[Your address]

[Date]

**Re: Supporting Creative Health**

Dear [Candidate name]

I am writing as a resident of [name of constituency].

With the election forthcoming, I would like to bring to your attention Creative Health and the benefits it can bring across a range of key policy areas. Creative Health is defined as creative approaches and activities which have benefits for our health and wellbeing. Activities might 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.

There is strong evidence that creativity improves our health and wellbeing. Creative Health supports prevention, management, treatment and recovery in relation to a range of health conditions across the life course, including those that place significant burdens on the health system. It improves quality of life for people with multiple long-term conditions or accessing social care, and can save systems money through reduced healthcare usage and unnecessary prescriptions. In communities, Creative Health can build social capital and improve the environments in which people live, helping to reduce health inequalities.

Creative Health offers a different approach to health and wellbeing – one which mobilises creative, cultural and community assets to support people to live well for longer. Embedding Creative Health across health, social care and wider systems will benefit individuals, communities and public services, ultimately leading to a healthier population and flourishing society. Its underpinning values and principles, as set out in the Creative Health Quality Framework, are shared across numerous social concerns from climate change to migrancy – See <https://www.culturehealthandwellbeing.org.uk/resources/creative-health-quality-framework>.

In [Name of constituency]……[Insert an example of your organisation or a local Creative Health initiative]

Given these benefits, I would like to ensure that Creative Health opportunities are available and accessible to all, and to see Creative Health embedded into health and care pathways.

The National Centre for Creative Health with the All-Party Parliamentary Group on Arts, Health and Wellbeing has made recommendations to government to amplify the benefits of Creative Health. This includes the development of a **cross-departmental Creative Health Strategy.** Recommendations to specific government departments can be found here - <https://ncch.org.uk/creative-health-review>

I would like to ask how, if elected, you plan to support the work of [above organisation if relevant] and Creative Health more broadly in this constituency, and for your commitment in working towards a cross-departmental Creative Health Strategy at national level.

If you would like further information about Creative Health and the All-Party Parliamentary Group on Arts, Health and Wellbeing you can contact the National Centre for Creative Health at [info@ncch.org.uk](mailto:info@ncch.org.uk).

I look forward to hearing from you soon.

Yours sincerely,

[Your Name] [Your organisation and position if relevant]