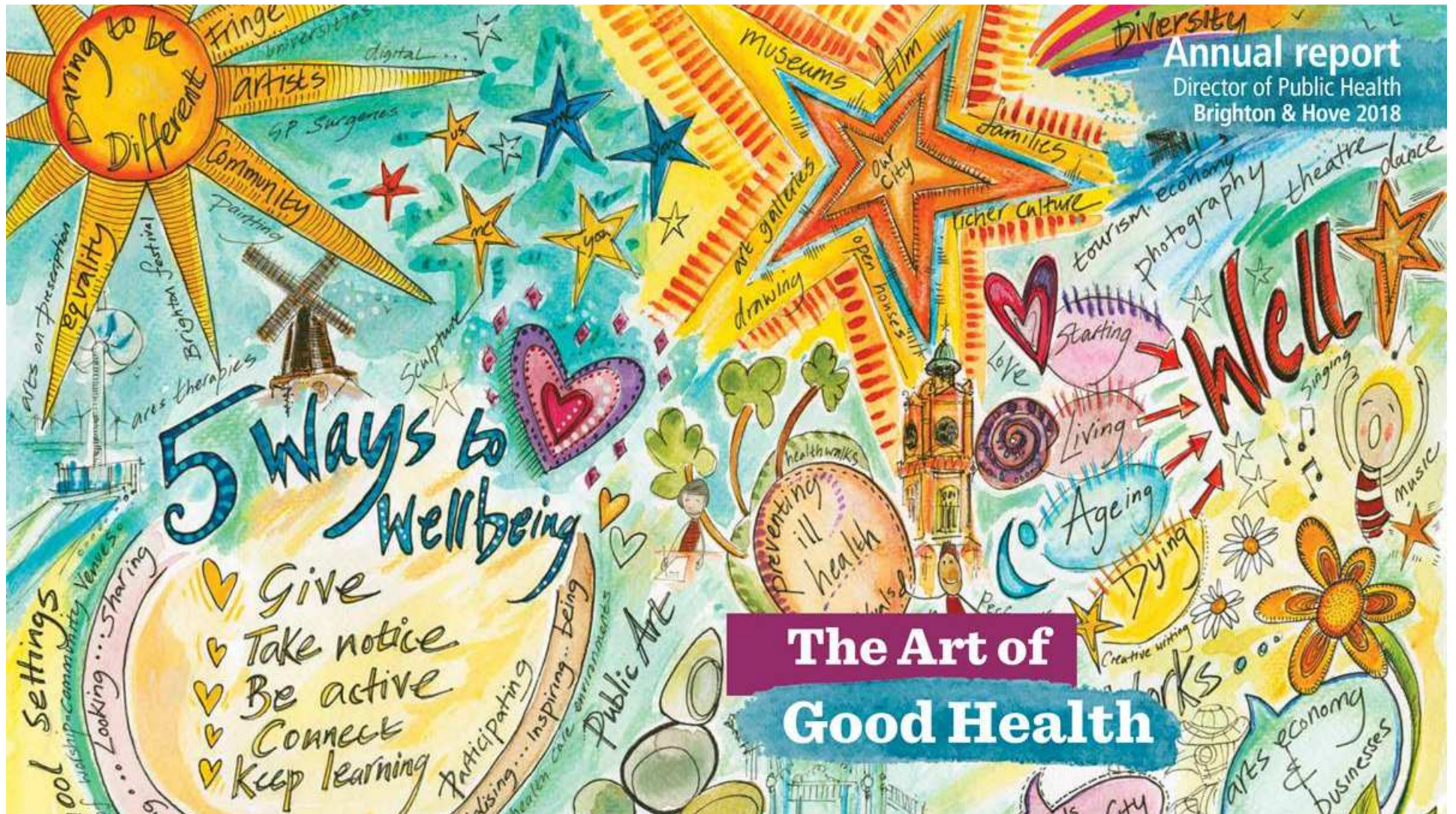


5 ways to Wellbeing

- ♥ Give
- ♥ Take notice
- ♥ Be active
- ♥ Connect
- ♥ Keep learning

The Art of Good Health



1 Health and wellbeing benefits of the arts

Creative Health: the Arts for Health & Wellbeing



- Influence wellbeing across the whole population
- Help keep people well, prevent ill health, and improve symptoms and outcomes for people with long term conditions incl. mental health
- Saves money in health & social care

2 Engagement and inequality of access



Locally, people are more likely to engage with the arts

....and we also engage more often.

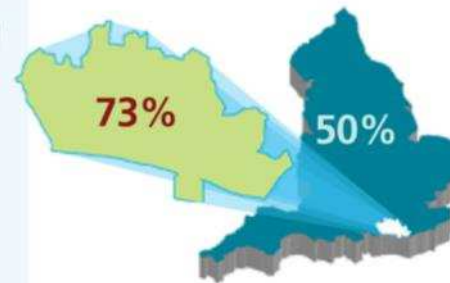
But those less likely to engage include:

- People living in social housing
- People with disabilities
- Carers

Engaged in any arts activity in the last 12 months (%)



Engaged three times or more in the last 12 months (%)



3

Starting well

Key health and wellbeing issues in
Brighton & Hove

- **Arts can**
 - **Build emotional health & wellbeing**
 - **Promote healthy lifestyles**
 - **Improve inclusion and outcomes** in vulnerable children and young people



4

Living well

Key health and wellbeing issues in
Brighton & Hove

- **Visual arts can have a positive impact on mental health** to reduce depression and anxiety and increase confidence and self esteem
- **Music can enhance wellbeing** and reduce stress
- **Arts can help people manage long term health conditions** – eg singing and long term respiratory conditions



5

Ageing well

Key health and wellbeing issues in
Brighton & Hove

- **Group activities can help to reduce loneliness and social isolation, support independence and wellbeing**
- **Dance can reduce falls**
- **For people with dementia participation can improve attention and communication**



6

Dying well



- Participatory arts and therapies can improve end of life care settings
- Helping people come to terms with dying – creativity offers a way for people to express themselves
- Supporting the bereaved





Arts and healthcare settings



- **Arts in health & care settings**
eg primary care & social prescribing
- **Health in arts & culture settings**
eg promoting wellbeing in museums and libraries
- **Festivals offer opportunities to promote health** through content and settings



8

Brighton & Hove as a Centre of Excellence

- We could become a national leader



Arts in health: A Centre of Excellence

Recommendations

Leadership

Develop an arts in health community of practice to lead and collaborate

Skills & knowledge

Provide professional development for people working in the local arts and health sectors to develop skills and knowledge



Access & inclusion

Prioritise engagement and participation in the arts to reduce health and social inequalities

Evidence

Develop evaluation methods and a local arts in health research agenda

Delivery

Commissioners and providers offer evidence-based arts interventions targeting local health and wellbeing priorities

