



**Kent Surrey Sussex  
Academic Health Science  
Network**



## *Creative Health: The Arts for Health and Wellbeing*

### **Briefing for STP and ICS Planning**

This briefing is for those responsible for Sustainability and Transformation Partnerships (STP) /Integrated Care Systems (ICS) planning. Its purpose is to support and inspire you to include the arts and culture in your vision for the transformation of care.

The arts and culture can make a significant contribution to our health and wellbeing, they can contribute to empowering communities and creating a health service in which the whole person is at the centre. The infographic on page 4 indicates the scope and range of the work.

The evidence of the effectiveness of the arts for health and wellbeing is collated in the [Creative Health](#) report, the result of a two-year inquiry led by the All-Party Parliamentary Group on Arts, Health and Wellbeing. It sets out comprehensive evidence and numerous examples of practice which demonstrate the beneficial impact of the arts. The key messages are that the arts can:

- keep us well, aid our recovery and support longer lives better lived;
- meet major challenges facing health and social care: ageing, long-term conditions, loneliness and mental health;
- save money in the health service and social care.

*“This report lays out a compelling case for our healthcare systems to better utilise the creative arts in supporting health and wellbeing outcomes, building on a growing body of evidence in mental health, end-of-life care and in supporting those living with long-term conditions.”* **Lord Darzi, Professor of Surgery, Imperial College London**

*“The mind is the gateway through which the social determinants impact upon health, and this report is about the life of the mind. It provides a substantial body of evidence showing how the arts, enriching the mind through creative and cultural activity, can mitigate the negative effects of social disadvantage. Creative Health should be studied by all those commissioning services.”* **Professor Sir Michael Marmot, Director, Institute of Health Equity, University College London**

Partnership working is central and [Breaking down barriers to better health and care](#), published by the NHS to support STP/ICS planning, states that: *“Crucially, partnerships include people who do not provide care but whose work is linked to day-to-day health and wellbeing. Services such as public health, housing and leisure can prevent or delay the onset of ill health and support people to live longer, happier lives. The partnerships build on strategic plans to improve health and wellbeing that local councils have drawn up in every area.”*

Every STP/ICS will build on existing partnerships and relationships with local authorities and local arts and culture providers: museums, galleries, libraries, theatres, community arts organisations and hospital arts programmes. Many of these providers will be part of the local ecology at a primary care network or integrated care partnership level. This briefing is intended to support ICSs and STPs to articulate a commitment to supporting these developing relationships in their plans.

### **West Yorkshire and Harrogate Health and Care Partnership (ICS)**

*“The therapeutic value of art is an asset we must use. A partnership between arts organisations and health organisations has the power to improve access to the arts and to health services for people neglected by both. Through our Creative Minds programme in Yorkshire, I also know these partnerships can both save lives and make lives”.* Robert Webster, Chief Executive South West Yorkshire Partnership NHS Foundation Trust; Lead for West Yorkshire and Harrogate Health and Care Partnership (ICS). Quoted in the *Creative Health* report.

In Calderdale, the partnership between Calderdale Council, South West Yorkshire Partnership NHS Foundation Trust, West Yorkshire and Harrogate Health and Care Partnership, Calderdale Clinical Commissioning Group, Creative Minds, and other creative organisations has led to ***Living a larger life: Using creative activities to help people live well in Calderdale***, which is soon to be published. The vision is to make Calderdale a leader in using arts and culture to support people’s health and wellbeing, whilst tackling health inequalities. The mission is to enable people to engage in creative approaches so that they can live well in their community and achieve their potential. This will form part of the five year plan for Calderdale and inform the planning for the wider West Yorkshire and Harrogate Health and Care Partnership (ICS). Matt Walsh, Chief Executive of Calderdale CCG, writes in the introduction: *“The relationship between arts and health is understood in our experience of the world, and for those of us who have spent years of our lives working with people in difficulty with their health and wellbeing, it has always been clear that whilst medicine and related disciplines can help to solve many problems, the fundamental issues which confront us at a human level are to do with our relationship with ourselves, with those close to us and with the community of which we wish to be a part....Art can help us to tell new stories which will take us to new places, and art can help us to tell the old stories in a way that connect at a deeper level. I know this is true for me, and I know it to be true for those I love and for those with whom I work. Happiness and love. Pain, longing and loss. Reconciliation and redemption. Our sense of self and our way of connecting to ourselves and to others at an emotional level. That is what art in all its forms can help us with.”*

### **One Gloucestershire (ICS)**

In One Gloucestershire’s [March 2019 report](#), a key priority for 2018-19 under Enabling Active Communities is to expand the arts on prescription service. A GP, Dr Simon Opher, who represents primary care providers on Gloucestershire’s ICS Delivery Board, was a pioneer of arts on prescription. In a [blog for NHS England](#) he describes how Gloucestershire’s ‘Social Prescribing Plus’ programme develops specific targeted interventions within clinical care pathways, using non-medical interventions to ‘treat’ psycho-social aspects of medical conditions. These are built into pathways to de-medicalise and extend the interventions currently available to patients, including respiratory, mental health, cardiovascular disease and musculoskeletal pathways. For example 50% of Chronic Obstructive Pulmonary Disease (COPD) patients do not attend pulmonary rehab because it is exercise based. There is now a different option: a 12 week Singing on Prescription [‘Breathe In Sing Out’](#) choir to support individuals with COPD, who can then progress to a generic community choir once they have improved their breath control and confidence.

In the *Creative Health* report, Mary Hutton, Chief Officer, NHS Gloucestershire CCG and Lead for One Gloucestershire ICS says: “*It has been heart-warming to hear about many examples in our system where, through involvement in the arts, people have been able to develop their talents and live fuller lives, taking more control of their health and wellbeing. We believe that the arts and cultural sector has a major part to play in the transformation of health and care in Gloucestershire.*”

## Opportunities

Both the One Gloucestershire and West Yorkshire and Harrogate Health and Care Partnership plans build on several years of developing partnerships at every level. In your locality, you will have particular challenges and opportunities. Here are some ideas of where to start:

- 1) A large number of hospitals around the country have well established arts programmes with some 80 hospitals employing arts managers. They are well connected into their local arts and cultural provider sector. A more formal connection between these hospital arts programmes and the planning for Integrated Care Partnerships where relevant could help facilitate activity across the ICPs. This would mirror the concept of the [NHS as an ‘anchor’ institution](#) as explored by the Health Foundation. Arts and cultural programmes in hospitals can link to provision in the community, helping to create a connected pathway which supports individuals to experience more person-centred care wherever they are in the system. You can find out more about the [Arts, Heritage and Design in Hospitals network](#) and find out whether there is an arts manager in the hospitals in your STP/ICS by contacting Victoria Hume, Director of the Culture, Health and Wellbeing Alliance: [victoria@culturehealthandwellbeing.org.uk](mailto:victoria@culturehealthandwellbeing.org.uk)
- 2) The Culture, Health and Wellbeing Alliance has regional champions who will know of local arts and health providers. You can find out more here: <https://www.culturehealthandwellbeing.org.uk/your-area>. To make contact with individual champions please email: [victoria@culturehealthandwellbeing.org.uk](mailto:victoria@culturehealthandwellbeing.org.uk)
- 3) Your lead culture officer in your local authority will know about local developments and you can access case studies here: <https://www.local.gov.uk/sites/default/files/documents/just-what-doctor-ordered--32e.pdf>

## Actions


If there is an individual in your STP/ICS team who would like to be part of a national network of *Creative Health* Champions, supported by NHS Providers, the Local Government Association and the Culture Health and Wellbeing Alliance, please contact Alex Coulter: [appgahw@gmail.com](mailto:appgahw@gmail.com)

If you would like to be part of an initial group of STPs/ICSs who would like to work further with the Academic Health Science Networks on Social Prescribing practice worth spreading, in the first instance contact your local AHSN or [guy.boersma@nhs.net](mailto:guy.boersma@nhs.net) at Kent Surrey Sussex AHSN.

This briefing has been developed in partnership with the [Kent Surrey Sussex Academic Health Science Network](#), the [All-Party Parliamentary Group on Arts, Health and Wellbeing](#) and the [Culture, Health and Wellbeing Alliance](#).

### Arts in Health and Care Environments


This includes hospitals, GP surgeries, hospices and care homes.




A mental health recovery centre co-designed by service users in Wales is estimated to save the NHS

**£300k**


per year.



Visual and performing arts in healthcare environments help to reduce sickness, anxiety and stress.



The heart rate of new-born babies is calmed by the playing of lullabies. The use of live music in neonatal intensive care leads to considerably reduced hospital stays.



### Arts Therapies


This refers to drama, music and visual arts activities offered to individuals, usually in clinical settings, by any of 3,600 practitioners accredited by the Health and Care Professions Council.




Music therapy reduces agitation and need for medication in

**67%**


of people with dementia.



Arts therapies help people to recover from brain injury and diminish the physical and emotional suffering of cancer patients and the side effects of their treatment.



Arts therapies have been found to alleviate anxiety, depression and stress while increasing resilience and wellbeing.



### Attendance at Cultural Venues and Events

This refers to attendance at concert halls, galleries, heritage sites, libraries, museums and theatres.



Attendance tends to be determined by educational level, depression and stress while increasing prosperity and ethnicity.



Cultural engagement reduces work-related stress and leads to longer, happier lives.


Of

**2,500**

museums and galleries in the UK, some

**600**

have programmes targeting health and wellbeing.



### Arts on Prescription


Part of social prescribing, this involves people experiencing psychological or physical distress being referred (or referring themselves) to engage with the arts in the community (including galleries, museums and libraries).

An arts-on-prescription project has shown a 37% drop in GP consultation rates and a 27% reduction in hospital admissions. This represents a saving of

**£216**

per patient.

A social return on investment of between £4 and £11 has been calculated for every £1 invested in arts on prescription.




### Medical Training and Medical Humanities

This refers to inclusion of the arts in the formation and professional development of health and social care professionals.

Within the NHS, some 10 million working days are lost to sick leave every year, costing

**£2.4bn**

Arts engagement helps health and care staff to improve their own health and wellbeing and that of their patients.



### The Built and Natural Environments

Poor-quality built environments have a damaging effect upon health and wellbeing.

**85%**

of people in England agree that the quality of the built environment influences the way they feel.

### Participatory Arts Programmes

This refers to individual and group arts activities intended to improve and maintain health and wellbeing in health and social care settings and community locations.

After engaging with the arts

**79%** of people in deprived communities in London ate more healthily


**77%** engaged in more physical activity

**82%** enjoyed greater wellbeing.


£1 spent on early care and education has been calculated to save up to £13 in future costs. Participatory arts activities with children improve their cognitive, linguistic, social and emotional development and enhance school readiness.



Over the past two centuries, life expectancy has increased by two years every decade, meaning that half of people being born in the West can expect to reach 100. Arts participation is a vital part of healthy ageing.



Participatory arts activities help to alleviate anxiety, depression and stress both within and outside of work.



### Everyday Creativity

This might be drawing, painting, pottery, sculpture, music- or film-making, singing or handicrafts.

There are more than

**49,000**

amateur arts groups in England

involving


**9.4 million**

people

that is

**17%**

of the population.



Every £1 spent on maintaining parks has been seen to generate

**£34**

in community benefits.



Infographic from the Creative Health report