

Regional Strategy: Goals, Strategies and Sample Activities

GOALS

Goal 1: Increase the **capacity** of arts and cultural practitioners and organizations to contribute to health and wellbeing priorities

Goal 2: Increase the number of arts and cultural activities that **align** with local and regional health and wellbeing priorities

Goal 3: Widen **awareness** of the value of arts and cultural activities in addressing health and wellbeing priorities

Outcome: Increased number and quality of arts for health and wellbeing activities, leading to **improved health and wellbeing** for people and communities that participate in them.

Goal 1 Strategies

Develop a framework of capacity building activities to support:

1A: Better understanding of how arts, health and social care sectors each function and can **collaborate**

1B: Co-produced **programme development**

1C: Understanding the commissioning process and responding to **commissioning** opportunities

1D: Building and managing **networks and consortia** to respond to health and wellbeing priorities

1E: **Evaluation** and **evidence building**

1F: Development and use of **quality standards**

1G: Increased diversity of workforce, leadership, and users of arts and health activities

Sample Activities

Identify patient pathways that could incorporate arts and cultural activities, and develop strategies for possible engagement/referral

Develop business models for consortia that could respond to commissioning opportunities

Organise cross-sectoral workshops to develop shared definitions of quality related to arts for health and wellbeing

Goal 2 Strategies

2A: Promote collaboration between arts and culture practitioners and organizations and local authorities, health providers and commissioners to develop, expand and

support arts and cultural activities that contribute to **local health and wellbeing priorities and agendas**.

Develop, expand and support arts and cultural activities that contribute to regional and national priorities on:

2B: [loneliness](#)

2C: [mental health](#)

2D: [social prescribing](#)

Sample Activities

Develop guidance on how to approach different health and social care stakeholders (health care settings, local public health officers, mental health providers) and how to begin discussions about local priorities, problems to be solved, possible collaborations

Develop learning sets on loneliness and mental health priorities, including examples of arts for health and wellbeing programmes that address them

Develop guidance on understanding social prescribing aims, current state of implementation locally, case studies

Goal 3 Strategies

3A: Collect and disseminate evidence to key local and regional stakeholders

3B: Support awareness-raising and advocacy about arts for health and wellbeing activities at the local and regional levels

3C: Engage champions in health and social care to promote arts and cultural activities as a way to address health and wellbeing priorities

3D: Connect with Everyday Creativity agendas, promoting awareness of the health benefits of arts and cultural participation

Sample Activities

Map assets related to arts for health and wellbeing (people, programmes, resources) by locality to promote awareness, engagement, and collaboration

Develop case studies of arts for health and wellbeing activities that could be used to advocate for local adoption

Organise cross-sector workshops and 'conversations' to raise awareness and develop relationships at locality level