



## MEDIA RELEASE

### National Creative Health Associates Announced

Funded by **Arts Council England** and delivered by the **National Centre for Creative Health**

The National Centre for Creative Health (NCCH) is delighted to announce the appointment of the Creative Health Associates and Programme Manager for the Creative Health Associates Programme. Funded by Arts Council England, the programme is being delivered by seven Creative Health Associates hosted by Integrated Care Boards (ICBs), one in each NHS region in England. They are supported by a Creative Health Programme Manager through peer support and leadership development.

The aim of the programme is to embed creative approaches and activities in health and care systems across the country and will include developing information exchange and connections between cultural practitioners and health professionals, spreading good practice and models for embedding creative health at a systems, place and neighbourhood level and the production of a Creative Health Maturity Framework for use in place-based working.

The Creative Health Associates programme represents an investment of £600,000 over 18 months by Arts Council England, one of the largest grants Arts Council has made to a creative health project. It will support the NCCH's ambition to foster the conditions for creative health to be integral to health and care and demonstrate the power of culture and creativity to benefit the lives of individuals and communities and make a significant contribution to meeting the aims of Arts Council England's Creative Health and Wellbeing plan by promoting creative health as a fundamental part of living well and by placing creativity at the heart of people's lives, particularly those experiencing inequalities.

**Tracey Bleakley**, Chief Executive Officer of NHS Norfolk and Waveney, one of the ICB hosts says:

*"We are very pleased that NHS Norfolk and Waveney Integrated Care Board is hosting one of seven Creative Health Associates and really excited to be part of this national programme."*

*"Our Creative Health Associate has already started working with our health inequalities team to explore ways creative health can improve health outcomes and experiences for our residents across Norfolk and Waveney. We are committed to exploring new and innovative ways of helping to strengthen prevention and think of new and innovative ways to help people lead longer, healthier and happier lives."*

**Dr Paul Gilluley**, Chief Medical Officer, NHS North East London, another ICB host, says:



*"The North East London Integrated Care Board is delighted to be supporting the Creative Health Associates Programme. We look forward to our Creative Health Associate working with us in tackling health inequalities and improving the health and wellbeing of our communities."*

**Darren Henley**, Chief Executive of Arts Council England says:

*"There's growing evidence of the positive benefits for patients when health and arts professionals work together. We want to increase the impact of the work being done in this important area, making tangible improvements to the quality of people's lives across the country. This newly appointed team will help that to happen more often, for more people, in more places."*

More details of the programme, including information on each of the Creative Health Associates and Programme Manager, can be found on the NCCH website [here](#).

- ENDS -

**Note to Editors:**

Host ICBs - ICBs are statutory bodies within [Integrated Care Systems](#).

**East of England**

NHS Norfolk & Waveney ICB

**London**

NHS North East London ICB

**Midlands**

NHS Shropshire, Telford & Wrekin ICB

**North East and North Yorkshire**

NHS North East and North Cumbria ICB

**North West**

NHS Lancashire and South Cumbria ICB

**South East**

NHS Sussex ICB

**South West**

NHS Devon ICB

**What is Creative Health?**

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.

**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 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

**Arts Council England** is the national development agency for creativity and culture. We have set out our strategic vision in Let's Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. We invest public money from Government and The National Lottery to help support the sector and to deliver this vision. <http://www.artscouncil.org.uk/>

Following the Covid-19 crisis, the Arts Council developed a £160 million Emergency Response Package, with nearly 90% coming from the National Lottery, for organisations and individuals needing support. We are also one of the bodies responsible for administering the Government's unprecedented Culture Recovery Fund, of which we delivered over £1 billion to the sector in grants and loans. Find out more at [www.artscouncil.org.uk/covid19](http://www.artscouncil.org.uk/covid19).

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