



## PRESS RELEASE

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### Public invitation to contribute to innovative Creative Health Review

The National Centre for Creative Health (NCCCH) and the All-Party Parliamentary Group on Arts, Health and Wellbeing (APPG AHW) are set to launch a Creative Health Review on 13<sup>th</sup> October 2022. The Review will gather evidence of the benefits of creative health in relation to major current challenges and show examples of where this is already working in practice. The Review invites the public to the launch and welcomes public input.

A panel of esteemed commissioners with a wide breadth of expertise will help translate evidence for creative health into recommendations for policymakers, to encourage and inform the development of a cross-governmental creative health strategy.

Creative health involves creative approaches and activities that prevent ill-health and promote health and wellbeing. It aids the management of long-term conditions, treatments, and recovery across the life course. It can help strengthen social cohesion and reduce health inequalities. Activities can include visual and performing arts, crafts, film, literature, cooking and creative activities in nature, such as gardening.

Creative health can complement modern medicine to help people improve their health and wellbeing and reduce pressures on healthcare services. This approach may directly impact physical and mental health outcomes through engagement of the creative imagination, increased social connection in group activities or by improving the environments in which people live.

Millions of people engage with creativity as part of their lives every day and its powerful influence on our health and wellbeing was reported in the APPG AHW's Inquiry Report, [Creative Health](#). Since its publication five years ago there have been significant developments in research and practice and our understanding of the ways that creativity can influence health is continuously evolving.

There is growing evidence of the positive impact that creativity has on physical and mental health and wellbeing. For example, singing has been used to relieve symptoms of respiratory conditions and these benefits are now being applied in the management of long covid. Creative activities can support the management of emotions, reduce stress, improve confidence and self-esteem and contribute to the prevention and management of depression and anxiety across a range of ages and settings. Hospitals and local authorities have well-established programmes using the arts and culture to improve wellbeing and health services, particularly in areas of low participation, deprivation, and inequalities

Central to the Review will be a series of themed roundtables held between Autumn 2022 and Spring 2023. These sessions will present the most up-to-date evidence and showcase examples of creative health approaches and activities with demonstrable benefits to health. They will highlight how creative health can address pressing policy issues and assist Government to fulfil its strategic aims.



**The Rt Hon Lord Howarth of Newport CBE**, Chair of the NCCH and Co-Chair of the APPG AHW, said:

“Creative health has important potential in health and social care. It should be a crucial element in addressing difficult and pressing policy challenges. Used effectively it can strengthen preventative strategies to maintain health for all; help frail and older people stay healthy and independent; enable patients to take a more active role in their own health and care; improve recovery from illness; enhance mental healthcare; improve the quality of social care; relieve pressure on GP services and enable more cost-effective use of resources within the NHS.

“Our ambition for the Review is to demonstrate the potential of creative health in complementing and enhancing the effectiveness of conventional medicine and, working with a remarkable group of commissioners, to explore creative health approaches from different perspectives.

“Creative health has something important to offer in relation to health inequalities, building social capital, levelling up and improving economic productivity. It is time for policymakers to recognise the long-term benefits of creative health and harness its full potential to meet their strategic aims and enable people to have better lives.”

Commissioners attending the Review launch include **Tracy Brabin**, Mayor of West Yorkshire; **Madeleine Bunting**, Author of *Labours of Love*, *The Crisis of Care*; **Tracey Crouch CBE**, MP; **Dame Caroline Dinéage DBE** MP; **Monty Don OBE**, Writer, Gardener and Broadcaster; **Dr Darren Henley CBE**, CEO, Arts Council England; **The Rt Hon. Lord Howarth of Newport CBE**, Chair of NCCH and Co-Chair of APPG AHW; **Professor Martin Marshall CBE**, Chair of the Royal College of General Practitioners and GP; **James Sanderson**, Director of Community Health and Personalised Care, Community and Personalised Care Directorate at NHS England; **Rob Webster CBE**, Chief Executive of the NHS West Yorkshire Integrated Care Board; **Baroness Lola Young of Hornsey OBE**, Crossbench member of the House of Lords, Co-Chair of the Foundation for Future London, and Chancellor of the University of Nottingham

The online Review launch and roundtables are open to the public. Organisers call for public contributions to present case studies, personal experience and expert opinion concerning each roundtable theme.

To join the Review launch or participate in the roundtables, visit the NCCH website [here](#)

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#### **Note to Editors:**

The National Centre for Creative Health (NCCH) aims to advance good practice and research, inform policy and promote collaboration, helping to foster the conditions for creative health to be integral to health and social care and wider systems. It was set up in



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response to Recommendation 1 in the APPG AHW report: [Creative Health: The Arts for Health and Wellbeing](#) and became a registered charity in 2020.

More information is available on the National Centre for Creative Health at <https://ncch.org.uk> @TheNCCH

### **About the All-Party Parliamentary Group on Arts, Health and Wellbeing (APPG AHW)**

The APPG AHW was formed in 2014 and is a cross party group of parliamentarians with a shared interest in the field of arts, health and wellbeing. The aim of the APPG AHW is to raise awareness of the benefits that the arts can bring to health and wellbeing and to stimulate progress towards making these benefits a reality across the country. The APPG AHW led a two-year inquiry 2015-17, which resulted in a report, [Creative Health: The Arts for Health and Wellbeing](#).

The National Centre for Creative Health (NCCH) has data processing responsibility for the APPG AHW. The [Culture, Health and Wellbeing Alliance](#) hosts information about the APPG AHW [here](#).

The creative health review is supported by a **panel of commissioners** with a wide breadth of expertise to help translate evidence for creative health into recommendations for policymakers, to encourage and inform the development of a cross-governmental creative health strategy. The panel includes:

- **Tracy Brabin**, Mayor of West Yorkshire, former Shadow Minister for Digital, Culture, Media and Sport and Shadow Minister for Cultural Industries.
- **Madeleine Bunting**, Author of *Labours of Love: The Crisis of Care* and former associate editor at Guardian
- **Tracey Crouch CBE MP**, Co-Chair of the APPG on Arts, Health and Wellbeing, former Minister State for Sport, Tourism and Heritage and Minister for Loneliness.
- **Dame Caroline Dinanage DBE MP**, former Minister in Department of Health and Social Care and Digital, Culture, Media and Sport.
- **Professor Baroness Ilora Finlay, Baroness Finlay of Llandaff**, Professor of Palliative Medicine and Crossbench Peer
- **Monty Don OBE**, leading garden writer and broadcaster.
- **Dr Darren Henley CBE**, CEO, Arts Council England
- **The Rt Hon. Lord Howarth of Newport CBE**, Chair of NCCH and Co-Chair of APPG AHW, former Schools Minister and Minister for Higher Education and Science; Employment, Equal Opportunities and Disabled People.
- **Kwame Kwei-Armah OBE**, Artistic Director, Young Vic
- **Professor Sir Michael Marmot**, Professor of Epidemiology at University College London and author of *The Health Gap*.
- **Professor Martin Marshall CBE**, Chair Royal College of General Practitioners and GP in Newham, East London
- **The Rt Hon. Baroness Estelle Morris of Yardley**, former Minister for Education and Labour Peer
- **James Sanderson**, Director of Community Health and Personalised Care, Community and Personalised Care Directorate at NHS England, previously CEO of The National Academy for Social Prescribing (NASP)
- **Rob Webster CBE**, CEO NHS West Yorkshire Integrated Care Board
- **Alice Wiseman**, Director of Public Health, Gateshead



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- **Baroness Lola Young of Hornsey OBE**, Crossbench Peer and currently Chair of the LGA Commission on Culture, former professor of Cultural Studies and Head of Culture at the Greater London Authority.

The online launch of the Creative Health Review takes place on 13<sup>th</sup> October at 3pm – 4pm. Please contact Edna Petzen for details on how to join.

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