

**A RESPONSE TO THE KNOWLEDGE WAVE TRUST INVITATION:**  
**February 2002, 12 pp.**

Dr. Robin Philipp, Consultant Occupational and Public Health Physician, and Director,  
Centre for Health in Employment and the Environment, (CHEE), Department of  
Occupational Medicine, Bristol Royal Infirmary, Bristol BS2 8HW. e-mail:  
Robin.Philipp@UHBristol.nhs.uk

**SECTION I: KNOWLEDGE CLUSTERS BASED ON NEW ZEALAND HIGH COMMISSIONS AROUND THE WORLD: AN EXPATRIATE HUMAN RESOURCE?**

**SECTION 2: ARTS AND HUMANITIES TO HELP WITH HEALTH AND SOCIAL NEEDS**

**INTRODUCTION:**

The Knowledge Wave Trust aims: *“to keep the spirit and energy of the Catching the Knowledge Wave (conference, August, 2001), alive by acting as a catalyst to promote existing and new initiatives, stimulate public discussion and benchmark New Zealand’s progress on economic, social and environmental fronts”* (<http://www.knowledgewave.co.nz>). ‘Health’ is not mentioned in this overview. Yet, economic development and economic well-being, environmental quality and environmental values, culture and health are inter-dependent. For example, Professor Jeffrey Sachs, reported as being: *“arguably the world’s leading thinker on international health and economic development”* has noted that the burden of ill-health *“goes beyond disease episodes. It impedes investment and trade and other measures such as child and infant mortality”* [1]. *“He has just finished chairing the Commission on Macroeconomics and Health, a high profile World Health Organisation (WHO) initiative”* (g). Moreover, as Professor Robert Wade: *“warned the (Knowledge Wave) conference, New Zealand is in danger of becoming the first country in 50 years to fall out of the OECD club of developed nations”* [2].

This paper is intended therefore to be, from a health perspective, a constructive response to the invitation of the Knowledge Wave Trust for *“support, involvement and enquiries”*. It attempts particularly, to develop further themes of The Nuffield Trust, London, Conference, *‘Humanities in Medicine: Beyond the Millennium, March 1998’*, in which it was reported that: *“social entrepreneurs are the agents for change in community environments ... Using skills most commonly seen in the business world they create social capital by combining the powerful resources of big companies and enterprising local people, to their mutual benefit”* [3].

**In the First Section below, the possible development of Knowledge Clusters based on New Zealand High Commissions around the world, as a linked expatriate human resource, is suggested.** It is based on awareness:

- of the large number of expatriates in some areas of the world [for example, there are some 80,000 in the U.K. at any one time and this is second only to Australia] (NZ High Commission, London, personal communication, 2001);

- that many expatriates retain their links with home, return regularly, and are keen to continue contributing from abroad to the well-being of New Zealand and where they can, to help individuals in their area of expertise who are based at home but whom may wish to extend their contact networking overseas;
- of difficulties some New Zealanders experience before travelling or when abroad, in developing professional and social links with New Zealand colleagues living in the same country;
- information that better job prospects now in New Zealand had cut the net outflow of long-term migrants from 10,030 in the year to August 2000 to 4390 in the year to August 2001 [4].

There is, it seems, a potential and hugely valuable manpower asset base of skilled NZ-educated and trained individuals who would be willing to contribute from abroad. If this asset base is developed in a way that expatriates can identify ways in which they too, will gain emotionally and/or materially from the links and involvement, it is likely that they will be much more willing “to do their bit” and to put their names forward for the databases being prepared.

It is hoped therefore that the suggestion outlined in the first Section below will be of interest to work being undertaken by the grouping of projects resulting from the Knowledge Wave conference and that focus on:

- *“developing, retaining and attracting talented individuals, while engaging and utilising the Kiwi Diaspora (expat network): KEA (Kiwi Expats Association), and KIWILINK Global Online Collaboration project”* (<http://www.knowledgewave.co.nz>).

Work with the KEA and KIWILINK projects could too, perhaps be strengthened with links to information published in *“New Zealand’s Who’s Who”*. The editor and his staff have for example, for years kept up where possible with as many New Zealanders overseas as they can and include in their regularly updated publication information about current careers and any career/research breakthroughs and publications (personal communication, 2002).

At least in the U.K., **Friendsreunited** is too, an internet web site that has been established in which users enter their name, where they went to school, when they left and what they are doing now. The idea is that people wishing to get back in touch can then be in e-mail contact [5]. There are however, also other databases such as that of the London, U.K., office of Robert Walters: *“a recruitment agency which claims to have the largest database of expatriate Kiwis”* [4].

There is also a parallel for Section 1 below, in work of Tourism New Zealand’s International Media Centre in Auckland, NZ. It: *“supports international media interest in New Zealand”, ... has “staff in off-shore offices” and .... “supplies journalists with support in planning itineraries and provides assistance while media are visiting New Zealand”* (<http://www.purenz.com>).

Nevertheless, many small and medium-size N.Z. companies are probably unlikely to be able to afford readily, the costs associated with help from large management companies. New low-cost databases are, it seems, needed.

The thoughts in Section 1 below, will, it is hoped help particularly with work of the new KIWILINK Global Online Collaboration Project which in its next steps is reported to be: ‘creating cluster modules around areas such as business expertise, Iwi affiliation and academic excellence’ and ‘creating an on-line forum for participants to exchange ideas and build projects, and build and grow the network’ (<http://knowledgewave.co.nz>) [contact - Annick Janson: [annick@waikato.ac.nz](mailto:annick@waikato.ac.nz)].

**In the Second Section below, some of the Recommendations arising from the ‘Catching the Knowledge Wave Conference’, August 2001, ‘People and Capability’: Workshop 2, and ‘Entrepreneurship’: Workshop Group 4, are addressed.** The objective in submitting these points is to try and help with development of frameworks for actions to fulfil Recommendation 8 of the Conference Working Group 3: Sustainable Economic Strategies, part of which is intended to “*brand NZ as the world’s richest lifestyle - a place to create real wealth while having a great life*”. Efforts towards achieving its goals can, it is suggested, be strengthened by detailed examination of the concepts of ‘**emotional economics**’. This view is based in part on awareness of findings of a ‘Creative New Zealand’ survey of 5845 people aged over 18 years that: “90 per cent of adults took part in an average of four different types of arts activity every month” and that: “more than a quarter of New Zealanders turn to the arts to relieve stress and depression” [6].

To better enable development and application of the concepts of emotional economics, greater attention and a broader approach to human values and valuing is however needed. **In the 1960’s as one example of how this valuing process was applied then, it was possible for some New Zealand members of the public travelling abroad to conferences to be seen by the then Department for Foreign Affairs as ambassadors for our country. As such they could access, gratis, from that government department, a small supply of gold Kiwi lapel brooches to take with them as public relations gifts.** Similar such schemes could perhaps be reintroduced, with an associated cost-benefit analysis to study whom they are given to, on what basis, and for what eventuates and its value to New Zealand.

To help too, address inequalities in health, much of which are socially as well as fiscally determined, more attention to roles of the arts and humanities is also needed. It is hoped therefore that the programme of work outlined in Section 2 will be of interest within the grouping of projects resulting from the Knowledge Wave conference and that focus on:

***“changing attitudes through celebrating our innovation, creativity and excellence”***  
(<http://www.knowledgewave.co.nz>).

## **SECTION 1: AN EXPATRIATE HUMAN RESOURCE BASED ON N.Z. HIGH COMMISSIONS AROUND THE WORLD?**

Could, perhaps, expatriate ‘knowledge clusters, based on different academic, professional, trades, commerce, business and industry groupings, or, as deliberately as inter-disciplinary ventures, be established in the different New Zealand High Commissions around the world? Such ‘clusters’ could be groupings of overseas-based New Zealanders willing to provide inputs and links with their home-based counterparts, or willing to otherwise help with sustainable strategic planning and practical programmes to help keep NZ in the OECD league of developed nations. As noted earlier, this difficulty was identified in a paper given to the

Knowledge Wave conference by Professor Robert Wade, expatriate economist from the London School of Economics [2].

The development of knowledge clusters could, perhaps, utilise something like the Chatham House model of the Royal Institute of International Affairs (RIIA) to prepare its reports. (The Annual Report 2000-2001, of the RIIA lists the New Zealand High Commission as a member). A similar model is used by the Royal Society to prepare its 'Theme Issue' Reports. **In this sort of approach**, perhaps:

- suitably qualified and motivated individuals could come together in different High Commissions around the world to debate their subject;
- the subjects could be chosen from a list, agreed in N.Z., of national priorities;
- practical recommendations and strategies for achieving them could, in a written report, be prepared from the meetings. Their preparation might involve face-to-face meetings and some virtual networking;
- the resultant reports for any one subject arising from 'knowledge clusters' brought together by different NZ High Commissions around the world could be collated in NZ, as one resultant report for the Government by the Ministry for Foreign Affairs and Trade;
- a final report, endorsed by the Government, could be published for different subjects, placed on a website, and scrutinised again by the knowledge clusters in different countries who had contributed to its development;
- comment arising from scrutiny of each report could be examined and the quality of the final report audited against this scrutiny by the Public Services Commission and against clear objectives identified in the brief given to the original knowledge clusters, and perhaps too, against additional audit indicators identified by participants and other accepted stakeholders - especially for measures of outcome that, later on, the 'cluster individuals' are likely to seek and be reassured about;
- the members of each 'overseas country cluster' would, it is anticipated, then wish to reconsider their ongoing involvement in a subject area by auditing, themselves, what their 'cluster group' had recommended and their suggested strategy for achieving it, and how this might have changed in the final, overall "consensus" report coming back from New Zealand to them;
- the above process could then, in its audit cycle, for the same subject, start again as a second wave (and later too as third and subsequent waves) of planning and development, and of output and outcomes audit.

Hopefully, this sort of extended knowledge base for different subjects with its system of 'knowledge inputs' from abroad could help to restructure, as deemed necessary, different aspects of our national economy, industry, commerce, education, science, research and culture, and the general well-being of NZ society. Many expatriates could too, with this sort of process, benefit from a sense of on-going personal involvement with events at home, and the feeling of belonging and contributing to its sustainable research, development and economic growth. These feelings are after all, integral to '**citizenship**'. Without them at least some people could begin to feel disenfranchised.

If the members of knowledge clusters around the world for any one subject were too, to become known to each other, improved trade and marketing opportunities could eventuate. More '**entrepreneurial cascade chains**' could result from this sort of networking. The 'added value' for people at home in NZ could come from increased capitalisation of what NZ

assets are known for and valued abroad (e.g. natural products, the clean, green image, the let's give it a go and figure it out ourselves approach, etc.) wider understanding abroad of these values, and improved professional links. **In this context, 'professionalism' implies [7]:**

- acquiring and maintaining a recognised level of competence in specific skills;
- having a sense of dedication and purpose;
- accepting and managing responsibility;
- maintaining a great deal of autonomy;
- accepting accountability for one's actions, and for the actions of people managed and supervised;
- willingness to collaborate and work effectively with a wide range of other people;
- adhering to an ethical code of conduct;
- practice at all times with personal integrity and for the public benefit.

It should be relatively easy to audit the economic success of this and the worth of different approaches and contributions from knowledge clusters based on different NZ High Commissions and intended to help keep NZ in the OECD club of developed nations. It could also interest New Zealanders in, and cultivate wider awareness of, for example: "*the annual award (named as Kiwi of the Year) to a New Zealander living in Britain who presents a positive image of the homeland*" [8]. In 2001, this award was to Harry Mahon. He helped coach the Great Britain men's rowing eight to an Olympic gold medal in 2000, and has been coaching Cambridge and Radley as well as the GB national team [8]. **Are there/should there be similar awards associated with other countries?**

All of this can be thought of too, in terms of an '**evidence-based mutual investment model**' in which individual purchasers and providers can identify, seek and attain equitable, mutually beneficial returns [9]. Venture capital, product development, marketing, sales infrastructure, consumer expectation modelling, distribution rights, financial servicing and any profit sharing seem then, for sustainable development, to be much more likely. These such returns may though, need to be considered more broadly, instead of being restricted to traditional fiscal values. They might instead perhaps become defined in new ways that incorporate emerging aspects of the newly expanding discipline of **emotional economics**. In this context, for example, the New Zealand report for the Global Entrepreneurship Monitor, (GEM) 2001, undertaken by Professor Howard Frederick, David Beattie Chair of Communications, Victoria University, Wellington, identified: "*that Maori entrepreneurs are skilled at building human capital*" and that: "*often Maori create businesses that employ and upskill their community, rather than businesses that create wealth*" [10]. Such approaches to skill-base building, economics and health development are invaluable. They help to redress problems explained to us in 1986 by the Human Rights Commission, N.Z., associated with their view that although then by the turn of the century it was thought that about 70% of New Zealand born parents will have a racially mixed ancestry", there were, at least then, difficulties associated with ensuring that widespread social integration would be associated with it [11]. Genetic, and social integration were, it was believed, "*the cornerstone to the new New Zealander*" [11].

A broad approach to entrepreneurship and linking it to 'thinking' within emotional economics seems especially justified in N.Z., as: "*in all, we have around 420,000 or 18.2 per cent of the adult population involved in entrepreneurial activity. This rate is higher than in*

*the United States ... In the main, New Zealanders choose to become entrepreneurs - our 15 per cent 'opportunity' entrepreneurship rate is the highest in the world" [12].*

## **SECTION 2: BACKGROUND AND DEVELOPMENT OF A BRISTOL-BASED, COLLABORATIVE, INTERNATIONAL ARTS AND HUMANITIES PROGRAMME TO HELP WITH HEALTH AND SOCIAL NEEDS:**

As part of preparations for the then forthcoming 'Catching the Knowledge Wave Conference' in Auckland, New Zealand (NZ), August 2001, the Knowledge Wave Project established a web site ([www.knowledgewave.co.nz](http://www.knowledgewave.co.nz)). One of the invited participants, Ms Penny Eames, Director, Arts Access Aotearoa, suggested in an e-mail on 28 July, 2001, that in its programme there were areas of interest shared between programmes of Arts Access Aotearoa, N.Z., and the Centre for Health in Employment and the Environment, (CHEE), Department of Occupational Medicine, Bristol Royal Infirmary, England.

This suggestion to look at the web site followed a progress and updating meeting we had held in Auckland, N.Z., in March 2001, to review our on-going N.Z. - U.K. collaboration during the past five years, in conjunction with the Nuffield Trust, London, and the WHO, for roles of the arts and humanities in health, medicine and humanitarian work. Programmes of work in this area are intended to help yield information that will help, for example, with the needs and ways forward for improved lifestyle management that many people in present-day Western society seek, and to endorse and support the motto of the Royal N.Z. College of General Practitioners and the Royal College of General Practitioners, U.K:

*'cum scientia caritas' ('science with humanity and feeling') [3].*

Collaboration between Arts Access Aotearoa and the CHEE, Bristol, was strengthened when, in April, 1999, we tabled jointly, a Recommendation that was accepted by the First World Symposium on Culture, Health and the Arts, held in Manchester Metropolitan University, England, calling:

*"for further research evidence of high quality for the effectiveness of arts interventions in health care and health promotion"*

and recommending that the:

*"networking could be usefully extended and co-ordinated with the objectives of multi-centre studies and widespread dissemination of the findings in qualitative and quantitative research evidence that have been published in the peer-reviewed literature" [9].*

Arising from this background, the **AESOHP research and educational development programme (A European Sense Of Healthy Place and Purpose)** was established, with the WHO and the Nuffield Trust, in the year, 2000. Underlying development of the AESOHP programme are issues such as:

1. a need to explore ways of stimulating and motivating individuals to help us all develop our own positive sense of enjoyment that can come from nurturing personal inquiry, ideas, creativity and innovation;

2. how, in the formation of our value systems, there is an inter-weaving of science, technology, arts, law, justice, philosophy, ethics, morals, civilisation, culture, customs, humanity, belief systems, spirituality, aesthetic appreciation, conscience and consciousness;
3. the growing importance of ‘*emotional economics*’ as people more openly discuss how in society our present, seemingly narrowly-defined, fiscally based economic indicators of ‘*progress*’ do not always take into account what, deep-down, many people want in their own personal lives. Other newly-emerging disciplines which also address aspects of the basis of present human value systems and that are having an impact on ‘values’ and ‘valuing’, include ‘*environmental ethics*’, ‘*environmental aesthetics*’ and ‘*psychological aesthetics*’.

**Ways of stimulating inquiry into these broadly-based issues is a deliberate response to the WHO request for:**

- health and development issues, as noted by Dr. Gro Harlem Brundtland, Director General, WHO, to be considered together [13];
- researchers to look “into new, unfamiliar areas and work with new colleagues in new ways” [14];
- to consider different environmental impact categories [15];
- to support the European Regional strategy of Health for All in which the components are reported to fit together as an “integrated model” [16].

**Within New Zealand, there have been responses to such requests.** For example, in 1999, Professor George Salmond, former Director General of Health, N.Z., noted:

*“If progress is to be made in improving the nation’s health, new concepts, knowledge and skills must be introduced. Analyses are needed which break away from the narrow confines of biomedicine and economic rationalisation, and which encompass more socially and ecologically conscious constructs. The latter would empower people and involve communities in democratic approaches aimed at enhancing well-being and health status”.* [9], [17].

The work of Sir Peter Blake who was, last year: “*at a significant turning point, evolving from international yachting hero into impassioned eco-warrior*” [18], can too be seen with the sort of lateral thinking associated at the Knowledge Wave conference with Edward de Bono [19], and albeit with a very different approach to that within the NZ Department of Health, as another example. Sir Peter, it was reported, believed the point of his expeditions: “*was to make a difference in how people perceive and understand the wonders and the needs of the environment that surrounds us*” [18].

Our Bristol-based CHEE response to the WHO. request, as part of work with the Nuffield Trust, London, has been to develop an arts-science gradient of inquiry. It spans from the intuitive, subjective, inspirational, artistically expressive viewpoints to the measurable, objective, deductive logical and scientific perspective [3], [9], [20]. Within a broad range of approaches, the AESOHP programme is intended, with its collaborators, to contribute further to the research and education evidence base for roles of the arts and humanities in health, medicine and humanitarian work, help to improve the quality of the evidence produced,

extend the range of information available, and explore ways of using the arts to help bridge the needs of patient-centred and evidence-based medicine.

In a reply therefore, dated 29 July, 2001, to the e-mail from Penny Eames of 28 July, 2001, **having visited the Knowledge Wave web site and with this above background and frameworks arising from it in mind, we noted that in respect of work for the AESOHP programme, issues of mutual interest that might arise from discussions and outcomes of the then forthcoming Catching the Knowledge Wave Conference, and that could help with health and development needs in New Zealand and European society include:**

- (i) identifying practical measures that can be readily audited of stimulating and motivating individuals to help them develop their own sense of inquiry, ideas, creativity and innovation, and in ways that they enjoy and help their health and sense of well-being;
- (ii) how problems might be addressed that have arisen in society for many people from nowadays living with what they perceive as restricted, superficial, short-lasting values based on immediate gratification desires and image-generated, media-driven, materialistic value systems, and that do not expand or otherwise exercise the mind, feed community spirit or nourish the imagination in any sustainable, personally-satisfying, long-lasting way - one example of this sort of model is the 'values' attached to spending the whole of a Saturday out shopping as so-called '*retail therapy*';
- (iii) ways of extending education programmes that encourage, within individuals, personal growth based on an increased awareness of the personal pleasure, sheer sense of fun and resultant intrinsic happiness that many people find can come from being able to inquire, seek out for themselves and find, and that is based on learning how to make and utilise their own links between '*scientific endeavour*', the finding from this of '*facts*', interpretation of the facts so that they become '*information*', evolution of '*understanding*' that comes from this process, and from this the development of '*wisdom*', and which in turn can then foster encouragement within individuals to '*think*' and '*act*' for themselves and reason something out in their own mind such that they can truly '*see*' what they are doing, where it might lead, and how it can influence their sense of personal fulfilment in living a full, worthwhile and satisfying life - and how, within the concept of '*life management*', adopting and utilising these steps can become incorporated within a personal lifestyle audit cycle - and perhaps help to offset what could be intended by the saying: '*Life is lived forwards but only understood backwards*';
- (iv) how individuals might be encouraged to become more accountable personally and responsible individually for what they do where it affects others adversely and to think of their needs and wishes too - examples encountered frequently include the dropping of litter in the street/park, on the beach/bush walk/mountain track, playing of stereo systems in ways that are inconsiderate to neighbours, bullying/harassment at school/in the work-place/on the roads.

**These four points were taken forward to the 'Catching the Knowledge Wave' conference and aspects of them were we understand, discussed.** We hope now, from this,



that further practical steps for *'ways forward'* and to help with public health and community well-being can evolve. The projects listed below illustrate what is being done.

One practical application of this framework of thinking has been developed, at the request of the WHO and published by them as a book chapter: *'Aesthetic quality of the built and natural environment: why does it matter'*. It was their tribute to Dr. Ernst Philipp (1909-2000), General Practitioner, Wellington, N.Z., for more than 50 years. He was a life-long humanist, author, environmentalist, and the futurist to the former WHO Collaborating Centre for Environmental Health Promotion and Ecology, University of Bristol, England [20]. The Evening Post, Wellington, N.Z., also published a tribute to his work for health and sustainable development in N.Z. society [21]. The AESOHP programme and its collaborations, are intended to now take forwards much of what he helped to shape.

The WHO book chapter[20] is available on diskette and on request (to Robin Philipp), can be e-mailed from the CHEE, Bristol. **Uses of this book chapter brought to our attention to date in the U.K., include** its use in helping to formulate policy development for public art and environmental quality improvement programmes of the London Underground train travel system, and to help develop studies for the interaction of plants and well-being in a new 'Plants and Health' education and research programme of the Eden Project in Cornwall. The Eden Project, described in its brochure as *'a living theatre of plants and people'* has been funded by the Millennium Commission ([www.edenproject.com](http://www.edenproject.com)). It opened on March 17, 2001, and in its first year attracted 1.84 million visitors.

**Research projects of the AESOHP programme at present include:**

**(a) the purpose of art in the built and natural environment:**

- attitudes amongst patients, their visitors and staff to art in health care environments and the purposes of art in these environments;
- the development, utilisation, perception and health benefits of 'environmental corridors' in urban environments;
- why many people seek for their emotional well-being opportunities to retreat to rural environments of high aesthetic quality;
- associations of environmental factors with changes in the human body psycho-neuro-immuno-endocrine homeostatic balance.

**(b) poetry and creative writing activities:**

- cost-benefit evaluations of work with poetry and visual arts to help reduce anxiety and depression;
- the place and purpose of poems in public places;
- uses of poems to help cope with loss, grief and grieving;
- creative writing courses to help morale-building and reduce stress amongst managers and patients in General Practice.

**(c) roles of the arts in humanitarian work:**

- investment in personal creativity to help rebuild morale and self-esteem;

**(d) help that managers and their staff can gain from Occupational Physicians:**

- attitudes, awareness and utilisation of National Health Service (NHS) Occupational Health Services;
- motivating and demotivating factors in the workplace;
- availability and staffing of NHS Occupational Health Services;
- strengthening clinical governance of NHS Occupational Health Services.

**(e) humanitarian support:**

- work experience of medical practice before entering medical school;
- what Occupational Physicians can do to help refugees in or seeking employment.

In respect of possible links between aspects of the AESOHP programme, work of the newly-established Knowledge Wave Trust, and renewed efforts generally to help the economic development and health of people in N.Z., it is also worth noting that the Director of the World Tourism Organisation reported in 1991 the interdependence of health and economic development. He noted that the WHO definition of ‘health’: “*addresses the interdependence of environmental values, economic well-being and personal health*” [22]. The Director General, UNESCO, has presented similar views and his belief that they are linked also to issues of environmental quality and culture (personal communication).

The British Council has reported an economic cost-benefit example of these perspectives. It noted, in 2000, that “*arts and cultural activities can be innovative and exciting mechanisms for social, cultural and economic development*” .... and that .... “*they are motors for economic development, since the evolution of a viable, indigenous cultural sector can become an important contributor to GDP (Gross National Product): in Britain the creative industries are worth more than £60 billion a year*” [23].

**Direct health care costs can too, be saved with arts interventions.** For example, people have reported health benefits from reading, writing and listening to poetry [24], and it has been estimated from these findings that **arising from uses of poetry the consequent savings in direct health care prescribing costs for depression each year in the U.K., at 2001 prices could, possibly, be as much as £1,254,875** [9]. The likely direct health care cost savings from arts uses in New Zealand therefore deserve attention, particularly as “*more than a quarter of New Zealanders turn to the arts to relieve stress and depression*” [6].

In view of these preliminary economic dividends it is hoped that at least some of the project work being undertaken in the AESOHP programme might help with aspects of work within the Knowledge Wave Trust. Much of our Bristol-based clinical, research and educational development work is to help people with emotional difficulties and to improve their levels of mental well-being. In this area of health the arts and humanities have important, evolving roles. Much more work is however needed to build and evaluate the evidence base. The collaborators are keen therefore to strengthen links with other interested groups and individuals and so that others too can utilise the practical outputs emerging from this research and education development programme.

## **A FINAL THOUGHT:**

The report is submitted in the hope that at least some of the points and thoughts in it can be used to support work of the Knowledge Wave Trust.

These points and thoughts are based on experience of N.Z-U.K. collaboration since 1973, work as Liaison Person in the U.K. for the former New Zealand College of Community Medicine, a visiting Lectureship in Wellington, N.Z., external examining for the NZ Committee of the Australasian Faculty of Public Health Medicine, invited lectures within NZ, interviewing job applicants in the U.K. for posts in N.Z., the enormous help of friends and family who try to keep us updated here in Bristol with events at home, and on-going projects intended to help the public health. A list of published papers and known outcomes from the collaboration is, if sought, available.

More importantly though, let us all hope that for a long time yet, as New Zealanders, we will all retain our enviable reputation abroad for being sincere, honest, reliable, cheerful and hard-working, and that what we go on doing in our lives is useful, enjoyable and worthwhile and that it helps others. These qualities still go a long way in our present-day world !

## **REFERENCES:**

1. Abbassi, K. (2002). creating a global economy. *British medical Journal*; Vol.324: 12.
2. Campbell, G. (2001). *State of mind*. *The Listener*; August 25: 26-27.
3. Philipp, R., Baum, M., Mawson, A., and Calman, K. (1999). *Humanities in Medicine: Beyond the Millennium*. pub. The Nuffield Trust, London; 164pp.
4. Collins, S. (2001). *War scare reverses brain drain*. *New Zealand Herald*, October 6-7.
5. Clarkson, J. (2002). *The internet, like Lord of the Rings, doesn't add up*. *The Times*, 19 January.
6. Cleave, L. (1999). *Art goes pop for the stressed and depressed*. *New Zealand Herald*, 15 May.
7. Philipp, R., Goodman, G., Harling, C., and Beattie, B. (1997). *Study of business ethics in occupational medicine*. *Occupational and Environmental Medicine*; Vol.54: 351-356.
8. Editorial. (2001). *Mahon honoured*. *Regatta, Journal of the Amateur Rowing Association of Great Britain*; April: p.7.
9. Philipp, R., Baum, M., Macnaughton, J., and Calman, K. (2002). *Arts, Health and Well-Being: From the Windsor I Conference to a Nuffield Council for the Medical Humanities*. In Press, The Nuffield Trust, London.

10. Jones, A. (2001). *Maori building 'human capital'*. New Zealand Herald. Thursday, November 15. D5.
11. Philipp, E., and Philipp, R. (1986). *Racial tension and the medical practitioner*. New Zealand Medical Journal; Vol.99: 854-856.
12. Jones, A. (2001). *How Kiwi entrepreneurs rate*. New Zealand Herald. Thursday November 15: D1.
13. W.H.O. (2000). <http://www.conference2000.ch>
14. W.H.O. (1988). *Priority Research for Health for All*. European Health for All Series No.3. pub. WHO Regional Office for Europe, 164pp.
15. WHO. (1982). *Selected Techniques for Environmental Management: Training Manual*. pub. WHO Geneva, EFP/83.50, 97pp.
16. WHO. (1988). *Research Policies for Health for All*. European Health for All Series No.2, pub. WHO Regional Office for Europe, 46pp.
17. Mooney, G. (1995). *Book Review: Social dimensions of health and disease*. New Zealand perspectives. Australian Journal of Public Health; **19**(3): 318-319.
18. Editorial. (2001). *Leading by example*. New Zealand Herald; December 29-30: B3.
19. Barney, J. (2001). *A paradox in paradise - NZ blessed but blighted*. New Zealand Herald; Thursday, November 15: C2.
20. Philipp, R. (2001). *Aesthetic quality of the built and natural environment: Why does it matter?* pp.225-247. In: *Green Cities: Blue Cities of Europe*. Editors Walter Pasini and Franco Rusticali; pub. WHO Collaborating Centre for Tourist Health and Travel Medicine, Rimini, Italy, with the WHO Regional Office for Europe. 265pp.
21. Kitchen, P. (2000). *GP with firm ideas about public health*. The Evening Post, Thursday, August 3; p.5.
22. Handszuh, H. (1991). *Tourism trends and patterns*. pp.8-9. In: *Travel Medicine 2*. Eds. Lobel, H.O., Steffen, R., and Kozarsky, P.E. pub. International Society of Travel Medicine, Georgia, USA; 347pp.
23. The British Council. (2000). *Arts and culture for development*. <http://www.britishcouncil.org/arts/acd/>
24. Philipp, R., and Robertson, I. (1996). *Poetry helps healing*. The Lancet; Vol.347:332-333.