Health and Care systems are under unprecedented pressure and financial strain.

The population is ageing and more people are living with multiple long-term conditions, the prevalence of mental ill-health in children and young peoples is worryingly high.

Health inequalities are among the worst in Europe the gap is widening.

Creative health improves wellbeing at community level, building social capital and social cohesion and through improving the environments in which people live, grow, work and age, interacting with the wider social determinants of health to address health inequalities.

An ever-strengthening body of research tells us that engaging with creativity and culture improves mental health and wellbeing and can be used in the prevention, treatment, management and recovery of physical health conditions.

ACTION

CH Associates support 7 ICBs to embed creative health in planning, delivery, and sustainable posts.

Creative Health toolkit is disseminated.

Creative Health maturity framework is developed with the participation of key partners in ICBs.

Huddles co-produced with service providers and people with lived experience of mental health services.

Knowledge sharing outputs and events on evidence from UKRI partnership and CH Associates programme.

Building on CH Associates programme across 42 ICBs

Creative Health Review dissemination.

Specific policy briefings and tailored outputs for different audiences.

INTERMEDIATE OUTCOMES

7 host ICBs show impact of CH Associates programme in planning, delivery and sustainable posts.

Toolkit is used in other ICBs.

Creative Health maturity framework supports all ICBs to track progress on embedding creative health in systems.

Huddles influence use of co-production in design and delivery of mental health services. Increased creative health activity is evaluated and further embedded.

Creative health approaches influence health service design and delivery in more areas. More people benefit from access to creative health opportunities.

Creative health reduces need for health services and supports prevention, self-management and recovery.

Increased awareness and knowledge of benefits of creative health is reflected in health and care systems planning and delivery.

Evidence of cost benefits and money saving for systems is reflected in more sustainable funding models. GOALS

Creative health is embedded and valued in health and care throughout systems and is available to all

Health and care systems are more person and community centred.

There is less pressure on the health system and money is saved

Creative health perceived as essential to thriving individuals, communities and society

Healthy and health creating society with people living healthier and happier lives

Knowledge sharing supports consortia development at a place level with a focus on tackling health inequalities.

Progress is seen on a cross-departmental strategy at government level and creative health strategies in 42 ICBs and within combined authorities.

CH Review report is widely respected and a useful reference document for the field.

Gradient of accountability