**ARTS & CULTURE: Empowering people to live healthy lives**

**PUBLIC HEALTH PRIORITIES:**
- Improve health and well-being across the population
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Reduce the burden of preventable non-communicable disease

**METHODOLOGY:**
- Person centred
- Bespoke to group locally
- Social group activity
- Holistic
- Participatory
- Underpinned by 5-ways to well being

**ARTS & CULTURE OFFER:**
- Co-production
- Delivery of programme/service
- Creative participation
- Dance, drama, music, film, craft and visual arts
- Access to venues
- Performances & events
- Co-finance
- Experience of working with hard to reach communities
- Monitoring and evaluation

**IMPACT:**
- Personal transformation
- Learning new skills
- Opportunity to share/celebrate
- Engagement
- Enjoyment/appeal
- Productive/creative

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**ADDED VALUE:**
- Non health setting
- World class organisations and facilities
- Non medical models
- Passionate, highly skilled artists
- Positive role models

**CONTRIBUTORY OUTCOMES:**
- Patient activation
- Changing attitudes and behaviours
- Empowerment journey to self management
- Healthier lifestyle
- Making healthier choices
- Stepping out of the medical model of care
- Parity of esteem
- Increased self confidence and self belief

**INDICATORS:**
- Self reported increase in well-being
- Decreased social isolation
- Improved mental health
- Engagement in activity
- Increased physical activity and fitness
- Weight loss
- Improvement in diagnosed conditions
- Non development of conditions in those at risk
- Better health related quality of life
- Reduction in trips/falls
- Reduced reliance on health services

**STRATEGIC OUTCOMES:**
- People are helped to live healthy lifestyles, make healthy choices and reduce health inequalities (public health)
- Increase healthy life expectancy, quality and length of life (NHS/ASC)

**BIRMINGHAM PROGRAMME**

**ADULT SOCIAL CARE & PUBLIC HEALTH OUTCOMES EVIDENCE BASE**
**ARTS & CULTURE:**
Empowering people to live healthy lives

**BIRMINGHAM PROGRAMME**

**Town Hall & Symphony Hall**
Music-based participation programmes support increased well-being, improved confidence, reduced isolation and skills development.

“I honestly achieved so much it’s hard to just list - this is honestly my proudest achievement of my life so far.”
Participant

[www.thsh.co.uk](http://www.thsh.co.uk)

**Birmingham Royal Ballet**
Dance programmes report improved fitness, balance, coordination, flexibility and physical confidence as well as cognitive functioning, general and psychological well-being, greater self-confidence, self-esteem and social skills.

“It gives me something to look forward to and I practice everyday as it makes me feel better.”

[www.brb.org.uk](http://www.brb.org.uk)

**Craft Space**
A gradual improvement in mood and outlook was one of the reported outcomes of the CARE programme; older people making together, to change behaviour, become more productive and enable better ageing.

Renewing, strengthening and acquiring new skills, there were occasions for conversation, confidences, relaxed banter and laughter.

[www.craftspace.co.uk](http://www.craftspace.co.uk)

**Geese Theatre Company**
Performance programme performed by people in recovery from drug and alcohol misuse demonstrated improvements in hope, self-efficacy, trust and well-being with highly significant improvements being made in the area of well-being.

“I feel more confident, less anxious. Enormous sense of achievement, very proud.”
Participant

[www.geese.co.uk](http://www.geese.co.uk)

**Ex Cathedra**
Our singing programmes help participants to socialise, increase their well-being as well as their physical activity.

Hospital staff members where we deliver some of our programmes have told us how the activity helps patients to avoid sinking into a depression, the singing lifting the atmosphere on the whole ward.

[www.excathedra.co.uk/education/singing-medicine/](http://www.excathedra.co.uk/education/singing-medicine/)

**Reel Access**
Film and visual media encompasses a range of art forms and is very inclusive. Our programmes of participatory work with homeless charities have enabled participants to work collectively, contributing to positive mental well-being and decreased social isolation.

“A moving account of ‘outside of society’, disenfranchisement and homelessness.”

[www.reelaccess.org.uk](http://www.reelaccess.org.uk)

**Women in Theatre**
Drama has the power to deliver health outcomes for diverse target groups. Engagement in participatory drama programmes results in increased activity and mental well-being and decreased social isolation.

Theatre programmes designed to raise awareness of particular health issues can also encourage behaviour change as part of a preventative strategy.

[www.womenandtheatre.co.uk](http://www.womenandtheatre.co.uk)
Birmingham’s cultural organisations reach out to and engage people in a variety of contexts and communities. They collectively have the skills, experience, community networks and relevant programmes of work to enhance quality of life through high quality arts work which is accessible to, or specifically targeted at adults of different ages, cultural backgrounds and with differing health needs. They are able to activate people to make personal changes in lifestyle choices, encourage participation in physical activity and improve mental well-being.

Participating in regular arts activities allows people to develop skills, enjoy social contact, develop deep value relationships with peers and arts practitioners, raises participants’ confidence and self esteem, reducing social isolation and promoting well-being.

The range of services delivered by the city’s cultural sector means they deliver improvements against numerous indicators.

<table>
<thead>
<tr>
<th>ART FORM</th>
<th>ACTIVITY</th>
<th>PUBLIC HEALTH OUTCOME</th>
<th>ADULT SOCIAL CARE OUTCOME</th>
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</thead>
<tbody>
<tr>
<td><strong>DANCE</strong></td>
<td>Dance programmes designed to improve fitness, co-ordination, balance, flexibility, strength, mobility and creativity</td>
<td>1 - Wider Determinants: 1.7, 1.18, 2 - Health Improvement: 2.6, 2.13, 2.23,</td>
<td>Domain 1: 1H, 1L</td>
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<tr>
<td>Birmingham Royal Ballet</td>
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<tr>
<td><strong>DRAMA</strong></td>
<td>Drama programmes and services addressing offending behaviour, substance misuse, mental health and well-being, homelessness</td>
<td>1 - Wider Determinants : 1.7, 1.11, 1.13, 1.15 and 1.18, 1.19</td>
<td>Domain 4: 4A</td>
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<tr>
<td>Geese</td>
<td>Participatory drama programmes exploring contemporary issues, aiming to promote activity, well-being &amp; personal effectiveness.</td>
<td>2 - Health Improvement: 2.6, 2.8, 2.12, 2.13, 2.16, 2.23 and 2.24</td>
<td>Domain 1: 1H, 1L</td>
</tr>
<tr>
<td>Women and Theatre</td>
<td>Theatre programmes promoting awareness of health issues &amp; risk factors, designed to affect behaviour change</td>
<td>4 - Preventing Premature Mortality: 4.13, 4.16.</td>
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<td><strong>MUSIC</strong></td>
<td>Music programmes, group music-making and performance, Participatory bespoke singing events, designed to support skills development, increase confidence and improve well-being for all ages, including for stroke and dementia patients.</td>
<td>1 - Wider Determinants: 1.5, 1.18</td>
<td>Domain 1: 1D, 1L</td>
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<tr>
<td>Town Hall &amp; Symphony Hall</td>
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<td>2 - Health Improvement: 2.5, 2.23</td>
<td>Domain 2: 2F</td>
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<tr>
<td>Ex Cathedra</td>
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<td>Domain 3: 3A, 3B</td>
</tr>
<tr>
<td><strong>CRAFT</strong></td>
<td>Craft based programmes in supportive and nurturing environment, knowledge and skills development, connecting with people and place.</td>
<td>1 - Wider Determinants: 1.5, 1.18</td>
<td>Domain 1: 1H, 1L</td>
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<tr>
<td>Craftspace</td>
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<tr>
<td><strong>FILM</strong></td>
<td>Participatory film and visual media programmes that put service users at the heart of their stories and experiences and give them new transferable skills.</td>
<td>1 - Wider Determinants:1.1, 1.2, 1.5, 1.6, 1.7, 1.11, 1.15, 1.18, 2 - Health Improvements: 2.8, 2.13, 2.23</td>
<td>Domain 1: 1H, 1L</td>
</tr>
</tbody>
</table>
Adults participating in cultural programmes reported a higher overall rating of physical health, fewer doctor visits, less medication use, fewer instances of falls and fewer other health problems. Also, evidenced was better morale and less loneliness, and a reported trend toward increased activity.

The impact of professional conducted cultural programs on the physical health, mental health and social functioning of older adults. George Washington University: Dr D Cohen 2006

www.culturecase.org

The benefits of dance in relation to the prevention of falls were evidenced. Alongside evidenced benefits relating to particular conditions, overall physical improvements included increased cardiovascular, strength and flexibility and improved balance and gait.

BUPA, Keep Dancing: The health and well-being benefits of dance for older people, BUPA 2011

Participants over the age of 35 took part in dance classes choreographed to gospel music. The results showed a significant decrease in body fat and body mass index of women who regularly attend the sessions and effects were observed in those who attended only 16 sessions.

Murrock, CJ and Gary, FA, Culturally Specific dance to Reduce Obesity in African American Women, health Promotion Practice July 2010

Those who attended a cultural place or event in the previous 12 months were almost 60% more likely to report good health compared to those who had not.

Health Attendance: The impact of cultural engagement and Sports participation on Health and satisfaction with life in Scotland 2013

Singing works to affect people in the following ways: generating a positive affect, encouraging focused concentration, controlled deep breathing, fostering social support, cognitive stimulation, and generating the benefits of regular commitment.

The significance of Choral singing for sustaining psychological wellbeing: findings from a survey in England, Austria and Germany, Clift & Hancox 2010

www.culturecase.org

Dance can improve cardiovascular fitness and bone health of children and young people and can contribute to preventing or reducing obesity.

The effects of recreational dance interventions on the health and well-being of children and young people: a systematic review of controlled studies of recreational dance activity involving 5-21 year olds: Burkhardt 2012