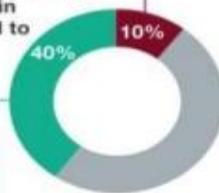


Creative Health

Dean Wallace – Director of Public Health, Derbyshire County Council

Why Prevention Matters

International studies suggest **healthcare contributes only about 10%** to preventing premature deaths, whilst **changes in behavioural patterns is estimated to contribute 40%**



Only 4% of the total health care budget is spent on prevention



It is estimated that if the public were fully involved in managing their health and engaged in prevention activities

£30 billion could be saved



UK women, on average, smoke **3% more** than the EU average



In the UK in 2008, **61.1% of males** were estimated to be physically inactive and **71.6% of females**



The average consumption of alcohol by adults in the UK is **10% higher** than the EU average

What makes us healthy?

AS LITTLE AS **10%** of a population's health and wellbeing is linked to access to health care.

We need to look at the bigger picture:

Good work
Our surroundings
Money & resources
Housing
The food we eat
Transport
Education & skills
Family, friends & communities

But the picture isn't the same for everyone.

The healthy life expectancy gap between the most and least deprived areas in the UK is: **19** YEARS

The Health Foundation
References available at www.health.org.uk/healthy-lives-infographics
© 2017 The Health Foundation.



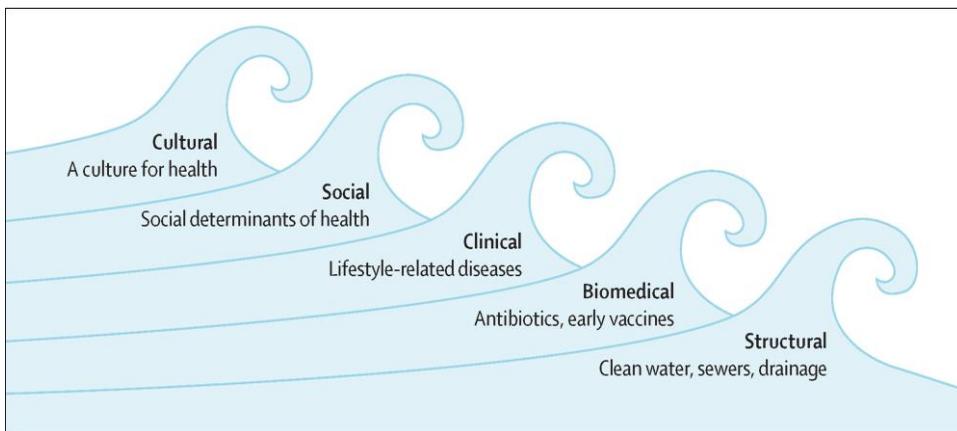
Our Health is influenced far more by:

- Employment
- Education
- Environment Factors
- Social Networks
- Behaviours

...than it is by healthcare



5th Wave of Public Health



Davies, S.C., Winpenny, E., Ball, S., et al. (2014). For debate: a new wave in public health improvement. *The Lancet*.

Evidence for Arts, Health and Wellbeing



Strong evidence for clinical art therapies

Growing and strengthening evidence base for cost-effective interventions delivered by arts and cultural organisations

Particularly strong for:

- Mental health
- Dementia
- Physical activity
- Wellbeing

Growing evidence base in relation to physical health, with some good evidence around interventions like singing for lung capacity



Public Health England and Faculty of Public Health (2017)

Arts and Healthcare Settings



Benefits of art in healthcare settings:

- Well designed healthcare environments feel less institutional and improve the wellbeing of patients, staff and visitors;
- The arts in hospitals improve patient health, recovery and wellbeing including clinical outcomes;
- The arts can help the healthcare environment function more effectively;
- Participation in the arts is beneficial to patient health and wellbeing; and
- The arts contribute to a quality work environment for staff and support staff recruitment and retention

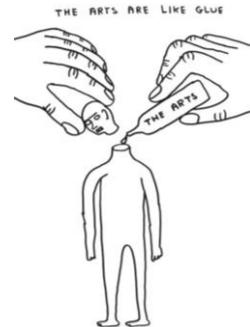
Royal Society of Public Health (2013) and Public Art Online; Resource Review (2010)

Including the Arts in our thinking about health and wellbeing



- Service outcomes should be informed by needs and aspirations of people and communities, and by a comprehensive assessment of local assets including the voluntary sector, of which art and cultural organisations are a key part.

Cultural Commissioning programme 2017



Public Health Specific Recommendations from the APPG



- At board or strategic level, in NHS England, Public Health England and each clinical commissioning group, NHS trust, local authority and health and wellbeing board, an individual should be designated to take responsibility for the pursuit of institutional policy for arts, health and wellbeing.
- The education of clinicians, public health specialists and other health and care professionals should include accredited modules on the evidence base and practical use of the arts for health and wellbeing outcomes.

Joined Up Care Derbyshire: Priorities & Workstreams

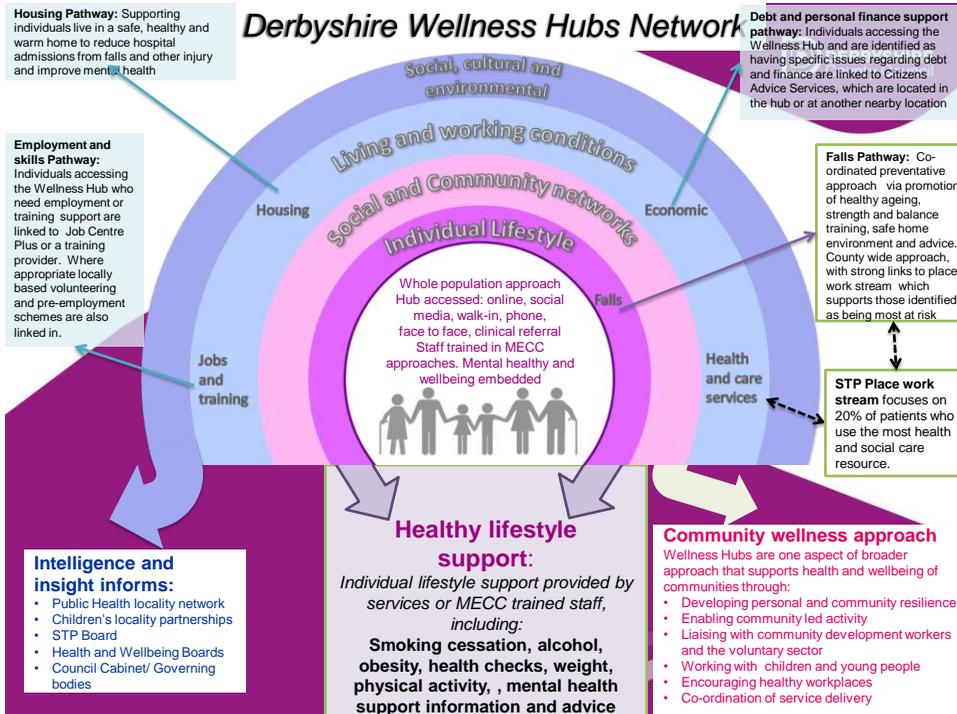
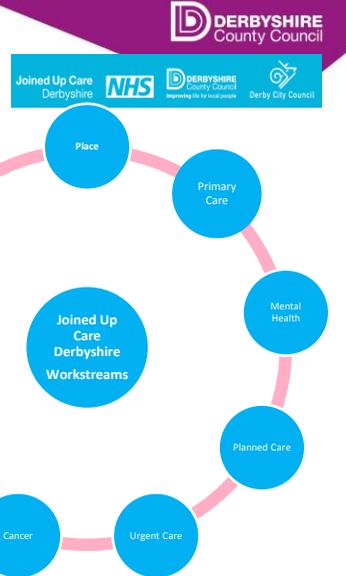
Place-based care: We will accelerate the pace and scale of the work we have started to 'join up' care to operate as a single team to wrap care around a person and their family, tailoring services to different community requirements across places

Prevention and self-management: By preventing physical and mental ill health, intervening early to prevent exacerbation and supporting self-management, we will improve health and wellbeing

Urgent Care: Transforming urgent care provides our single greatest opportunity to address fragmentation and unwarranted variation

System efficiency: We will ensure ongoing efficiency improvements across commissioners and providers

System management: Our organisations' leaders will come together to manage the Derbyshire system through an aligned leadership and governance approach



A Challenge

The challenge is no longer whether the arts has a beneficial impact, but whether resources spent on arts initiatives will have more impact and deliver the return on investment than other projects or areas.

For example, if the objective is to:

Reduce admissions to care homes, which intervention would be able to achieve this with minimal resource?

Or

If we aim to reduce admissions to mental health care units / memory clinics, are arts interventions more effective than increased levels of physical activity in the defined cohort?

Therefore, it is vitally important we not only build on the existing work already in place in order to further validate impact, but also to strengthen the evidence base and research around comparison studies.

Final Thought

- Access to and involvement in creative activity and the arts in all its forms is an important component in both the overall health and wellbeing of society and for individuals within it.

Royal Society of Public Health (2013)



Dean Wallace – Director of Public Health, DCC



Thank you



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Arts and Health illustrations by David Shrigley