



Northumberland County Council

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HEALTH AND WELLBEING BOARD

DATE: 13TH AUGUST 2020

Director of Public Health Annual Report 2019 - Creative Health

Report of: Cath McEvoy-Carr Executive Director of Adult Social Care and Children's Services

Cabinet Members: Cllr Veronica Jones - Adult Wellbeing and Health
Cllr Cath Homer - Culture, Arts, Leisure & Tourism

Purpose of report

The purpose of this report is to present the Director of Public Health (DPH) Annual Report for 2019 which this year, is focused on the role of the arts in improving health and wellbeing across the life course. The report also introduces the concept of Creative Health Champions and advocates for establishing that role within certain organisations.

Recommendations

It is recommended that the Board:

- a. Notes the content of the DPH Annual Report 2019;
- b. Accepts and supports the recommendations;
- c. Discusses and makes recommendations on approaches to developing a NE Creative Health Hub.
- d. Supports the role of Creative Health Champions in CCGs, NHS Trusts and the council.

Link to Corporate Plan

This report is linked to all priorities within the NCC Corporate Plan 2018-2021.

Living - This report highlights the positive role that the arts and culture have on health and wellbeing.

Enjoying - The report highlights the role of the arts and culture in providing people with a renewed feeling of love, passion and pride for their 'place'.

Connecting - ~The arts, in particular dance can support older people to increase strength, stability, coordination, a sense of wellbeing and confidence so they can participate in daily activities of life.

Learning - The arts and culture are an important component of improving academic achievement, school attendance and in enabling people to fulfill their potential and lead healthy, meaningful lives.

Thriving - Arts-based approaches can help people stay well, recover faster, manage long-term conditions and experience a better quality of life.

Key issues

- Engagement in the arts can support people to live healthy lives. It can aid recovery from physical and mental illness, help people manage their long term conditions and support people to live more fulfilling and connected lives. The arts can help meet some of the major challenges facing health and social care such as ageing, long term conditions, loneliness and mental health. Investment in the arts can help reduce the financial cost to the NHS and social care.
- Although arts and cultural charities are starting to open again, the economic consequences of COVID 19 place them under significant threat. The majority of arts, culture, heritage or science charities are small. Restrictions on movement, and consequential loss of earnings, mean that those reliant on donations are likely to be highly vulnerable in the current crisis and its economic aftermath.¹
- Supporting the arts and culture can help us deliver on all four themes of our Joint Health and Wellbeing Strategy namely:
 - *Giving children and young people the best start* in life by developing skills, confidence, self expression, speech, spatial awareness and promoting better mental health.
 - *Taking a whole system approach to health and care* by helping people to self care, manage pain and maintain independence. Participation can also stave off frailty, foster healthy aging and reduce anxiety, depression and social isolation. It can reduce the need for health and social care services.
 - *Empowering People and Communities* by using asset based approaches which are rooted in the arts movement can celebrate achievements, build skills and create enjoyment and fulfillment. Participation in arts and culture can help build community connections and social capital.
 - *Tackling some of the wider determinants* by recognising the contribution that participation in the arts and culture make to improving health. Our focus on health equity means using our collective resources to support people to engage in the arts who are most likely to benefit, but who experience the greatest barriers. Participation can also unlock opportunities for employment through volunteering, skills and confidence building and can lead to roles in the creative industries.

¹ [The impact of COVID-19 on arts and cultural charities](#)

- An estimated one in ten children have a clinically diagnosed mental health disorder and 50% of all mental health problems develop before the age of 14 years. By the time people reach adulthood, 15% experience a common mental health disorder each year. The arts have a long history of supporting people with mental health problems and there is plenty of evidence that they aid recovery and promote engagement. Participation in the arts can also contribute to all of the Five Ways of Wellbeing (Connect, Enjoy, Learn, Take Notice, Give) which are evidenced based ways to improve wellbeing.
- Every year more than one in three (3.4 million) people over 65 years suffer a fall that causes serious injury, or even death. Dance improves flexibility, strength and aerobic endurance, with an increasing evidence base for the reduction of falls.
- Estimates suggest that approximately one in five GP visits are made for reasons that are psychosocial, rather than medical. Arts on prescription suggests an average return on investment of £2.30 for every £1 spent. Signposting patients to arts and cultural activities and removing some of the barriers to participation has the potential to reduce attendances to primary care and the need for prescriptions for antidepressants.
- Increasing the role of the arts and culture in improving health requires strong partnerships between health and social care organisations and the local and regional arts and cultural sectors. An enlightened, passionate health and social care workforce will also open up further opportunities for our residents to improve their health through engagement in the arts.

The report makes a number of recommendations:

1. Promote and advocate for the arts as a key element of providing personalised care to improve health and wellbeing
2. Provide professional development for staff in the health, care and arts sectors
3. Northumberland to take a lead role in the development of a north east creative health hub
4. Continue to work together to make art as inclusive as possible and address inequalities.

Background

Directors of Public Health in England have a statutory duty to write an Annual Public Health Report on the health of the local population; the Local Authority has a duty to publish it. The DPH Annual Report is a vehicle for informing local people about the health of their community, as well as providing necessary information for commissioners and providers of services on health and wellbeing issues and priorities that need to be addressed.

This year's report is entitled "Creative Health" and focuses on improving health through the arts and culture. The report explains what we mean by 'arts and culture' which encompasses a wide range of visual and performing arts, craft, literature and media which takes place in a wide range of settings from museums, libraries, classrooms, community settings and as we have seen during COVID-19 can take place digitally in our own front rooms. The report explains the links between the arts and prevention and health promotion and in improving the lives of those already experiencing poorer health and

wellbeing. The report draws on a breadth of evidence including most importantly stories from our local communities and organisations working in Northumberland.

The report looks at key stages of the life course focussing on the contribution of the arts to giving children the best start in life, ageing well and in improving mental health and wellbeing and in empowering people and building resilient communities. The report recognises that there is a social gradient association with arts participation whereby those with higher levels of education and older people being most likely to be involved in creative activities. Those most likely to benefit from the arts and culture are more likely to experience barriers to participation. The report concludes with a small number of recommendations on how the Northumberland system can develop its workforce to understand, advocate and support the role of the arts and culture as a key determinant of good health.

The All-Party Parliamentary Group (APPG) for Arts, Health and Wellbeing are exploring new ways to strengthen the links between the arts and health. As part of this work they are developing a Creative Health Champion role which they are seeking to embed within CCGs, councils and NHS Trusts; and to develop a network of Creative Health Champions. A toolkit for Creative Health Champions is in development (see Appendix 2) and the Board may also wish to consider how to support this concept across the Northumberland system.

Appendices

1. DPH Annual Report 2019. Creative Health. Improving health and wellbeing through the arts.
2. All-Party Parliamentary Group (APPG) for Arts, Health and Wellbeing. Toolkit for Creative Health Champions.

Implications

Policy	Any suggested policy implications will be explored further and presented to respective organisations with supporting evidence for decision.
Finance and value for money	The report has no direct financial implications but makes recommendations on how investment in the arts and culture can reduce the financial costs of health and social care.
Legal	The report meets the statutory requirement of the DPH to produce an annual report on a health issue relevant to the local population.
Procurement	N/A
Human Resources	N/A
Property	N/A
Equalities (Impact Assessment attached)	The report highlights the positive contribution that the arts and culture can make in reducing health inequalities.

Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input checked="" type="checkbox"/>	
Risk Assessment	Not undertaken
Crime & Disorder	The DPH report highlights the role of participation in the arts can have in reducing the risk of engaging in criminal activity.
Customer Consideration	N/A
Carbon reduction	N/A
Health and Wellbeing	The report thoroughly explores the contribution that arts and culture can make to improving health and reducing health inequalities.
Wards	This report relates to population health and wellbeing in all wards.

Background papers:

None

Report sign off.

Authors must ensure that officers and members have agreed the content of the report:

	Full name of officer
Monitoring Officer/Legal	
Executive Director of Finance & S151 Officer	Chris Hand
Relevant Executive Director	Cath McEvoy-Carr
Chief Executive	Daljit Lally
Portfolio Holder(s)	Cllr Veronica Jones

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