



The NCCH Creative Health Champions Network continually evolves, recognising the ever-increasing demand on health and care services and the changing political and structural environment in which we operate.

NCCH provides support for Creative Health Champions including:

- Health and Care sector-focused [website section](#) and [e-newsletter](#)
- Health and Care sector webinar programme
- Provision of audience specific tools to deliver core communications at scale
- Provision of resources including branded explainers and presentations, short videos for champions using audience appropriate language
- Online network meetings (currently 3 times a year)
- Other opportunities to meet virtually or in person eg webinars, round tables, other events
- Provision of branded email logo for the network. [Download here >>](#)
- Opportunities for connecting and networking with Creative Health enthusiasts and experts within regions and across the country
- Sharing resources including via communications as outlined above
- Provision of a range of ways in which influencers can contribute and how they can do so, providing resources to enable them, for example:
 - Presenting examples of Creative Health stories at Board or other meetings/events
 - Speaking at / introducing/facilitating events which advocate for Creative Health
 - Sharing resources
 - Social media activity (sharing, endorsing, commenting on NCCH content)
 - Recruiting new champions
 - Co-authoring opinion pieces/ blogs
 - Contributing to short videos promoting Creative Health
 - Convening Creative Health conversations/ events locally, to connect and grow championing within places/systems



Word Cloud: the words Champions use to describe their role

Background to the Champions Network

In 2017 the All-Party Parliamentary Group for Arts, Health & Wellbeing (hereafter APPG) published ***Creative Health: The Arts for Health and Wellbeing***. The report presents the findings of two years of research, evidence-gathering and discussions with patients, service-users, 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.

Creative Health concludes with a series of ten recommendations. The Creative Health Champions Network relates to Recommendation 3:

We recommend that, at board or strategic level, in NHS England, Public Health England and each clinical commissioning group, NHS trust, local authority and health and wellbeing board, an individual is designated to take responsibility for the pursuit of institutional policy for arts, health and wellbeing.

The Creative Health Champions network was developed in 2018 in response to this Recommendation by the All-Party Parliamentary Group for Arts, Health & Wellbeing, the Culture, Health & Wellbeing Alliance, the National Performance Advisory Group for Arts, Design & Heritage in Hospitals, the Local Government Association and NHS Providers. The National Centre for Creative Health now provides the secretariat for the Creative Health Champions network.



NCCH's Definition of Creative Health

NCCH proposes that Creative Health* should form an integral part of a 21st 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.

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



Examples of opportunities within health and care services for Creative Health to thrive include neighbourhood health services, social prescribing, mental health, children's services and major condition strategies, using the principles of personalised care.

If you would like any further information or would like to become a Creative Health Champion please contact us: info@ncch.org.uk