

Discovery Session #2 - Grant Proposal Working Group - 6/24/09

Attending: Rick Van Pelt, Arthur Stowe, Pati Stillwater, Bill Kennedy, Chris Graefe, Joan rescher, Linda Dehart, Chris Cutler, James Cavanaugh (Skype), Holly Campbell, Sandra Bertman, Susan Bayley

Group Discussion re Phraseology:

If we say we are doing poetry in a hospital people won't know what we are talking about.

How do we phrase our message so people will stay with us to the end of the paragraph?

Healing..... is a loaded word. Consider 'participation, empowerment'

Somatic... ..is also loaded and means different things to different people. Soma stems from the body sans generative organs, i.e., spirit.

Mind/Body/Spirit: Patti prefers inclusion of ...movement.

Wellness is out: Well-Being is in! A new definition of health.

We almost need a new glossary: using old words in a new way with shifted meaning.

Our perspective on phraseology must be 'preliterate', i.e., non verbal, spiritual, essential.

We need a consulting linguist per Arthur's examples and 'high level abstraction' word vs, 'concrete' words. (Luntz???pollster got Bush 43). The 'Prosaics' want boxes!!!

Healthcare has become about prolonging life, with modest regard for quality of life.

'Integrative' is the new word for alternative and complimentary.

'Aliveness'

We have seen a hijacking of mind/body/spirit by the scientific method.

We need a shift toward patient empowerment that is being experienced every day by melding art and medicine. The doctor stays in the room and participates in the non-medical activities (art, poetry, etc.).

Medicine has become about prolonging life, losing touch with quality of life.

Mindfulness is a key word – looking for words that will get us a second meeting with Peterson. We have no doubt that something is going on and it's big.

We are the vanguard of a movement. Be careful not to get too far ahead of the troops.

Something new is happening – we are telling stories of what is already happening.

Our TV documentary/study must have some academic rigor.

We still need a WGBH contact/advisor.

We need an Appendix for the LOI, citing all the team, contacts, titles, etc for legitimacy.

The budget will approach \$5M with usual production costs, shooting ratio and 15-20 weeks of editing. LOI asking for ~\$150K initial investment to develop the entire project.

No budget for the Discovery Team costs.

We cannot say that our concepts will save \$\$\$

The WGBH/Alan Alda special on alternative/integrated modalities trashed them.

See Counterclockwise by Ellen Langer.

Linda Slakey, Umass prof is finishing rewriting national high school science curriculum.

Our audience must be the care-givers and healers, in addition to the patients and public.

A.B. Davis Foundation in FLA.

Bill: re Peterson Foundation & Debt: Show that there is a revolution already happening. This will bring awareness of the challenge of the national debt. Consider a national wake-up tour, a 12-step program for the nation.

Success Factors

Benson's 3-legged stool of healthcare: pharmaceuticals, procedures, mind/body/spirit  
The other 3-legged stool: fear, ignorance and greed.

Collaboration not competition with established medicine.  
We co-opt the establishment and covertly bring them in.

Arts That Heal!

Find an icon: Baby in bassinette  
Canary in the Mine  
Polar Bears  
Dandelion – seeds – Moon Ballon  
Seeds of transformation

Slogan:  
Healthing Ourselves  
Memes of Healing  
Go Viral – art can help your health

Not about patient-center care, it's about people-centered care

Notes by Chris Cutler and S. Bayley