



2020  
ARTS &  
CULTURE

RESEARCH SYMPOSIUM

ARTS & HEALTH



21 JULY 2020, TUESDAY



3PM - 5PM

## Essential, or not?

The Sunday Times asks some 1,000 respondents which are the jobs that are most crucial in keeping Singapore going, and also how much more they will pay for essential services so that workers in the sector may get a wage boost.

### Top 5 essential jobs



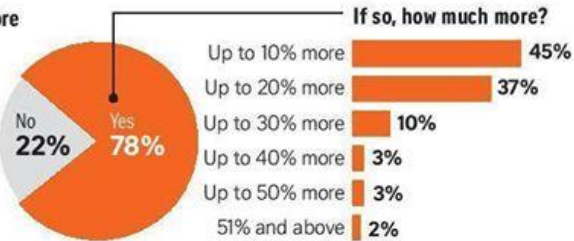
### Top 5 non-essential jobs



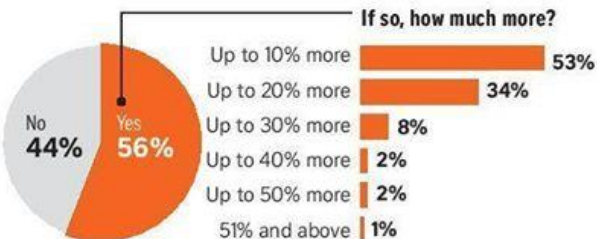
### Jobs that I don't want to do

Garbage collector	57%
Construction Worker	44%
Cleaner	42%
Politician	36%
Telemarketer	31%
Artist	29%
Security guard	29%
Corporate lawyer	26%
Nurse	24%
Doctor	21%
Hawker	20%
PR specialist	20%
University professor	20%
IT technician	19%
Engineer	18%
Social media manager	18%
Business consultant	16%
Deliveryman	16%
Human resource manager	13%
Teacher	11%

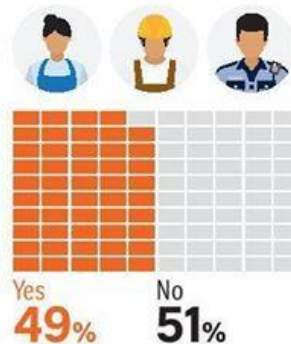
Would I pay more for essential services if the extra amount would go to essential workers such as cleaners and security guards?



Would I pay more for home renovation if the extra amount would go to the workers?



If the salaries of a construction worker, cleaner or security guard were to be tripled, would I consider taking up any of these jobs?\*



\*The monthly basic wages of security officers and general cleaners are set at \$1,250 and at least \$1,200 respectively, under the progressive wage model. The median monthly salary for construction labourers in 2018 was \$1,200.

NOTE: Done with nationally representative sampling across age, gender and income groups

Source: MILIEU INSIGHT STRAITS TIMES GRAPHICS

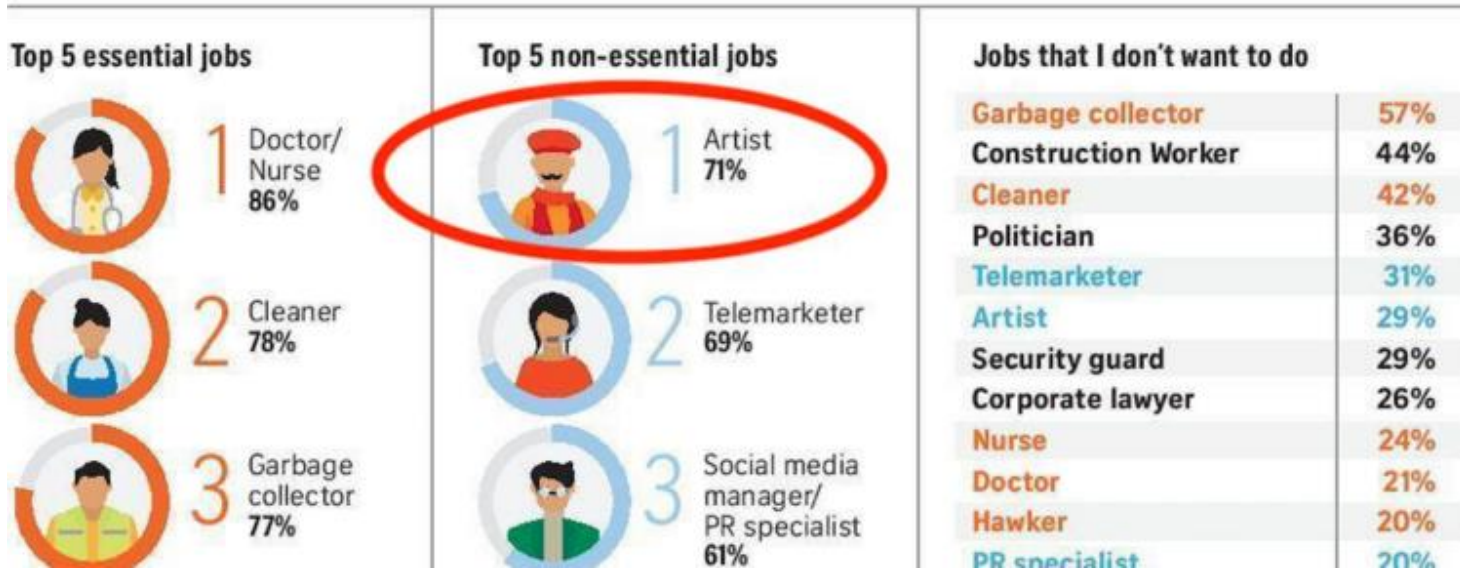
- Article in The Sunday Times (ST) on 14 Jun 2020, reported the results of a survey that it commissioned.
- The survey of 1,000 people was conducted by consumer research firm Milieu Insight.



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## Essential, or not?

The Sunday Times asks some 1,000 respondents which are the jobs that are most crucial in keeping Singapore going, and also how much more they will pay for essential services so that workers in the sector may get a wage boost.



- Survey revealed that 71% of the respondents thought that **artists were the most non-essential** occupation, followed by telemarketers and social media managers and PR specialists.






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**Proudly non-essential**



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Ren Ren Chicken Rice

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 bittymacbeth // is it enough to be an artist in singapore? part 2 // then on sunday, the straits times survey was published. (picture 4 for the non-singaporean folks who may not have seen it.) so well, let's face it, many people already thought the arts were non-essential before covid19! sure, the arts don't give you food, water, air or shelter. if you didn't have any spotify, apple music, youtube, netflix, etc today, you'd still wake up tomorrow. but i mean, other jobs don't too, like sports, but they're not getting kicked while they're down. the survey comes at a time when, according to ilostmygig.sg, at least 2796 creative industry freelancers have lost 8627 from COVID-19 related

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*"But why should I go through years of pain for a non-essential skill?"*



**Jeremy Monteiro**  
about a month ago



"The arts are essential to any complete national life. The State owes it to itself to sustain and encourage them.

Ill fares the race which fails to salute the arts with the reverence and delight which are their due."

- Winston Churchill 1938 - confirmed by the International Churchill Society -

 33  3  2



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**YELO™**  
@tzeherm\_



thinking about the artist who had to design this ST infographic

**Top 5 essential jobs**



**1** Doctor/  
Nurse  
**86%**



**2** Cleaner  
**78%**

**Top 5 non-essential jobs**



**1** Artist  
**71%**



**2** Telemarketer  
**69%**



1:32 PM · Jun 14, 2020



67.5K 16.8K people are Tweeting about this



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AN UPDATE FROM

**milieu**

# Milieu Insight Response and Clarification on The Sunday Times Essential Workers Poll

JUNE 15, 2020 · 9 MINUTES TO READ

BY STEPHEN TRACY · COO

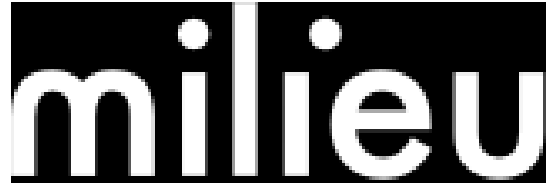


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- Methodology: Online (Milieu panel)
- Sample Size: n=1,000
- Target Audience: Singapore adult population (residents and citizens), aged 16 and above
- Field Work Dates: June 12th to 15th, 2020
- Survey Duration: 19 questions (approx 5 mins)
- Margin of Error: +/- 3% at a 95% confidence level





- First, respondents were prompted with the following **definition** at the beginning of the survey:
  - In this survey we're going to be asking your opinion about essential workers in Singapore.
  - By "essential workers" we mean someone who is engaged in work deemed necessary **to meet basic needs of human survival and well-being, such as food, health, safety and cleaning.**





- Next, respondents were shown 2 questions:
  - Q1. Please select the jobs that you think are MOST essential from the list below.

Artist	Cleaner ✗	Construction worker	Business consultant	Corporate lawyer
Deliveryman ✗	Doctor ✗	Engineer	Garbage collector ✗	Hawker ✗
Human resource manager	IT technician	Nurse ✗	Politician	PR specialist
Security guard	Social media manager	Teacher	Telemarketer	University professor



- Next, respondents were shown 2 questions:
  - Q2. Now select which of the remaining jobs you think are absolutely NOT essential.

Artist X	Cleaner X	Construction worker	Business consultant X	Corporate lawyer
Deliveryman X	Doctor X	Engineer	Garbage collector X	Hawker X
Human resource manager X	IT technician	Nurse X	Politician	PR specialist X
Security guard	Social media manager X	Teacher	Telemarketer X	University professor



# Analysis

- **Context** – poll was done in a circuit breaker “lockdown” environment.
- **Response Bias** - a specific definition of “essential” was given
  - *“...someone who is engaged in work deemed necessary to meet basic needs of **human survival** and well-being, such as food, health, safety and cleaning.”*
- **Exclusion Bias** - Respondents were not shown an exhaustive list of jobs, nor were they allowed to key in an open-ended response.
  - They were shown a shortlist of 20 jobs/professions.
- **“Essential” vs “Valued”**



# Are art workers non-essential?



Tommy Koh



🕒 PUBLISHED JUN 18, 2020, 5:00 AM SGT



They enrich our cultural life in Singapore and many of us spend during the circuit breaker period

*“During the circuit breaker period, many Singaporeans kept themselves sane by reading books, listening to music, and watching film and television shows and concerts online.*

*It is not right to regard our art workers as non-essential.*

*Without them, Singapore would be a cultural desert.”*

*- Prof Tommy Koh*

# Role of Research in the Arts

- It is revealing is that the survey has reinforced negative stereotypes and the “low status” of Artists.
  - These perceptions are universally resented by Artists
- **Perception** –Role of Arts in society - value
- **Education** – How to educate the public on the critical role that the Arts play in society and in health?
- Research provides us with the information and knowledge to help us and the public increase our understanding of the Arts, and change perceptions.



# Role of Research in the Arts

- Cultural Context - In particular there is a need for local research because of the highly contextual nature of culture and the Arts
  - Understand community needs
- In Singapore
  - Ageing population / Silver tsunami
  - People are surviving chronic diseases and cancers
  - We will have more seniors with mental health issues



# Health in Singapore

- Life expectancy at birth has risen
  - 83.2 years in 2010 to 84.8 years in 2017.
- Health Adjusted Life Expectancy (HALE) at birth increased
  - 72.9 years to 74.2 years over the same period.
  - We are living about 10 years of our life in ill health.
  - (For every 10 years we live, we spend more than a year in illness)
- The mortality rates due to cancer, stroke and heart diseases have reduced significantly by 16%, from 2010 to 2017.
- However as we open doors to longer survival, we reach other obstacles ahead that challenge the elderly



# Dementia in Singapore

- **Dementia** - an illness characterized by abnormal brain changes.
  - These changes trigger a decline in **thinking skills** (cognitive abilities), that impair daily life and independent function.
  - They also affect **behavior, feelings** and **relationships**.
- **Alzheimer's disease** accounts for 60-80% of cases.
- Vascular dementia, which occurs because of microscopic bleeding and blood vessel blockage in the brain, is the second most common cause of dementia.
- Behavioural and psychological symptoms of dementia (BPSD)
  - agitation, insomnia, restlessness, hallucinations, anxiety and depressed mood.



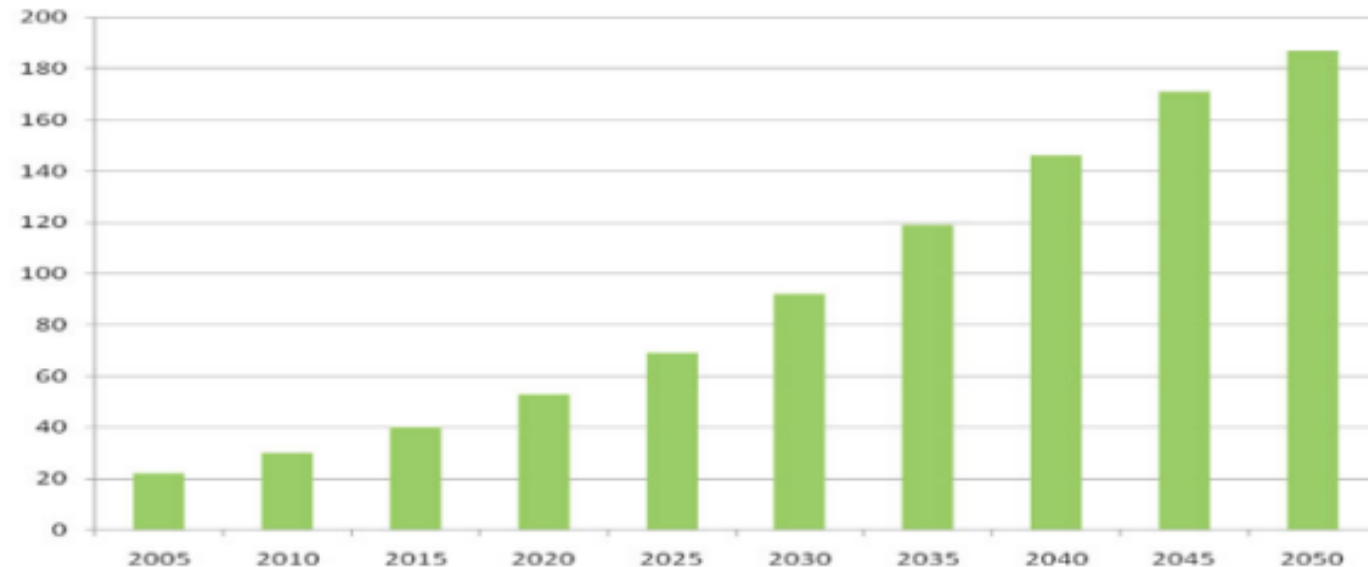


# Dementia in Singapore

- The prevalence of dementia is on a rising trend with the rapidly aging population in Singapore.
  - 40,000 persons with dementia in 2015,
  - **53,000** by 2020
  - 187,000 by 2050.

Singapore Statistics

Year	2005	2010	2015	2020	2025	2030	2035	2040	2045	2050
Prevalence (000s)	22	30	40	53	69	92	119	146	171	187



# Dementia in Singapore

- *It is heartening to note the strong focus on dementia, alzheimers disease, and mental health in our research symposium*
- The WellBeing of the Singapore Elderly (WiSE) Study conducted in 2013 found that the prevalence of dementia was **10 %** in those aged 60 years and above.
- A local study conducted in 2017 found the prevalence of Behavioural and psychological symptoms of dementia (**BPSD**) amongst those with dementia was **67.9 %**.
  - BPSD are very common regardless of the type of dementia and present in nearly all people with dementia over the course of their illness.



# Interventions for Dementia – role of the Arts

- Effective pharmacological treatment is limited
- Variety of interventions for reducing symptoms
  - increasing levels of well-being, providing pleasure and cognitive stimulation
- **Emotion oriented** therapies
  - Reminiscence therapy – Discussing past experiences, especially those that are positive and personally significant
- **Sensory stimulation** therapies
  - Music therapy – Playing music, singing, moving or dancing to music for stimulation and engagement
- A community arts based intervention programme also involves both patients and caregiver, and thus has the potential of improving **social bonds** and give more meaning to the caregiver relationship.



# Other Areas for Research



## HEALTH EVIDENCE NETWORK SYNTHESIS REPORT

What is the evidence on the role of the arts in improving health and well-being?

A scoping review

Daisy Fancourt | Saoirse Finn

- Methodology: Global Academic Literature
- January 2000 to May 2019.
- Over 900 publications
  - over 200 reviews, systematic reviews, meta-analyses and meta-syntheses covering over 3000 studies, and over 700 further individual studies.



# Linking Arts with Health

- Arts activities can involve
  - **aesthetic** engagement,
  - involvement of the **imagination**,
  - **sensory** activation,
  - evocation of **emotion**
  - **cognitive** stimulation.
  - **social** interaction,
  - **physical** activity,
  - engagement with themes of health and
  - interaction with health-care settings



# Role in Prevention and Promotion

- 2 Broad Themes- prevention and promotion, and management and treatment.
- Prevention and promotion, findings showed how the arts can:
  - affect the social determinants of health
    - **Social Cohesion**, social inequalities
  - support child development
    - Speech and language, **educational attainment**
  - encourage health-promoting behaviours
    - **Healthy living, reducing stigma**, engaging marginalized groups
  - help to prevent ill health
    - **Mental health**, reduce **cognitive decline** and **frailty**
  - support caregiving



# Role in Management and Treatment.

- Management and treatment, findings showed how the arts can:
  - help people with mental illness
    - Perinatal mental illness, trauma and abuse
  - support care for people with acute conditions;
    - Inpatients, undergoing surgery, ICU
  - help to support people with neurodevelopmental and neurological disorders
    - Autism spectrum disorders, stroke, dementia
  - assist with the management of noncommunicable diseases;
    - Cancer, respiratory disease, diabetes, cardiovascular
  - support end-of-life care.
    - Palliative care and bereavement



Thank You for your Participation



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