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| **Arts and health promotion: Tools and bridges for practice, research and training** |
| **Background/Objectives**The increasing use of arts-based practices in research has influenced health promotion research and practice. We present five case studies to foreground the aesthetic, ethical and methodological value of arts-based research (ABR) practices to augment research and practice in health promotion. **Methods**The authors describe a range of regional (place-based) ABR practices in Australia and the Pacific using five case studies: 1) an acoustic ecology project called *Listening to Country* ; 2) *IMPACT choir* for people with disabilities and mental health issues; 3) a socially engaged theatre related to domestic family violence; 4) poetic approaches to enhance research findings; and 5) use of storyboarding in participatory research about HIV prevention with women in PNG. These case studies describe ABR practices undertaken to engage with hard-to-reach populations as part of health promotion practice or research activities to promote health and wellbeing.**Results**While the emphasis in ABR practices is on process, the outcomes illustrated in these case studies evidence empowered and amplified local knowledge and voices. The ABR practices enabled different understandings of health promotion, wellbeing and research and reframed the traditional role of researcher from objective observer to co-participant/co-facilitator. While the outcomes from each project were unique, central to their success were iterative, organic research processes and practices that were responsive to the priorities of the communities. Like planting a seed, ABR practices involve growing and nurturing group potential /local knowledge often within challenging social environments with little control over external or internal factors. Therefore, the primary focus of ABR is process and engagement. **Discussion**For the authors of this presentation, the value of using ABR practices in health promotion research lies in how it aligns with and reframes the position of health promotion practitioner-researchers. ABR practises juxtapose more traditional research, reasoning, validity and data construction/interpretation practices. The aesthetics of generating novel approaches to entrenched health promotion challenges is a reframe of research and practice in health promotion.**Keywords**arts-based research, health promotion,  |