



**Creativity  
for healthy  
lives**  
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# **CREATIVE HEALTH IN POLICY, SYSTEMS & COMMUNITIES**

## **International Forum on Quality & Safety in Healthcare**

**12<sup>th</sup> April 2024**

**The National Centre for Creative Health (NCCH)**

**Kazzum Arts**

Alexandra Coulter, Director NCCH

Hannah Waterson, Research and Policy Manager NCCH

Conni Rosewarne, Creative Health Associate, North East London Integrated Care Board

Alex Evans, Artistic Director, Kazzum Arts



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## CREATIVE HEALTH IN POLICY, SYSTEMS & COMMUNITIES

- Understand what creative health is and how it can contribute to health and wellbeing outcomes for individuals and communities, including in the context of health inequalities
- Identify how systems can embed creative health and what the barriers and enablers are
- Realise the potential for creative health to support young people who have been impacted by trauma and adversity

All-Party Parliamentary Group on  
Arts, Health and Wellbeing  
Inquiry Report

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

July 2017  
Second Edition



## All-Party Parliamentary Group on Arts, Health and Wellbeing (APPG)

### APPG Inquiry 2015-17

- 16 roundtables in parliament involving 300 people from across the UK
- Research into the evidence base and a public call for submissions

Publication of *Creative Health* report in 2017 which contained **10 recommendations** and **3 key messages**

[https://ncch.org.uk/uploads/Creative\\_Health\\_Inquiry\\_Report\\_2017\\_-\\_Second\\_Edition.pdf](https://ncch.org.uk/uploads/Creative_Health_Inquiry_Report_2017_-_Second_Edition.pdf)





# Creativity for healthy lives

nceh.org.uk

***Creative Health Recommendation 1***: leaders from within the arts, health and social care sectors, together with service users and academics, establish a strategic centre, at national level, to support the advance of good practice, promote collaboration, coordinate and disseminate research and inform policy and delivery.

**National Centre for Creative Health** registered as a Charity in July 2020 and launched in March 2021

**Mission:** The National Centre for Creative Health will advance good practice and research, inform policy and promote collaboration, helping foster the conditions for creative health to be integral to health and social care and wider systems.

**Culture, Health and Wellbeing Alliance (CHWA):** <https://www.culturehealthandwellbeing.org.uk/>

**Lived Experience Network (LENs):** <https://www.culturehealthandwellbeing.org.uk/who-we-are/lens>



# Creative Health Definition

Creative health is defined as creative approaches and activities which have benefits for our health and wellbeing.

Activities can include visual and performing arts, crafts, film, literature, cooking and creative activities in nature, such as gardening; approaches may involve creative and innovative ways to approach health and care services, co-production, education and workforce development.

Creative health can be applied in homes, communities, cultural institutions and heritage sites, and healthcare settings.

Creative health can contribute to the prevention of ill-health, promotion of healthy behaviours, management of long-term conditions, and treatment and recovery across the life course.

## Our Programmes and Projects

Click on the dots below for more information about our ICS Hubs and Huddles, organisations with Creative Health Champions and UK Research and Innovation (UKRI) funded research sites

■ Creative Health Associate Host ICB ■ NCCH Hubs and Huddles ■ Mobilising Community Assets Research Project - Phase 1  
■ Mobilising Community Assets Research Project - Phase 2 ■ Mobilising Community Assets Research Project - Phase 3 ■ Creative Health Champion

### West Yorkshire ICS



In Calderdale, the partnership between Calderdale Council, South West Yorkshire Partnership NHS Foundation Trust, West Yorkshire 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. Find out more at the link below.

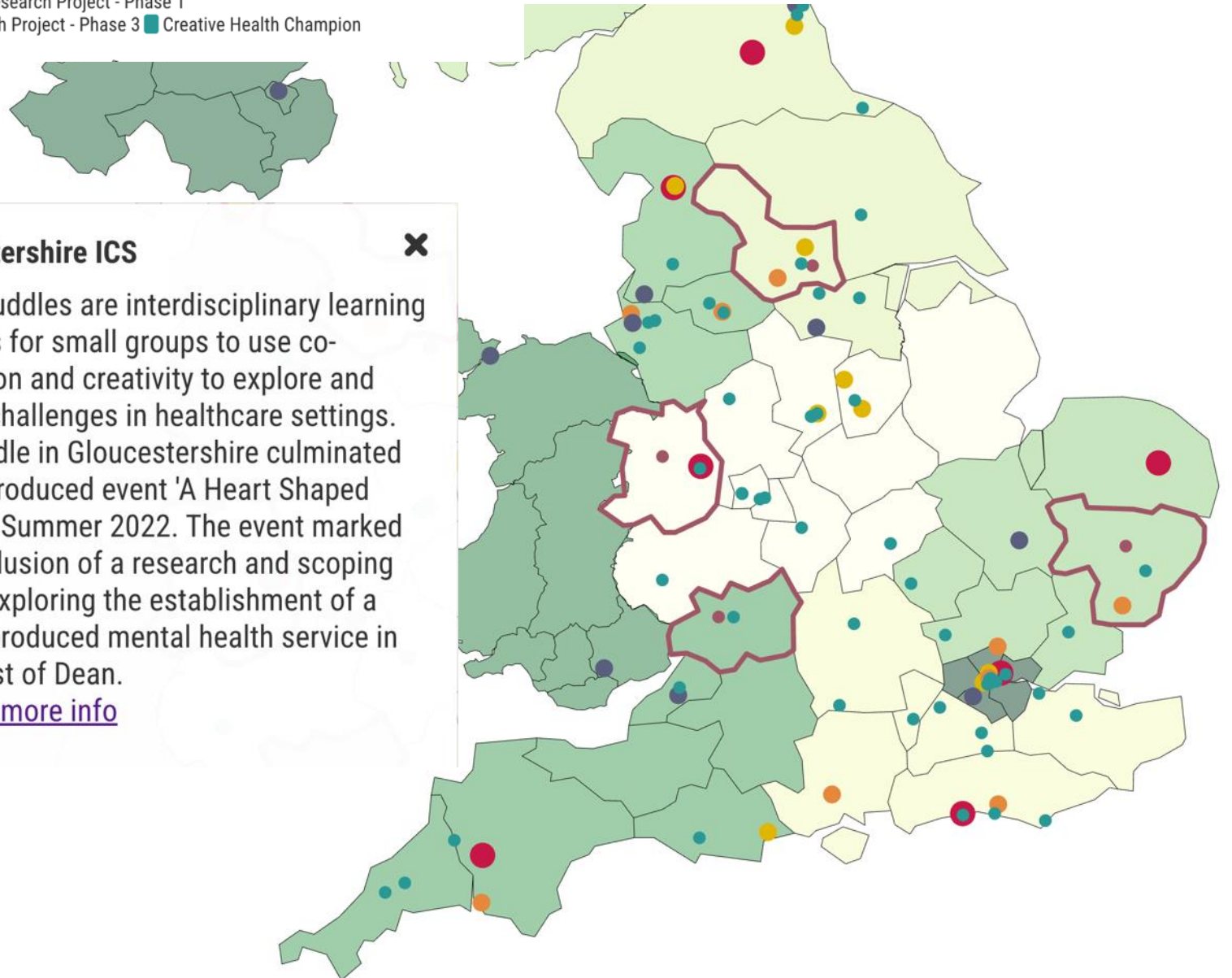
[Click for more info](#)

### Gloucestershire ICS



NCCH Huddles are interdisciplinary learning activities for small groups to use co-production and creativity to explore and resolve challenges in healthcare settings. The Huddle in Gloucestershire culminated in a co-produced event 'A Heart Shaped Place' in Summer 2022. The event marked the conclusion of a research and scoping project exploring the establishment of a new co-produced mental health service in the Forest of Dean.

[Click for more info](#)





### Welcome

The National Centre for Creative Health (NCCH) has worked in partnership with NHS England Personalised Care Team and Integrated Care Systems (ICSs) in Gloucestershire; Shropshire, Telford and Wrekin; Suffolk and North East Essex; and West Yorkshire, to develop this toolkit to support other ICSs to embed creative health in their systems.

Creative Health in Systems

Creative Health in Context

Creative Health in Action



### How you can use the toolkit

The toolkit considers the enablers and barriers and is structured so as to illustrate how systems can deliver against the NHS England Maturity Matrix for Social Prescribing, with reference to the five domains: Leadership, Strategy & Governance; Planning & Commissioning; Workforce Development; Digital & Technology; and Evidence & Impact.

The toolkit will support systems to work with the assets in their communities and to develop their own approach. The aim of the tool kit is to embed the benefits of creativity in all health and social care systems, from integrated care system planning to delivery by grass roots organisations. It will support commissioners, link workers and the voluntary community social enterprise sector to work collaboratively and deliver better health outcomes for communities and individuals

## Evidence and Impact

Demonstrating the impact of Creative Health solutions to challenging and complex issues; using and contributing to the growing evidence base.

[Previous](#)



Foteini Christofilopoulou © Rosetta Life, Wishing Well, Rehearsals at St Joseph's Hospice Hackney, Commissioned by Accelerate

## Impact on individuals, on the community and on the system

By their very nature wicked issues are challenging to address and complex to evaluate.

Creative Health can provide solutions, but we must be able to demonstrate the impact on people's lives and for systems.

A culture of honest and open learning about what is and isn't working is essential for the development of new solutions. Quantifiable data that demonstrate health outcomes, value for money and social return on investment are key drivers in understanding impact for the system, but not the only form of evidence.

The sharing of participants' stories through qualitative or creative methods can bring Creative Health work alive and provide a rich picture of how impact has permeated into their general health and well-being. Lifting those stories off the page through films or artwork can be more impactful in championing the value of Creative Health.

- Foster a culture of purposeful data collection to inform delivery and demonstrate impact.
- Use learning from programmes to move from 'proving' the effectiveness of Creative Health interventions to 'improving' Creative Health practice.
- Co-produce evaluation measures within the Creative Health partnership to identify what is valuable to capture and for whom.
- Work with Creative Health participants to develop accessible, enjoyable and rewarding evaluation activities to better engage participants and improve response rates.
- Offer personalised qualitative measures to participants. Listen to stories about the impact on the community and the system, as well as to participants.



### **Impact on individuals, on the community and on the system**

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#### **Example of: Using learning to improve practice**

Cohere Arts: Creative Space Programme  
Suffolk and North East Essex

[Learn more](#)

### **Impact on individuals, on the community and on the system**

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#### **Example of: Using learning to improve practice**

Torbay Culture Arts, Health and Wellbeing Pilot Programme  
Devon

[Learn more](#)

### **Impact on individuals, on the community and on the system**

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#### **Example of: Offering personalised measures**

Various resources  
National

[Learn more](#)

### **Impact on individuals, on the community and on the system**

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#### **Example of: Offering personalised measures**

Bromley by Bow: Unleashing Healthy Communities  
North East London

[Learn more](#)

### **Impact on individuals, on the community and on the system**

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#### **Examples of: Developing accessible, enjoyable and rewarding evaluation activities**

Various resources  
National

[Learn more](#)

### **Using and contributing to the evidence base**

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#### **Example of: Seeking out national evidence on Creative Health approaches when seeding local examples**

Various Resources  
National

[Learn more](#)

## Example of: Offering personalised measures

Bromley by Bow: Unleashing Healthy Communities  
North East London

The Bromley by Bow Centre is a community centre and healthcare partnership service in Tower Hamlets, London. The centre is a pioneer in community-based approaches to improving health and wellbeing.

Their [Unleashing Healthy Communities research programme](#) aimed to develop a more inclusive approach to measuring wellbeing, to add to the measures usually required by funders, which could incorporate the holistic nature of the Bromley by Bow Centre, recognise what was important in people's lives, and include outcomes that were valued by users of the centre.

The result was an outcomes framework, which included a set of 'stretch outcomes' developed with community members, relating to the ways in which people can grow through using the service. More information on Bromley By Bow's approach to measuring what matters to communities can be found [here](#).

***“The result was an outcomes framework, which included a set of ‘stretch outcomes’ developed with community members, relating to the ways in which people can grow through using the service.”***

Interested in submitting an illustrative example?

[Click here](#)

## Example of: Using learning to improve practice

Cohere Arts: Creative Space Programme  
Suffolk and North East Essex

Part of a creative health offer commissioned by Suffolk and North East Essex Long Covid Assessment Service (SNELCAS) [Creative Space](#) was a 12 week pilot offering online creative workshops to people living with Long Covid.

Quantitative and qualitative data was collected to measure impact on 5 key symptoms of Long Covid, and also shape provision to suit participant needs. Evaluative findings from the pilot have been used to refine and extend provision for a further year.

***“Quantitative and qualitative data was collected to measure impact on 5 key symptoms of Long Covid, and also shape provision to suit participant needs.”***

Interested in submitting an illustrative example?

[Click here](#)



# *Creative Health Review*

How Policy Can Embrace Creative Health



# Creative Health Review

The APPG on Arts, Health and Wellbeing and NCCH Creative Health Review makes recommendations to Government for a **cross-departmental creative health strategy**. It highlights how creative health can help to tackle pressing policy challenges such as health inequalities and the demands on social care, and can support people to live healthier, happier lives.

Mental Health and Wellbeing

Health Inequalities

Social Care

End of Life Care and Bereavement

Education and Training

Cost-effectiveness, Evidencing Value for Money and Funding Models

Leadership and Strategy



# Creative Health Review



## Commissioners

Arts, Health and Wellbeing



[ncch.org.uk/creative-health-review](https://ncch.org.uk/creative-health-review) @TheNCCH #CreativeHealthReview #mycreativehealth



***“Art is good at sparking the stuff that is causing this joy inducing, pain-reducing rush of endorphins...Creativity does something mysterious to the brain, where it helps us reduce the experience of our pain”***

Surfing Sofas, Lived Experience Advisory Panel

***“We did African drumming, and dance with the young people to let them free themselves and not think about the burden...Everyone said they enjoyed it...We fail to realise how much the arts can calm our souls when taking care of ourselves as well as others”***

Anneloris Chacon, CEO Bristol Black Carers,  
Social Care Roundtable

***“For me it saved my life. Arts gave me that access to see the world differently and for the world to see me differently. When I was living on the streets I had a camera and instead of having a stigma attached to me as a homeless dude, they saw you as a photographer. You were given that up-step. That’s what empowers people, that’s what picks people up, that’s what gives them good wellbeing and resilience”***

David Tovey, Arts and Homelessness International,  
Health Inequalities Roundtable



# Key Messages

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- Creative health is fundamental to a healthy and prosperous society, and its benefits should be available and accessible to all.
- Creative health should form an integral part of a 21st-century health and social care system – one that is holistic, person-centred, and which focuses on reducing inequalities and supporting people to live well for longer.
- Creating the conditions for creative health to flourish requires a joined-up, whole system approach incorporating health systems, local authorities, schools, and the cultural and VCFSE sectors.



# Recommendations to Government

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- The development of a cross-departmental Creative Health Strategy, affirmed and driven by the Prime Minister and coordinated by the Cabinet Office to ensure the integration of creative health across all relevant policies
- The long-term value of investing in creative health must be recognised and appropriate resource should be allocated by HM Treasury
- Lived experience experts should be integral to the development of the Creative Health Strategy
- Department-specific levers and opportunities



***“Evidence shows that cultural and creative activities are good for mental and physical health. To reduce health inequalities, then, we need to create the conditions for the benefits of cultural and creative activities to spread to all members of society. It should form a key part of breaking the link between relative poverty and poor health”***

Professor Sir Michael Marmot

***“Creative health should be a central part of every strategy for improving the health and wellbeing of the nation. The evidence and the good practice across the country demonstrate the potential impact we could have through creativity. Perhaps now the time is right for us to implement a national strategy, delivered through the infrastructure of Integrated Care Systems, backed by local government and arts organisations”***

Rob Webster CBE, Chief Executive West Yorkshire Health and Care Partnership



# Embedding Creative Health into Integrated Care Systems

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- Integrated Care Systems offer an opportunity to move towards more strategic partnerships between healthcare systems and creative health providers
- Embedding creative health into systems has demonstrable positive impacts on prevention, mitigation, treatment and recovery
- Building sustainable commissioning models for creative health has benefits for patients, providers and systems
- Creative health can align with population health approaches to reducing health inequalities

# Creative Health and the NHS

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- Creative health in the prevention, management, treatment and recovery of major health conditions
- Personalised care and social prescribing
- Workforce wellbeing
- Creative health and social care

Creative programmes for people with COPD have led to a reduction in GP (21%) and A&E (23%) attendance and a Social Return on investment of £1.69

Reviews of Arts on Prescription programmes estimate a social return on investment (SROI) of up to £2.90/£1 invested

National data suggests that social prescribing can release up to 8m GP appointments each year.

***“Modern medical interventions have achieved so much but they have little or no impact on the social determinants of our health. There is growing scientific evidence that social interventions, in particular ones that draw on the innate creativity of people and their communities, are effective for individuals and can also reduce the financial and workload challenges facing the NHS.”***

Professor Martin Marshall CBE



***“I sat down to take the art class and that’s the day my life changed. That’s the day something inside me offered hope in a way I’d not felt within the services I’d had before...Having been in the mental health system for nearly 40 years it took an art class to save then transform my life.”***

Debs Teale, Creative Health Advocate, Mental Health and Wellbeing Roundtable



**Find out more about the Review here:**

<https://ncch.org.uk/creative-health-review>

**Dr Hannah Waterson**

Research and Policy Manager

[research@ncch.org.uk](mailto:research@ncch.org.uk)



Creative Health illustration by David Shrigley

# Creative Health Associates Programme



Image courtesy of Z Holbourne, Rosetta Arts



LOTTERY FUNDED

Supported using public funding by  
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ENGLAND**

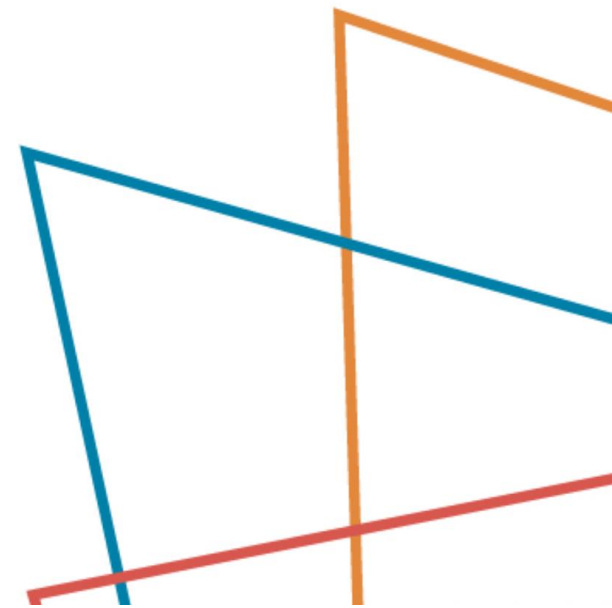


# Creative Health Associates Programme

- Funded by Arts Council England Sept 2023-Oct 2024
- Seven Creative Health Associates – one in each NHS Region – sponsored and hosted by ICBs, plus a GLA sister post in SEL ICB

## Aiming to:

- Improve understanding about the potential cultural sector contribution within health and social care
- Improve cultural sector understanding and engagement in wellbeing activity
- Share intelligence and encouraging relationship development between cultural practitioners and health professionals



# North East London & Greater London Region



SUPPORTED BY  
**MAYOR OF LONDON**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**



The boroughs of North East London

# Creative Health in North East London

**Children and young people's mental health and wellness:** weekly drama workshops at Green Shoes Arts in Barking & Dagenham develops skills in creativity, confidence, and teamwork.



**Mental health of inclusion groups including homeless and refugee communities:** Streetwise Opera partnered with The Magpie Project in Forest Gate to support women and children in temporary or insecure accommodation to make and perform music.

**People living with long term conditions:** Headway East London in Haggerston is a day centre for people living with brain injuries. Members can access music, cooking, printmaking and ceramics as well as practical and financial support for independent living.



# Resources and Contact

## **Creative Health Quality Framework - [Here](#)**

Articulates what “good” looks like for creative and cultural initiatives that aim to support people’s health and wellbeing. Co-created by Jane Willis and commissioned by the Culture, Health, and Wellbeing Alliance.

## **Creative Health Capital City: Building It Together Film - [Here](#)**

Short film capturing thoughts from the Creative Health Capital City “Unconference” which brought together people interested in the intersections of health and culture. An initiative developed and funded by the Mayor of London and Arts Council England, delivered in partnership with London Arts and Health.

**Please contact me: [conni@ncch.org.uk](mailto:conni@ncch.org.uk)**



**KAZZUM  
ARTS**

The image features the text "KAZZUM ARTS" in a bold, 3D, blocky font. The letters are teal with red tops and dark brown sides, giving them a three-dimensional appearance. The text is centered and surrounded by a burst of radiating teal lines of varying lengths, creating a dynamic, energetic effect. The entire graphic is set against a white background and enclosed within a teal rectangular border.

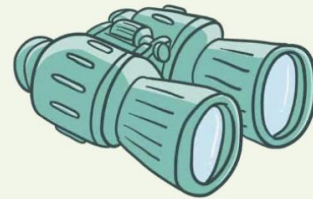
# About Kazzum Arts

Kazzum Arts are an arts charity formed in 1989 and based in Bethnal Green, East London. We provide opportunities for children and young people aged 5 - 25 to explore creative expression and agency through multidisciplinary arts activities.

## Vision and Mission

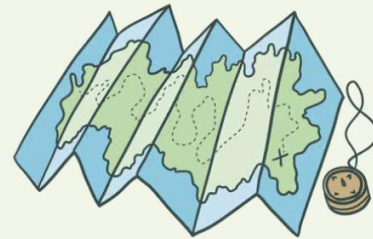
We are proud to share our **vision**:

**That all children and young people can experience hope through creativity.**



And our renewed **mission**:

**To use creativity to enable children and young people who have been impacted by trauma and adversity to feel seen, heard and valued.**



*“Having people around you that want to make you laugh and brighten your day in any way they can, it’s a blessing! I feel beyond grateful for the Kazzum sessions that brought fun and laughter to my Fridays.”*

**- Pathways Participant**

# Our Projects



## Apollo

Our Apollo project takes place within hospitals and uses the arts to increase the wellbeing of children who are undergoing healthcare treatments on children's wards. Our collaborative approach encourages creativity, social connectedness and autonomy for children during their hospital stay.

## Build

Our Build project uses multidisciplinary arts to develop positive relationships, social and emotional skills and mental health of young people excluded from mainstream primary school education.



## Pathways

Our Pathways programme engages young asylum seekers, refugees and migrants in workshops support their creativity, language skills and mental health. We partner with community organisations to amplify the voices of young migrants settling in the UK.

## Speech Bubbles

Speech Bubbles is an evidence-based drama intervention supporting children's communication skills, confidence and wellbeing. Over a series of weekly sessions, practitioners support the social, emotional and academic development of children referred to the programme.



## Professional programme

Our programme of training, consultation and practitioner support enables sector-wide development of trauma-informed approaches within creative health activity. Since 2019 we have trained over 2000 professionals worldwide.

# Our trauma-informed approach

## Uses the creative arts

We offer repeated opportunities to experience a creative environment, enriched with music, movement, art, and games. We contribute to an increased sense of wellbeing and positive mental health through shared imagination and self-expression.



## Embodies relationships

We nurture connections between children, young people and artist practitioners, building bonds of safety and trust and encouraging friendship, support and empathy to flourish. We actively create an engaged community which nurtures, nourishes and supports.



## Understands the impact of trauma

We deliver holistic and responsive activities guided by our knowledge and insight into the complexities of trauma. We understand the biological, psychological and social factors which can determine healthy child development, working to increase protective factors and support growth.



## Recognises systemic and structural factors

We recognise that trauma and adversity is reflected within environments, throughout systems and across society, creating damaging conditions of inequity. Our work actively amplifies the voices and lived experiences of children and young people and raises awareness of the issues that matter to them most.





# Trauma-informed principles of care



**Safety:** an organisation working in a trauma-informed way will be working towards the development and maintenance of physical, psychological and cultural safety.



**Trustworthiness:** Trauma-informed working respects transparency, honesty and quality of care to build trust within individuals, groups and organisational systems and structures.



**Collaboration:** Collaborative thinking and working supports the experience of ownership across organisations. Equitable distribution of power creates shared investment and better outcomes for all.



**Empowerment:** Supporting all members of the organisation and community to experience their own sense of empowerment, through an asset based approach.



**Choice:** A trauma-informed organisation will offer realistic choices, to support individual and collective agency.



**Cultural Awareness:** Organisations will centre cultural awareness - the continual process of learning, growth and reflection on the benefits of intercultural approaches.

# Our Impact: 2022 - 2023

**1,563**

children and young people engaged through

**341**

creative wellbeing workshops

We worked with  
**22**  
organisations



**986**

resource and activity downloads

**20,694**

views of wellbeing and advocacy animations

Our trauma awareness training reached

**733**

artists, professionals and students

We participated in

**11**

media publications or appearances

**32**

artists and trustees engaged with registered psychotherapists within group and individual reflective practice sessions, and an employee assistance programme

We were awarded the  
**London Youth Silver Award**



We employed a core staff of  
**6**  
and offered

**35**

freelance staff contracts

Our organisational evaluative framework measures our impact upon engagement, relationships, autonomy, wellbeing, confidence and creativity.



For more information please visit:

[www.kazzum.org](http://www.kazzum.org)

@KazzumArts

[hello@kazzum.org](mailto:hello@kazzum.org)

Training and consultation: <https://www.kazzum.org/train-with-kazzum>  
'Amplify: youth voice' guide: <https://www.kazzum.org/free-resources/amplify>  
Support and donate: <https://www.kazzum.org/support-kazzum-arts>  
Free resources: <https://www.kazzum.org/resources>