

# NOAH

NATIONAL ORGANIZATION for  
ARTS IN HEALTH



Arts for Resilience  
in Clinicians  
(ARC)

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**NOAH Launches [GoFundMe](#) Campaign To Help  
Health Care Workers Avoid Burnout and Address  
Anxiety in Wake of COVID-19 Pandemic**

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**By: Alan Siegel, M.D.**

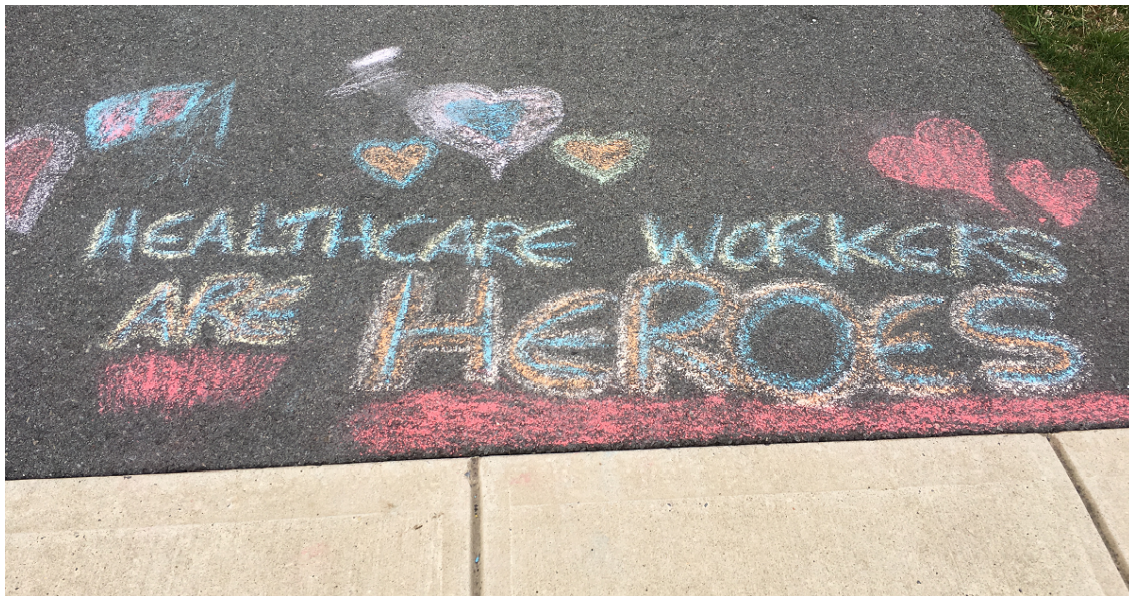
While it may be too soon to understand the full scope of the devastating impact the COVID-19 pandemic will have in our world, it is safe to say the work we all do is about to become more essential than ever before. Each of us - artists, therapists, healthcare workers, administrators - with an interest in expanding the presence of the arts in health has a vital role to play in helping others connect, survive and heal during this difficult time.

Today, we are officially launching a [GoFundMe](#) campaign to raise money for our Arts for Resilience in Clinicians (ARC) project. The ARC project will provide free vetted and curated videos and virtual expressive arts engagement sessions, led by our gifted artists and arts therapists, to health care workers. The pilot program will begin this June in six facilities, with an eye to expanding nationwide as financial and facility support grows.



Like so many of you, I've followed the alarming reports of burnout in health care workers closely over the years. The figures were already startling, with previous levels of burnout at around 50% for physicians, residents, and nurses, along with high levels of anxiety, depression, and PTSD reported for all. We know both intuitively and with recent studies starting to emerge that COVID-19 will make these figures much worse.

While many are thanking health care workers through various signs of gratitude - clapping nightly, flashing lights, sending meals - we want to bring the expressive arts directly to these caregivers to help make a lasting difference in their lives. We know the power of the arts to provide healing and comfort - and now we need it, more than ever!!



NOAH has provided \$10,000 seed money to get this project going. Our Clinical Well-being and Burnout Working Group has been working hard since March to get this program up and running, and we're fortunate to have the talents of Cynthia Perlis, founder and former Director of UCSF Art for Recovery as our Co-Director on this project. But now it's time for everyone to join us in supporting our health care workers through this harrowing time.

**We are asking for your help to get this transformative project off the ground. There are so many ways you can help us, but we'll list a few of the most urgent needs we have now:**

- [Donate via our GoFundMe page](#), or through our page on the NOAH website. Our goal is to raise \$100,000 - and then some!
- **Spread the word!** Share our link with your colleagues, friends, families, everyone you know. (This is the only thing we hope "goes viral.")

In addition to financial donations, NOAH is asking the public to share creative forms of appreciation as well. As our creatives, please go to Facebook or Twitter and post your appreciation using the hashtag [#healingourhealers](#).





Photo by Barbara Uzura / Mural by Austin Zucchini Fowler

Thank you for your kind words of encouragement and support during this time - it means so much to me and my colleagues, and it helps tremendously when times are tough. I hope you all will join me in bringing even greater comfort and support to our “health care heroes” through this project, and that we all continue to work together to expand the critical role the arts play in our health, wellness and communities. For more information on our ARC project or to donate, please go to [www.thenoah.net](http://www.thenoah.net). Check out the video and [GoFundMe](https://www.gofundme.com/supportnoahsarc) at [supportnoahsarc.com](https://www.gofundme.com/supportnoahsarc).

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