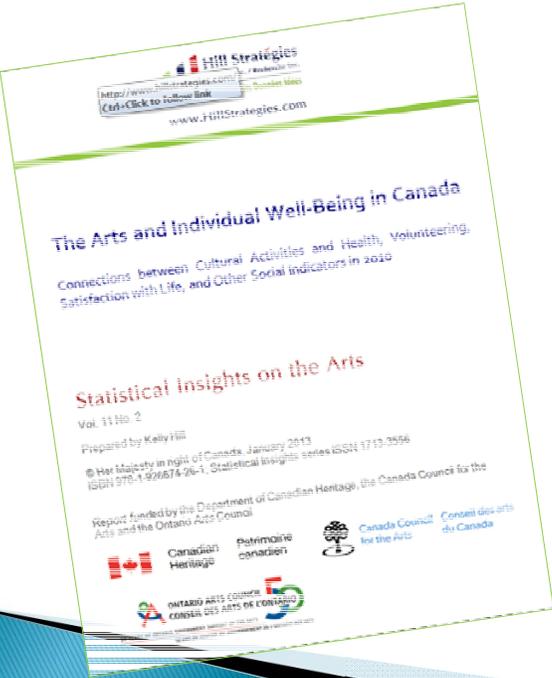
Useful summary from the U.K. of 15 studies (mostly Nordic):

<https://longitudinalhealthbenefits.wordpress.com>

**Specific study:** BYGREN et al 1996

- Collected data from 12000+ people in 1982/3 & again in 1996
- Outcome measure: survival
- Confounding variables: age, gender, education level, income, long-term disease, social network, smoking, physical exercise
- Variable of Interest: cultural activities
- Result: **People attending cultural events (at least one event a week) lived longer than those who rarely attended.**

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**The Arts and Individual Well-Being in Canada**  
Connections between Cultural Activities and Health, Volunteering,  
Satisfaction with Life, and Other Social Indicators in 2010

**Statistical Insights on the Arts**  
Vol. 11 No. 2  
Prepared by Kelly Firth  
© Her Majesty in right of Canada, January 2013  
ISBN 978-1-926574-26-1, Statistical Insights series ISBN 978-1-926574-26-1

Report funded by the Department of Canadian Heritage, the Canada Council for the Arts and the Ontario Arts Council

Logos: Canadian Heritage, Patrimoine canadien, Canada Council for the Arts, Conseil des arts du Canada, ONTARIO ARTS COUNCIL, CONSEIL DES ARTS DE L'ONTARIO

**Main source of information**

**General Social Survey (2010)**

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## General Social Survey (2010)

- ▶ in-depth telephone survey of 7,502 Canadians
- ▶ 15 years of age or older

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## Methodological details

- ▶ Cultural attendees (or participants) compared with non-attendees
- ▶ Attendee = did activity at least once in 2010
  - E.g., 44% attended at least 1 theatre performance
  - 76% read at least 1 book
  - Attendee respondents: between ~1,000 (classical music attendees) and ~5,700 respondents (book readers)

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## Methodological details

- ▶ Activity at least once in a year = low threshold!
- ▶ Repeated or deeply engaged cultural experiences may generate stronger social connections
  - US study: “the more cultural activities people reported attending, the better was their self-reported health”.
- ▶ Anna V Wilkinson et al., *Are variations in rates of attending cultural activities associated with population health in the United States?*, BMC Public Health, 2007, 7:226, <http://www.biomedcentral.com/1471-2458/7/226>

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## Methodological details

- ▶ Many (most?) cultural activities do not have explicit social goals
  - Examine “accidental connections”
- ▶ Cross-sectional survey, not longitudinal

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## Inspiration from 3 preceding reports

- ▶ **Art-Goers in their Communities: Patterns of Civic and Social Engagement**
  - National Endowment for the Arts, Research Note 98. Produced by Bonnie Nichols, October 2009, <http://arts.gov/publications/art-goers-their-communities-patterns-civic-and-social-engagement>
- ▶ **Are variations in rates of attending cultural activities associated with population health in the United States?**
  - Anna V Wilkinson et al., *BMC Public Health*, 2007, 7:226, <http://www.biomedcentral.com/1471-2458/7/226>
  - Significant relationship between cultural activities and self-reported health, even controlling for demographic factors.
  - Also: “the more cultural activities people reported attending, the better was their [self-reported health]”
- ▶ **Patterns of receptive and creative cultural activities and their association with perceived health, anxiety, depression and satisfaction with life among adults: the HUNT study, Norway**
  - Koenraad Cuyppers et al., *Journal of Epidemiology and Community Health*, 2012, Aug;66(8):698–703. <http://jech.bmj.com/content/early/2011/05/04/jech.2010.113571>

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# Descriptive analysis

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## 8 indicators of health, well-being and social connectedness

- ▶ *Available in the 2010 General Social Survey*
  - Self-reported health
  - Self-reported mental health
  - Volunteering
  - Feeling trapped in a daily routine
  - Stress level
  - Knowledge of neighbours
  - Doing a favour for a neighbour
  - Self-reported satisfaction with life

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## 8 indicators of health, well-being and social connectedness

- ▶ Self-reported health
  - Better = more likely to report very good or excellent
- ▶ Self-reported mental health
  - Better = more likely to report very good or excellent
- ▶ Volunteering
  - Better = more likely to volunteer
- ▶ Feeling trapped in a daily routine
  - Better = less likely to report feeling trapped
- ▶ Stress level
  - Better = more likely to report lower stress
- ▶ Knowledge of neighbours
  - Better = more likely to know many or most
- ▶ Doing a favour for a neighbour
  - Better = more likely to have done favour in past month
- ▶ Self-reported satisfaction with life
  - Better = more likely to have done favour in past month

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## Arts, culture and heritage activities

- ▶ Pinpoint specific arts activities
  - Not general indicator of arts participation
  - Receptive participation
- ▶ Not:
  - Creative therapies
  - Active participation (i.e., art making activities)

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# 18 arts, culture and heritage activities

Museums & galleries	Heritage activities	Film, video, audio
Art gallery	Historic site	Movie
Other museum	Zoos, aquariums, botanical gardens, planetariums or observatories	Video
Performing arts & festivals	Conservation area / nature park	Listening to downloaded music
Theatre	Reading	Listening to music on CDs
Classical music	Newspaper reading	
Popular music	Magazine reading	
Culturally-specific performance	Book reading	
Other performance		
Cultural festival		

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## Skill-testing question

- ▶ 8 social indicators
  - ▶ x 18 cultural activities
  - ▶ = 144 potential connections
  
  - ▶ Of the 144 potential connections, what percentage was positive (i.e., better well-being for cultural attendees / participants)?
    - a) 100%
    - b) 85%
    - c) 70%
    - d) 55%
    - e) 40%
- [Answer: b) 85%]

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## Skill-testing question #2

- ▶ Of the 144 potential connections, what percentage was positive with a statistically significant difference (i.e., better well-being for cultural attendees / participants)?
  - a) 100%
  - b) 85%
  - c) 70%
  - d) 55%
  - e) 40%
  - [Answer: c) 70%]

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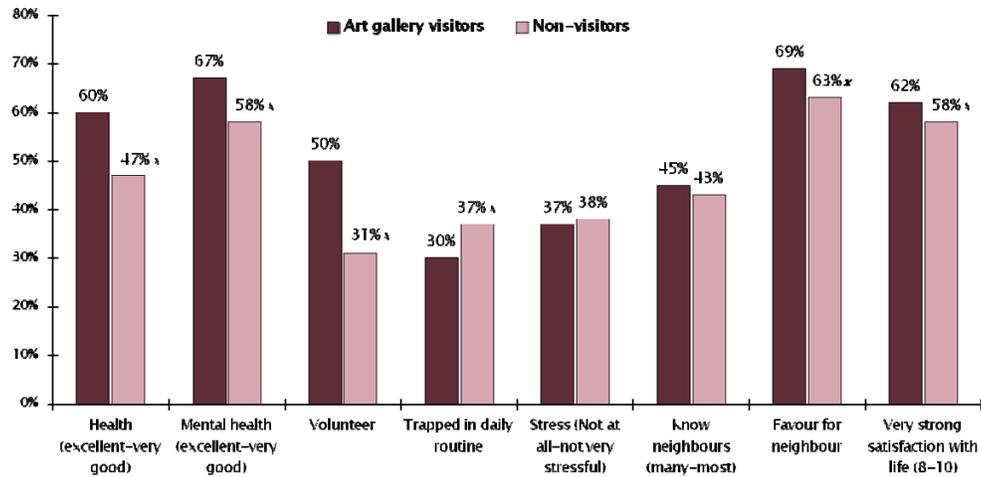
## Well-being of art gallery visitors

- ▶ Art gallery visitors
  - 36% of Canadians 15 years or older
  - 10 million people
- ▶ Significantly better results for 6 of 8 well-being indicators

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## Well-being of art gallery visitors

Health, well-being and social connections of art gallery visitors in 2010



Note: "Δ" denotes statistically significant differences.  
 Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

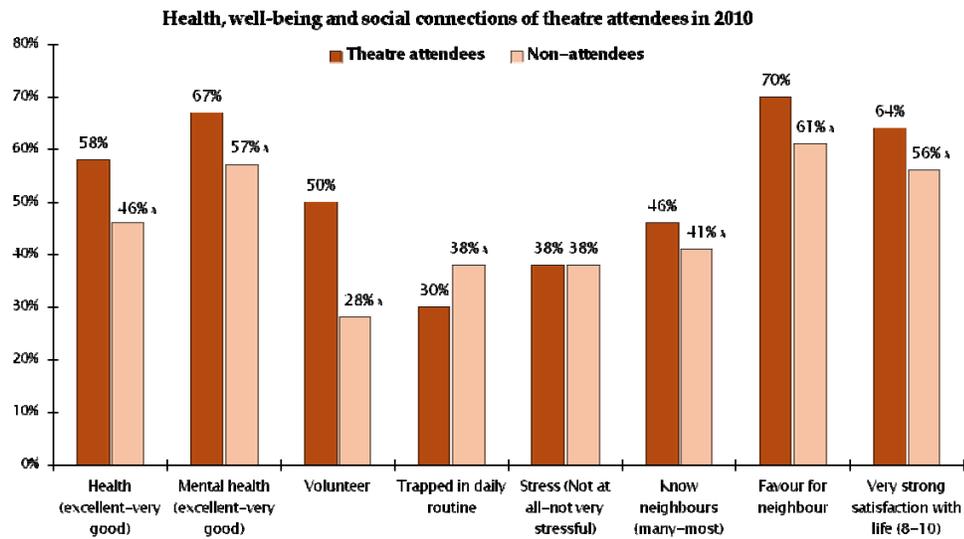
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## Well-being of theatre attendees

- ▶ Theatre attendees
  - 44% of Canadians 15 years or older
  - 12.4 million people
- ▶ Significantly better results for 7 of 8 well-being indicators

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# Well-being of theatre attendees



Note: "\*" denotes statistically significant differences.  
Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

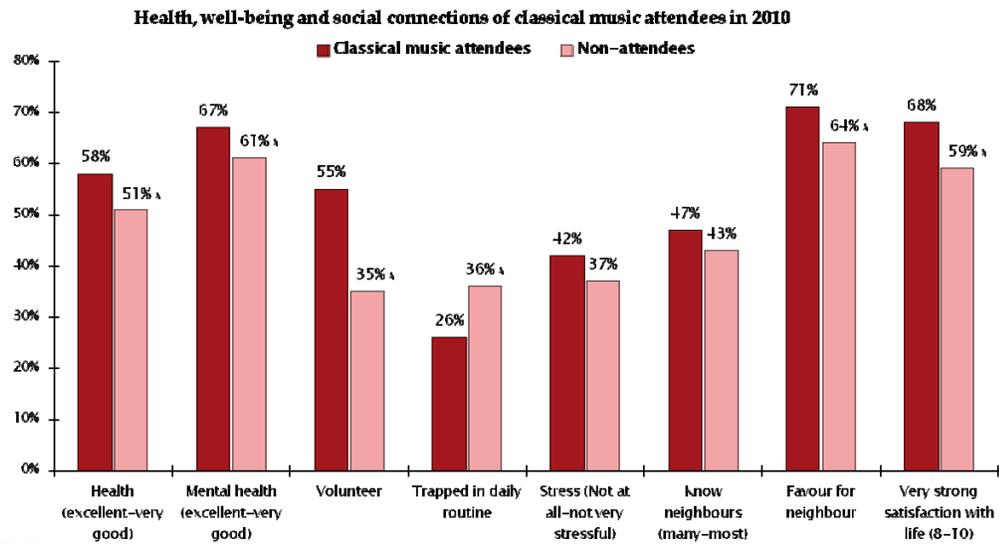
41

# Well-being of classical music attendees

- ▶ Classical music attendees
  - 13% of Canadians 15 years or older
  - 3.5 million people
- ▶ Significantly better results for 6 of 8 well-being indicators

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# Well-being of classical music attendees



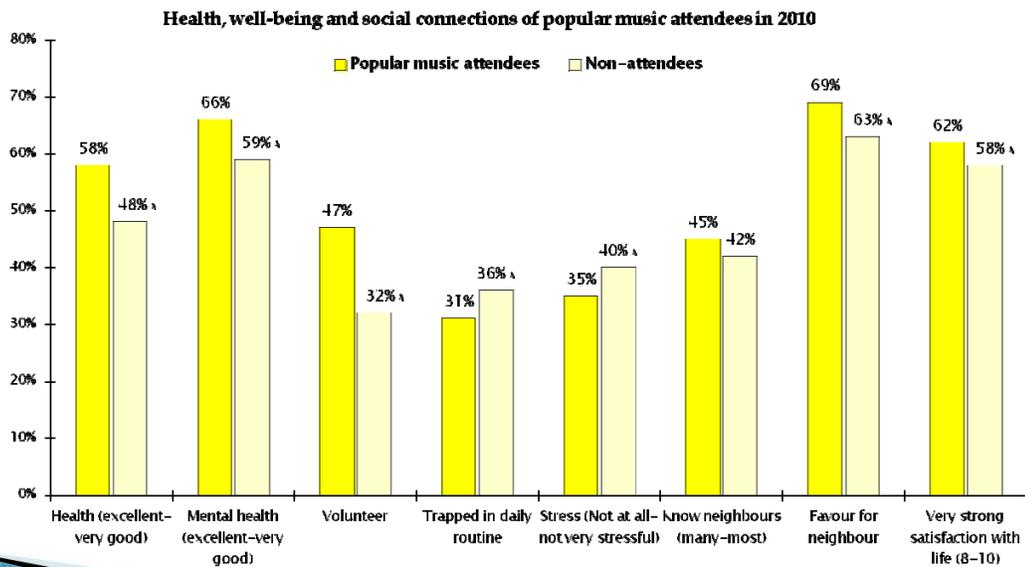
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# Well-being of pop music attendees

- ▶ Pop music attendees
  - 39% of Canadians 15 years or older
  - 11.1 million people
- ▶ Significantly better results for 6 of 8 well-being indicators
- ▶ Significantly worse result for stress levels

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## Well-being of pop music attendees



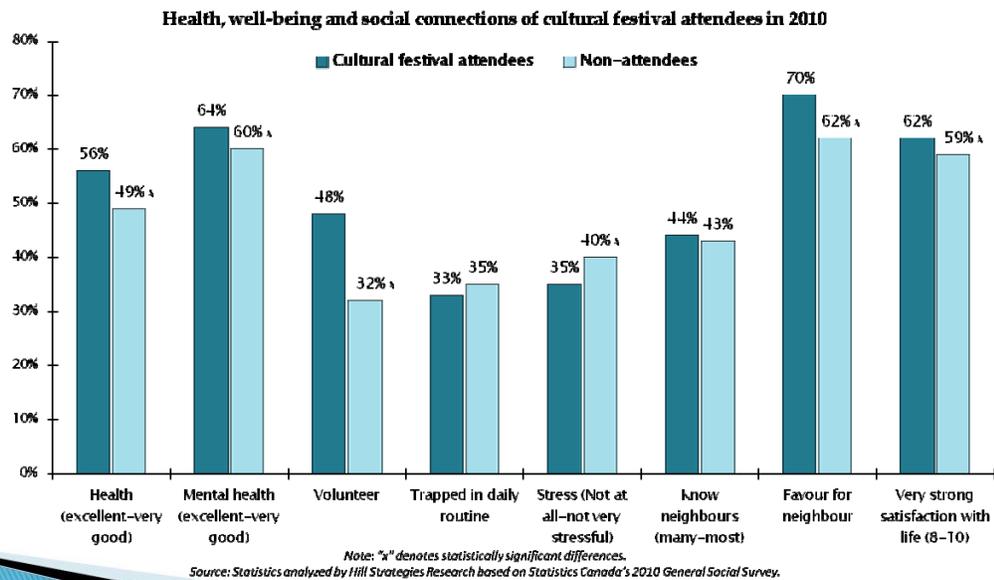
45

## Well-being of cultural festival attendees

- ▶ Cultural festival attendees
  - 37% of Canadians 15 years or older
  - 10.4 million people
- ▶ Significantly better results for 5 of 8 well-being indicators
- ▶ Significantly worse result for stress levels

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# Well-being of cultural festival attendees



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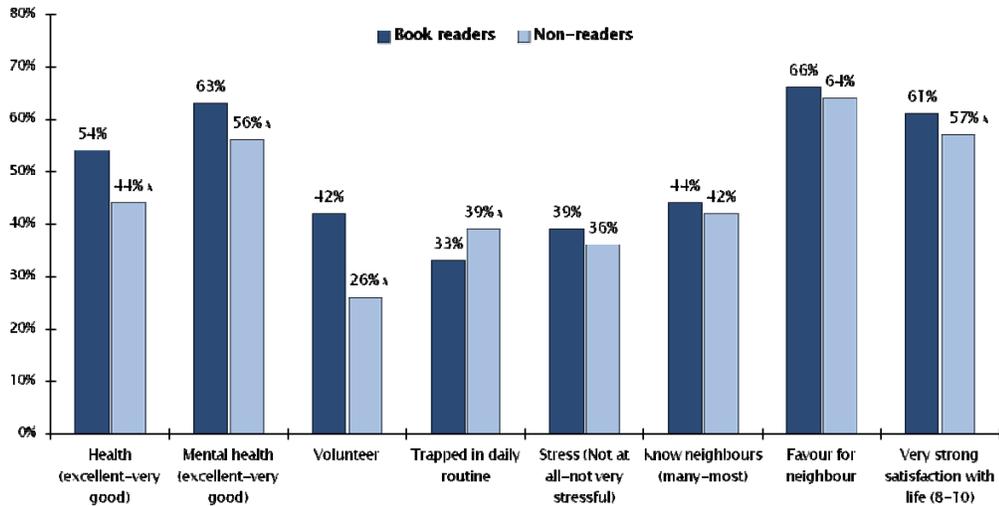
# Well-being of book readers

- ▶ Book readers
  - 76% of Canadians 15 years or older
  - 21.3 million people
- ▶ Significantly better results for 5 of 8 well-being indicators

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# Well-being of book readers

Health, well-being and social connections of book readers in 2010



Note: "\*" denotes statistically significant differences.

Source: Statistics analyzed by Hill Strategies Research based on Statistics Canada's 2010 General Social Survey.

# Correlation analysis

## Correlation analysis

- ▶ 3 indicators of well-being
  - Health (excellent or very good)
  - Very strong satisfaction with life (8–10 on scale)
  - Volunteering in the past year (yes / no)

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## Correlation analysis

- ▶ 6 cultural activities
  - Art gallery attendance
  - Theatre attendance
  - Classical music attendance
  - Popular music attendance
  - Cultural festival attendance
  - Book reading

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## Correlations: Socio-economic characteristics

- ▶ Examined control factors in models from other jurisdictions
- ▶ Exploratory statistics using General Social Survey
- ▶ Created best possible model using only demographic factors
  
- ▶ Then added cultural activities to the mix (separately)
  - Do any of the arts and culture activities have explanatory value in the models above and beyond demographic information?
  - Did not look for the cultural activities creating the best model

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## Correlations: Socio-economic characteristics

- ▶ Level of education
- ▶ Household income
- ▶ Age group
- ▶ Sex
- ▶ Child(ren) at home (yes / no)
- ▶ Household language
- ▶ Region of residence (BC, Prairies, Ontario, Quebec, Atlantic)
- ▶ Urban / rural residence
- ▶ Aboriginal person
- ▶ Visible minority person
- ▶ Immigrant
- ▶ Physical activity in the past week

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## Correlation dataset

- ▶ 7,330 complete responses
  - After deleting respondents with “don’t know” or “not stated” to any relevant cultural or socio-economic questions

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## Skill-testing question #3

- ▶ Of the 6 cultural activities, which one has the strongest correlation with health?
  - a) Art gallery attendance
  - b) Theatre attendance
  - c) Popular music attendance
  - d) Classical music attendance
  - e) Cultural festival attendance
  - f) Book reading

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## Correlation results: Art gallery visitors

- ▶ Very good or excellent health: 35% more likely
  - (CI: 18% – 48%)
- ▶ Very strong satisfaction with life: Not significant
- ▶ Volunteering: 89% more likely to volunteer
  - (CI: 67% – 113%)

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## Correlation results: theatre attendees

- ▶ Very good or excellent health: 32% more likely
  - (CI: 18% – 48%)
- ▶ Very strong satisfaction with life: 30% more likely
  - (CI: 16% – 46%)
- ▶ Volunteering: 89% more likely to volunteer
  - (CI: 67% – 113%)

58

## Correlation results: classical music attendees

- ▶ Very good or excellent health: Not significant
- ▶ Very strong satisfaction with life: 29% more likely
  - (CI: 9% – 54%)
- ▶ Volunteering: 86% more likely to volunteer
  - (CI: 58% – 121%)

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## Correlation results: pop music attendees

- ▶ Very good or excellent health: 23% more likely
  - (CI: 10% – 38%)
- ▶ Very strong satisfaction with life: 18% more likely
  - (CI: 5% – 32%)
- ▶ Volunteering: 64% more likely to volunteer
  - (CI: 46% – 85%)

60

## Correlation results: cultural festival attendees

- ▶ Very good or excellent health: 14% more likely
  - (CI: 2% – 28%)
- ▶ Very strong satisfaction with life: 25% more likely
  - (CI: 11% – 40%)
- ▶ Volunteering: 102% more likely to volunteer
  - (CI: 80% – 128%)

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## Correlation results: book readers

- ▶ Very good or excellent health: 28% more likely
  - (CI: 13% – 46%)
- ▶ Very strong satisfaction with life: 15% more likely
  - (CI: 1% – 32%)
- ▶ Volunteering: 74% more likely to volunteer
  - (CI: 51% – 101%)

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## Answer to skill-testing question #3

- ▶ Of the 6 cultural activities, which one has the strongest correlation with health?
  - a) Art gallery attendance (35%)
  - b) Theatre attendance (32%)
  - c) Classical music attendance (not significant)
  - d) Popular music attendance (23%)
  - e) Cultural festival attendance (14%)
  - f) Book reading (28%)

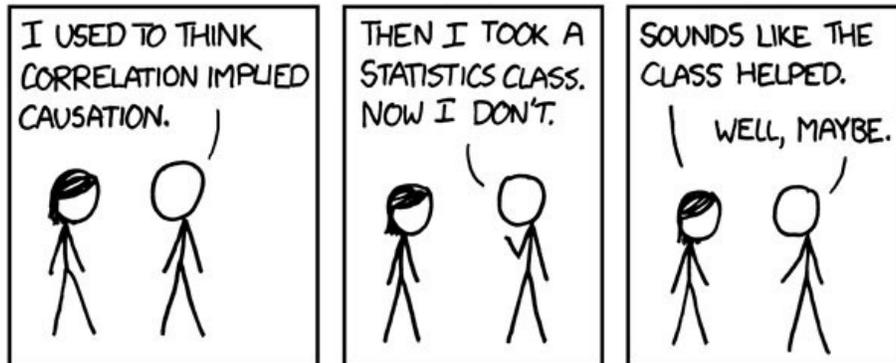
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## Limitations and cautions

- ▶ Other confounding factors not accounted for in the models
  - Smoking
  - Alcohol consumption
    - Not asked in 2010 General Social Survey
- ▶ Did not examine
  - Effects (if any) of frequency of participation
  - Potential differential impacts of different types of arts activities (e.g., theatre for social change vs. typical theatre attendance)
  - Active participation (i.e., art making activities)
  - Mechanisms for connections between arts and well-being
    - → Opportunities for future research

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## Limitations and cautions



<https://xkcd.com/552/>

XKCD

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## Limitations and cautions

- ▶ Does cultural participation **always** foster or strengthen social ties?
- ▶ Reverse causality possible
  - Do people have a higher quality of life because they participate in the arts?
  - Or do those with a higher quality of life tend to participate more in the arts?
  - Or are they mutually reinforcing?
- ▶ Caution: Social inequality could lead to differential arts participation, which could reinforce health disparities in the population

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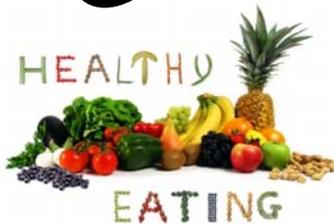
## Summary: Arts and well-being correlation results

Summary of statistical correlations	Better (self-identified) health	Stronger (self-identified) satisfaction with life	Higher volunteer rates
Art gallery visits	Significant	Not significant	Significant
Theatre attendance	Significant	Significant	Significant
Classical music attendance	Not significant	Significant	Significant
Pop music attendance	Significant	Significant	Significant
Cultural festivals attendance	Significant	Significant	Significant
Reading books	Significant	Significant	Significant

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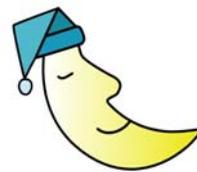
## Prescription for health?



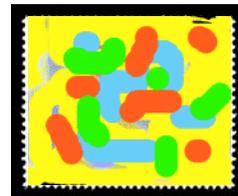
Physical activity



Proper health care



Good night's sleep



Arts & culture?

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Facts Stats Insights : Faits Données Idées

[www.HillStrategies.com](http://www.HillStrategies.com)

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[www.facebook.com/hillstrategies](https://www.facebook.com/hillstrategies)

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## Questions?

- Do you have questions for the advisor on tap?
- What were the "ah-ha!" moments for you today?

**THE**  
"EARTH"  
**WITHOUT**  
"ART"  
**IS**  
**JUST**  
"EH"

70

## Final Thoughts

### Thank you!

& thank you for completing the evaluation survey that you will receive via e-mail following the webinar.

