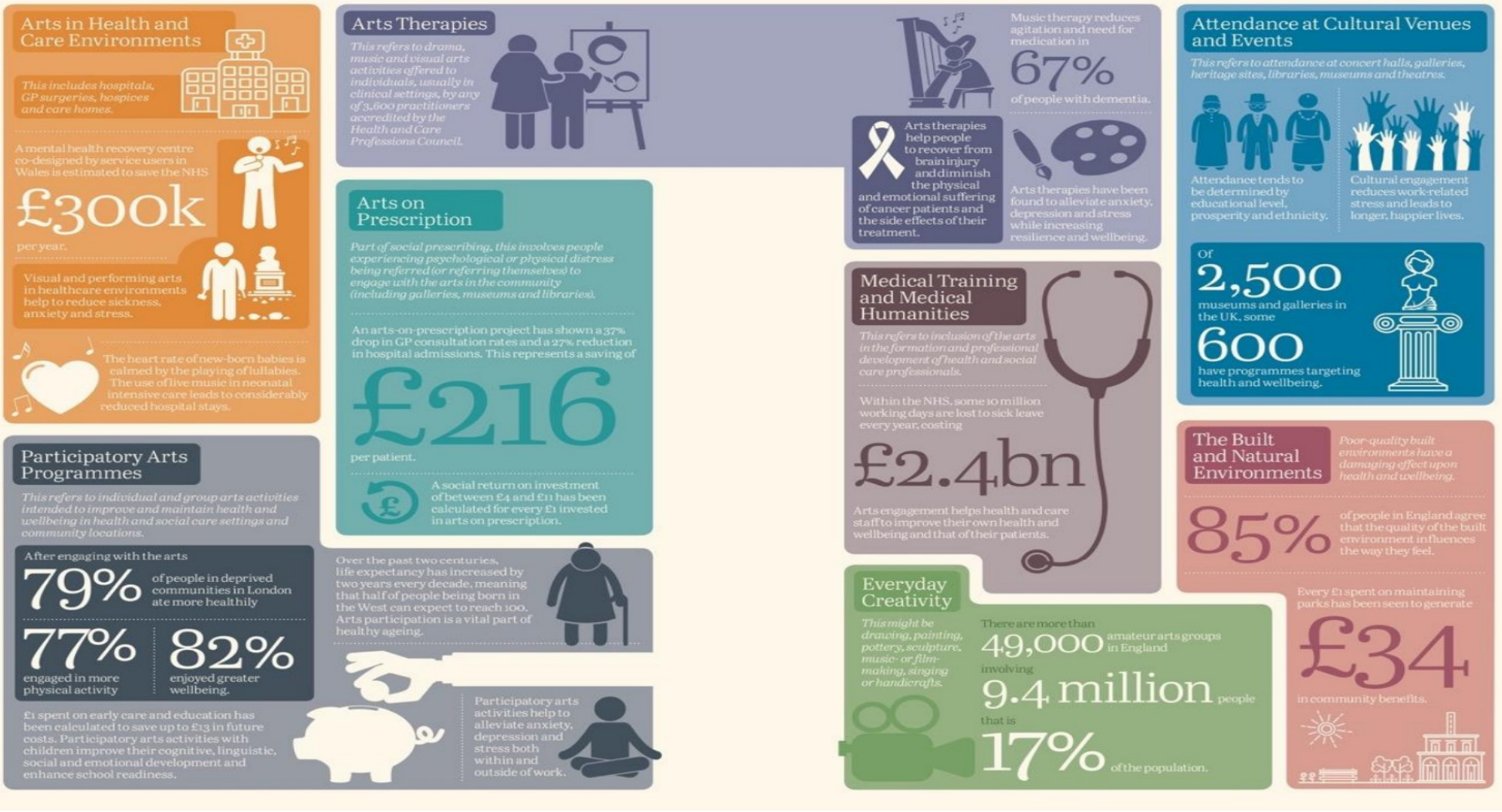


Creative Health

Health Inequalities & Personalised Care

Naomi Roche, Creative Health Programme Manager



Infographic from the Creative Health report

Creative Arts: painting, pottery, music-making, gardening, dance, drawing, sculpture, film, singing, creative activities in nature

Creative Health: Prevention; Treatment; Recovery; Management; Promotion

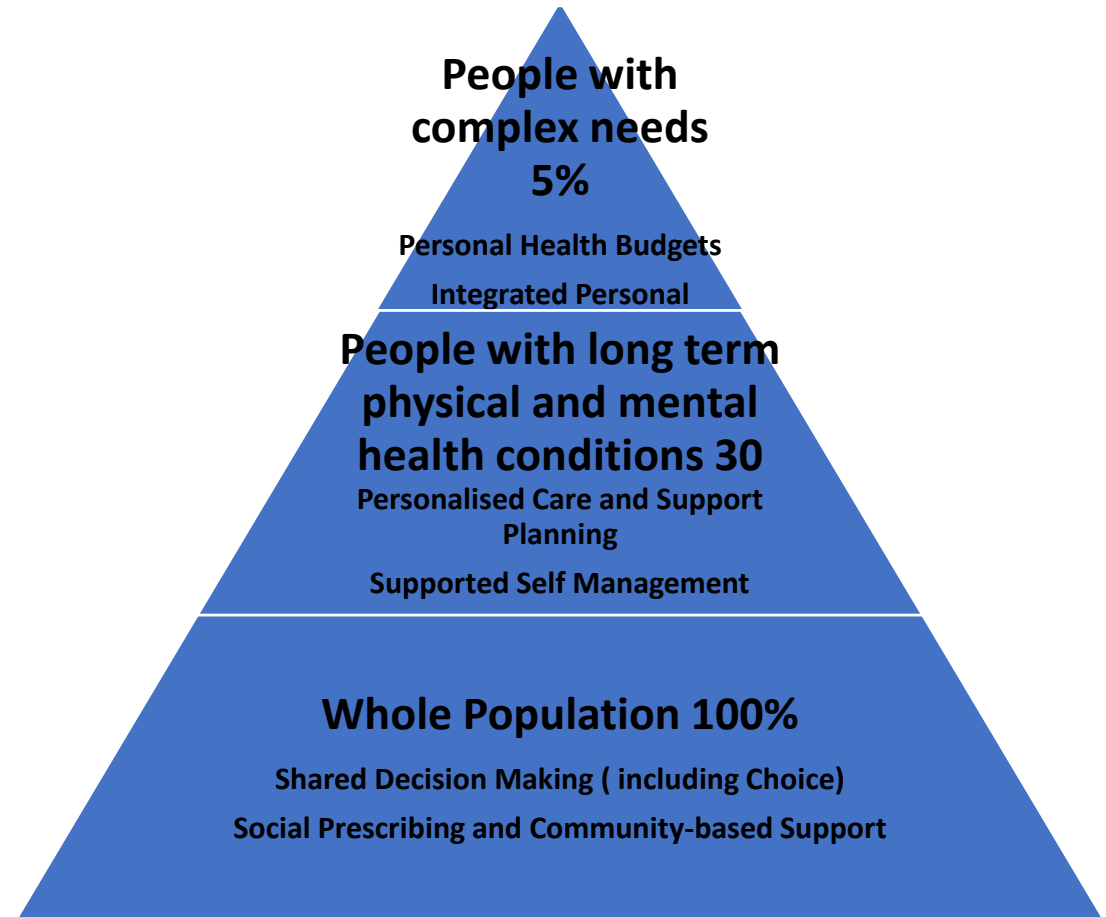
With the current challenges facing public services, rising demand, ageing populations and less funding in the system, culture and creativity can offer an alternative non-clinical approach to health and social care issues.

Creative Health can 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.

Personalised Care

- Shared decision making
- Personalised care and support planning
- Enabling choice, including legal right to choice
- Social prescribing and community-based support
- Supported self-management
- Personal health budgets and integrated personal budgets



Creative Health: Prevention; Treatment; Recovery; Management; Promotion

Shropshire Telford & Wrekin ICS has prioritised Personalised Care putting Social Prescribing and Creative Health at the heart of our approach to supporting our communities.

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 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.

Joint project for the provision of Personalised Care Support for Complex Patients in Primary Care

The project forms part of the Primary Care Personalised Care Programme involving patients referred using Primary Care Population Health Management programmes

Work undertaken in the PCN identified a small cohort of patients, requiring physical and mental health support

Each patient is offered an appointment with a Social Prescribing Link Worker, working onsite ensuring engagement. The SPLW develops a Personalised Care and Support Plan.

An additional social intervention is offered to each patient to attend the Outdoor Wellbeing Experience

Reducing Asthma related A&E admissions in CYP

Personalised care joint project of work with SCHT, SATH, CCG, Public Health, Libraries & SYA in Shropshire, Telford & Wrekin

Working with children with a diagnosis of asthma (referred by asthma clinic) and open for others

Weekly sessions using Storycises which encourages core muscle development through activities based around appropriate books, lead by dance/movement practitioner in libraries

Singing for lung health sessions for children & families

Children & Young People's Mental Health

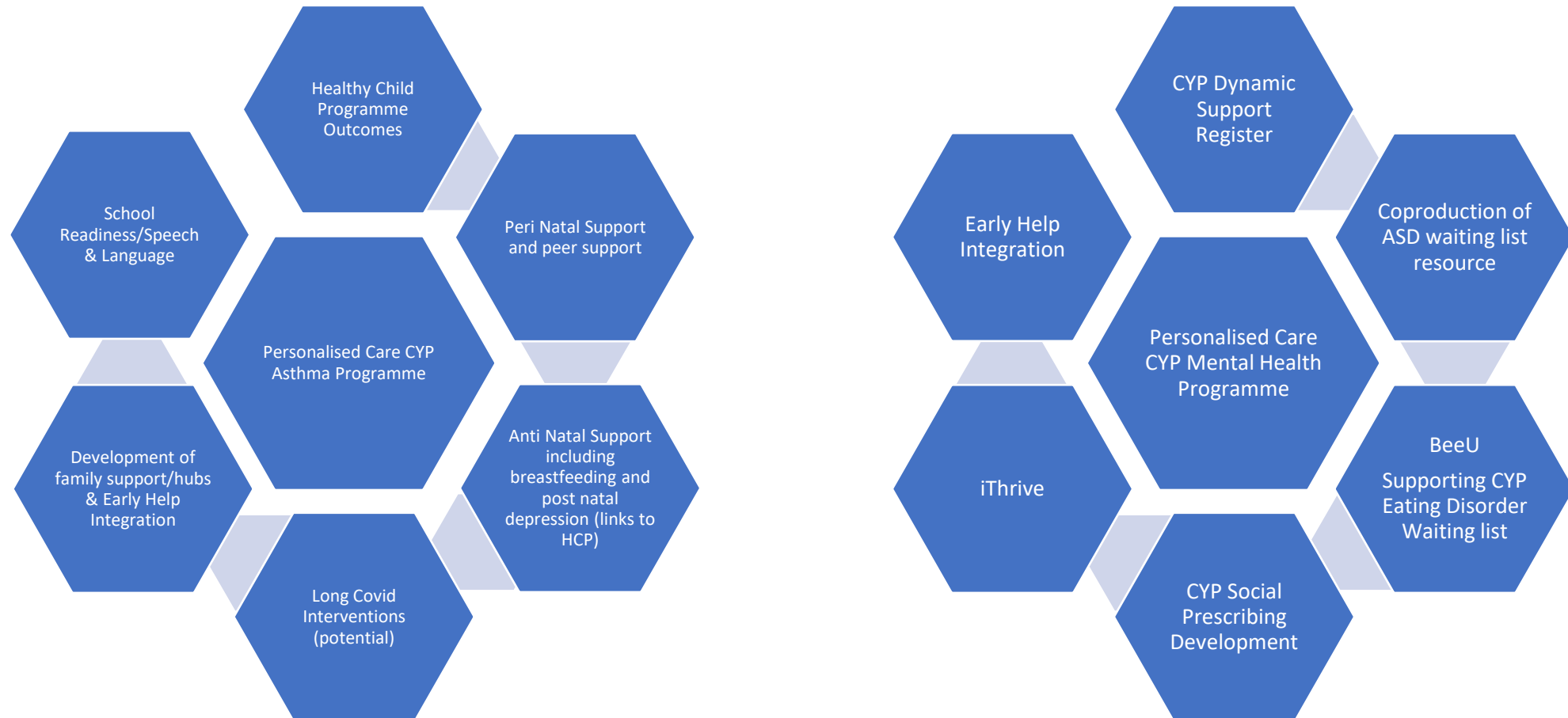
Personalised Care joint project of work with BeeU Partnership (MPFT, The Children's Society, Kooth & Helios), Schools Mental Health Support Teams (MPFT), STWCCG and Public Health.

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

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

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 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.



Creative Health:

A system approach

FOCUS ON:

System Health Inequalities, Population Health & Personalised Care



UNDERSTAND:

How system change can be facilitated, encompassing creative approaches health and care provision



IMPROVE:

Health outcomes for communities.