

Creative Alternatives

A psycho-social approach towards recovery

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Understanding mental health

If someone experiences mental ill health, medication can help – but it is not the ultimate solution.

Social & psychological elements play a key role in mental health:

- The home environment
- Mobility & transport
- Relationships & community involvement
- Making the most of our potential, playing a full part in our family, workplace, community and among friends & society at large



Understanding mental health

Creative Projects enable people...

- To take time out and feel revitalised
- To reconnect to what is important to them
- To socialise & build confidence & self-esteem
- To build new skills in a safe and supportive environment
- To experiment & play
- To revision who they are and what they can create.





'Arts on Prescription' service for Sefton residents

Multi-modal arts activities for adults experiencing mild to moderate stress, depression and anxiety.



What's on offer?

- ✓ 9 months of core programme membership
- ✓ Person-centred multi-modal arts workshops
- ✓ 5 Ways to Wellbeing (nef)
- ✓ Fun, relaxation & mindfulness



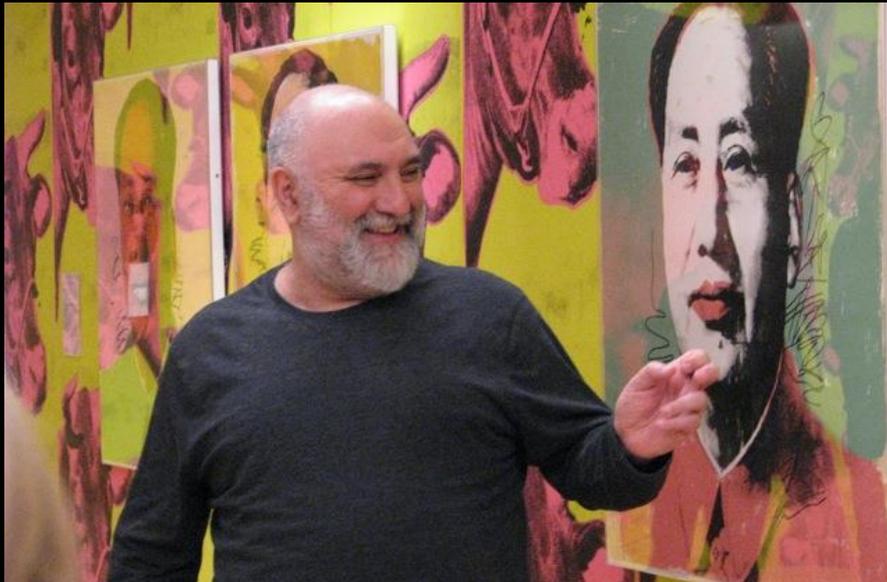
What's on offer?

- ✓ Creative writing
- ✓ Sculpture & ceramics
- ✓ Expressive movement
- ✓ Painting & drawing
- ✓ Storytelling
- ✓ Photography



What's on offer?

- ✓ Galleries & museums
- ✓ Theatres & concerts
- ✓ Day trips
- ✓ Festivals
- ✓ Outdoor activities



Creative Alternatives: Economic & Social Benefits

Membership of Creative Alternatives delivers significant improvements to such lifestyle factors as:

Increased Social activity	68%
Increased Physical activity	66%
Improved Diet	36%
Reduced Smoking	29%
Reduced Alcohol consumption	32%
Reduced medication	32%
Reduced GP visits	34%

Lifestyle Questionnaire & WEMWBS

The Lifestyle Questionnaire is modelled on the Dartmouth COOP Charts.



**78% of programme
participants report an
improvement to
mental health.**

Creative Alternatives: Economic & Social Benefits

In 2012 we conducted a *Social Return on Investment* (SROI) analysis to evaluate the economic impact of our service. **The approximate social return on investment generated by Creative Alternatives is around £6.95 for every £1 invested.**



For the Creative Alternatives SROI report see:
<http://www.creativealternatives.org.uk> → links

For resources on SROI analyses and how to conduct one see:
<http://www.thesroinetwork.org/>

Challenges?

For health professionals:

- Lack of consultation time
- Uncertainty around the terminology (what is social prescribing?)
- Lack of easy access to an up-to-date directory
- Lack of dissemination of service results/outcomes

- Health professionals feel overwhelmed with the constant flood of information

- Wrong perceptions / scepticism: uncertainty about the resources available to the groups and the capacity to deliver services.

Challenges?

For social prescribing services & staff:

- Inappropriate referrals
- Borough of Sefton is long, difficult for clients to travel around
- Staff are overstretched
- Client Management (waiting lists, suitability assessment, on-going support)
- Financial uncertainty: where will the money come from?

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Decade of
Health &
Wellbeing