



SHROPSHIRE HEALTH AND WELLBEING BOARD Report

Meeting Date	14 th July 2022			
Title of Paper	Health Inequalities/ Personalised Care – Creative Health			
Reporting Officer and email	Naomi Roche, Creative Health Programme Manager			
Which Joint Health & Wellbeing Strategy priorities does this paper address? Please tick all that apply	Children & Young People	x	Joined up working	x
	Mental Health	x	Improving Population Health	x
	Healthy Weight & Physical Activity	x	Working with and building strong and vibrant communities	x
	Workforce	x	Reduce inequalities (see below)	x
What inequalities does this paper address?	Creative Health can help reduce inequalities through prevention and initiatives to encourage health-promoting behaviours and/or reduce stigma.			
Paper content - Please expand content under these headings or attach your report ensuring the three headings are included.				
1. Executive Summary				
<p>Creative Health can help reduce inequalities through prevention and initiatives to encourage health-promoting behaviours and/or reduce stigma. Creative Health approaches can facilitate co-production of appropriate and accessible services and can work at a neighbourhood or place level to tackle the social and economic conditions that can lead to poor health. The WHO Scoping Review ‘What is the evidence on the role of the arts in improving health and wellbeing?’ provides several examples of studies where the arts have been effective in reaching groups who experience barriers in engaging with healthcare services and APPG report Creative Health: The Arts for Health and of Wellbeing discusses the arts and marginalised communities.</p>				
2. Recommendations				
That the Board accepts this report for information and endorses the work taking place.				
3. Report				
<p>The NHS faces major challenges in meeting the needs of an ageing population and changing patterns of disease which mean that people are living with multiple long-term conditions (LTCs) for longer. It is estimated that £7 out of every £10 the NHS spends is on LTCs. The backlogs caused by COVID-19 have placed further pressure on the service. In order to meet these challenges, reform plans emphasise prevention, performance, and personalisation.</p>				
<p>The NHS comprehensive model of personalised care aims to support people across the life-course and their carers to manage their health and make informed decisions about their healthcare. This incorporates initiatives such as social prescribing, personal health budgets and supported self-management. The NHS Long Term Plan aimed to make personalised care ‘business as usual’ reaching 2.5m people by 2023/24. This target was increased to 4m by Sajid Javid in a recent 2022 healthcare reform speech.</p>				
<p>Personalised care is particularly relevant for people with long-term and complex mental or physical health conditions, and those who are traditionally underserved by NHS services, as it allows the</p>				

person to identify how their needs can be best supported. Within this, supported self-management refers to the ways that health and care services can encourage and empower people to manage their own ongoing physical and mental health conditions.

Creative health approaches can help to prevent the onset of LTCs through health promotion and working at the level of the wider determinants of health to reduce risk factors. There is also good evidence that creative health contributes to the management and treatment of long-term and mental health conditions

Shropshire Telford & Wrekin ICS has prioritised Personalised Care putting Social Prescribing and Creative Health at the heart of our approach to supporting our communities. With the current challenges facing public services, rising demand, ageing populations and funding that doesn't meet demand, we recognise that positive health outcomes can be achieved through culture and creativity; evidence shows that alternative non-clinical approach to health and social care issues works to improve population health. Creative Health can also provide the vehicle for engaging with communities that often do not get a voice to support a better understanding of the issues they face.

Complementing medical pathways, increasing people's own ability to manage long-term conditions, and providing new communities of support, the creative health offer supports the transformational programme of health and social care using non-clinical alternatives, builds people's confidence, improves health and well-being, saves money, and reduces health utilisation.

Creative Health development in Shropshire supports the delivery of the Health and Wellbeing Strategy strategic priorities around integration and joined up working, as well as the key focus areas, particularly Mental Health and Children and Young People. Personalised Care is a priority of the Shropshire Integrated Place Partnership (SHIPP) Board, and the work has been reported to the HWBB previously through our SHIPP reports. Social Prescribing is a cornerstone of delivering Personalised Care and Creative Health and the programmes work together as part of their delivery.

Additionally, in line with Vibrant Shropshire, the county's cultural strategy, one of Shropshire Council's key priorities is to ensure that its cultural assets are more widely used by the community and other teams within the council, to help address health inequalities and enhance the health and wellbeing of the community by supporting them to be 'happy, healthy and connected'. The strategy is aligned to ICS aims of improving health outcomes, reducing health inequalities, supporting social and economic developments and sustainability (including green social prescribing).

Building on the success and positive outcomes of the adults and children & young people's social prescribing programmes, developing non-clinical approaches through Personalised Care to support Shropshire Telford & Wrekin system priorities such as Children & Young Peoples Mental Health & reducing A&E Admissions for Children & Young with Asthma have demonstrated the strong links to local health inequalities while also facilitating partnership working across the system.



Example of current work:

Reducing Asthma related A&E admissions in Children & Young People

- Personalised care joint project of work with SCHAT, SATH, Shropshire Telford & Wrekin (STW) CCG, Public Health and Libraries in Shropshire Telford & Wrekin, and the Music Services in Shropshire & Telford & Wrekin.
- Working with children with asthma (referred by asthma clinic) and open for others
- Weekly sessions using Storycises core muscle development activities based around appropriate books, led by dance/movement practitioner delivered by libraries in Shropshire, Telford & Wrekin
- Singing for lung health sessions for children & families

Children & Young People's Mental Health

- Personalised Care joint project of work with BeeU Partnership (MPFT, The Children's Society, Kooth & Helios), Schools Mental Health Support Teams (MPFT), STWCCG and Public Health.
- Working with Children & Young People who are seeking help in relation to their mental health and have been unable to access clinical support or do not meet the criteria for clinical intervention. There is also a need to support those young people who need support and meet the criteria but are unable to be seen quickly in order, to prevent an escalation.
- Integrating non-clinical and creative activities within the core CAMHS team as part of the national 'Inspyre' Programme being led by University College London, the Anna Freud Centre, the Child Outcomes Research Consortium (CORC) the National Academy for Social Prescribing and the Youth Social Prescribing Network.
- Artist facilitated co-production of a resource for young people on waiting lists for the Eating Disorder Service by young people with lived experience – this work was jointly presented recently at the All-Party Parliamentary Group on Arts, Health and Wellbeing (APPG AHW) Webinar on Young People, Co-production, Creativity & Mental Health Services, and can be viewed here <https://www.youtube.com/watch?v=MunXmvP78GY>

(35 mins in you can watch and listen to Jessica Roose, Quality & Governance Lead for BeeU & Katie speak about the coproduction work being driven through the Personalised Care Projects in Shropshire which is being supported by the National Centre of Creative Health)

Risk assessment and opportunities appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

Funding to support this work has been provided annually via NHSE/ Regional and National Programmes, as well as through local grant programmes. There has currently not been agreed base budget investment and therefore the medium and longer term development of the work is at risk.

Financial implications

(Any financial implications of note)

There are no direct financial implications identified in this update report

Climate Change Appraisal as applicable

Promoting local activity e.g., community-based activities and social prescribing reduces car journeys.

Where else has the paper been presented?

System Partnership Boards	Reported through SHIPP
Voluntary Sector	
Other	

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Cabinet Member (Portfolio Holder) or your organisational lead e.g., Exec lead or Non-Exec/Clinical Lead (List of Council Portfolio holders can be found at this link:

<https://shropshire.gov.uk/committee-services/mgCommitteeDetails.aspx?ID=130>)

Cllr Simon Jones, Portfolio Holder for Adult Social Care and Public Health

Cllr. Kirstie Hurst-Knight, Portfolio Holder for Children and Education

Appendices

APPG report Creative Health: The Arts for Health and of Wellbeing -

[Creative Health Inquiry Report 2017 - Second Edition.pdf \(ncch.org.uk\)](#)

WHO Scoping Review 'What is the evidence on the role of the arts in improving health and wellbeing?'

[What is the evidence on the role of the arts in improving health and well-being? A scoping review \(who.int\)](#)