

Creative Attention Summative Evaluation Report

October 2022

Table of Contents

Project Overview	3
Introduction	3
Evaluation Questions	3
Methods.....	4
Limitations	4
Summary of Findings.....	5
Highlights.....	5
Recommendations	6
Conclusions & Recommendations	6
Detailed Findings	7
Evaluation Question 1.....	7
<i>Program Reach.....</i>	<i>7</i>
Evaluation Question 2.....	9
<i>Views of Art.....</i>	<i>9</i>
<i>Dimensions of the Visitor Experience</i>	<i>15</i>
Evaluation Question 3.....	18
<i>Views of the Art Center</i>	<i>18</i>
Evaluation Question 4.....	21
<i>Ongoing Program Impacts.....</i>	<i>21</i>
References.....	22

Introduction

Funded by the Institute of Museum and Library Services (IMLS), *Creative Attention: Art and Community Restoration* was a multifaceted project of the Palo Alto Art Center that leveraged community partnerships to showcase the unique perspectives of artists and the transformative power of the arts in our current age of anxiety. The project included the following components:

- **Exhibition:** The *Creative Attention* exhibition featured 18 artists who present alternatives to our chaotic world of stress and anxiety, through practices of mending, healing, restoration, belonging, sustainability, and resilience.
- **Artist Residencies:** The Art Center hosted two artists residencies with regional artists who worked with local youth to create new works, which were included in the exhibition.
- **Art Therapy Workshops:** The Art Center offered 12 art therapy workshops in collaboration with art therapist Anh Tran. Workshops were held with low-income adults and seniors, non-profit workers, and families.
- **Virtual Wellness Programs:** The Art Center offered free, weekly virtual meditation sessions with Central California-based stress management consultant Julie Forbes, PhD.
- **Public Programs:** The Art Center also offered several additional public programs in conjunction with the exhibition, including an opening event, Community Day celebration, artist talk, etc.

The Palo Alto Art Center has contracted with MWA Insights to conduct an evaluation of the *Creative Attention* exhibition and related programs. This report documents the evaluation findings.

Evaluation Questions

The summative evaluation sought to answer the following evaluation questions:

- 1 Who did the exhibition and related programs reach?
- 2 To what extent does the exhibition and related wellness programming encourage participants to see art as a force for healing, expression, and community building?
- 3 To what extent does the exhibition & programming inspire visitors to see the Art Center as a resource to support their emotional health and wellness?
- 4 Beyond direct participation in the exhibition & programming, does the experience inspire participants to continue to engage with art as a wellness tool?

Methods

The following methods were utilized as part of the evaluation:



Post-Exhibition/Program Surveys (online and paper, n=296): Post-exhibition/program surveys were collected between January and August of 2022. Participants were asked to complete a survey following visitation to the exhibition or participation in a program. Surveys were administered through a variety of methods, including QR codes in the exhibition, paper surveys (art therapy workshops, exhibition), and online surveys sent out via e-mail following a program (virtual programs, artist residency workshops). Exhibition and art therapy workshop surveys were available in Spanish and Chinese as well as English. Surveys were collected for the following experiences:

- Art Therapy Workshops (n=126)
- Exhibition/On-Site Public Program (n=97)
- Virtual Wellness Programs (n=41)
- Artist Residency Workshops (n=24)
- Virtual Public Program (opening event, artist talk, n=8)



Follow-up Survey (online, n=100): An on-line follow-up survey was sent out via e-mail in August 2022. Surveys were sent out to anyone who had provided their e-mail in their post-exhibition or post-program survey, as well as to people who had registered in advance for any of the programs. Follow-up survey respondents had participated in the following experiences (note that some respondents participated in more than one experience):

- Exhibition/On-Site Public Program (n=48)
- Virtual Wellness Programs (n=43)
- Art Therapy Workshops (n=12)
- Artist Residency Workshops (n=8)

Limitations

The different methods used to collect surveys had varying success in terms of response rates. The art therapy programs had the highest success using paper surveys administered immediately after the program. Online surveys sent as a follow-up to program participation were less effective. The initial use of a QR code for the exhibition survey resulted in a small number of responses and a decision was made to switch to administering paper surveys on high-attendance days (typically public program days). As a result, survey responses for the exhibition and on-site public programs were combined together. The sample size for virtual public programs was very small and is likely not representative of the overall participants.

Additionally, the online follow-up survey was not effective at collecting follow-up data from participants in the art therapy workshops, resulting in a particularly small response rate for those participants on the follow-up survey.

Summary of Findings

- 1 Target audiences for *Creative Attention* included teens, older adults, and non-profit workers. Art therapy and virtual programs were effective at reaching older adults. Community-based programs (art therapy, artist residency workshops) were effective at reaching youth, and were also more likely than other programs to reach an ethnically diverse audience. Employment data was not collected, but two art therapy workshops were targeted at non-profit workers. *Creative Attention* also reached new audiences, with about 40% of follow-up survey respondents indicating that they had not engaged with the Art Center prior to their engagement with *Creative Attention*.
- 2 The majority (over 70%) of exhibition attendees and program participants mostly or completely agreed that their experience made them feel that art could be a tool for self-expression, stress reduction, and connection. (These sentiments were also reiterated in an open-ended question about the impact of the program on their views of art.) Participants also agreed that they have the tools they need to make art and they would like to make more art in the future. There was some differentiation by program participation. Participants in the art therapy and artist residency workshops were most likely to completely agree with these statements (although they were also more likely to have doubts about their artistic abilities). Participants in the virtual wellness programs often indicated that they weren't sure how they felt, likely because those programs did not have an explicit focus on art.
- 3 The Dimensions of the Visitor Experience instrument revealed that the *Creative Attention* exhibition was successful at fostering feelings of peacefulness and togetherness. Scores for these dimensions were higher for visitors to *Creative Attention* than most museum exhibitions. The art therapy programs received high scores for many dimensions, with the highest ratings for fascination, togetherness, attention, peacefulness, and reflective engagement. The virtual wellness programs had particularly high ratings for peacefulness.
- 4 *Creative Attention* participants felt welcome at the Art Center, and saw it as a place where they could express themselves creatively, find community connections, feel welcome and safe, and feel calm and peaceful. Longer term impressions shared on the follow-up survey reflected some of these same ideas.
- 5 *Creative Attention* had some longer term impacts on participants as well, with over 1/2 of follow-up survey respondents indicating that they had continued to engage in activities that use art to support mental health and about 1/4 indicating that they had continued to engage with the Art Center. Respondents also reported changes in their views about wellness (gaining new tools or skills to support their mental health and recognizing the importance of self-care) and their views about the role of art in their lives (recognizing the importance of art for them and connecting art to wellness).

Conclusions & Recommendations

The evaluation findings showed that *Creative Attention* had many positive impacts in terms of the intended outcomes of helping participants see art as a force for healing, expression, and community building; seeing the Art Center as a resource to support emotional health and wellness; and encouraging participants to continue to engage with art as a wellness tool. The community outreach portions of the project were particularly effective at reaching diverse audiences, and the project introduced new audiences to the Art Center as well. The exhibition and programs fostered feelings of peacefulness and togetherness, and provided participants with increased awareness of the importance of and new tools for self-care.

The following recommendations are intended to provide food for thought for future exhibition and program development at the Art Center.

- 1 The community-based programs (art therapy workshops, artists residency programs) were particularly successful at reaching diverse audiences. Continue to offer community outreach programs in order to increase reach to new and more diverse audiences.
- 2 Wellness programs (e.g., virtual meditation programs) were clearly valued and impactful in providing participants with new tools for self-care. However, they were less impactful in connecting art and artmaking to wellness. There may be opportunities to design programs that more explicitly combine art with mindfulness or meditation.
- 3 Some program participants, primarily in the art therapy workshops, articulated that the program made them feel that they had doubts about their artistic ability. Although this was only a small number of the total participants, it may be worth considering ways to help reduce the self-judgement that often seems to occur for adults participating in art-making activities.
- 4 Continue to explore and experiment with wellness programs, particularly through the arts. Participants valued these programs and reported many positive benefits. Continuation of any of the Creative Attention program components would likely be appreciated by the community.

Evaluation Question 1

Program Reach

Finding #1: Target audiences for *Creative Attention* included teens, older adults, and non-profit workers. Art therapy and virtual programs were effective at reaching older adults. Community-based programs (art therapy, artist residency workshops) were effective at reaching youth, and were also more likely than other programs to reach an ethnically diverse audience. Employment data was not collected, but two art therapy workshops were targeted at non-profit workers. *Creative Attention* also reached new audiences, with about 40% of follow-up survey respondents indicating that they had not engaged with the Art Center prior to their engagement with *Creative Attention*.

Age and ethnicity information was collected from survey respondents. The art therapy workshops were effective at reaching older adults, youth, and ethnically diverse audiences. Artist residency programs reached ethnically diverse teens. The exhibition audience was mixed in terms of both age and ethnicity, while virtual programs reached mostly white older adults. Note that the sample size for virtual public programs was quite small and may not be representative.

Ethnicity	Art Therapy	Artists Residency	Exhibition/ On-site Program	Virtual Public Program	Virtual Wellness
Asian/Pacific Islander	22%	23%	27%	14%	4%
Black/African American	1%	14%	0%	0%	0%
Hispanic/Latino/a/x	41%	27%	0%	0%	12%
Multiple	14%	5%	16%	14%	0%
Native American	0%	0%	2%	0%	0%
White	22%	32%	56%	71%	84%
Total Respondents	87	22	64	7	25

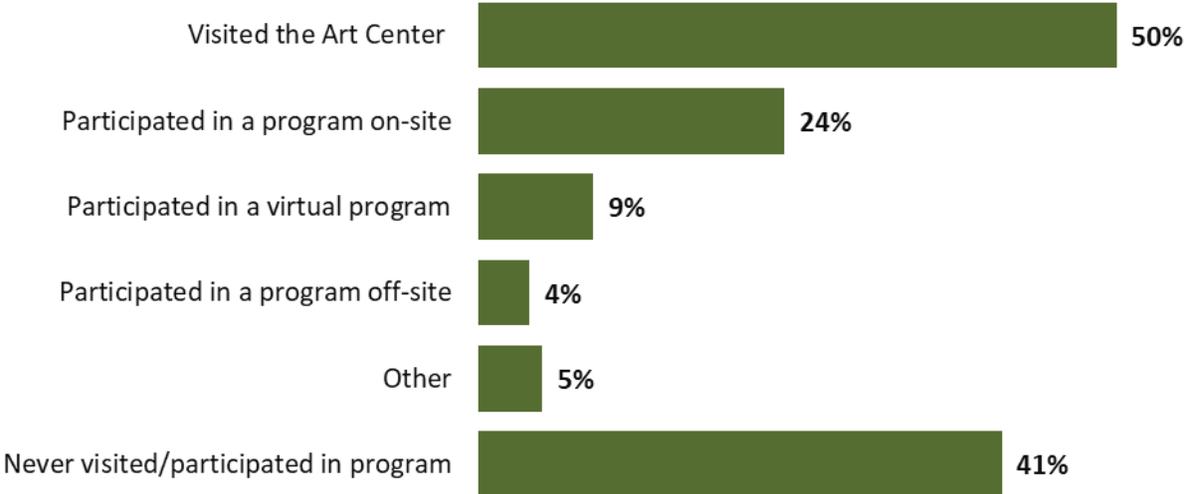
Age	Art Therapy	Artists Residency	Exhibition/ On-site Program	Virtual Public Program	Virtual Wellness
Under 18	28%	77%	4%	0%	0%
18 to 24	0%	23%	6%	0%	0%
25 to 34	7%	0%	20%	14%	7%
35 to 44	10%	0%	19%	0%	7%
45 to 54	9%	0%	17%	14%	14%
55 to 64	2%	0%	12%	0%	21%
65 or older	45%	0%	22%	71%	52%
Total Respondents	115	22	69	7	29

The follow-up survey asked participants about their involvement with the Art Center prior to their engagement with *Creative Attention*. Many respondents were new to the Art Center, with about 40% indicating that they had never visited or participated in any programming in the past. Breaking down the data by program, between 1/3 and 1/2 of respondents were new to the Art Center. Note that the sample sizes for the art therapy and artist residency programs were very small and may not be representative.

Prior Experience with the Art Center

About 40% of respondents to the follow-up survey had never had any engagement with the Art Center prior to *Creative Attention*.

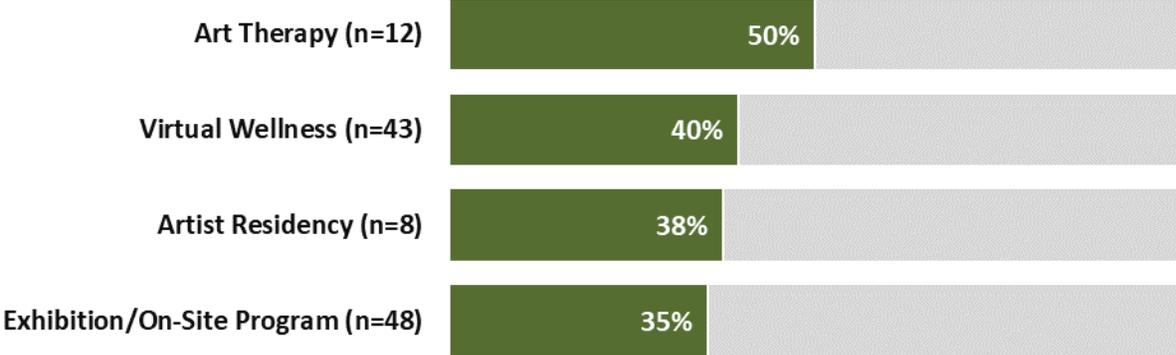
Before engaging with the *Creative Attention* exhibition or program, what was your prior experience with the Palo Alto Art Center? (select all that apply)



Prior Experience with the Art Center (By Program Participation)

Depending on which program they participated in, between 1/3 and 1/2 of follow-up survey respondents were new to the Art Center.

% of follow-up survey respondents who were new to the Art Center (by program participation)



Evaluation Question 2

Views of Art

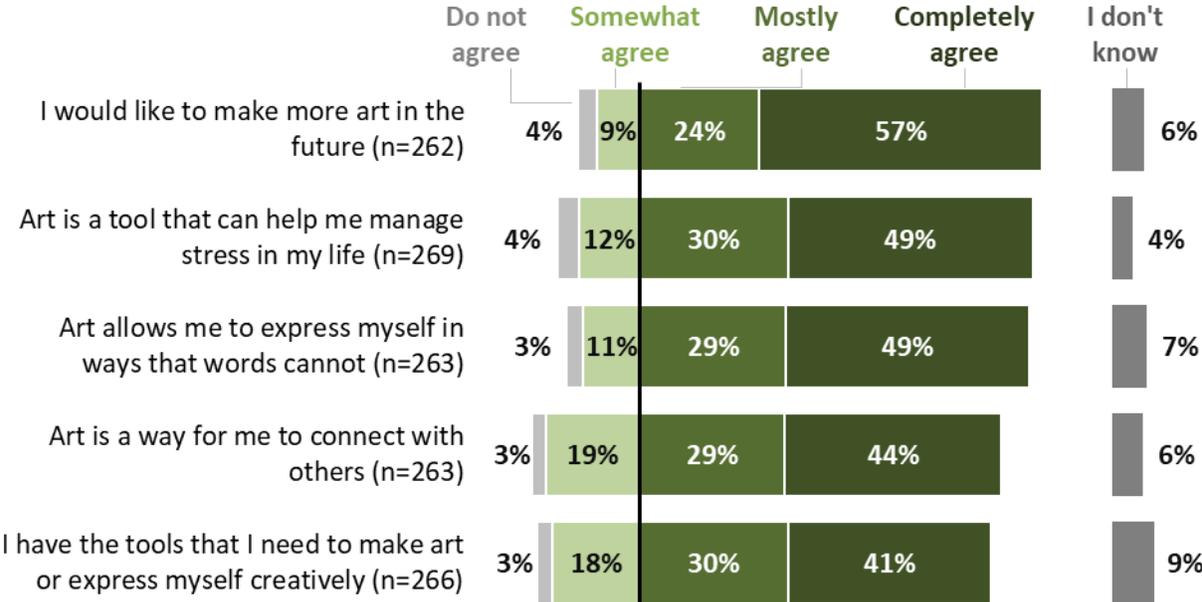
Finding #2: The majority (over 70%) of exhibition attendees and program participants mostly or completely agreed that their experience made them feel that art could be a tool for self-expression, stress reduction, and connection. (These sentiments were also reiterated in an open-ended question about the impact of the program on their views of art.) Participants also agreed that they have the tools they need to make art and they would like to make more art in the future. There was some differentiation by program participation. Participants in the art therapy and artist residency workshops were most likely to completely agree with these statements (although they were also more likely to have doubts about their artistic abilities). Participants in the virtual wellness programs often indicated that they weren't sure how they felt, likely because those programs did not have an explicit focus on art.

Exhibition attendees and program participants were asked to rate their agreement with a series of statements related to the impact of their *Creative Attention* experience on their view of art. The majority of survey respondents (over 70%) mostly or completely agreed that their experience with the *Creative Attention* exhibition or a related program made them feel that art could be a tool for self-expression, stress reduction, and connection. They also agreed that they had the tools they needed to make art and they would like to make more art in the future.

Views of Art (All Exhibition and Program Surveys)

A majority of survey respondents agreed that their *Creative Attention* experience made them feel that art could be a tool for self-expression, stress reduction, and connection; that they had the tools they need to make art; and that they would like to make more art in the future.

My experience with this program/exhibition made me feel that...

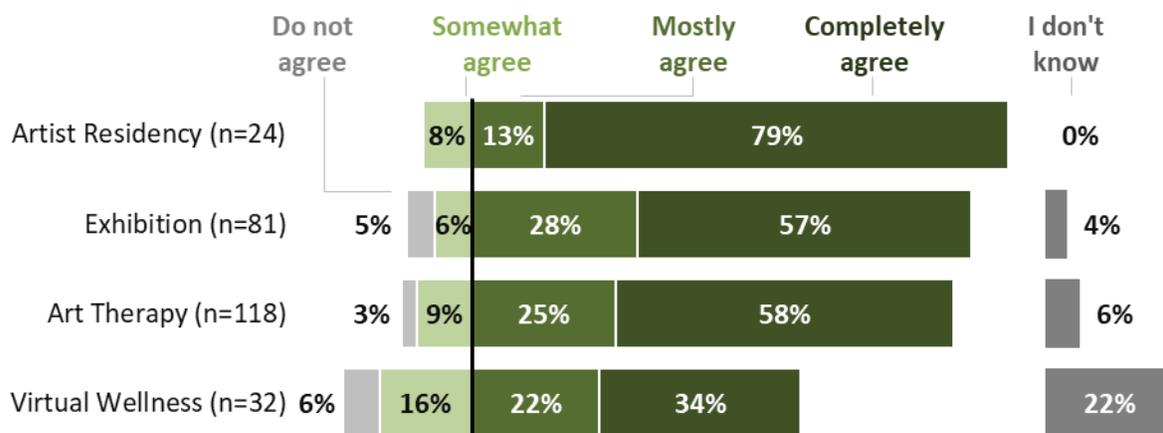


There was some variation based on program participation. Artist residency and art therapy program participants were most likely to “completely agree” with the statements, while virtual wellness participants were more likely to indicate that they didn’t know how they felt. This differentiation makes sense given that there was not an explicit art focus for the virtual wellness programs. Note that virtual public programs are not included in the breakouts by specific program due to the small sample size.

Views of Art: Desire to Make Art

Artist residency workshop participants were most likely to “completely agree” that they would like to make more art in the future, while virtual wellness participants often felt they did not know.

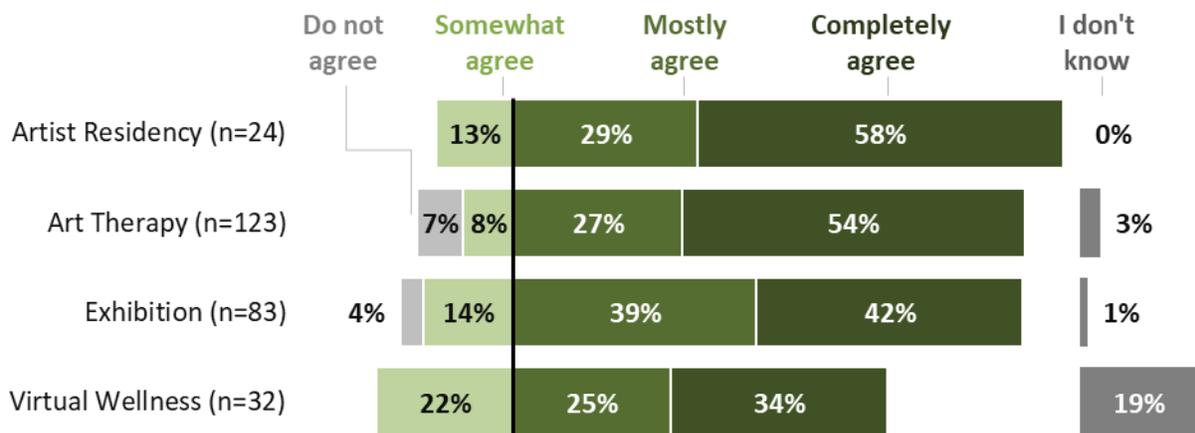
**My experience with this program/exhibition made me feel that...
I would like to make more art in the future.**



Views of Art: Stress Management

Artist residency and art therapy participants were most likely to “completely agree” that art is a tool for stress management, while virtual wellness participants often felt they did not know.

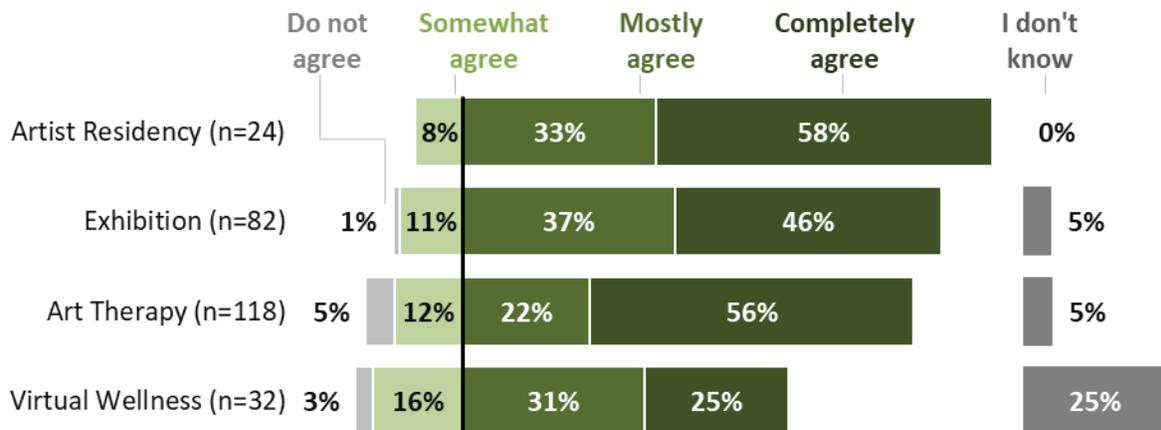
**My experience with this program/exhibition made me feel that...
Art is a tool that can help me manage stress in my life.**



Views of Art: Self-Expression

Artist residency and art therapy participants were most likely to “completely agree” that art is a tool for self-expression, while virtual wellness participants often felt they did not know.

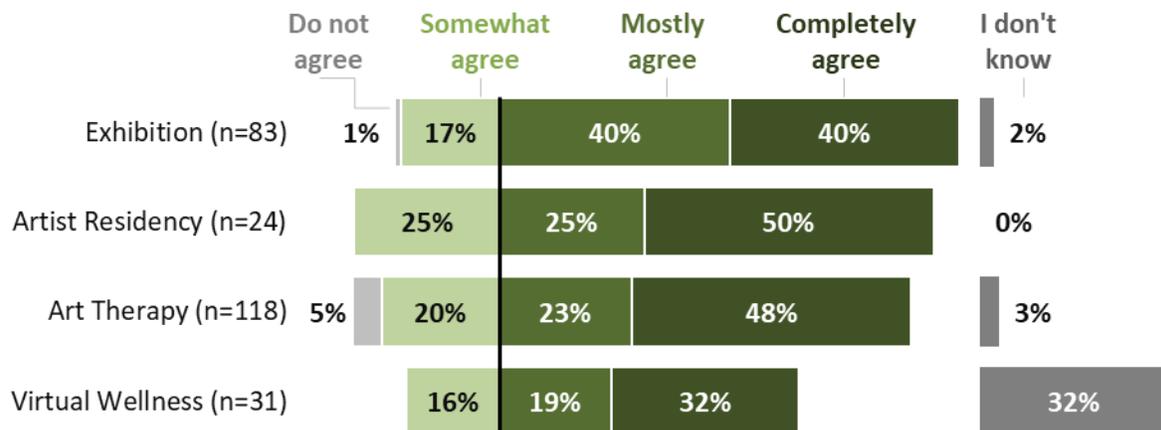
**My experience with this program/exhibition made me feel that...
Art allows me to express myself in ways that words cannot.**



Views of Art: Connection

Artist residency and art therapy participants were most likely to “completely agree” that art is a way to connect with others, while virtual wellness participants often felt they did not know.

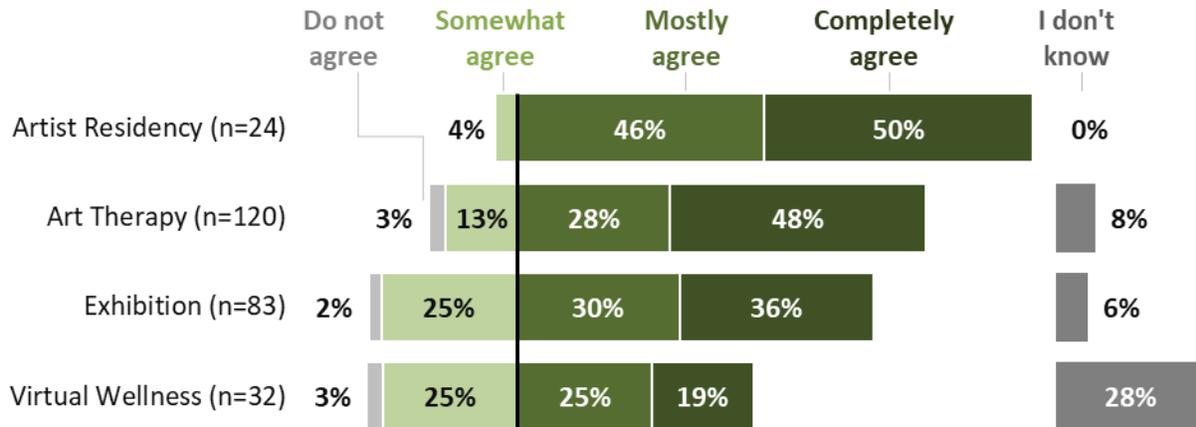
**My experience with this program/exhibition made me feel that...
Art is a way for me to connect with others.**



Views of Art: Tools to Make Art

Artist residency and art therapy participants were most likely to “completely agree” that they have the tools they need to make art, while virtual wellness participants often felt they did not know.

**My experience with this program/exhibition made me feel that...
I have the tools that I need to make art or express myself creatively.**



There was one negatively worded item on the survey asking whether participants had doubts about whether they could express themselves artistically. Despite receiving highly positive ratings in other areas, the art therapy and artist residency programs had more participants who agreed that they doubted their artistic abilities. Some of this may have been due to not carefully reading the question (some visitors provided ratings of “completely agree” for all items), but open-ended responses also suggested some participants were negatively judging their own artistic abilities. For example, in response to an open-ended question about their views about art, responses included:

“[My experience today made me feel that art is...] something really beautiful, but I couldn't make anything better.” – Art Therapy Workshop Survey

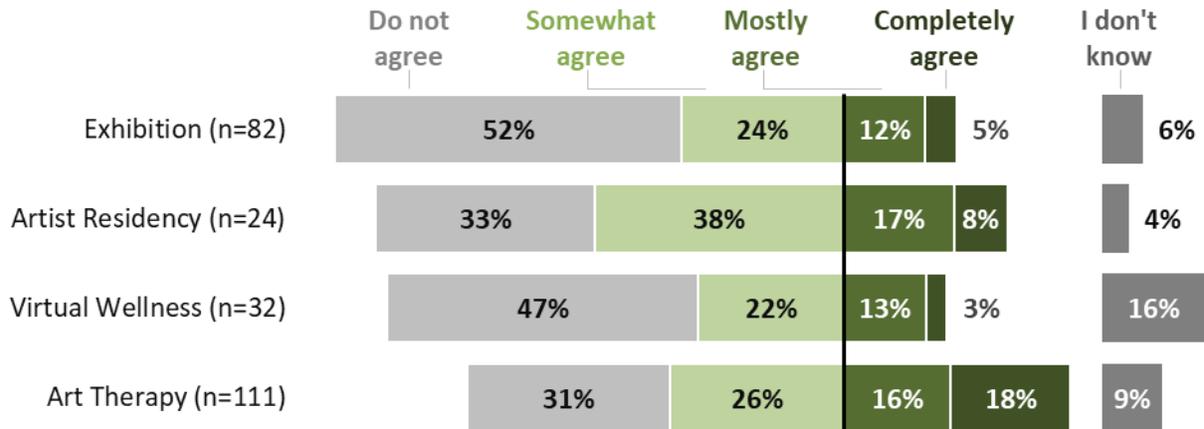
“[My experience today made me feel that art is...] difficult for me.” – Art Therapy Workshop Survey

“[My experience today made me feel that art is...] very difficult.” – Art Therapy Workshop Survey

Views of Art: Doubts about Art Abilities

Artist residency and art therapy workshop participants were more likely than participants in other programs to feel doubts about their artistic abilities.

**My experience with this program/exhibition made me feel that...
I have doubts about my ability to make art or express myself creatively.**



Survey respondents were also asked to complete the following statement: “My experience today made me feel that art is....” While the most common responses (about 1/3 of responses) were generally positive statements about art (e.g., art is beautiful, wonderful, fun), there were several response categories that connected with the project goals of helping participants see art as a force for healing, expression, and community building. About 1/4 of respondents described art as a tool for self-exploration/self-expression, and nearly 1/5 described it as related to wellness. About 1/10 described art as a way to connect with others.

The following table shows the most commonly mentioned response categories, as well as example statement from the surveys. Note that some responses fell into more than one category.

My experience today made me feel that art is... (n=232)

34%	General positive (beautiful, wonderful, fun, powerful, etc.)	<p>“Beautiful and amazing.” – Art Therapy Workshop Survey</p> <p>“Full of possibilities, diversity and beauty!” – Exhibition Survey</p>
23%	A tool for self-exploration and/or expression.	<p>“A powerful tool to express oneself.” – Exhibition Survey</p> <p>“Something that can help me explore my identity.” – Art Therapy Workshop Survey</p> <p>“Important for expressing stories that may not be shared otherwise.” – Artist Residency Workshop Survey</p> <p>“A wonderful vehicle for self and other exploration.” – Virtual Public Program Survey</p>
17%	Related to wellness	<p>“Healing and communicative on a deep level.” – Exhibition Survey</p> <p>“Thought provoking, culturally enriching, good for your soul & well-being.” – Virtual Wellness Program</p> <p>“Something you can do to reduce stress.” – Art Therapy Workshop Survey</p>
9%	A way to connect with others	<p>“Something that joins us.” – Artist Residency Workshop Survey</p> <p>“Multi-faceted, thought provoking, and can bring a community together.” – Exhibition Survey</p> <p>“An essential community bonding experience.” – Virtual Wellness Program</p>
9%	Important	<p>“A necessary part of my life.” – Art Therapy Workshop Survey</p>
8%	Accessible	<p>“Very inclusive and that there are no wrong answers.” – Artist Residency Workshop Survey</p>
7%	Complex/more than I thought	<p>“More. I think my view of art has been much more narrow.” – Virtual Wellness Program</p>
12%	Other	<p>“An expression I'd like to be more connected to- I feel compelled to do art too!” – Exhibition Survey</p>

Dimensions of the Visitor Experience

Finding #3: The Dimensions of the Visitor Experience instrument revealed that the *Creative Attention* exhibition was successful at fostering feelings of peacefulness and togetherness. Scores for these dimensions were higher for visitors to *Creative Attention* than most museum exhibitions. The art therapy programs received high scores for many dimensions, with the highest ratings for fascination, togetherness, attention, peacefulness, and reflective engagement. The virtual wellness programs had particularly high ratings for peacefulness.

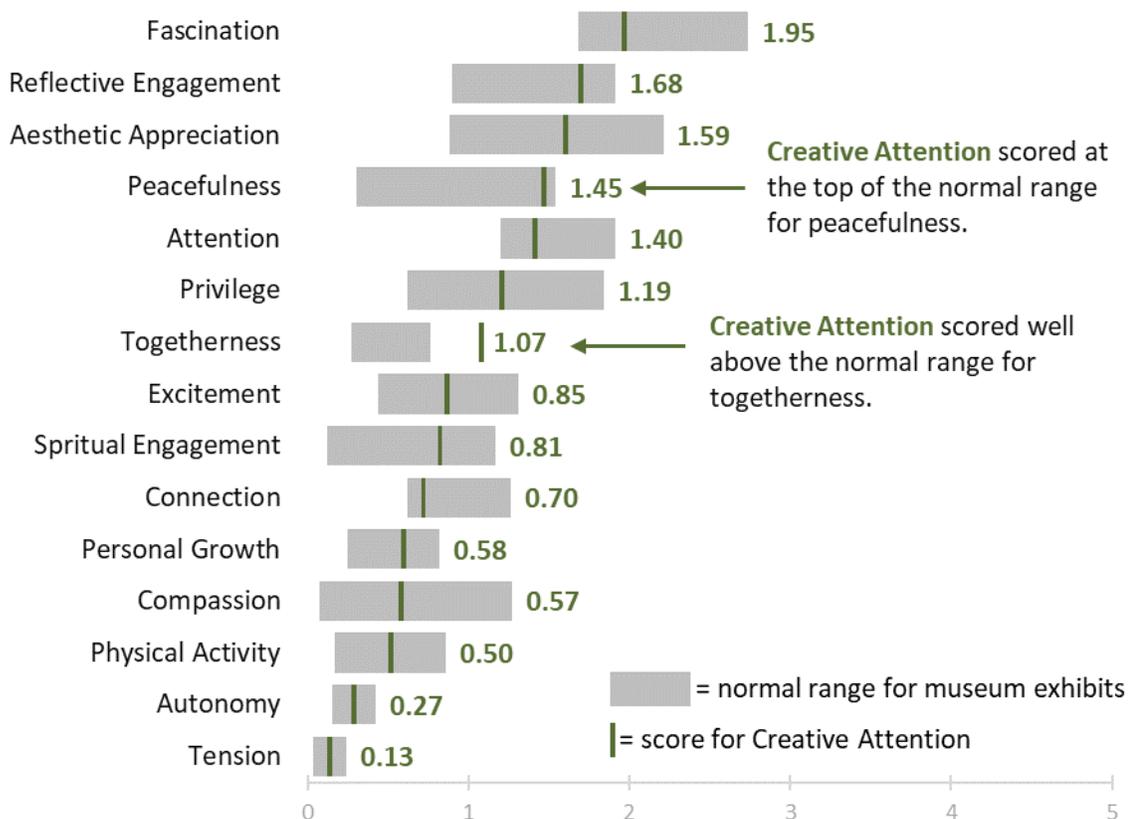
Exhibition, art therapy, and virtual wellness program surveys included the Dimensions of the Visitor Experience (DoVE) instrument (Packer, Ballantyne, & Bond, 2018). The DoVE is designed as a quick way to assess various emotional impacts of the visitor experience using an adjective checklist. Visitors were presented with a list of 75 adjectives and asked to indicate those that described how they felt while visiting the *Creative Attention* exhibition. The 75 adjectives can be seen to represent 15 possible dimensions of the visitor experience, as outlined in the table below.

Dimension	Statements on DoVE Instrument
Aesthetic Appreciation	I experienced a sense of aesthetic appreciation, appreciation of objects, beauty, grandeur; it engaged my senses
Attention	I felt attentive, alert, observant; I experienced a sense of concentration; It engaged me mentally
Autonomy	I felt independent, confident; I experienced a sense of choice, control, deciding
Compassion	I felt concerned for nature, concerned for others, concerned for the world, concerned for animals; I experienced a sense of compassion
Connection	I experienced a sense of connection to the past, connection with nature, connection with objects, attachment, nostalgia
Excitement	I felt excited, exhilarated, enthusiastic; I experienced a sense of enjoyment, elation
Fascination	I felt fascinated, amazed, intrigued; I experienced a sense of wonder; It engaged my imagination
Peacefulness	I felt peaceful, serene, relaxed, refreshed, restored
Personal Growth	I experienced a sense of accomplishment, fulfillment, growth, self-discovery, self-actualization
Physical Activity	I felt active, mobile, vigorous, energetic; It engaged me physically
Privilege	I felt privileged, honored, fortunate, grateful; I experienced a sense of respect
Reflective Engagement	I felt reflective, thoughtful, introspective, deep in thought; I experienced a sense of pondering
Spiritual Engagement	I felt connected spiritually, reverent; I experienced a sense of worship, sacredness; it engaged me spiritually
Tension	I felt tense, frustrated, stressed, overloaded, uncomfortable
Togetherness	I felt sociable, I experienced a sense of togetherness, fellowship, companionship, community

Each of the 15 dimensions can receive a score of 0 to 5, depending on how many of the words in each dimension are selected by the visitor. The following chart shows the average number of words from each dimension selected by visitors to the *Creative Attention* exhibition (represented by the green lines). The developers of the DoVE instrument have established norms based on data collected from 25 different museum exhibitions (Packer, Ballantyne, & Bond, 2018). The gray bars on the chart indicate the range within which 80% of exhibitions are expected to fall. Scores for *Creative Attention* were within the normal range for most dimensions of the visitor experience. Scores for peacefulness were toward the high end of normal, while scores for togetherness were well above the normal range.

Dimensions of the Visitor Experience Scores (*Creative Attention* Exhibition)

Creative Attention scored within the normal range for most dimensions of the visitor experience, but scored at the high end of normal for peacefulness and well above normal for togetherness.



The Dimensions of the Visitor Experience checklist was also used in the surveys for two of the associated programs, the art therapy programs and the virtual wellness programs. Unlike for exhibitions, there does not exist established norms for where museum programs typically fall. As a result, it is not possible to compare the *Creative Attention* programs to other programs. However, we can see that the art therapy programs received high scores for many dimensions, with the highest ratings for fascination, togetherness, attention, peacefulness, and reflective engagement. The virtual wellness programs had particularly high ratings for peacefulness.

Dimensions of the Visitor Experience Scores (Exhibition & Programs)

Art therapy programs received high scores for many dimensions, including fascination, togetherness, attention, peacefulness, and reflective engagement. The virtual wellness programs had particularly high ratings for peacefulness.

	Exhibition (n=88)	Art Therapy (n=126)	Virtual Wellness Programs (n=41)
Fascination	1.95	1.97	0.76
Reflective engagement	1.68	1.80	1.71
Aesthetic appreciation	1.59	1.43	0.95
Peacefulness	1.45	1.83	2.71
Attention	1.40	1.86	1.83
Privilege	1.19	1.60	1.44
Togetherness	1.07	1.95	1.15
Excitement	0.85	1.70	0.78
Spiritual engagement	0.81	1.12	0.93
Connection	0.70	1.17	0.32
Personal growth	0.58	1.44	1.37
Compassion	0.57	1.09	0.71
Physical Activity	0.50	1.58	0.73
Autonomy	0.27	1.16	0.49
Tension	0.13	0.38	0.07

Evaluation Question 3

Views of the Art Center

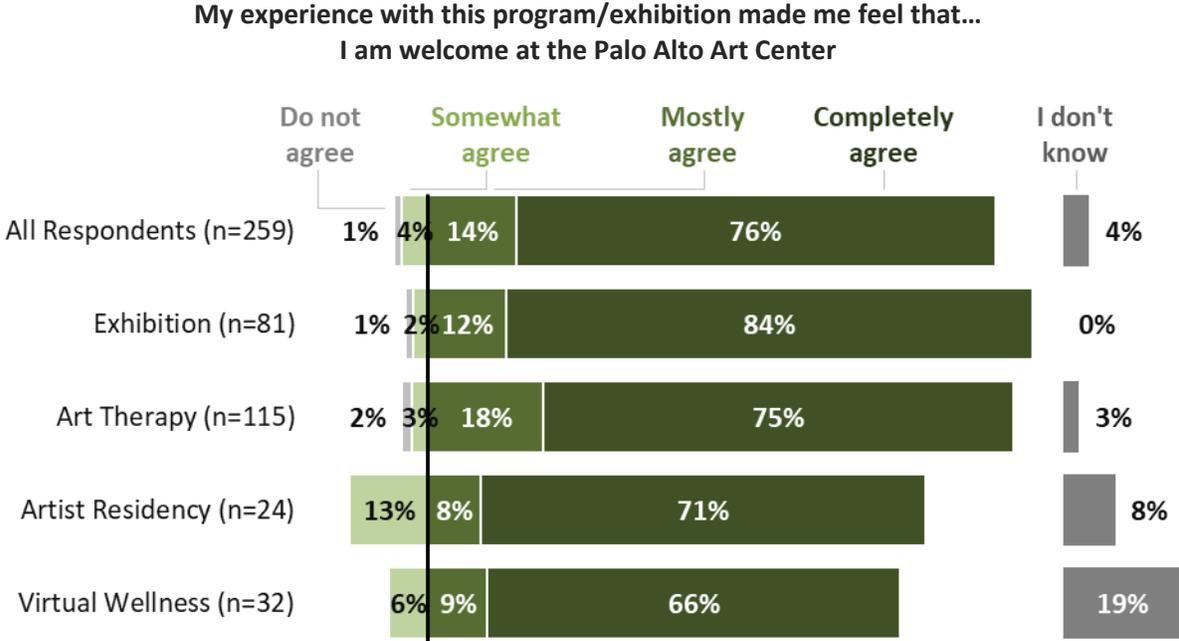
Finding #4: *Creative Attention* participants felt welcome at the Art Center, and saw it as a place where they could express themselves creatively, find community connections, feel welcome and safe, and feel calm and peaceful. Longer term impressions shared on the follow-up survey reflected some of these same ideas.

In addition to looking at how the program impacted participants’ views of art, the evaluation also sought to understand whether *Creative Attention* could encourage participants to see the Art Center as resource to support their emotional health and wellness, both immediately following the program and over the longer term.

Immediately following their visit to the exhibition or participation in a program, 90% of survey respondents mostly or completely agreed that they felt welcome at the Art Center.

Views of the Art Center: Feeling of Welcome

90% of *Creative Attention* survey respondents mostly or completely agreed that they felt welcome at the Palo Alto Art Center.



Survey respondents were also asked to complete the following statement: “My experience today made me feel that the Palo Alto Art Center is a place where....” Responses strongly reflected the goals of *Creative Attention*, with the most common responses relating to the Art Center as a place for self-expression, a place of community connection, a safe and welcoming space, and a place to relax. The following table shows the most commonly mentioned response categories, as well as example statement from the surveys. Note that some responses fell into more than one category.

My experience today made me feel that the Palo Alto Art Center is... (n=234)

31%	A place to express yourself creatively	<p>“Creativity and expression are encouraged and valued.” – Exhibition Survey</p> <p>“I can be creative with others.” – Art Therapy Survey</p>
22%	A place to find connection to community	<p>“Unheard voices come to tell their stories and share their truths in compassionate community.” – Exhibition Survey</p> <p>“People come together, reflect, and encourage.” – Art Therapy Survey</p> <p>“I belong and I’m welcome into a creative local community.” – Artist Residency Survey</p>
21%	A safe/welcoming space	<p>“We can express ourselves and not be judged. I felt great about sharing with others our family history.” – Art Therapy Survey</p> <p>“One can feel that they can express their creativity comfortably and honestly.” – Artist Residency Survey</p> <p>“I can enjoy art and feel welcome.” – Exhibition Survey</p>
15%	A place to relax, feel calm/peaceful, reduce stress	<p>“Well-being can be fostered and care for others can be encouraged.” – Virtual Wellness Survey</p> <p>“You can relax and take a break and put all your feelings onto paper.” – Art Therapy Survey</p>
9%	A place I feel positively about	<p>“I always find inspiration and wonder” – Exhibition Survey</p>
8%	A place that is trying new things	<p>“I am being offered something invaluable that I would never have expected.” – Virtual Wellness Program</p>
7%	A place to see/appreciate art	<p>“Skilled, creative, unique art and artists are showcased.” – Exhibition Survey</p>
6%	A place I’d like to visit more often	<p>“Some place I look forward to visiting.” – Art Therapy Survey</p>
4%	A place to learn	<p>“I can learn what motivates artists whose work I’ve seen in the exhibit!” – Virtual Public Program Survey</p>
3%	Other	<p>“I could actually participate in something because it was on zoom.” – Virtual Wellness Survey</p>

The follow-up survey also included a question about how participants' experience with the *Creative Attention* exhibition or a related program had changed their views or opinions about the Art Center. While about 1/2 mentioned that their views of the Art Center were generally positive (and had stayed the same or become more positive after their engagement with *Creative Attention*), some respondents mentioned opinions related to the goals of the project, including realizing that the Art Center was more community focused and focused on wellness than they had previously thought.

In what ways, if any, did your experience with the *Creative Attention* exhibition or program change your views or opinions about the Palo Alto Art Center? (n=61)

48% Maintained or increased generally positive views

"I have positive views of the Center, which continue. Value your exploration of new programs." – Follow-Up Survey

"The exhibit was more engaging than exhibits I had visited in the past." – Follow-Up Survey

"Each time I visit I am reminded of the gem this Center is for our community and all who visit." – Follow-Up Survey

20% More community-focused

"This exhibition made me feel like the Art Center is a community-engaged and support-driven organization. I felt safe to enter into chats with people I have never met. As someone with social anxiety, this is not typically easy for me to do." – Follow-Up Survey

"It really deepened my view of PAAC as a space for community healing and expression and a place for diverse peoples to be seen and heard." – Follow-Up Survey

"It made me realize that the Art Center is more than just a gathering of artists, which is part of it, but it opened my eyes to the Art Center as an organization that serves the surrounding community."

15% More to the Art Center than previously aware

"Seems to be expanding its scope by offering a wider range of activities for the community." – Follow-Up Survey

13% Interested in ongoing participation

"It made me want to engage more." – Follow-Up Survey

11% No change to opinion

"Did not change my view or opinions." – Follow-Up Survey

7% More focused on wellness

"Appreciated that they were actively reaching out to improve health and creative engagement." – Follow-Up Survey

Evaluation Question 4

Ongoing Program Impacts

Finding #5: *Creative Attention* had some longer term impacts on participants as well, with over 1/2 of follow-up survey respondents indicating that they had continued to engage in activities that use art to support mental health and about 1/4 indicating that they had continued to engage with the Art Center. Respondents also reported changes in their views about wellness (including gaining new tools or skills to support their mental health and recognizing the importance of self-care) and their views about the role of art in their lives (recognizing the importance of art for them and connecting art to wellness).

Evaluation Question 4 sought to understand the longer term impacts of *Creative Attention*, examining whether participants changed their views on the relationship between art and wellness and whether they continued to engage with art-based wellness tools beyond their engagement with a specific *Creative Attention* experience.

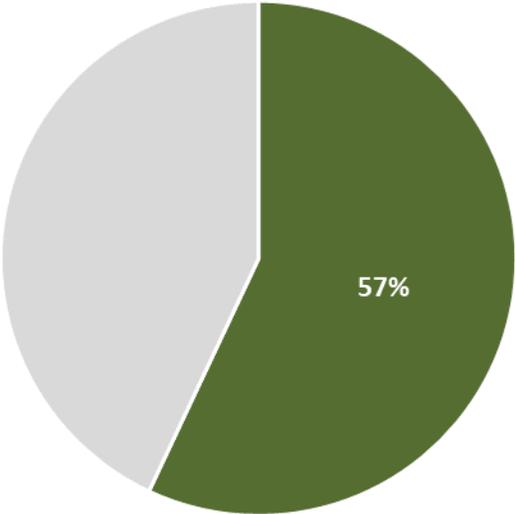
Follow-up survey respondents were also asked whether they had continued to participate in any activities related to using art to support their mental health, and whether they had continued to engage with the Art Center in any way following their engagement with *Creative Attention*.

Over half (57%) of respondents indicated that they had continued engaging in activities that use art to support mental health, including art making and ongoing meditation practices.

Ongoing Engagement with Art & Wellness Activities

Over half of follow-up survey respondents indicated that they had continued to engage in activities that use art to support mental health.

% of follow-up survey respondents who indicated they have continued to engage in activities that use art to support mental health (n=90)



“I took an art class during school to help me calm down with my stress.” – Follow-Up Survey

“I regularly draw as a way of freeing my mind and hand.” – Follow-Up Survey

“Yoga, meditation, creative expression.” – Follow-Up Survey

“Drawing and guided meditation.” – Follow-Up Survey

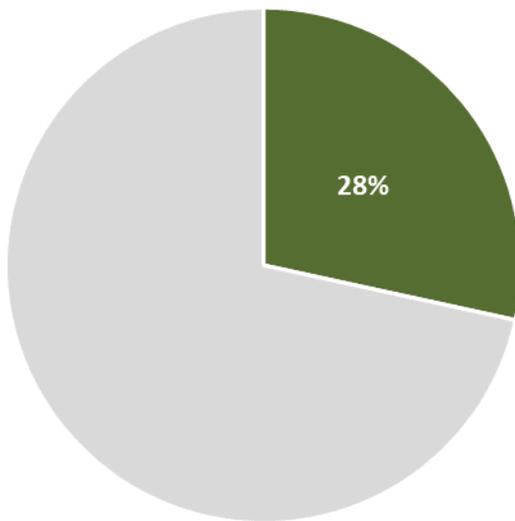
“I found additional guided meditations online, and will be incorporating them in my life.” – Follow-Up Survey

Survey respondents were also asked whether they continued to engage with the Art Center beyond the *Creative Attention* program. About 1/4 indicated that they had engaged with the Art Center again after *Creative Attention*, primarily through revisiting the Art Center or, less frequently, through participating in a class.

Ongoing Engagement with the Art Center (n=88)

About 1/4 of follow-up survey respondents indicated that they had continued to engage with the Palo Alto Art Center.

% of follow-up survey respondents who indicated they have continued to engage with the Art Center



“Visited your current exhibit, which I enjoyed.” – Follow-Up Survey

“Attended Friday Night at the Art Center.” – Follow-Up Survey

“I started an adult ceramics class through PAAC.” – Follow-Up Survey

“Printmaking drop in, pottery classes.” – Follow-Up Survey

“Watercolor classes Spring & Summer. Floral Arrangement was stress relieving & satisfying too.” – Follow-Up Survey

The follow-up survey asked respondents to share whether they experienced any changes in their thinking about their own wellness, mental health, or self-care due to their engagement with *Creative Attention*. The most common response (mentioned by over 1/4 of respondents) was that participants felt an immediate positive mental health impact after their engagement. Respondents also indicated that they gained new tools to use to support their mental health, that the programs helped reinforce the importance of self-care, that they thought more about community connections to mental health, and they became more aware of their own mental health state.

In what ways, if any, did your experience with the exhibition or program impact your thinking about your own mental health, wellness or self-care? (n=77)

27%	Provided immediate positive mental health impacts	<p>“I am inspired and comforted by many of the exhibits. The Wes Bruce exhibit helped me relax, feel calm, and want to stay in that place.” – Follow-Up Survey</p> <p>“It gave me time to just immerse myself in what I was doing.” – Follow-Up Survey</p> <p>“It didn't change my thinking about my mental health but the experience of being in the quiet gallery surrounded by beautiful artwork positively impacted my mental state and was both peaceful and uplifting.” – Follow-Up Survey</p>
22%	Provided new tools/skills for improving mental health	<p>“Although I already meditated, the guided visualization was new to me and seems like a useful tool to have for calming myself in a stressful situation.” – Follow-Up Survey</p> <p>“I looked forward to it, and learned the breathing early on,... so I have shared that with others.” – Follow-Up Survey</p>
17%	Reinforced the importance of self-care	<p>“Reinforced importance of taking out time for self-care. Allowed me to do so virtually during my lunch break so I didn't have to take time off work for the guided meditation.” – Follow-Up Survey</p> <p>“The exhibit invited me to consider myself as valuable and how important self-care is to maintaining or re-establishing good mental health so that we may survive and thrive in this chaotic world that we exist in.” – Follow-Up Survey</p>
14%	Thought about community connections to mental health	<p>“It made me think about how mental health, wellness, and self-care needs are both individual and unique and universal.” – Follow-Up Survey</p> <p>“Brought new focus on community. Accessibility. Belonging.” – Follow-Up Survey</p>
10%	No impact	<p>“No particular impact, just encouragement to keep on doing my best to live a balanced life.” – Follow-Up Survey</p>
8%	Increased awareness of own mental state	<p>“After taking the meditation program, I became more aware of what's going on in my mind.” – Follow-Up Survey</p>
8%	Other	<p>“I'm willing to share the art I create more, especially artwork that was a result of an outlet for my mental health.” – Follow-Up Survey</p>

Participants were also asked whether their experience with *Creative Attention* had impacted their thinking about the role of art in their lives. Many of the virtual meditation participants either did not answer the question or commented that there had been no impact in this area, with several commenting that the meditation program was not connected to art. Participants who did feel that their thinking about the role of art in their lives had changed indicated that they recognized the importance of art in their lives and were more likely to connect art to wellness or to community.

In what ways, if any, did your experience with the exhibition or program impact your thinking about the role of art in your life? (n=66)

38% Recognize the importance of art in their life

“Art has always played a positive role in my life and seeing an exhibition that illustrated the theme of art and healing/belonging/wellness inspires me to continue to seek out and create art.” – Follow-Up Survey

“Art belongs in all of our lives and it's so easy to forget. The opportunity to create at the exhibit reminded me how important art is.” – Follow-Up Survey

“The program helped me remember that I enjoy creating art.” – Follow-Up Survey

24% Connected art to wellness

“I would love to participate in more expressive art workshops to aid in my wellness.” – Follow-Up Survey

“I felt further inspired to rekindle my arts practice for the benefit of my own and my community's resilience and mental health.” – Follow-Up Survey

“Art is not limited to paints and canvas. Its expression is limitless. And, art can heal through the senses, enriching our lives for the better.” – Follow-Up Survey

14% No impact

“It did not. It was a meditation class.” – Follow-Up Survey

6% Connected art to community

“It's always a good thing to get your work out of the studio. So much isolation for all. So, these kinds of exhibits really help others.” – Follow-Up Survey

“It reminded me that I like doing art with other people, i.e., in community, not alone.” – Follow-Up Survey

24% Other

“Art helps me understand the views of others thru creative expression.” – Follow-Up Survey

References

Packer, J., Ballantyne, R., & Bond, N. (2018). Developing an Instrument to Capture Multifaceted Visitor Experiences: The DoVE Adjective Checklist. *Visitor Studies*, 21(2), 211-231