

This is art therapy



Art therapy in hospices week

22 – 28 September 2025

Support us by sharing the campaign materials and spreading the word
22-28 September.

This supporter pack is for people and organisations that want to promote the importance of art therapy in palliative care

Quick resource links

- [Social media toolkit](#)
- [Social media graphics](#)

Campaign purpose



This is art therapy

A UK-wide campaign to raise awareness of art therapy.

We want to make sure art therapy is **recognised, supported and included** wherever people most need it. The overarching campaign themes are:

- Art therapy can help when words are not enough
- Art therapy is accessible & adaptable
- Demonstrating the research evidence for art therapy
- Art therapists are trained psychotherapists and regulated by the HCPC

Why art therapy in hospices?



Challenges in palliative care

Hospices are facing increasing pressure and challenges, including:

- Financial pressure on services
- Staff burnout and retention
- Increase in demand, and moving care into the community
- Increasing complexity of care needs
- Responding to the 'Assisted Dying Bill'

The role of art therapy

We want to show how art therapy can support hospices in facing some of these challenges.

We also want to demonstrate the importance of treating psychological wellbeing as well as physical, and how art therapy can help in doing so.

Our four messages

1

When words are not enough

Palliative care can provide comfort, creativity and meaning-making.

Trained art therapists can play a key role in this, offering a powerful space for people to find meaning when words are not enough — not only for those nearing the end of life but also for their families.

I can finally speak about things I haven't been able to speak about before'

- Service user, Keech Hospice



2 Alleviating distress and suffering

Research suggests many people can find art therapy helpful when approaching the end of life.

People have reported decreased distress or increased wellbeing after an art therapy session.

Often on a busy ward, we only look at the physical. Whereas what is really causing a lot of suffering is facing loss, leaving people behind, losing identity. I think art psychotherapy is a tool to get to the heart of that total pain or suffering.

Dr Ros Taylor MBE, Medical Director
Harlington Hospice

3

Meeting people where they are

Art therapy can be delivered in the community, at a bedside, online and in groups.

It's a versatile and adaptable therapy that can meet someone where they are: physically, emotionally, and mentally.



4

Supporting staff to reduce burnout

A recent randomised controlled trial found providing a group art therapy intervention for clinical staff in acute hospital settings significantly reduced emotional exhaustion, depersonalisation, stress, anxiety and depression.

Megan Tjasink et al. (2025). *Art therapy to reduce burnout and mental distress in healthcare professionals in acute hospitals: a randomised controlled trial*. BMJ Public Health, 3:e002251.

98%

found the group art therapy sessions helpful or very helpful.

100%

would recommend them to colleagues.

Get involved

Share the campaign online

22-28 September 2025

Join the campaign on social:

- Reshare our posts
- Shout about the success of your art therapy team at your hospice
- Share your own experience

Don't forget to tag us & mention us!

Find ready-to-use social media posts, ideas and graphics in our social media guide

- **[Download social media toolkit](#)**
- **[Download social media graphics](#)**



Use and share resources

Use resources in conversations with hospice leaders, share with your networks and use them to advocate for art therapy.

You can find everything on our website, and the main resources linked here.

We'll be sharing more over the course of the campaign.

Resources

- **Research evidence for art therapy:**
 - [End-of-life care](#)
 - [Cancer](#)
- **Videos**
 - [What is art therapy?](#)
 - [What it's like to experience art therapy](#)
 - [Group art therapy for adults in the hospice](#)

With more launching during the campaign week, including examples, testimonies, videos & a briefing.

Advocate

You can also write to your:

- MP
- local hospice - if they don't provide art therapy
- local newspaper - if you have a story of art therapy in hospices to share

- **[Download letter templates](#)**



BRITISH
ASSOCIATION
OF ART
THERAPISTS

Get in touch

If you want to find out more about the campaign and how you can support us, you can email Kat Starczewski, Senior Digital Communications Officer, at **kat.starczewski@baat.org**

