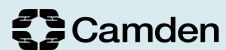




Royal College of Art

Postgraduate Art & Design

fresh start

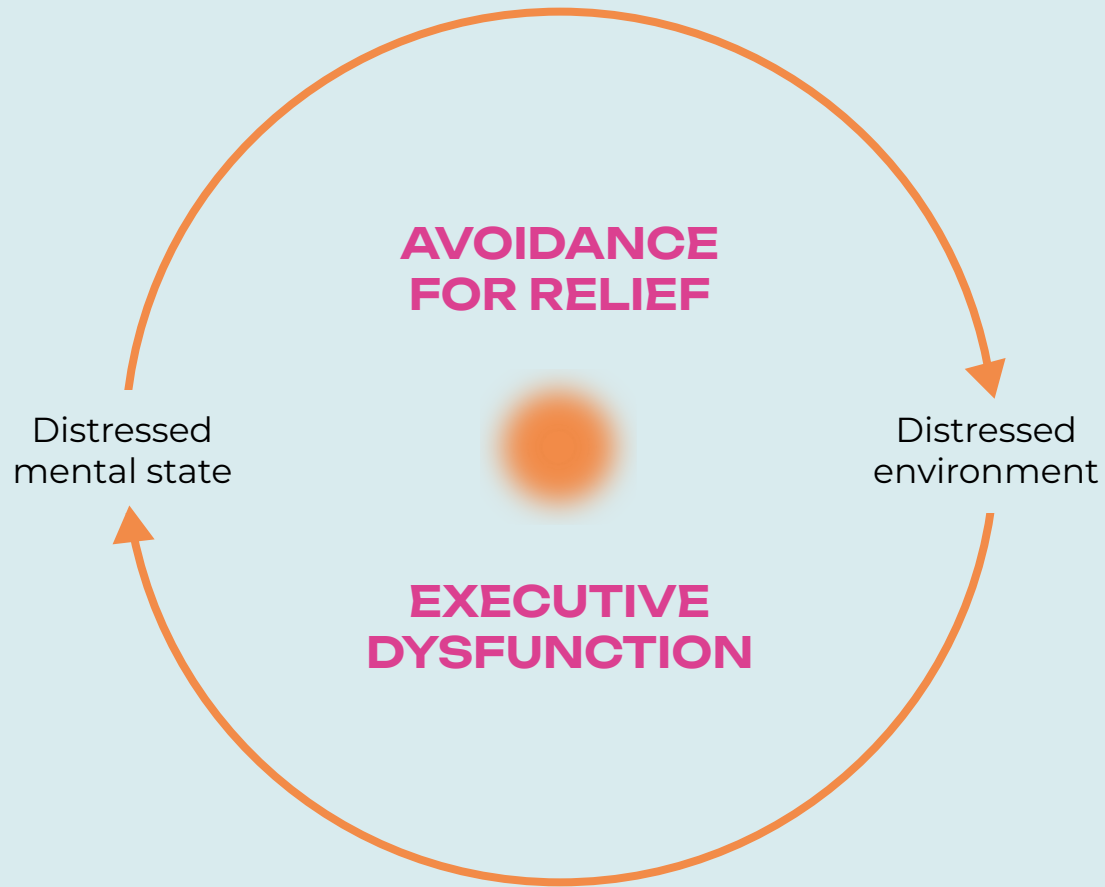


TRIGGER WARNING

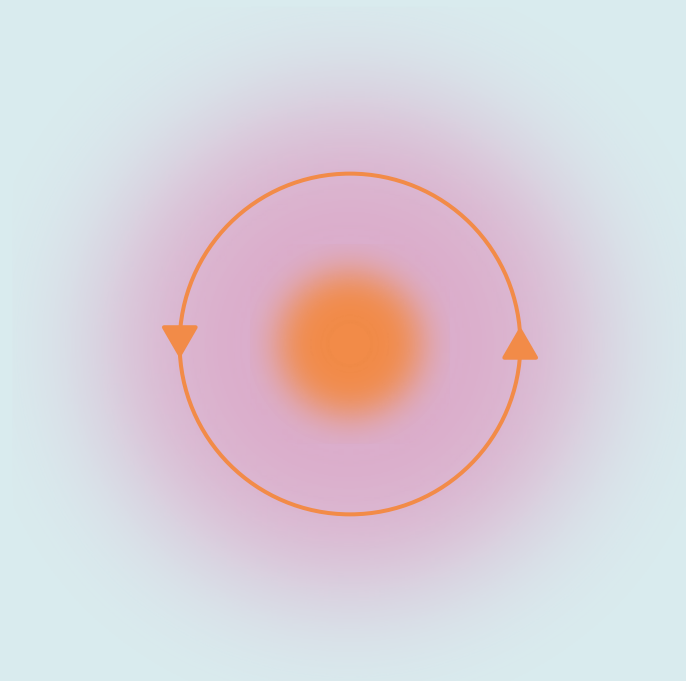
This presentation contains images and explicit
information about mental illness

A woman with blonde hair, wearing a blue long-sleeved shirt and pink gloves, is shown from the chest up, partially submerged in a large pile of trash. She has a wide, happy smile and is holding a yellow smiley face emoji in her right hand. The trash around her includes plastic bottles, food wrappers, and other debris. In the background, another person is visible, also smiling and holding a brush. The overall scene is one of joy and accomplishment in the face of a messy situation.

A BEAUTIFUL MESS

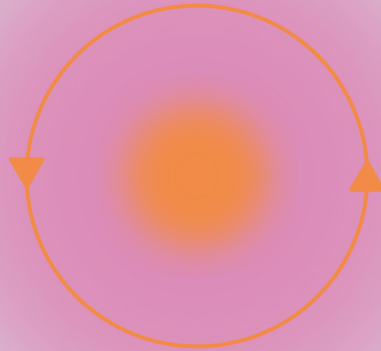


Mental health Stigma



Mental health
Stigma

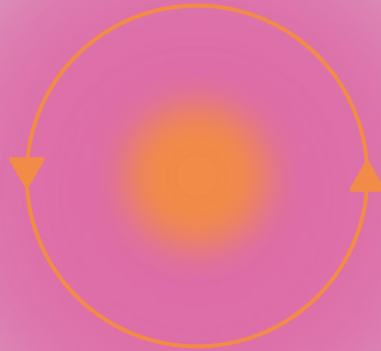
Feelings of moral
failure around
unkempt spaces



**Mental health
Stigma**

**Feelings of moral
failure around
unkempt spaces**

**Shame &
isolation**

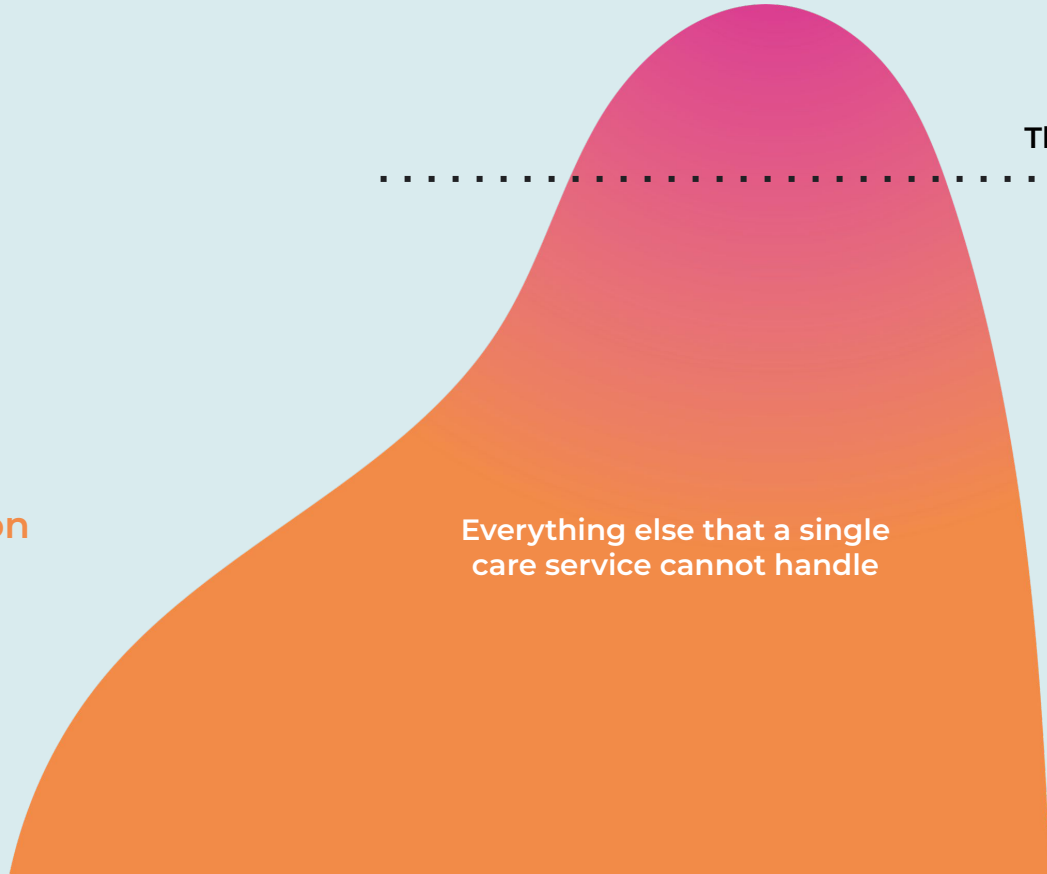


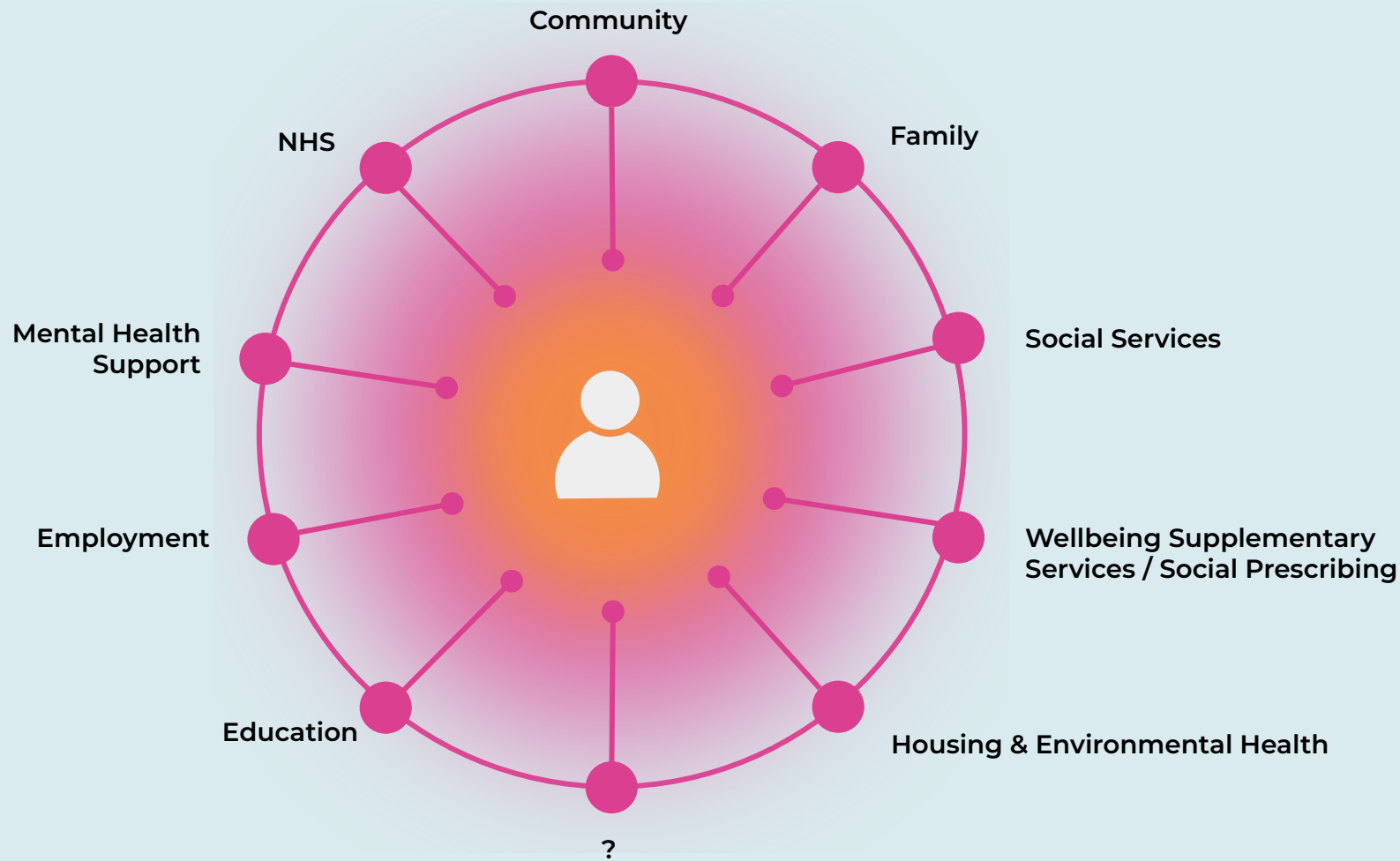
Things that a single care service can handle

Therapy

This is a lot for one person
to handle on their own

Everything else that a single
care service cannot handle





MENTAL HEALTH
ASSISTANCE

=

MEDICAL CARE

Cleaning as Care

(Vance et. Al, 2022)

In 1860, **Florence Nightingale**
demonstrated the link between cleanliness
and healing



In 1860, **Florence Nightingale**
demonstrated the link between cleanliness
and healing



“To be able to change the environment, to leave the room, and not to be dependent on those around them for cleanliness is a privilege of the well”

Struggle Care

In 2022, **KC Davis** developed a **compassionate** and **practical approach** to self and home care for those dealing with mental health, physical illness, and hard seasons of life.



Cleaning as Care

Avoiding personal care for immediate relief

Shame and fear to ask for help

Stigma and feelings of moral failure

Isolation and not wanting to ask for help

Not knowing where to start

Cleaning as Care

Feeling the relief of achieving a task

Being kind to ourselves

Knowing that care tasks are not connected to morality

Feeling cared for

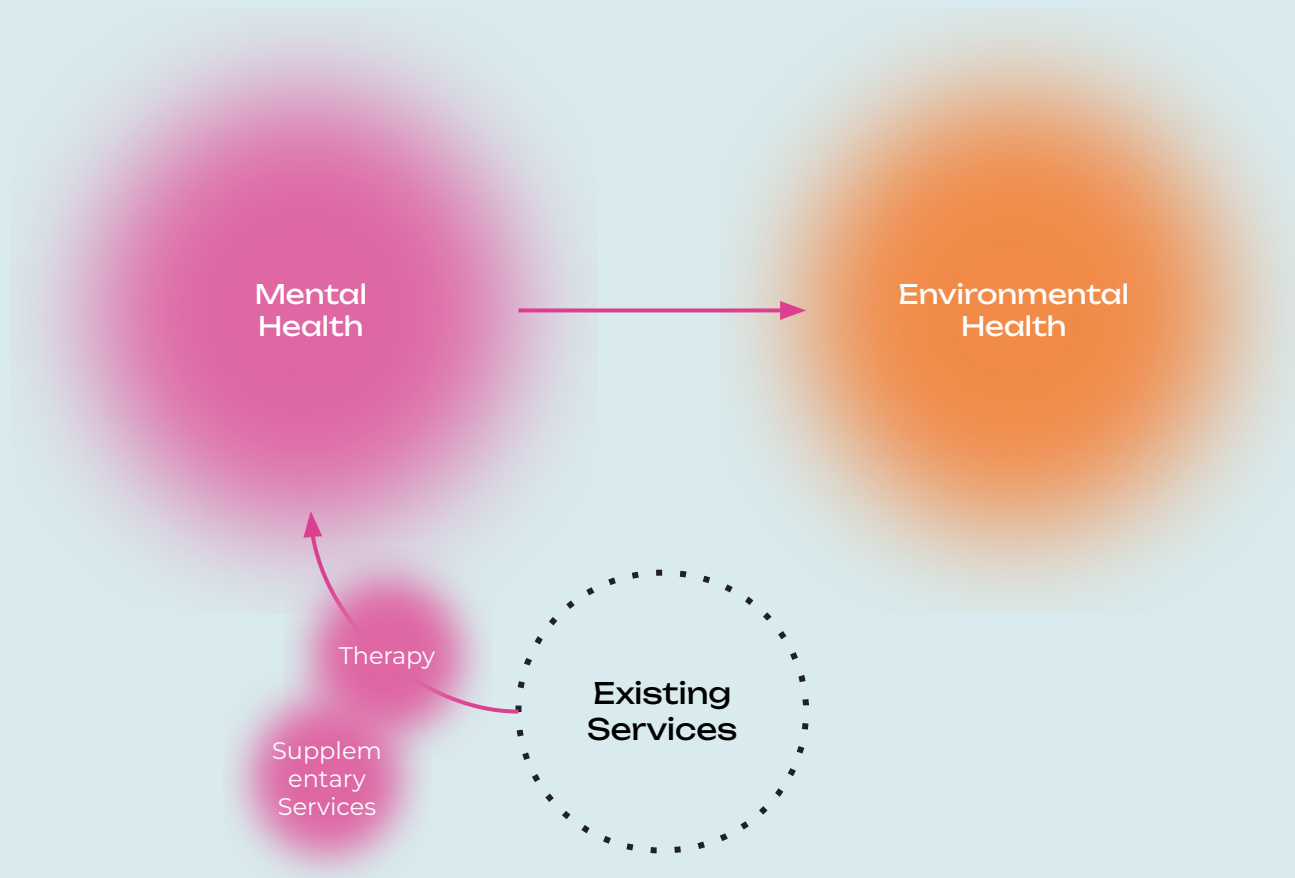
Reaching out for help when we need it

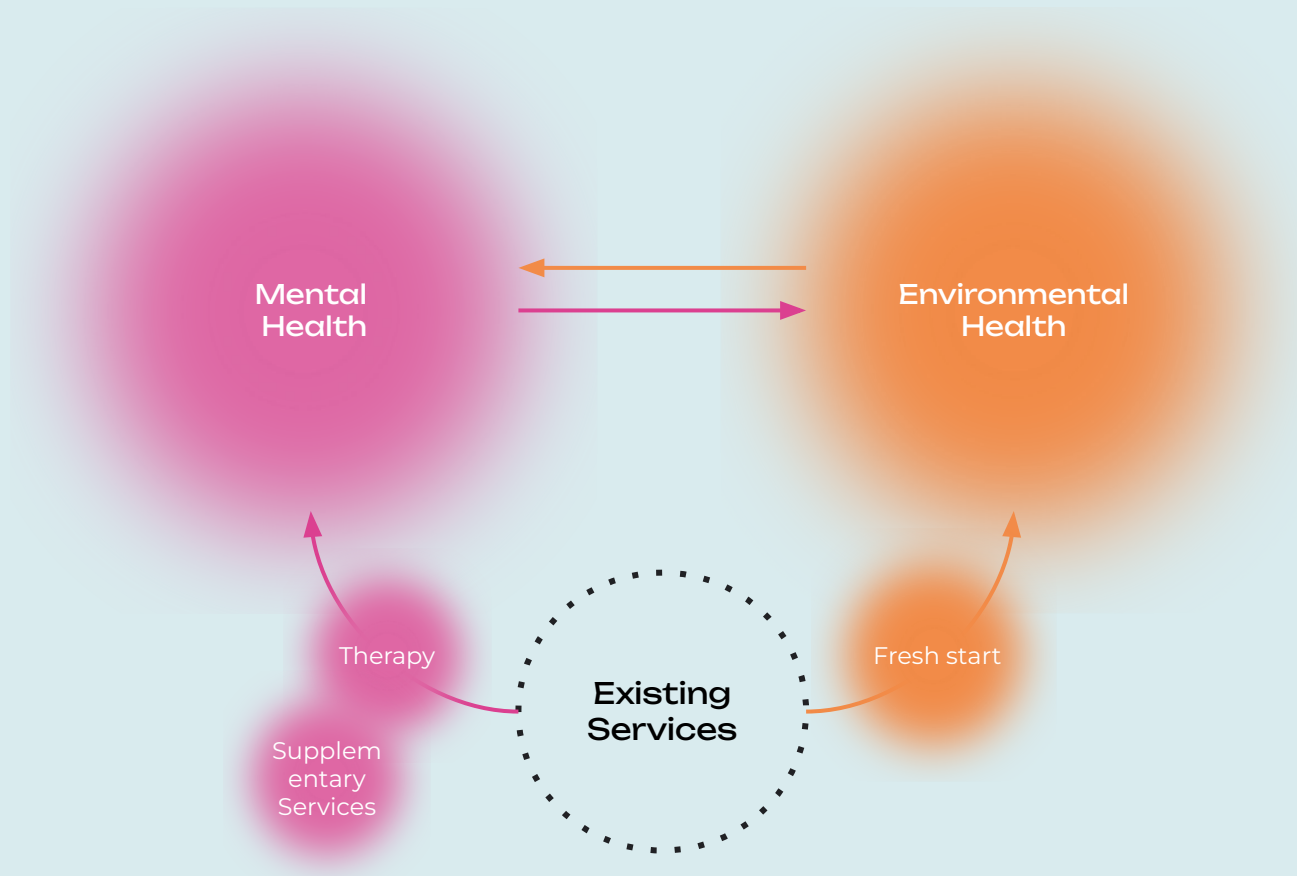


A diagram illustrating the relationship between Mental Health and Environmental Health. It features two large, semi-transparent circles on a light blue background. The left circle is pink and contains the text 'Mental Health'. The right circle is orange and contains the text 'Environmental Health'. A black double-headed arrow connects the two circles, indicating a reciprocal relationship.

Mental
Health

Environmental
Health





The Process

The people



Antonia Etcheverry
Clinical Therapist



Emily Appleby
Self-employed
Domestic Cleaner



Nike Morris
Social Worker, co-founder of
MindKind

Continuing Research



Preliminary Pillars



Our Partners



References

Papers & Books

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Corinee May-Chahal, Roy Antrobus (2011). 'Engaging Community Support in Safeguarding Adults from Self-Neglect', The British journal of social work, vol 42.

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Mary Birken et all (2020). 'A systematic review of the published literature on interventions to improve personal self-care for people with severe mental health problems', British Journal of Occupational therapy, vol 84.

KC Davis "How to keep a house while drowning"

Links

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<https://www.england.nhs.uk/publication/social-prescribing-reference-guide-and-technical-annex-for-primary-care-networks/>

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