



Actief met  
zorgarchief

**T** **O** **O** **N**

# **“Opening sensitive or personal conversations through cultural heritage”**

International Conference Culture & Mental Health

Museum Dr. Guislain, 28.11.2024

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# 1. TOON, who?

- A new Flemish **service organisation (°2024) for the heritage of healthcare and wellbeing**. A collaboration between [Museum Dr. Guislain](#) and [KADOC-KU Leuven](#).
- Focus: **preserving and engaging the rich cultural heritage of the healthcare and wellbeing** sectors in Flanders.
- Evolved from the heritage project ‘Zorgzaam (met) Erfgoed’ (2021-2023).

- + Make healthcare history relevant to today.
- + Foster collaboration between heritage, care, research and education.



# How does TOON achieve this?



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- **Building Bridges:** Connecting heritage, healthcare, wellbeing, research and education.
- **Preservation:** Practical guidelines for safeguarding collections.
- **Knowledge Sharing:** Providing tailored solutions and historical context.
- **Engagement:** Workshops, manuals and meeting places as inspiration.
- **Activation** of heritage collections by connecting it with the arts, storytelling, etc.

## 2. Interview project: “Children, Family & Intangible Heritage”

- Short-term partnership with **Agentschap Opgroeien, Kind en Gezin** in 2023
- Goal: to document stories and traditions of care for children aged 0-3 years
- Focus: Belgian-Moroccan families in Antwerp



### Why Moroccan?

- > A long history:
  - Moroccan migration to Belgium began in the 1960s and is an example of early labour migration in Western Europe.
- > Project aims:
  - Explore different childcare practices;
  - Explore how these practices evolved in interaction with local Belgian practices.

# The Women We Interviewed



## Who are they?

- Children of first-generation Moroccan immigrants
- Professionals serving as intercultural mediators

## Roles:

- Bridge between caregivers and clients through cultural and linguistic mediation
- Share perspectives as daughters, mothers, professionals

# The Podcast



## One Podcast, Three Episodes

- Ep.1: Growing up between two cultures
- Ep. 2: Collective versus individual cultures
- Ep. 3: Moroccan traditions of childcare

 [Listen here](#)



# Reflections on the Interviews

## Key Observations

- **Echoes of the past:** Challenges faced by migrants 50 years ago persist today (e.g. linguistic barriers, lack of support systems).
- **Initial challenge:** Conversations veered towards personal migration stories



### Why did this happen?

- Emphasis on migration in media and public debate?
- Unconscious phrasing of questions?



# Reflections on the Interviews

## Lessons Learned

- **Access to cultural heritage**
  - > Could have inspired more focused discussions
  - > Time constraints and logistical issues
- **Future recommendations:**
  - > Incorporate cultural heritage earlier to facilitate personal storytelling
  - > Take your time and build trust



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### 3. Using cultural heritage to start sensitive or personal conversations

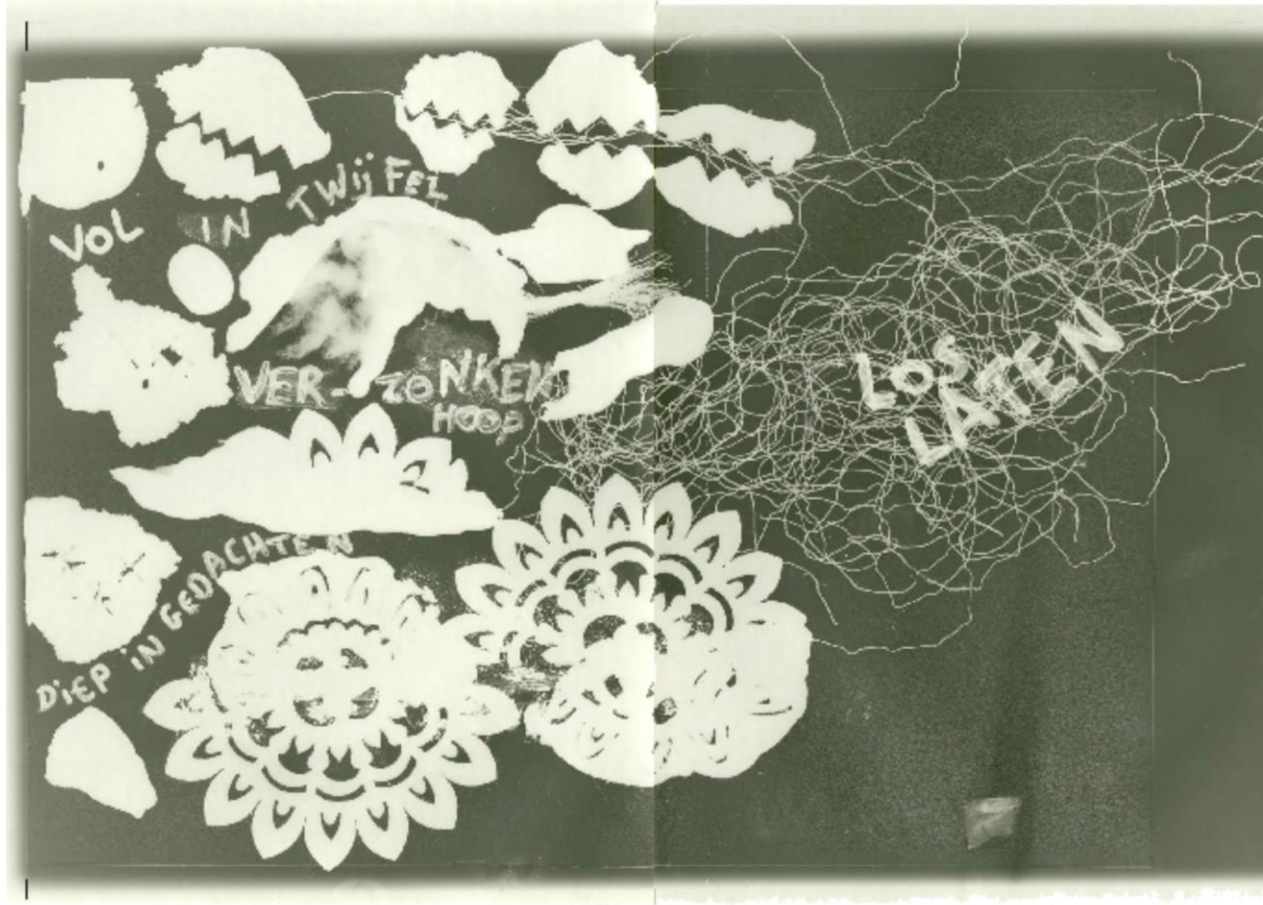
- Using cultural heritage to provide a context, expand the story

Visual communication:

- > Photography
- > From storytelling to moodboard

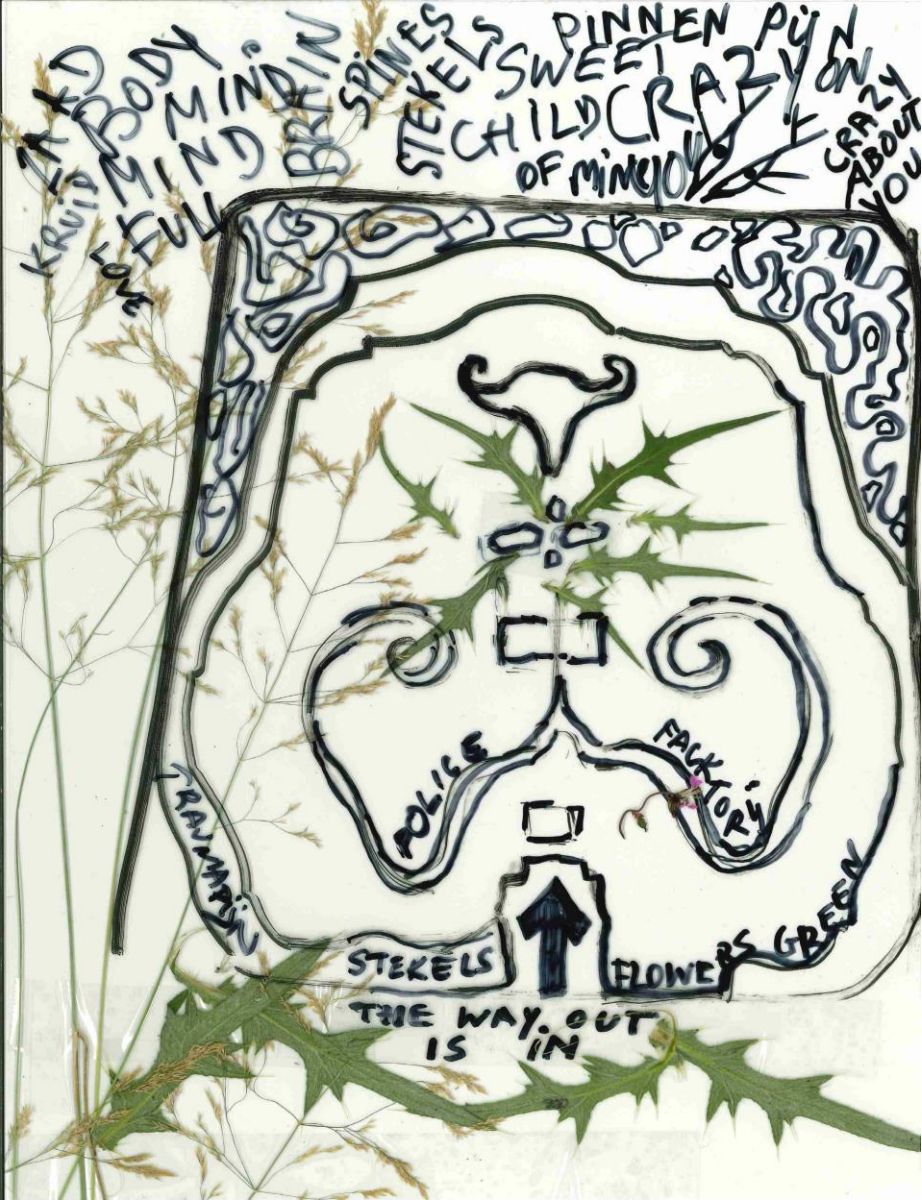


Full of Doubt / Sunken Hope / Deep in Thought / Letting Go



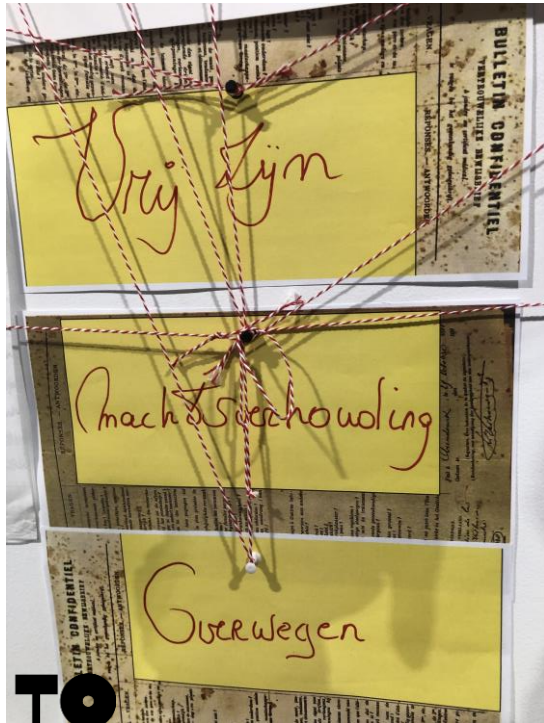
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Seeds / Herbs  
Body / Mind-Mindful  
Love  
Brain  
Spines  
Spikes  
Child of Mine  
Crazy  
Pain  
Crazy about You  
Police  
Facktorij  
Trauma pain  
Spines  
Flowers / Green  
The way out is in

# From Words to Art Installation



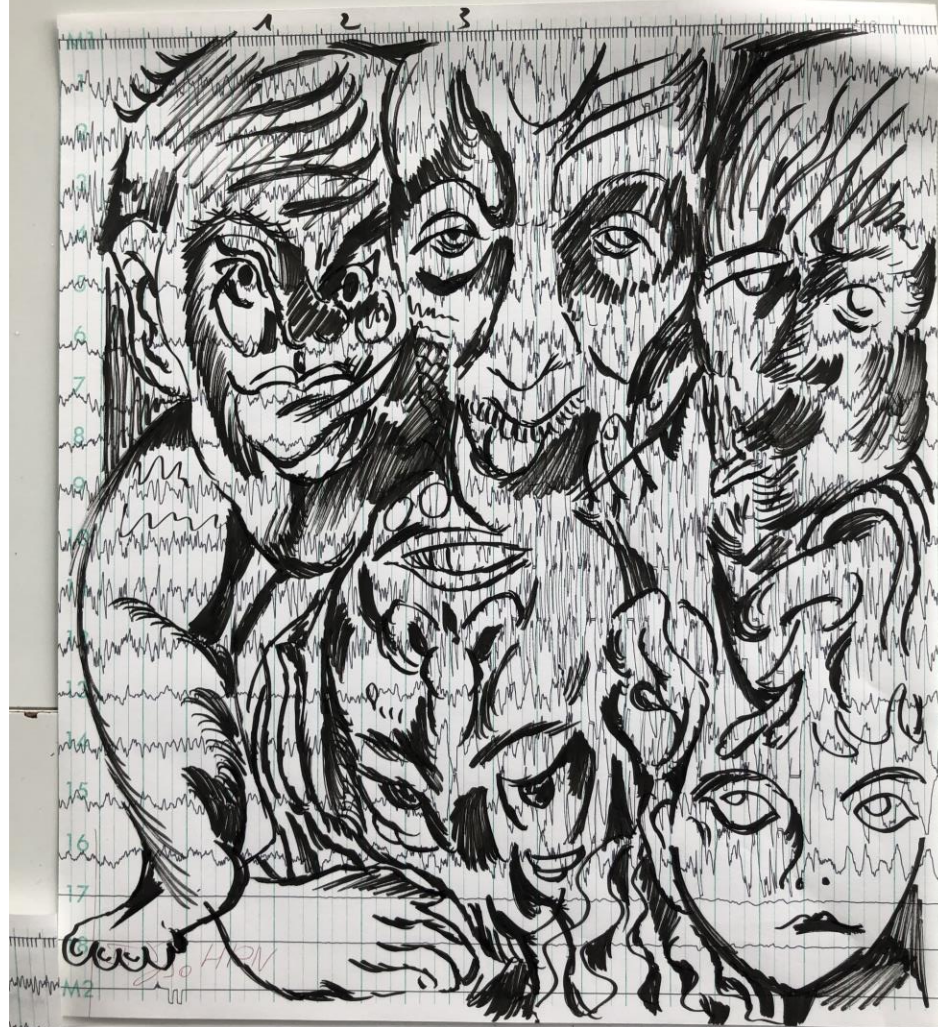
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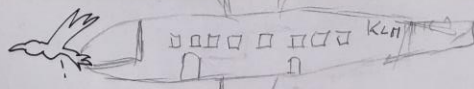


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# Example: Gossip



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3-4-5-6-7 FEBRUARY 2025

# WINTER SCHOOL

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Museum Dr. Guislain Ghent, Belgium

Scan for  
more info  
and how to  
register!



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