

Creating Connections:

Developing arts on prescription with collaborative communities of practice

North West Social Prescribing Conference

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Creating Connections workshop

- **Joining the arts and health movement**
 - Using the evidence base
 - National and regional networks
- **The art of social prescribing**
 - Knowing our cultural assets
 - Creating collaborative advantage



The arts & health movement: research & evidence

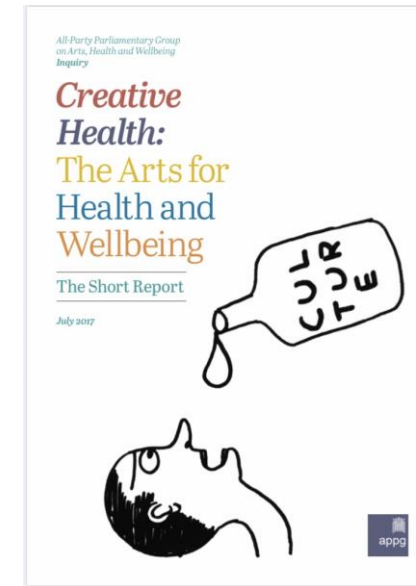
- Two milestone publications in recent years:

[Creative Health: The arts for health and wellbeing](#) (2017)

The All-Party Parliamentary Group on Arts, Health and Wellbeing (APPGAHW) was formed in 2014 and aims to improve awareness of the benefits that the arts can bring to health and wellbeing. During 2015–17, the APPGAHW conducted an Inquiry into practice and research in the arts in health and social care, with a view to making recommendations to improve policy and practice... The Inquiry Report, Creative Health, presents the findings of two years of research, evidence-gathering and discussions with patients, health and social care professionals, artists and arts administrators, academics, people in local government, ministers, other policy-makers and parliamentarians from both Houses of Parliament.

[What is the evidence on the role of the arts in improving health and well-being? A scoping review](#) (2019)

This report synthesizes the global evidence on the role of the arts in improving health and well-being, with a specific focus on the WHO European Region. Results from over 3000 studies identified a major role for the arts in the prevention of ill health, promotion of health, and management and treatment of illness across the lifespan... The beneficial impact of the arts could be furthered through acknowledging and acting on the growing evidence base; promoting arts engagement at the individual, local and national levels; and supporting cross-sectoral collaboration.



National networks leading the arts & health agenda

- Real momentum behind collecting and using research and evidence, in an advocacy capacity, by key national networks, including:
 - [Culture Health and Wellbeing Alliance](#)
 - [MARCH Mental Health Network](#)
 - [What Works Centre for Wellbeing](#)
 - [National Academy for Social Prescribing](#)



**National Academy for
Social Prescribing**

Dedicated to the advancement
of social prescribing through
promotion, collaboration and
innovation

What's happening in the North West?

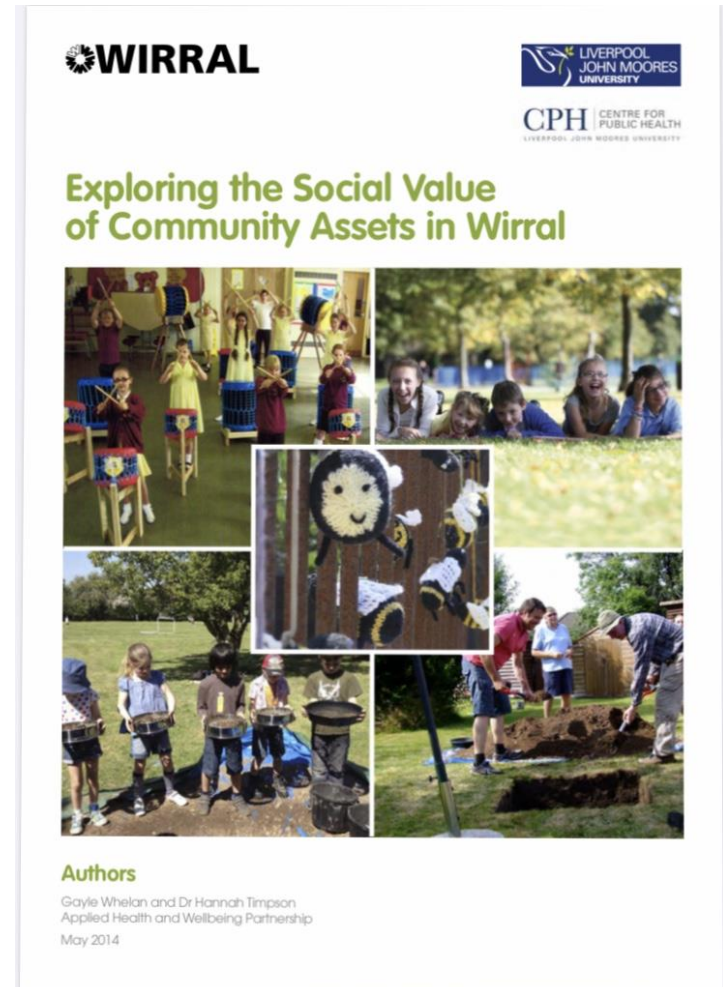
- Examples of initiatives supporting the arts and health agenda in North West region:
 - [Manchester Institute for Arts, Health and Social Change](#)
 - Combined authority cultural partnerships and programmes:
 - Liverpool City Region [Culture and Creativity Strategy](#), with 'positive outcomes in wellbeing' a desired target through initiatives including the Borough of Culture programme;
 - Greater Manchester's [Strategy for Culture and Creativity](#), with outcomes to be achieved by 2024 to include "...developed our reputation as an international leader in arts, heritage, health, wellbeing and ageing, evaluated through number of academic studies, conferences and international collaborations."
 - Major Arts Council England investments e.g. [Creative People and Places](#):
 - Heart of Glass, St Helens
 - LeftCoast, Blackpool and Wyre
 - Super Slow Way, Pennine Lancashire
 - Barra' Culture, Barrow-in-Furness
 - Reputable arts on prescription programmes:
 - [Start](#) in Salford
 - [Creative Alternatives](#) in St Helens and Sefton

Knowing our cultural assets

- The [Art of Social Prescribing](#) project (2014-15) funded by Arts and Humanities Research Council.
- Designed to complement ‘impact’ research in a developmental capacity:
 - Efficacy of social prescribing as a cultural commissioning model;
 - Co-production of recommendations for arts-based social prescribing;
 - Co-design of accompanying research framework on arts-based social prescribing.
- Recommended an **asset-based model** of cultural prescribing:
 - To include referral to existing arts and cultural assets and opportunities to take part;
 - Based on [asset-based community development](#) (ABCD) approaches;
 - Requiring thorough knowledge of both what exists and how these can support people experiencing mild to moderate mental health concerns;
 - Dependent on strong collaborative networks and infrastructure; project management and coordinating roles (e.g. link worker); committed leadership and advocacy.

Cultural asset mapping in practice

- Asset-mapping a method/technique used in community development and public health research.
- See for example [Exploring Social Value of Community Assets in Wirral](#):
 - Evidenced the social value and impact of community assets in Wirral on individuals and their communities, with a particular focus on their impact on mental health and wellbeing;
 - Developed a framework to identify the types of community assets in Wirral;
 - Categorised assets using a qualitative research methodology;
 - Evaluated a representative sample of community assets, using a social value and return on investment approach.
- Other agencies doing useful work mapping and listing community assets, see for example the [Live Well Directory](#) covering Liverpool, Knowsley and Wirral.



Cultural assets in the North West



Using the sticky notes provided, give a short description of an arts and cultural organisation (or ‘asset’) in your area that you value within the context of your own personal wellbeing, then place the sticky note in the relevant area of your table’s map of the North West (roughly!).

Creating collaborative advantage

“Collaborative advantage will be achieved when something unusually creative is produced – perhaps an objective is met – that no organization could have produced on its own and when each organization, through the collaboration, is able to achieve its own objectives better than it could alone. In some cases, it should also be possible to achieve some higher-level [...] objectives for society as a whole rather than just for the participating organizations.” (Huxham, 1993)

- A note of caution...We don't enter into any collaborative venture lightly – ‘successful’ arts on prescription programmes in our region have taken 10-20 years to develop and thrive!
- Principles of collaborative advantage:
 - Knowing your collaborative community;
 - The collaborative pursuit of a common goal;
 - Distributed ownership, control and decision making.



Cultural prescribing in the North West

Using the sheets and sticky notes provided, identify your 'top 10' needs with regards to making cultural prescribing in the North West happen, including any ideas or suggestions for how the North West Social Prescribing Network and NHS Link Workers may be able to help.

Thanks and keep in touch!

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