

REPORT TO THE HEALTH AND WELLBEING BOARD

Creativity & Wellbeing update

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1. Purpose of Report

- 1.1 To provide an overview of Creativity & Wellbeing Week 2023 evaluation report.
- 1.2 To update the Board on the development of a SY Creative Health strategy in collaboration with SY ICP & SYMCA
- 1.3 To seek Health & Wellbeing Board endorsement for the next phase of delivery

2. Recommendations

- 2.1 Health and Wellbeing Board members are asked to:-
 - Note the proposed SY ICP recommendations
 - Promote key messages via organisational channels.
 - Endorse the next phase of delivery for Barnsley's Creativity & Wellbeing programme

3. Delivering the [Health & Wellbeing Strategy](#)

- 3.1 Creativity is key to our health & wellbeing at every stage of the life course from birth through to older age.
- 3.2 The All-Party Parliamentary Group on Arts, Health and Wellbeing published The Arts for Health and Wellbeing report in 2017¹, which provided strong evidence of creativity and arts addressing many of the challenges facing health and social care around ageing, long-term conditions, poor mental health and loneliness. The APPG recommended that health and social care organisations should have a dedicated resources to leverage the benefits

¹ https://www.culturehealthandwellbeing.org.uk/appg-inquiry/Publications/Creative_Health_Inquiry_Report_2017_-_Second_Edition.pdf

from creativity & arts. For instance, social prescribing workers linked to creativity & arts interventions to showcase the benefits to health.

- 3.3 Providing opportunities to be involved in creative activity offers a huge contribution to our Health & Wellbeing strategy vision. Creativity enables Barnsley residents to improve their health & wellbeing, be meaningfully engaged in their communities and develop the skills and resources they need to thrive.
- 3.4 The vision is to embed creativity and creative leadership throughout health and care transformation programmes. This includes shaping key strategic drivers cutting across several sectors, including the ICS strategy, Mental Health, Learning Disability & Autism Strategy, More & Better Jobs strategy and Culture Strategy.

4. Reducing Inequalities

- 4.1 Embedding creativity into all health and social care related interventions helps to address health & social inequalities. Creativity & arts funding is directed specifically to work alongside groups that have most to benefit, including people living with mental health conditions, Learning Disabilities, Autism, Dementia, and those who are socially isolated.

5. Creativity & Wellbeing week 2023

- 5.1 This is the second year that we have supported national Creativity & Wellbeing Week 15-21 May, led by the Culture Health & Wellbeing Alliance.

Following Creativity & Wellbeing week in 2022, we have continued to work with key partners to develop a Plan on Page with agreed themes, outcomes and objectives.

One of the critical areas for improvement, is workforce and organisational development for practitioners working across health, social and creative sectors.

In preparation for the week, we organised 2 strands of work:

- Practitioner workshops – focused on workforce skills/organisational development – conversations and themes to use as a springboard to develop a longer-term workforce development programme
- Creativity & wellbeing activities – promoted to staff and residents, with internal and external communications.

This year we co-ordinated our Creativity & Wellbeing activity and communication campaign alongside Dementia Action Week (15-21 June).

- 5.2 Four practitioner workshops (in-person and on-line) were delivered to explore how we embed creativity and wellbeing into workforce development for

leaders, commissioners and creative practitioners working with residents across the health and care sector. This involved over 80 staff working with people with learning difficulties, children & young people and older people.

Objectives:

- Outline key creativity and wellbeing workforce skills required in health, care and creativity sectors.
- Show-case examples of skills development working with specific groups (training, peer support, on-job experience)
- Highlight the benefits of creativity and wellbeing projects with a focus on staff skills/experience needed.
- Involve people with lived experience to co-design and deliver the session.
- Explore how collectively we can develop an integrated creativity and wellbeing workforce plan.

5.3 Throughout the sessions, we identified a range of key issues and creative health skills to inform how we develop a workforce development plan.

- Time management
- Coaching skills
- Organisational skills
- Communication and listening skills- validate service users voices.
- Own wellbeing /self-care/emotional wellbeing to be able to work as effectively as possible with residents with challenging behaviours.
- Share a library of creative resources to include on partners websites.

5.4 In addition, a range of creative activities were promoted on our dedicated webpage, along with social media messaging and posters located in key public buildings across the borough.

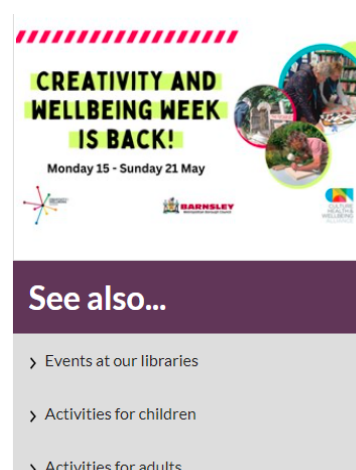
◀ Creativity and Wellbeing Week - preview

Being creative is great for your health; it gives you new skills and a sense of achievement and community.

Join us at our inspiring schedule of exciting events during Creativity and Wellbeing Week from 15 to 21 May 2023 to discover the benefits of creativity and unleash your inner artist. From music and crafts to outdoor activities, there's something for everyone.

Activities for adults

Ongoing events	▼
Monday 15 May 2023	▼
Tuesday 16 May 2023	▼
Wednesday 17 May 2023	▼



The poster features a red and white striped header, the text 'CREATIVITY AND WELLBEING WEEK IS BACK!' in bold green and black, and the dates 'Monday 15 - Sunday 21 May'. It includes logos for Barnsley Council and other partners, along with circular images of people participating in activities.

See also...

- > Events at our libraries
- > Activities for children
- > Activities for adults

6. What went well

- 6.1 The creative health workforce development workshops were very well received. Participants who attended the workshops commented on how much they had learnt about integrating creative health within their practice and challenged their assumptions about working with different client groups.
- 6.2 The communications support from partner organisations to share the messages was successful. Multiple channels were used to target key audiences that were mapped in the original communications plan. Partnership working across communications and public health was strong and effective, offering feedback and ideas to ensure the best possible outcomes from each action.
- 6.3 We were able to successfully implement recommendations from last year's event to provide more accurate understanding of success of increasing awareness and encouraging uptake.
- 6.4 The campaign was able to forge successful links with Dementia Action Week, highlighting the benefits of creativity for people living with dementia.

7. Key learning

- 7.1 The workforce development focus provided a useful hook for engagement of staff across the sectors, and we recognised the need to strengthen the involvement with the social care sector and wider CVS.
- 7.2 Customer feedback from the public facing events showed that promoting popular and regular events lost the impact of it being part of Creativity and Wellbeing Week.
- 7.3 There was less media interest compared to last year due to the focus on staff workforce development. Alternative approaches could include specifically targeted events for Creativity and Wellbeing Week offering both information and activities.
- 7.4 Staff dedicated activities or events could improve measurement of awareness of Creativity & Wellbeing Week.

8. Links with South Yorkshire ICS

- 8.1 On Thursday 27 July, a specific Creative Health item was discussed with key representatives from SY Local Authorities and SY MCA.
- 8.2 The ICP supported the proposals that the Integrated Care Board establishes a new Creative Health Group that reports directly to it. This would have representation from the four local authority creative health groups, SYMCA, the ICS and have membership from key stakeholders in the region including

voluntary, community and social enterprise groups, patient groups, the universities, and the business sector.

The objectives of the Creative Health Group will be to:

1. Create a unified strategy for optimising the benefits of creative health;
2. Support the development of the ICS enabling plan;
3. Provide leadership and support the development of effective infrastructure for Creative Health for the region;
4. Strengthen approaches to commissioning and investment;
5. Showcase best practice and collate robust evaluations and evidence;
6. Draw down coordinated funding from the Arts Council and other bodies.

Proposed recommendations:

1. ICP Board approval to set up a Creative Health Group for the ICS;
2. Representation on the group from the South Yorkshire ICP and SYMCA;
3. Approval to draft a strategy leading to a plan of action to be launched autumn 2023.

9. Proposed next steps

- Continue to build on the learning from Creativity and Wellbeing Week to improve practitioner engagement and communication around creative health.
- Co-design and implement a workforce development programme for health, care and creative sectors, identifying key resources.
- Build opportunities to develop the South Yorkshire Integrated Care Strategy “Enabling plan” for creative health.

9. Appendices

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