

ARTS & HEALTH

**INSPIRE
ENGAGE
INVOLVE**

DUDLEY ANNUAL REPORT
THE DIRECTOR OF PUBLIC HEALTH 2013



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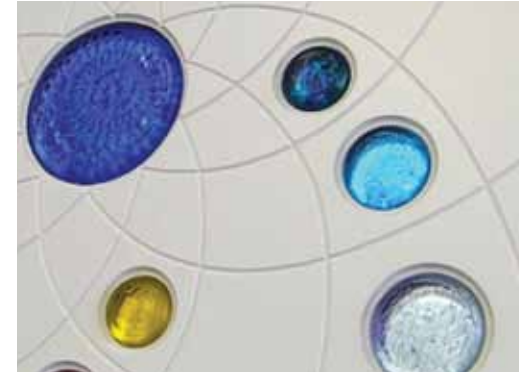
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FOREWORD

VALERIE A. LITTLE, DIRECTOR OF PUBLIC HEALTH



Creativity is what makes us fully human. It is an important part of human nature and psychological studies (Csikszentmihalyi, 1990) have shown that we most experience ourselves as fulfilled when within the creative act. I commented in my 2012 report on the emerging movement (Hanlon et al, 2012) to reframe public health in terms of 'the true', 'the good' and 'the beautiful' – science; ethics; aesthetics. We are familiar and well versed in the first; derive our passion for reducing health inequalities from the second; but what of the third? Aesthetics?

Over the last decade, my team and I in Dudley have explored this dimension through the medium of an arts based approach to health improvement. We have learned a lot – the value of such an approach; some of the pitfalls in implementing it; the challenges in evaluating impact.

In this report I demonstrate, and share with you, the key features of the approach we have developed which I now consider to be key to realising the health improvement impacts we seek:

- The importance of a systematic, programmatic approach
- The use of professional artists
- The importance of a programme of progression for sustainability.

These are the elements of a Dudley model of 'inspire, engage, involve'. Look, read, reflect and enjoy.

RECOMMENDATION

Our programme needs to extend its range of people and groups with whom we are working. We have not used the arts and health approach to its full potential with mothers and young children. We also need to extend our range of art forms. We have not fully engaged with the performing arts of singing and choirs, music making and dance. My recommendation is that Dudley's Arts and Health Programme extends to embrace these.

To see trends in health statistics for Dudley, please go to my Dudley Compendium series, or the Joint Strategic Needs Assessment.

www.allaboutdudley.info

EVIDENCE BASE

Can the arts improve the health of people in Dudley? How do the arts make it easier for people to make positive lifestyle choices?

In the UK, an emerging evidence base is demonstrating that the arts can have a positive impact on people's health and wellbeing. My Team at The Office of Public Health in Dudley is using arts and health to improve people's health and wellbeing, whilst at the same time contributing towards this evidence base and furthering our understanding of how the arts can achieve these outcomes.

There is now a rich and varied landscape of arts and health interventions, which have increasingly been incorporated into a wide range of health services. The 'arts and health diamond' (McNaughton et al, 2005) provides an initial framework to capture the range of ways arts and health can be implemented. It creates a cultural landscape which depicts four areas of application: identifying the incorporation of the arts and creativity as being a tool to enhance social

relationships; engage groups; enhance wellbeing and support care. In all of these areas of application, there is a growing evidence base - both nationally and internationally - demonstrating that using the arts in the context of Public Health can positively influence people's health and wellbeing.

It was during the 1970s when arts in healthcare began to be observed as a legitimate intervention by the NHS (Stickley and Hui, 2012: 574). Public Health was very much at the forefront in leading the integration of the arts as a tool to help address complex social problems, in a health context. Health professionals seeking tools for self-expression and community development initially used the arts to create social change and empower people to take control of their own health (Clift et al, 2009:9).

“The arts and health sectors have identified that the arts can help address complex social problems.”

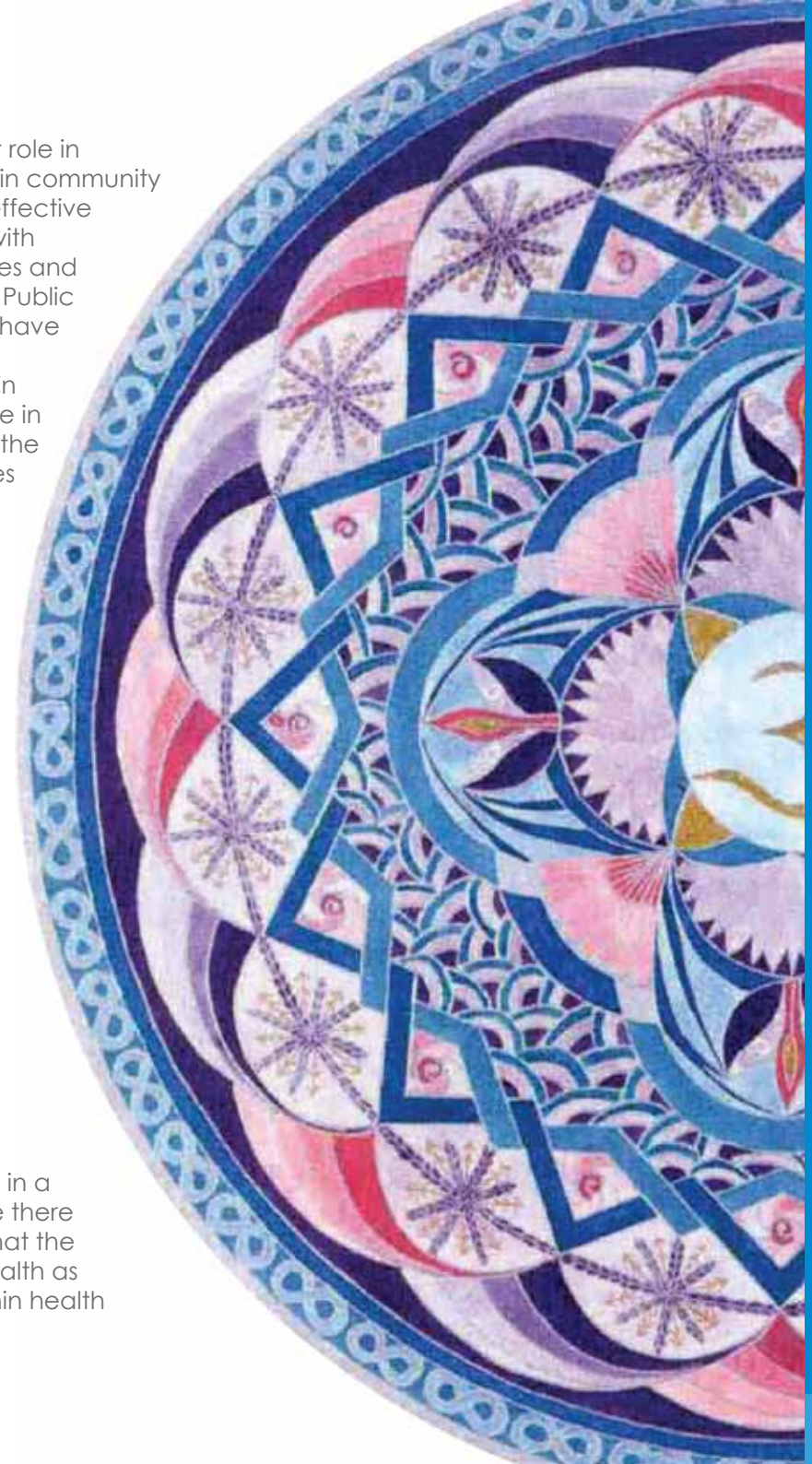
Increasing recognition by policy makers, academics, artists and health professionals has led to the endorsement of arts and health as a movement which can positively impact people’s lifestyles. *The Windsor Conferences on Arts and Humanities in Health (1999)* acknowledged the emergence of evidence supporting the positive correlation between the arts and the role it can play in addressing social determinants of health. This endorsement has continued in recent years, and *The Prospectus for Arts and Health (2007)*, published jointly by the Department of Health and Arts Council England, presents a summary of the evidence and case studies supporting the application of the arts in a health context. Meanwhile, Arts Council England’s recent strategy for the arts, acknowledges the vital contribution the arts can make in achieving wellbeing outcomes (2013).

The body of evidence associated with arts and health has now been widely recognised within the health sector. *The Review of Medical Literature, 1990-2004 (2004)* associated with arts and health investigated the links between arts and health and reviewed 385 papers. The evidence strongly supported the role of the arts in achieving clinical outcomes and improved mental health as well as improving the work environment for health professionals. *Invest to Save: Arts in Health* (Killroy et al, 2007) provides a cost benefits analysis for arts and health interventions, and highlights their value in terms of financial and social return on investment.

The arts can play a significant role in therapy, healthcare and within community settings and are particularly effective in tackling issues associated with communities facing challenges and inequalities (Royal Society for Public Health (RSPH), 2013). The arts have been identified as a factor in achieving social capital and in developing people’s resilience in tackling health inequalities in the context of economic pressures (RSPH, 2013).

“Arts and health is cost efficient and achieves health outcomes as well as increases people’s participation in their community.”

Politically, there has been increasing recognition towards arts and health. Politicians have recognised the contribution the arts make towards developing compassion, reciprocity and empathy, and in contributing towards developing less bureaucratic public services (Howarth, 2013). Furthermore, in a recent House of Lords debate there was cross party recognition that the arts can improve people’s health as well as ethos and morale within health services (Howarth, 2013).



POSITIVE CHOICES

The evidence base supporting arts and health is rich and varied. It encapsulates the therapeutic benefits arising from individual participation in creative activities, as well as the impact it has on social cohesion and in building healthier communities (White, 2006).

At an individual level, evidence concerning participation in creative activities has shown to have a positive effect on wellbeing by developing communication skills and self-esteem as well as improving people's confidence and self-understanding (Argyle & Bolton, 2005; Madden & Bloom, 2004; Parr, 2006). Social inclusion initiatives which include engagement in the arts can develop participant's self determination and control in other aspects of their lives, including lifestyle choices. Evidence has identified that skills such as problem-solving, creativity and independent thinking are nurtured through personal engagement with the arts and this subsequently improves wellbeing and reduces people's experiences of isolation. Arts and health work can contribute to health improvement in the local area by developing people's self-esteem (Health Education Authority, 1999). Arts engagement has also been associated with skills such as invention, novel thinking and innovation, and has been identified as an essential part of what keeps us connected with the self and others (Walsh, 2008). Studies have demonstrated that arts and health can contribute to some of the emerging health

issues such as the ageing population. Older people who engage in cultural activities have better health, less medication usage and are increasingly active (Cutler, 2009).

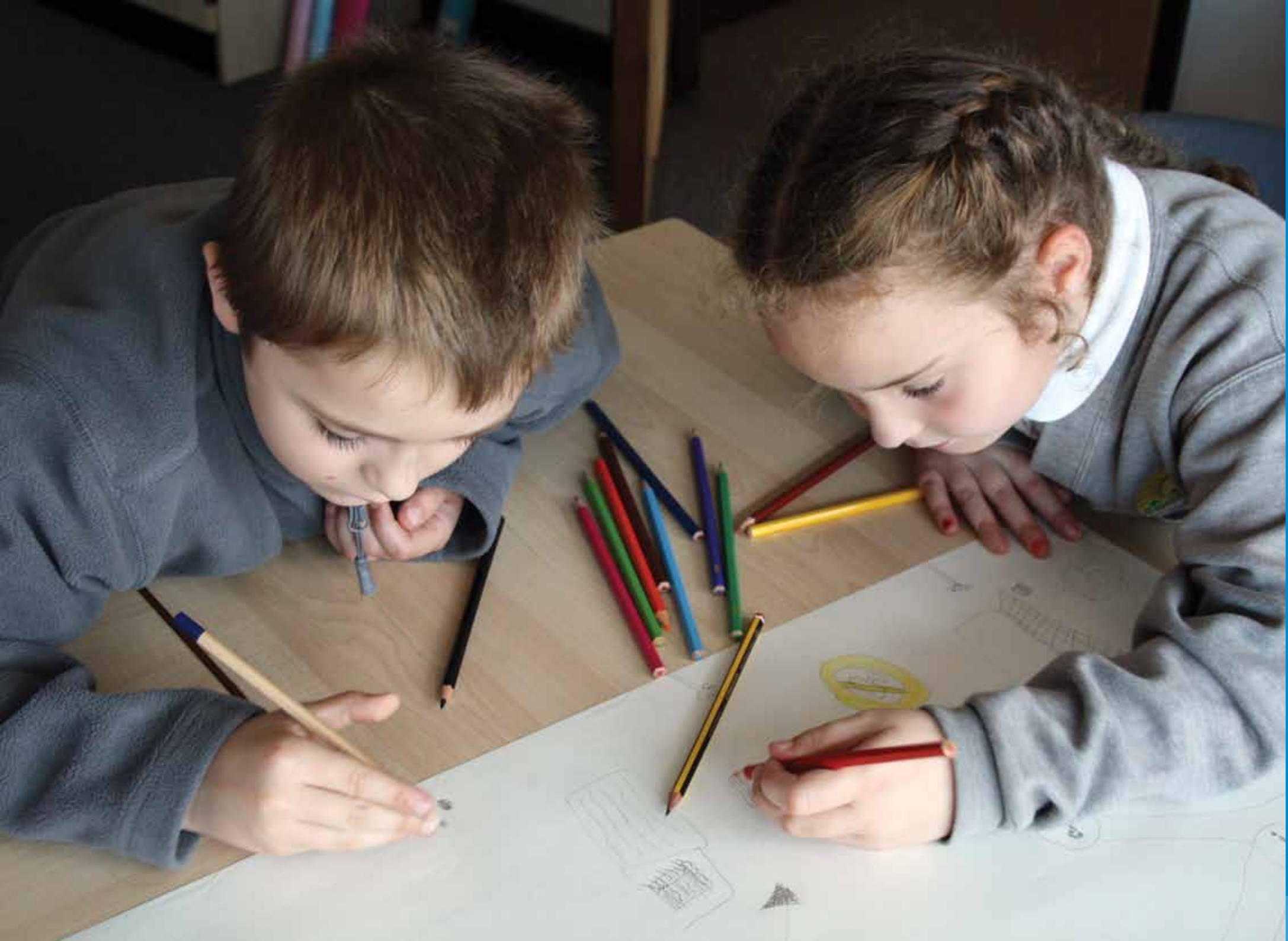
“The body of evidence associated with arts and health has now been widely recognised within the health sector.”

At a community level, arts and health has been seen as an important contributor in addressing issues associated with community engagement (Cameron et al, 2012). The arts have helped support neighbourhood renewal programmes in terms of reducing crime and improving education and employment opportunities, and this has helped people adopt healthier lifestyles (Putland, 2008). Further studies have also indicated that the arts have a role to play in enhancing wellbeing and quality of life, even in the most disadvantaged of environments, and arts participation develops civic engagement and creates more physically active communities (National Endowment For The Arts, 2011; Clift, 2012).

MEASURING SUCCESS

Whilst there is ongoing debate about the effectiveness of evaluating arts interventions - especially in community settings, there has been an increased recognition that action research and participant evaluation is required to obtain a full picture of what happens (Royal Society Public Health, 2013). The use of qualitative research in an arts and health context, supported by valid quantitative research, offers public health researchers and commissioners a unique insight into understanding the impact of participative and public art on both individuals and communities (Cameron et al, 2012).

Arts and health is able to address some of the philosophical aspects of health and encourage creative enquiry into dealing with complex health issues, rather than solely focusing on clinical outcomes. Using arts and health helps to establish a new research methodology associated with social medicine, concerned with helping us understand why these health issues occur, and working alongside communities to help identify and address the issues (White, 2009).



THE DUDLEY MODEL

'Inspire, Engage and Involve', the Dudley Model for Arts and Health, is a process driven programme of enquiry. It incorporates opportunities for people to develop healthy lifestyles alongside developing effective partnerships with local communities and with the creative industries. Participants, health and wellbeing practitioners and artists collaborate at each stage of the process, and the success of the model is dependent upon working collaboratively.

The Dudley Model has emerged from a need from public health professionals to 'take notice' and learn from people's experiences of living in the borough. Art for health practitioners might not necessarily be aiming to improve health - they may be addressing aspects of health and wellbeing which medicine does not, and which have previously not been emphasised (Angus, 2002). However, underpinning this practice is a commitment to contributing towards the wellbeing of participants at all stages in the arts and health process (White and Robson, 2009).

The Dudley Model is influenced by the recent research findings advocating a more collaborative approach to tackling health inequalities (Marmot, 2010).

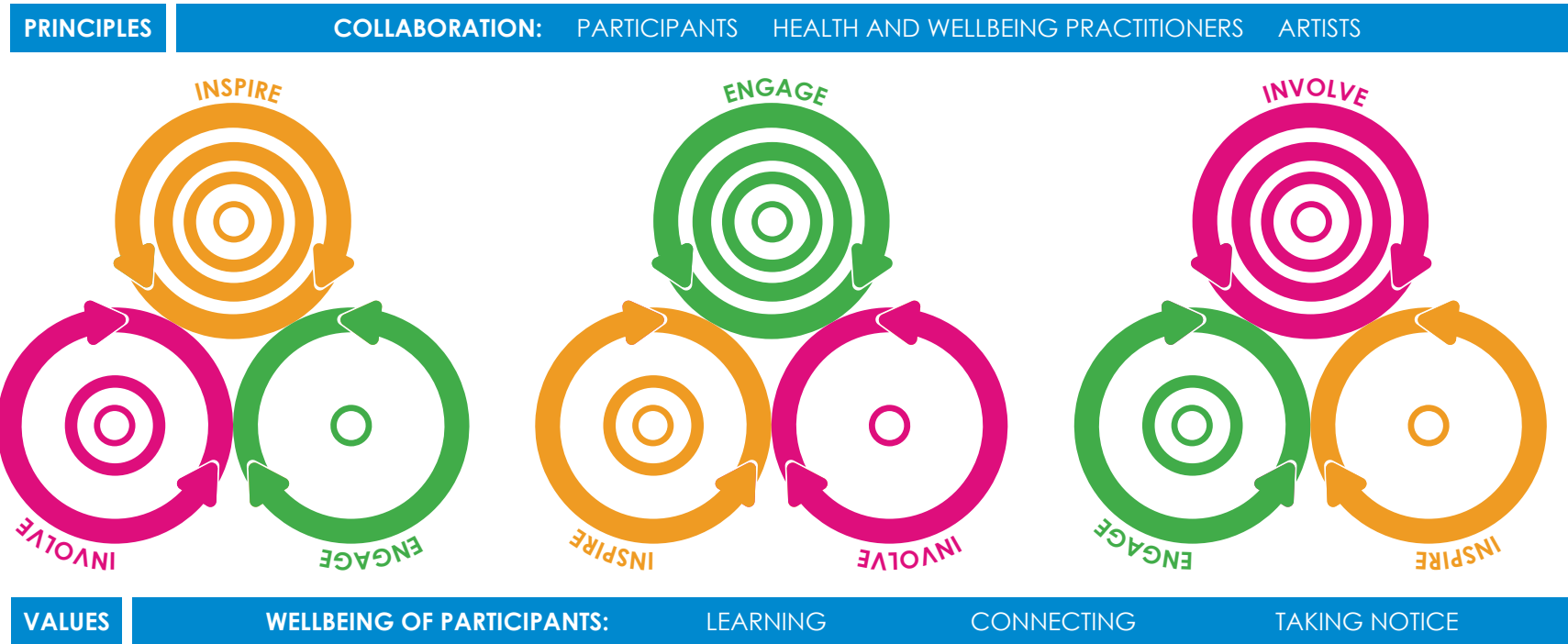
“Taking part in creative activities makes you feel good and leads to better health.”

This evidence informed approach has adopted key elements of good practice for addressing health inequalities. In doing so, we have been active learners alongside the communities which we serve.

We have used the opportunity to work with the creative sector to develop new processes to establish, facilitate and evaluate public health work, which incorporates participants' needs and creates additional opportunities for participation. Working collaboratively with the creative practitioners enabled us to reach a wider population of people, and gain new perspectives on our work.

The National Charter for Arts and Health (2013) states the arts 'encourage active engagement with the world around us, help people to keep learning, connect with each other and contribute to their communities'. In using this process, we have effectively used arts to address public health issues at all stages of the commissioning process as well as designed innovative and effective Public Health Programmes. We have established working processes and partnerships, designed to strengthen the impact of the creative intervention.

In each project or programme we use three key concepts - Inspiration, Engagement and Involvement to develop arts and health work in Dudley. Each project or programme of work is carefully planned to include opportunities for people to engage in all three concepts, however the balance between them will vary according to the desired project outcomes.



INSPIRE

We encourage artists to develop new approaches to their work, inspiring communities with high quality and relevant arts experiences. By carefully ensuring the communities' needs and interests are considered from the beginning, we have reached people who had not previously participated in public health activities.

ENGAGE

Engagement builds upon inspiration enabling us to informally engage communities in decision-making processes concerned with wider lifestyle issues. We appreciate this process can take time, so we commit to using the arts as a way of maintaining long-term engagement with specific target groups.

INVOLVE

We encourage and value participants' involvement in all stages of an arts and health project. We believe in the importance of co-production and our work aims to give local people a genuine voice in improving the health of those living and working in Dudley.



INSPIRE

Health and wellbeing concerns can sometimes be difficult to talk about. Misconceptions, language barriers, fear and a lack of knowledge can prevent people from accessing health services and activities that can improve their mental and physical health and in some cases, save their lives.

The Dudley Office of Public Health has worked with artists to intervene in these circumstances, inspiring communities by providing creative experiences that are accessible and meaningful to them and in the process, engaging them in a dialogue. Creative activities can help to inform and educate communities about health and wellbeing issues that directly affect them, and offer a space for openness and transparency around sensitive topics. Arts and health projects have increased attendance at health screenings and encouraged changes in lifestyle that lead to healthier, happier and longer lives.

Taking part in a creative activity and working as part of a team can boost self-esteem and confidence, and make the individual feel valued. The Healthy Schools Programme offered time and space for children who were dealing with personal and emotional challenges either at home

or at school, helping them to deal with problems that their peers may not be facing. The project provided children with a special opportunity to learn new artistic skills by working alongside an artist. Through a collaborative process, artists were able to explore key issues around emotional wellbeing by engaging children in a new creative experience, and inspiring them through sharing skills and contributing to the making of an artwork together.

Talking about sensitive and personal health issues can be particularly challenging. Offering an appropriate and accessible setting for these discussions to take place is key to getting people talking, learning and asking questions.

Local theatre companies have developed approaches to working with communities that give them a voice and encourage them to access important health information. Young people can find themselves in any number of confusing and sometimes frightening situations that can have a huge impact on their self-esteem, confidence and health.

Through working with inspirational drama practitioners, young people have felt able to open up about their feelings, be honest about their behaviour and think about the consequences of their actions. Engaging people in theatre projects can identify the barriers faced by communities that are preventing them from accessing services that could save their lives. Theatre work with women, including those from minority ethnic communities, has been key to understanding the challenges faced by women when it comes to accessing female cancer screening services. This work has facilitated the effective communication of information about screening programmes and has helped health services to address the issues that are stopping information from reaching the people who need it.

The arts play a significant role in helping to ensure our hospitals are warm, welcoming environments and as relaxing as possible. The Hospital Arts Programme has supported the creation of artwork throughout Russell's Hall Hospital, providing a welcome distraction to thousands of staff, patients and their families along corridors, wards and treatment rooms.

IT'S GOOD TO BE YOU!

The Healthy Schools Programme has worked to actively promote emotional wellbeing in schools through a diverse range of creative methods and approaches.

It's Good To Be You is an arts and health project that promotes emotional health and wellbeing to school children. Schools selected for the project in 2011 built upon the existing emotional health and wellbeing work already taking place at their school. Artists provided pupils with a creative space to think about their emotional wellbeing, learn new artistic skills and work together to produce an artwork for the rest of the school to see, share and enjoy.

Taking a collection of health and wellbeing key messages as a starting point, artists were invited into schools to create artworks with pupils that explored the ideas within a chosen message, and the meaning of that message for them. Artists working in textiles, glass art, painting, photography, mosaic, mixed media and printmaking had residencies in seven Dudley schools (Blower's Green Primary School, Hob Green Primary School, Holly Hall School, Rufford Primary School, Russells Hall Primary School, Sutton Special School and College, Woodside Community School). Artists and pupils planned, designed and created artworks that served as a visual reminder or starting point for all staff and pupils at the school to talk about emotional health and wellbeing.

“One of the children who is very withdrawn was very proud amongst the excitement at the work being installed. She told everyone confidently that was her work. That’s what she’d been doing on Fridays.”

Teacher, Hob Green Primary School

“Asking them to be involved in the project raises their self-esteem because it shows them they are valued.”

Staff Member, Woodside Community College

IT'S GOOD TO BE YOU MESSAGES

Get involved and make a contribution

Eat well and keep physically active

Keep in touch with family and friends

Have fun but remember to stay safe online

Do something creative and learn a new skill

Ask for help and talk about your feelings

Value yourself and know when to take a break

The messages profile a series of steps, which can impact on the mental health and wellbeing of children and young people and have been used by TaMHS (Targeted Mental Health in Schools) teams.



In 2012, *It's Good To Be You* took the form of artist residencies by two very different artists. Laura Hickman and Richard Franks provided a unique opportunity for a primary and a secondary school to promote emotional wellbeing and positive mental health through working collaboratively with them on a permanent artwork for their school. A small group of specially selected pupils from Bromley Pensnett Primary School explored the message 'Do something creative and learn a new skill' through textiles and mixed media.

"When I do this I feel calm and I feel more confident in what I'm doing."

Participant, Bromley Pensnett Primary School



A selected group of female pupils from Hillcrest School concentrated their mixed media art work (including 2D and 3D craft alongside digital photography, model making, set design and graphic design) on having the strength and confidence to be yourself. Being involved in these projects provided a positive way to allow vulnerable pupils to express their ideas and to give them a voice.

“Our art will show girls not to be scared and to be unique. You can do whatever you want to.”

Participant, Hillcrest School and Community College



HEALTH & WELLBEING PUBLIC ART QUARRY BANK PRIMARY SCHOOL

The Healthy Schools Programme worked with artists Richard Franks, Liam Smyth and glass artist Julia Rowley in 2013. At the heart of each commission are health and wellbeing themes reflecting Quarry Bank Primary School's core values of success, learning for life and relationships. Each artwork promotes aspirational and positive ideas about the future and a forward looking, happy and healthy approach to life.

Richard and Liam worked with pupils to create a special permanent artwork for the School reception area. He worked with a client group of pupils and staff from the school on the design process, incorporating their design ideas and artwork and fully involving them in each stage of the decision-making process. The finished piece incorporates drawings made by every single child at the school, it inspires and reminds the school community

of the health and wellbeing messages as they go about their day-to-day activities.

During workshops with Julia, children generated ideas through mind mapping. Each pupil created textures in clay through impression work which Julia translated into glass. The resulting artwork displays a variety of colourful tactile gems which combine together to reflect a healthy positive life.



THEATRE IN HEALTH





Loudmouth Education and Training have worked with school children in Dudley since 2008 delivering 350 drama workshops and inspiring over 9,000 children and young people in primary school, secondary school and post-16 education. Loudmouth have developed an innovative delivery model that incorporates the use of theatre into PSHEE (Personal, Social, Health, and Economic Education) lessons. Their work reflects issues that are important to children and young people at crucial and formative stages in their lives and have made a significant difference to their learning, health and wellbeing.

Sexual health forms the focus for *Trust Me*, which uses drama to engage more vulnerable young people (aged 13 plus) in sensitive conversations about sexual relationships, unplanned pregnancy and sexually transmitted diseases. *Trust Me* aims to increase knowledge and awareness of sexual health amongst young



people and encourage them to make healthy and happy choices in relationships. This project takes the step of offering chlamydia testing as part of the workshop programme, when working with post 16 young people, raising awareness of local health services and increasing the take up of chlamydia screening. Other projects delivered by Loudmouth include *My Mate Fancies You*, a project for 9 – 11 year-olds that explores the physical and emotional issues around puberty and helps to prepare pupils to make the transition from primary school to secondary school; *Safe and Sound*, a programme on teenage partner abuse awareness; *One 2 Many*, an alcohol awareness project also for teenagers and *Bully 4 U*, an anti-bullying workshop that can be adapted for work with a wide range of age groups.

BLOSSOMS AND MANGOES

As part of the regional Cervical Screening Programme *What's pants, but could save your life?*, Dudley Office of Public Health commissioned *Blossoms and Mangoes*, a play written and performed by local theatre company Fizzog. Touring in areas of the Dudley Borough where the take up rate for cervical and breast cancer screening is at its lowest, the play aimed to increase awareness and understanding about screening and encourage women to attend appointments.

Using drama, sensitive humour and visual theatre, the play opened up a space for women to talk about their perceptions and fears around female cancer screening. Each performance was followed by a workshop with a practice nurse, offering women the chance to have their questions answered by a health professional and explore their issues and concerns in more detail. An evaluation conducted after the workshop showed that the play had helped to increase understanding about cervical and breast cancer screening and the importance and value of being tested regularly.

CERVICAL MONOLOGUES

Following the success of *Blossoms and Mangoes*, a research project by Women and Theatre was commissioned to improve cervical cancer screening rates in targeted GP surgeries across the Dudley Borough. The research findings were developed into *The Cervical Monologues: Dudley (2010)*, a series of dramatic monologues that aim to raise awareness of the issues around cervical cancer screening by sharing the powerful stories of real people with real people.

The Cervical Monologues were performed by Women and Theatre in three community venues in Dudley and following each performance, audience members were invited to take part in a discussion about the issues raised, facilitated by the theatre company and with the support of health professionals.

Too Late

“I’ve always gone for mine, I realise the importance of it.

Specially since I lost an auntie two years ago to cervical cancer because she didn’t go.

By the time she followed it up she had left it too late.

She worked as a health professional, she was a carer.

It was really, really too late.

She was just beginning to get her head around it...

Maybe I should have done something...

But really...

It was too late.”

Knowing

“I think women need to know what’s going on.

Culture-wise, what’s the procedure? What are the benefits?

A lot find language such a huge barrier.

A leaflet comes through your door, and if you can’t read it then you don’t know what’s going on.”

Extracts from The Cervical Monologues

HOSPITAL ARTS

The Hospital Arts Programme (Dudley Group NHS Foundation Trust) was established in 2001 to enhance the hospital environment making it feel more welcoming and friendly and to provide comfort and distraction to patients, staff and visitors at a time when they need it most.

Working with Dudley's Town Artist Steve Field, the hospital has funded specially commissioned artworks through a National Lottery Grant and charitable donations, enabling a programme of new artwork to be incorporated into the three new hospital buildings in Dudley. The Arts Programme includes work by local and internationally exhibited artists as well as work created as a result of collaborations between artists, local schools and college students.

Dudley Group NHS Foundation Trust also participated in *Making Moves*, a West Midlands craft development initiative, led by Staffordshire County Council and Craftspace, a Birmingham based craft development organisation. The Stourbridge craft residency took place at the Corbett Hospital. Glass artist Charlotte Hughes-Martin collected family memories of the local glass industry from visitors to the hospital and then engraved them onto glass objects which they could take away. She and graduate Robyn Smith also taught engraving skills to members of the public. A small exhibition was held at the end of the residency and work contributed to the *Making Moves* touring exhibition. The exhibition toured the West Midlands for a year, including to Russells Hall Hospital.







ENGAGE

The arts can be a powerful and effective way to engage communities and individuals in health issues that affect them and the lives of those around them. Creative activities offer a unique way for people to learn more about healthy choices and lifestyles and increase their knowledge and understanding of health issues. They can help to build confidence and empower people to make positive and healthy lifestyle choices.

Making positive decisions and choices can be difficult in certain situations and depending on an individual's personal circumstances, the right path can be hard to navigate. The projects featured in this section show how engagement in creative activities has supported communities to develop an understanding of health issues directly affecting them, and supported them to make informed decisions about their current and future wellbeing.

Communicating smokefree messages can be very complex and their understanding often depends on the way they are delivered. The Smokefree Arts Programme has developed a range of creative projects to engage children, young people, pregnant women and adults in smokefree initiatives. Engaging young people through creative opportunities has supported and encouraged them to become smokefree

and to spread the smokefree message to other young people. Creative initiatives aimed at engaging pregnant women who smoke have helped to gain a clearer insight into why they smoke and improve how smokefree messages are communicated to them, helping them to fully understand the impact of smoking and make better choices for themselves and their baby. Changing other peoples' smoking behaviour can be very challenging, especially for a child trying to change the behaviour of their family. Working directly with children, artists have created resources that help teachers to engage children in conversations about smokefree homes and how to talk about these issues with their families.

The annual Small Grant Fund from the Public Mental Health programme supports the development of community based projects to promote positive mental health and wellbeing across Dudley Borough. Many of these projects have adopted creative approaches, giving people an opportunity to connect with others, share experiences and express the way they feel, developing ways to cope with the challenges they face. Projects engaged in a creative way to develop self esteem and resilience with a diverse range of groups ensuring participants were able to develop ways to look after their mental health and that of others.

Making healthy and positive decisions is especially challenging during the transition from childhood into adulthood. Engaging young people in creative activities at a time when they are at an increased risk and susceptibility to harmful influences can be effective in raising their awareness and building their resilience. The Alcohol Improvement Programme and Dudley Healthy School's Programme worked with artists to devise activities to engage young people in complex and sensitive discussions about sex, relationships, alcohol and drug use. Young people aged 13 – 25 took part in projects that not only engaged the direct participants in debates and conversations about risk taking behaviour, but also generated resources to support teachers and youth workers to engage other young people too. Risk taking behaviour was also explored through the production of a range of artworks by young people working alongside artists. Exhibited in a Dudley town centre shop and open to the general public, young people explored the themes of choices, actions and consequences, reflecting on the wider effects of risk taking behaviour.



SMOKEFREE ARTS PROGRAMME

Smoking remains the leading cause of preventable death and disease in England and is one of the most significant factors to impact on health inequalities and ill health, particularly cancer, coronary heart disease and respiratory diseases (Department of Health, 2013). To help reduce the rate of smoking in the Dudley Borough, Dudley Stop Smoking Service developed a *Smokefree Arts Programme* to communicate smokefree messages to different communities in a way that is appropriate and effective to the individual and their personal circumstances.



DUDLEY KICK ASH

Smoking is a habit largely taken up in childhood and adolescence and can often develop into a life long addiction. *Dudley Kick Ash*, developed in partnership with Dudley Youth Services, provides an exciting opportunity for young people to participate in creative projects aimed at spreading smokefree messages to other young people and creating smokefree environments. All of the 25 projects undertaken so far have enabled young people to work together to create powerful ways to convey challenging public health messages to their friends and families.

Each arts project offers a rare chance for young people to learn new skills from professional creative practitioners. Young people have worked alongside visual artists, filmmakers, animators, glass artists, musicians, actors, photographers, dancers and graphic designers to create their own projects.

For more information visit: www.dudleykickash.com

“I wanted to do dance because I like it, but all the time I was thinking ‘how can dance tell people to stop smoking?!’ Then when we started working with the dancer and linked what we were doing to the music and filming, it all came together as one message. It was awesome”

Young Person, Dormston School

DYING FOR A SMOKE

THE **NICOTINE MONSTER**, THE **DRUG ADDICT MOM**
 I **CAN'T FACE MY FOOD AND MY MONEY HAS GONE**
AND IF I THINK ABOUT IT, I'D RATHER BE SLEEPING
OR SINGING.

I **CAN'T TASTE THE PASTA, IT CAME FROM THE ASDA**
 I **DON'T EAT OUT EXCEPT FOR PIZZA PLAZA**
AND IF I THINK ABOUT IT, I'D RATHER BE SLEEPING
OR SINGING.

Dudley Kick Ash gave the young people who attend Nine Locks Youth Centre a grant to be creative and use the arts to spread the smokefree message. They chose to write a song, and employed a musician to work with them to develop their skills. Then they decided the song would reach a wider audience if it was illustrated, and became the soundtrack to a DVD.



THE RESISTANCE

Exposing the sinister reality and motives of cigarette companies to young people has been the driving force behind *The Resistance*.

Created and delivered by the Dudley based graphic design company Born Communication, *The Resistance* is a multi-media presentation that makes the seductive marketing of cigarettes transparent, encouraging young people not to be easy targets and to make intelligent decisions about a smokefree lifestyle.

“The Resistance presented things from a different viewpoint - smokers being victims. It was so much better than just another talk on health issues.”

Teacher

Each year the presentation has been developed to respond to concerns raised by young people and issues around plain packaging and counterfeit tobacco have been included. In 2013 *The Resistance* was delivered in 15 schools to over 2,900 pupils, 79% of young people watching *The Resistance* said they learnt something new.



BLOOMIN'

Dudley Stop Smoking (in Pregnancy) Service supports pregnant women to stop smoking, experiencing high success rates once women are engaged with the service. Many women, however, don't engage with the service, finding it difficult to admit to midwives that they smoke and failing to keep appointments once they have admitted that they smoke.

Bloomin' is an innovative social marketing campaign that researched and found new ways to engage pregnant women who smoke and supported them to make smokefree choices. *Bloomin'* worked with midwives, the National Childbirth Trust, smoking cessation specialists and artists to deliver a creative consultation that successfully engaged more than forty local women who currently smoked or had smoked during pregnancy.

Getting women to open up and talk about why they smoked and found it difficult to stop was a huge challenge. Adopting a range of creative strategies to talk to women in safe, familiar environments proved a successful way of engaging them in the project.



Once engaged, pregnant women revealed the pressures they faced in their everyday lives which led them to keep smoking, how smokefree messages were in 'medical' language and lost amongst other medical pregnancy information and how health professionals didn't understand their addiction and their need for cigarettes. Women also revealed ways in which they could be encouraged to stop smoking: getting support from friends and family, finding other ways to relieve stress and boredom and being rewarded for their efforts.

Insight gained during the creative consultation process was developed into *Bloomin'* campaign, and now includes a contemporary and accessible magazine which combines other pregnancy advice with the stop smoking message and is distributed widely in antenatal clinics. Additionally, *Bloomin'* offers creative ways to help women to forge a positive relationship with their smoking advisor, helping them to keep appointments and ultimately, stop smoking.

Comedienne Janice Connolly as her alter-ego Barbara Nice, performed her stand-up routine about 'the trouble with her pregnant smoking daughter' at Quarry Bank Social Club. Afterwards she invited women to join her for a chat outside to give her advice on what to do.

STRAIGHT TALKING

Changing other peoples' smoking behaviour can be very difficult, especially for a child trying to change the behaviour of the people they live with. Having worked with children in the local area, the Dudley Stop Smoking Service were aware that children appreciated how hard it was for smokers to stop smoking and found it challenging to talk to them about making their homes smokefree.

Straight Talking is a DVD and Teaching Pack produced in collaboration with children and staff at Wrens Nest Primary School and The Ridge Primary School. The resource engages primary school children in conversations about smokefree homes, supporting them to talk about these issues with their families and help them to make their own homes smokefree.

Pupils from each of the schools were selected to form working groups and worked with a drama practitioner and filmmaker to generate ideas and resources. Through role-play, discussion, creative writing and visual activities, *Straight Talking* encourages children to share their experiences about being around people who smoke and how to talk to their families and carers about making their home smokefree.



WAYS TO WELLBEING





OUR CREATIVE ARTS SPACE

Pupils from St. Mary's Church of England (VC) Primary School Kingswinford are working with visual artist, Sarah Jane Fereday to create a haven of tranquility at the centre of their school. Sarah has been working with children to design and develop the art work. Children involved in the project have created their own handprints which will be exhibited in the space.

SHAANTI

A PROJECT FOR PEACE OF MIND

The Shree Krishna Centre is a community day care facility for Asian elders and the majority of those attending are from the Hindu Gujarati community. People from minority ethnic communities may be less likely to seek assistance for their mental health problems for a number of reasons including stigma.

Shaanti – A Project for Peace of Mind took place twice a week and focused on improving and promoting mental health and wellbeing through a ten-week programme of relaxation and meditation. A range of activities were offered, including workshops on yoga, breathing techniques, using crystals and Mandalas. The Mandala workshops introduced participants to the concept of the Mandala, how to use them to calm emotions and use colour to express emotions.





SMILING IS ALLOWED DUDLEY CARERS' WRITING GROUP

The Dudley Carers' Writing Group meet regularly at Kingswinford Library to talk and write about their experiences of being carers. The Public Mental Health small grant fund provided the group with the opportunity to publish *Smiling is Allowed*, a powerful collection of short stories and poems about the people they care for and their thoughts and feelings about being carers.

Smiling is Allowed is the first in a series of anthologies published by Dudley Carers' Writing Group, who have continued to produce creative writing projects and recently published their third anthology, *Still Smiling, Five Years On*.

I've Never Regretted It

It hadn't been the best of days. We were both tired from the start.

Refusing the stairlift, she slipped on the stairs. I caught her Just.

She showed the fingerprints to the district nurse.

"Look" she said laughing "I'm a crime scene".

"I'll just drop her then shall I, next time?" I said to the nurse, my eyebrows rising to meet hers.

At dinner she said "I don't like pasta". This was not true yesterday and may not be true tomorrow.

But later we sat companionably, she with her small glass of whisky, me with my large glass of wine.

"You know" she said dreamily, "I never wanted children, But in those days you just did it, it was expected, you didn't choose".

Silence

I thought but, on this occasion, did not say, and "I never wanted to be a carer, I just did it, it was expected, I didn't choose".

And then she said "But I never regretted it ... "

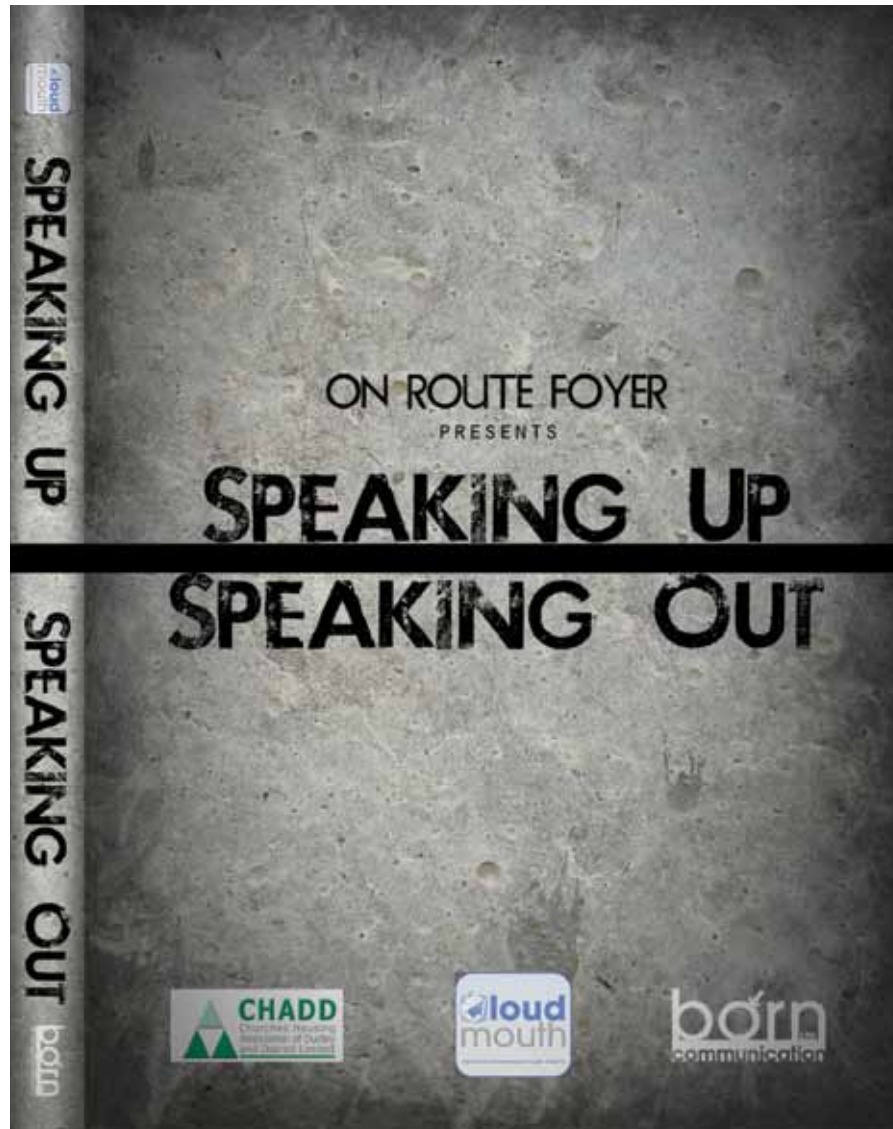
Silence

"Neither have I ", I thought but on this occasion, did not say.

Smiling is allowed

Dudley Carers Writing Group





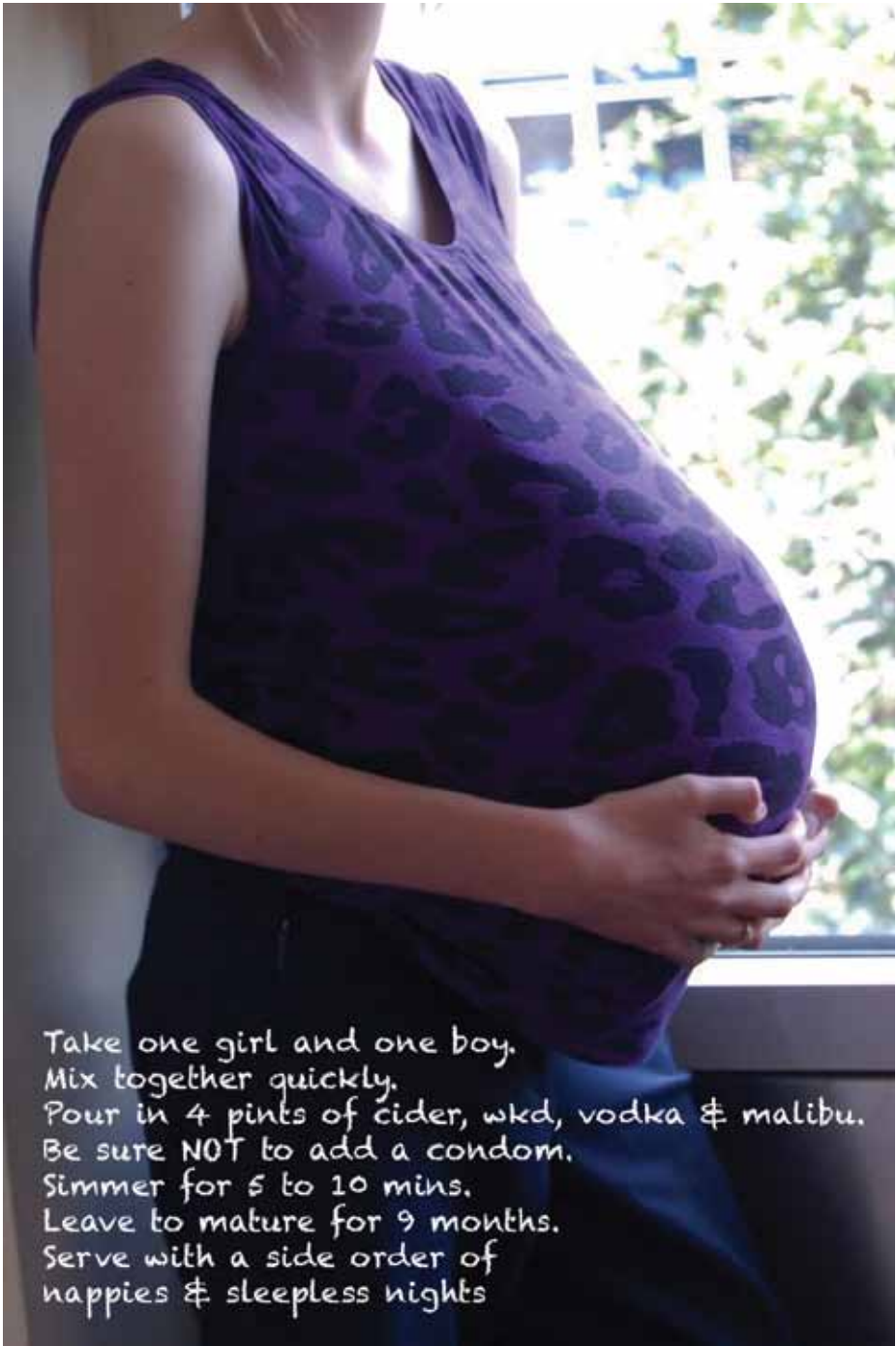
ANTI-BULLYING DVD CHADD ON - ROUTE FOYER

CHADD (Church Housing Association of Dudley and District) On – Route Foyer is a project for young people helping them to gain independent living skills and be supported into training and work. The project participants worked with Loudmouth Theatre in Education and Born Communication to produce a DVD exploring a range of anti-bullying strategies young people could use to prevent them from being bullied, and action they could take if they found themselves in a bullying situation.

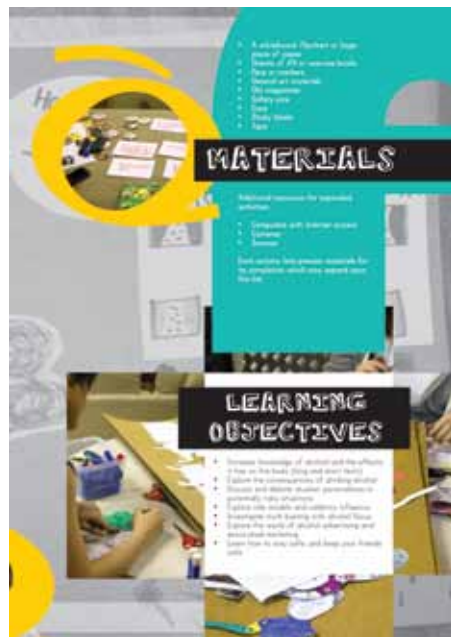
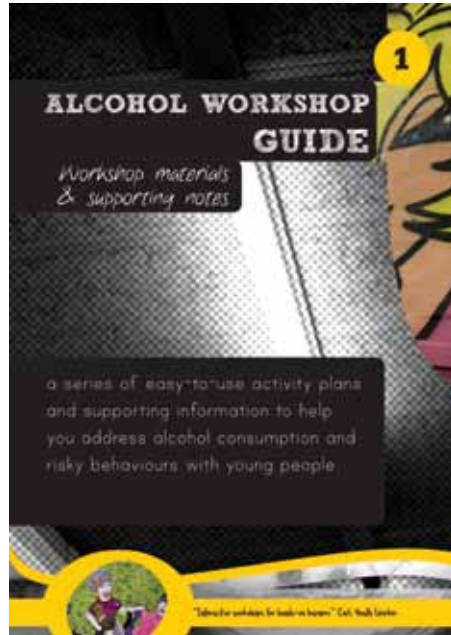
The young people involved in the project identified that much of the anti-bullying material currently available was aimed at children at school or adults in a working environment and wasn't useful to 16 – 25 year olds, especially those who are NEET (Not in Education, Employment or Training) or living in a Foyer setting.

As part of the workshop process young people told their stories of bullying and the many effects such as depression, anger, violence and isolation, which were dramatised and used to develop the resource. Through the project, young people developed a set of shared values, beliefs and attitudes that promoted respect and diversity, that were effectively communicated in a relevant and affirming way through the resource. Feedback from young people participating in the project demonstrated that it had raised their awareness and knowledge and increased their confidence and self-esteem, helping them to deal with bullying much more effectively.

RISKY BEHAVIOUR



Take one girl and one boy.
Mix together quickly.
Pour in 4 pints of cider, wkcd, vodka & malibu.
Be sure NOT to add a condom.
Simmer for 5 to 10 mins.
Leave to mature for 9 months.
Serve with a side order of
nappies & sleepless nights



ALCOHOL WORKSHOP GUIDE

A key objective of the Alcohol Improvement Programme in Public Health is to reduce the amount and frequency of alcohol consumption amongst young girls aged 13 – 16 years of age. As a result of drinking, young women expose themselves to far more risks that could seriously affect their personal safety, their health and their wellbeing.

A group of girls and youth workers from Lower Gornal Youth Centre worked with artists from the participatory arts organisation Frilly to produce an interactive *Alcohol Workshop Guide*. The resource was designed to support youth workers and teachers to engage young people in conversations around binge drinking, alcohol harm and risk taking behaviours. By participating in these discussions and activities young people should feel able to make more informed choices about their drinking, and in some cases reduce how much and how often they drink.



RELATIONSHIPS AND ALL THE OTHER BITS

Teenage pregnancy rates in Dudley are higher than the national average (Public Health England, 2013). To educate and empower young people to take control of their sexual health and wellbeing, Dudley Healthy Schools Programme worked with artists from Urban Voice to develop an innovative educational resource. *Relationships and All the Other Bits*, produced with and for young people, makes talking about sex and relationships a lot easier.

Young people from seven Dudley high schools (Hillcrest, Holly Hall, Windsor, Redhill, Crestwood, Pedmore and High Arcal) explored issues associated with risky behaviours in their own one-day creative workshop. Working in film, photography, visual art, creative writing, music, drama and poetry, young people engaged in discussions about relationships, self esteem, drinking, body image and teenage behavior. *Relationships and All the*

Other Bits combines the thoughts, feelings and voices of the young people involved into a set of creative materials that can be used to introduce topics or themes about risky behaviour into Personal Social Health and Economic Education (PSHEE) lessons. The material includes poems, images, short films, songs and stories, sometimes funny, sometimes bittersweet, but always real.

Relationships and All the Other Bits supports the work of the Respect Yourself Campaign, which encourages those who work with young people to use their resources to help them make informed choices about their sexual health, and improve the life chances of teenage parents and their children.

I Am the One

*I am the one who stands up tall
 I am the one who never falls
 I am the one who uses my voice
 I am the one who has a choice
 I am the one who lets others speak
 I am the one who is strong, not weak
 I am the one who knows what I think
 I am the one who will swim not sink
 I am the one who sees value in me
 I am the one who can set myself free*

*BE Confident
 BE Yourself
 BELIEVE*

*I am the one who tags along
 Not very loud, not very strong
 If I had an opinion, if I could say
 Maybe I could be leader one day
 I am the one who doesn't stand tall
 I am the one who follows them all
 I am the one who isn't unique
 Shy and scared and afraid to speak
 Wishing I could do right not wrong
 But never quite finding my inner song*

*BE Confident
 BE Yourself
 BELIEVE*

Relationships and All The Other Bits



CLUEDIN?

Cigarette smoking has been shown to act as a 'gateway' to cannabis use and further risk taking behaviors (O'Cathail S.M. 2011). *Cluedin?* was an opportunity to engage young people in wider debates about risk, what constitutes a risk and the links between smoking and other types of risk taking behaviour. Developed in partnership with Dudley Youth Services and overseen by a group of young people *Cluedin?* brought together young people from across the Dudley borough to transform a town centre shop, Artspace. Working with Creative Health CIC artists, 37 young people used animation, photography, drama and filmmaking to create five installations exploring the consequences of risk taking behaviour in the broadest sense.

At the heart of the exhibition was a live link to Dudley Council 'Find It Out' webpage where young people could look for support and activities to avoid risk taking behaviour and become more 'Cluedin'. Art work from the project went back out into the community as a curated exhibition. Over 300 young people saw the exhibition and participated in workshops that enabled them to define risk, explore the consequences of risk taking behaviours and the impact this could have on their futures.

"The theme of making choices about risky behaviour has helped me evaluate a lot of aspects of my everyday life. I do think about things a lot more now, and consider all the options before I make choices."

Participant in the Cluedin? project





INVOLVE

Arts and health projects engage people in discussions about health issues, provide opportunities to develop artistic skills and can offer a chance to make positive, healthy changes to their everyday lives. The benefits of a high quality arts and health project can be felt long after the last workshop has ended. Continued involvement and investment in a project, its messages and ideas, can have a significant impact on the health and wellbeing of the individual and the whole community.

Involvement in creative activities can offer people a different perspective on their lives and on their physical and mental health and wellbeing. The therapeutic benefits of art can greatly improve mental health and working alongside others can foster positive relationships and a shared sense of identity. The arts can inspire people, giving them the confidence to follow their own creative path and can create environments that help and encourage people to spend their time in healthy and positive ways.

Conventional ways of communicating health messages are not appropriate for every member in the community.

Minority ethnic groups in particular can face many barriers preventing them from accessing health services, including cancer screening programmes. An artistic approach can offer a unique solution to this problem: with a creative focus, people feel more relaxed, open and willing to talk about issues that they would normally avoid. The Dudley Public Health Community Health Improvement Team offered people from minority ethnic communities an opportunity to learn a new artistic skill or refresh an old creative interest and during the process, learn vital information about the signs and symptoms of cancer. Involvement in the project extended much further than the workshops, with dissemination of cancer messages to the wider community becoming a valuable new role for participants within their respective communities.

Keeping fit and eating well are key areas of concern for Dudley, which has higher than average obesity levels. The Healthy Towns initiative has improved local parks in the Dudley Borough, making them more inviting and appropriate for individuals and families to exercise and spend time

in. Creating spaces that offer all members of the community an opportunity to get involved in physical activities that improve their health and wellbeing can be the first step to adopting a healthier lifestyle. Encouraging individuals to make small changes that lead to healthy habits can significantly improve the life chances of families, children and young people.

Dudley Self Management Programme deliver courses for people living with long-term health conditions, and carers. They offer opportunities to learn new skills and gain knowledge and information which empowers people to better manage their symptoms on a daily basis. Often the participants use creativity and art in their own healing journey by picking up the needles again to knit, or card crafting, or by joining a choir. The course is designed to encourage and motivate healthy mental and physical behaviours through action planning and problem solving.



HEALTHY HUBS

Reducing levels of obesity is a priority for Dudley. Dudley's obesity rates for children aged 10 – 11 and adults are significantly worse than the average for England (Public Health England, 2013). In 2008, Dudley was one of only nine towns and cities given Healthy Towns status through the Department of Health's Healthy Community Challenge Fund. The Healthy Hubs initiative aims to encourage families to get involved in physical activities at their local 'family health hub', helping them to adopt healthier lifestyles that will lead to a reduction in obesity levels and ultimately, healthier, longer lives.

Through the Healthy Hubs initiative, family health hubs were created in five local parks (Silver Jubilee Park, Netherton Park, The Dell and Fens Pool, Mary Stevens Park and Huntingtree Park), making the parks more inviting to local people by improving the infrastructure and offering better amenities. The initiative included a programme of health and wellbeing events and activities for people of all ages and backgrounds to take part in, inspiring people to get fit for free, and eat more healthily by making the most of their local park. Communities were consulted at each stage of the

design and development process for each park, asked what they wanted from their park and local school children were invited to design their 'perfect' park via a poster competition.

The programme of work has been sustained after the official funded period ended. Tandrusti, (in partnership with the Workers Education Association) encourages minority ethnic communities to participate in exercise to music, outdoor activities and health education programmes. Leap over 50 (in partnership with Age UK) involves older people in a range of physical activities. Local schools and commercial providers have also used the Hubs on a regular basis.

DANCE

Dudley Performing Arts (DPA) has a long history of developing and engaging local communities in high quality dance and performance work in schools and community venues, inspiring people to get dancing across the borough.



Through the 2012 Outdoor Dance Programme (led by DanceXchange, in partnership with Dancefest, Dancescape and DPA, funded by the Cultural Olympiad) DPA worked with teams from Mary Stevens and Huntingtree parks to host performances of the specially commissioned work *Spill* – a playground of dance. *Spill* included a quirky and dynamic performance piece alongside a programme of workshops for children from Dudley schools. *Spill* used the existing children's playground equipment as the set for their performances and audiences across Dudley watched in awe as professional dancers expertly used swings, slides and roundabouts as props in a high energy, exciting dance piece.

DPA is now the lead partner for the Black Country Dance Hub and is supported by Arts Council England to continue to involve and engage people living in Dudley and across the Black Country in Dance.

PUBLIC ARTWORK

Dudley is one of the few local authorities in the country to have its very own public artist. Steve Field and his team have been creating public artworks for communities throughout Dudley for the past twenty years. As part of Healthy Hubs, Steve created inspirational mosaics for Huntingtree Park with The Friends of the Park and local schoolchildren from Huntingtree and Lutley Primary Schools. Engaging children in each stage of the process from design through to the installation of the finished work, this collaborative approach involved children and their families in the enhancement of their local park, encouraging them to take pride in, care for and make good use of it. Local community groups also worked with the Design Team to create unique entrance features for each of the Parks.



LIFE IS PRECIOUS

***Life is Precious* is a cancer awareness project that aimed to engage minority ethnic communities in a dialogue around cancer. Using creative activities as a means of facilitating sensitive and difficult discussions, the project was successful in raising awareness of the signs and symptoms of cervical, breast and bowel cancer and communicating the importance of attending screenings, to increase the chances of early detection.**

Life is Precious was developed to respond to the findings and recommendations from previous creative projects in the Dudley Borough which encouraged women to discuss their fears and perceptions around cervical and breast cancer screening. Please refer to the Inspire case study for information on *Blossoms and Mangoes* and *The Cervical Monologues*.

Community is at the heart of *Life is Precious* and the participants' role in the project was key to the immediate and long-term success of spreading the cancer awareness messages. Artists worked with people from six community groups in Dudley (Dudley Asian Women's

Network, Milap Group, Halesowen Asian Elderly Association, Halesowen Yemeni Community Association, Talluq Ladies Group and Women's Awareness Association), offering workshops that provided participants with an opportunity to learn new artistic skills and techniques and produce their own artworks. The nature of being engaged in a creative activity allowed for sensitive topics to be introduced more easily and to develop naturally, demystifying cancer screening processes and increasing participants' awareness of early cancer symptoms.

The creative activities facilitated a discussion about cancer for the immediate group and raised the question: how do we talk to the wider community about cancer, and raise their awareness too? Using the artwork produced and building on the interpersonal skills and relationships of the participants, a range of resources were produced and participants were recruited as Community Health Champions to help spread the word.

“It was good doing the arts and the cancer messages together as we are learning two things at the same time.”

Project Participant

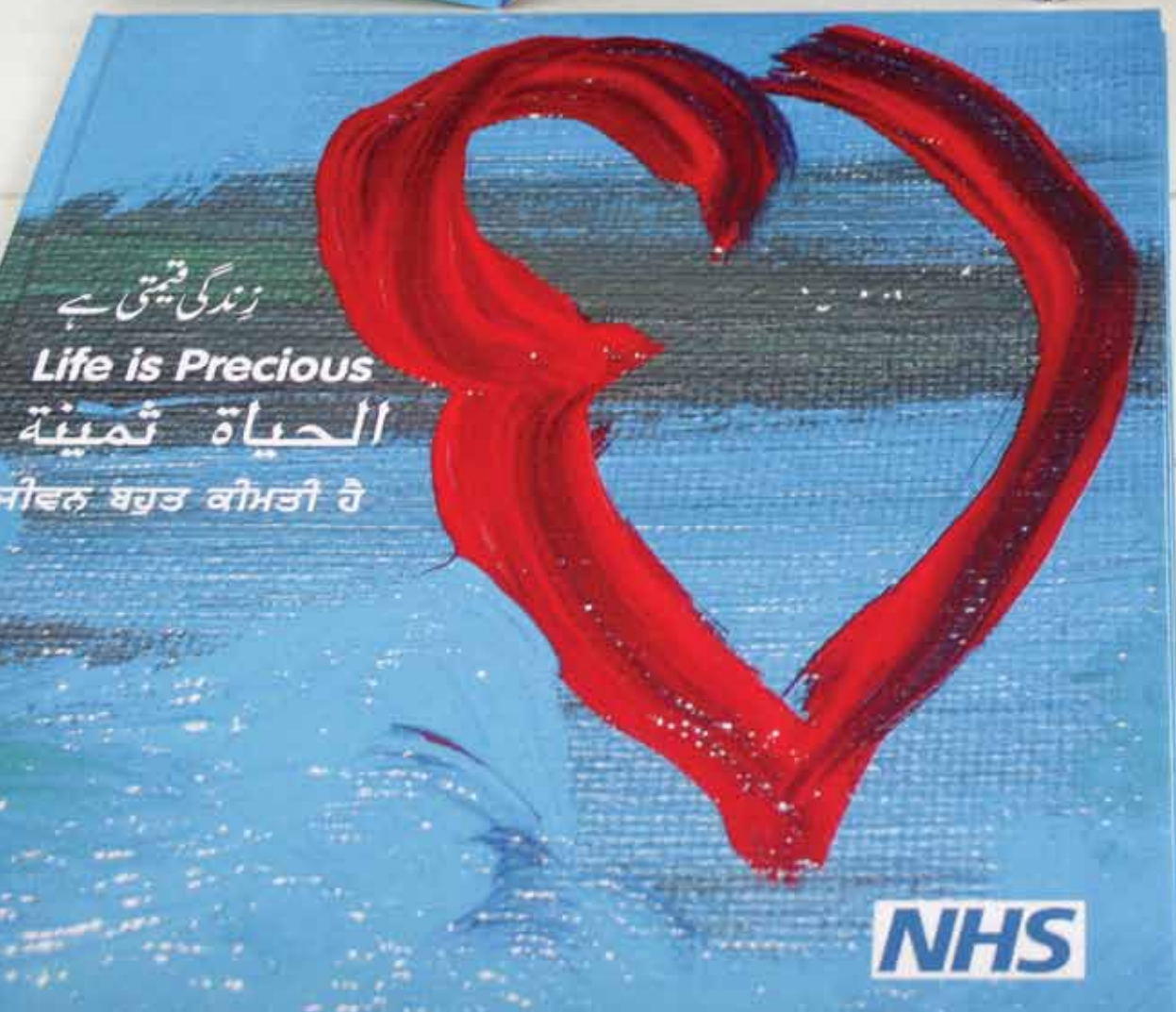


The artworks and words of participants were used to produce Z-cards and fridge magnets in Urdu, Punjabi and Arabic. These resources were used by the Community Health Champions in their day to day conversations with friends, family and neighbours, and were also distributed at events and to community venues. Using participants' artwork in the resources enabled Community Health Champions to talk more easily about the health messages, as they were able to share their experiences of being involved in the arts project as a way to engage in more difficult conversations.

“We will remember what we have created and what we have learnt. There are lots of things that will remind us of the project.”

Project Participant

Of huge significance to the ongoing success of *Life is Precious* is the recruitment of Community Health Champions. Community Health Champions are informal volunteers who raise awareness of health issues by speaking to people in their communities, using approaches and language appropriate to that community. They can access and communicate with people who may not be visiting their GP or attending for screening appointments, and who may not understand health literature or invitation letters. 54 Community Health Champions were successfully recruited, and following the arts workshops they have received training, support and additional resources to help them with their work. The Community Health Champions have remained committed to the project and their work within communities continues today.





TAKING CONTROL

Dudley's Office of Public Health provides and commissions support for people living with long term health conditions and their carers. Each self management programme aims to help people with long-term conditions take more control of their health by learning new skills to manage their health condition on a day to day basis. People who care for relatives and friends also have the opportunity of joining a programme to learn new ways to cope with the emotional and practical effects of a caring role.

The core staff team of 4 involve over 30 volunteers in the programme, many of whom live with long-term health conditions themselves. The team of volunteers deliver the self management programmes to over 500 people a year in community venues across Dudley.

Self management programmes encompass creativity in the broadest sense. Participants are empowered to make achievable plans to improve their health and quality of life. Although the choice of 'what' to do remains completely with them, the opportunity and motivation is set by the tutors and the course content, so they find 'space' to be creative in making tangible changes.

By resolving problems as they arise in life and finding creative solutions to overcome barriers to success, by never giving up and giving in and supporting each other, using the tools they've mastered, patients can re-ignite lost hobbies or be inspired to use creativity and art in their own healing journey.



Three years ago Mick started having chronic pains in his hands. He visited his GP who referred him to see a specialist who diagnosed osteoarthritis, a painful long-term condition. This is the story of how Mick used craft skills to help manage his pain and distract him from the discomfort caused by osteoarthritis.

“The pain has gradually spread all over my body. The pain is dreadful, at times I take that many tablets.

I had a letter asking me if I wanted to go on a course they were holding in Sedgley, you are always a bit dubious about these courses but I did go and I was impressed.

What did impress me on the first day was the distraction method, I couldn't believe what was happening to me, you know,

and as the course went on I found that this distraction method was working for me at home.

I've got a little workshop at the back of the house where I make things on a wood lathe, and I found that when I was working in there, you know it took my mind off everything and I got no pain. Audrey used to have to call me every half an hour to get me inside to have something to eat, she couldn't get me out of the workshop!

I found if I left it late at night to go in there I always found that I slept better. I found it even worked with the tiredness. Prior to it, I was having sleeping tablets, which I know are no good for you.

After a couple of days I said to my wife, every time I go in to the workshop either

on the lathe, planing or chopping bits of timber I never feel as though I have any pain. I told her, it seems to disappear through the window as soon as I go in to the workshop.

I've come to the conclusion that it must be this distraction that takes your mind off everything you are doing, (It works) while I am working in the workshop or sitting in the house whittling away at pieces of wood.”

REFLECTION

The Dudley Model provides a body of evidence which demonstrates the impact arts and health work can have on improving health outcomes.

As part of the arts and health commissioning process, my team of Public Health Commissioners are committed to learning and evaluating their own work. They do this by researching and learning from the existing evidence base, as well as taking into consideration local knowledge, experience and preferences. This process of learning and reflection is monitored and reviewed during every commission. Findings are disseminated and we contribute to a bank of local knowledge both within the public health sector but also with health partners and artists, which is then used to improve and inform future practice.

The Royal Society for Public Health (2013) advocates that a mixed method approach (including qualitative and quantitative approaches) is essential in

our understanding about whether arts and health work makes an impact but also to appreciate how the work needs to be undertaken, "a combination of both will give the fullest picture of what works for whom, and in what circumstances". Furthermore, evaluating work in a community context brings a number of challenges, and there is recognition that the evaluation process can also play an important role in empowering communities and delivering better health outcomes.

In response to these factors, the *praXis* programme of arts and health commissioned in Dudley (Creative Health (Arts and Health) CIC 2011/12) informed a set of guidelines to monitor and evaluate arts and health work. The guidelines (2012) are based on the recognition that there is a need for

quality evaluation, which is gained from honest feedback from participants, artists and staff. They include information about integrating evaluation into the planning cycle, gaining informed consent and an overview of methods. In addition they include ways of engaging and involving participants in analysing and verifying data. Importantly the guidelines have helped to ensure that practitioners evaluating their own work follow a robust process using outcome measures.

CANCER PREVENTION

Some Emerging Findings from Dudley Arts and Health Commissions

There have been a range of Arts and Health Projects designed to raise awareness of cancer prevention including *Blossoms and Mangoes (2008)*, *The Cervical Monologues (2009/10)* and *Life is Precious (2011)*.

The early projects identified a number of barriers which can prevent minority ethnic communities from accessing cancer screening services. The *Life is Precious* project engaged minority ethnic communities in a creative approach to ensure that appropriate and accessible information became more readily available to residents who speak Urdu, Punjabi or Arabic.

A mixed methodology was used to evaluate findings including the Cancer Awareness Measure (CAM) Survey to measure awareness of cancer before and after the project. Alongside this the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) (Stewart- Brown et al, 2009) was used pre and post workshops, to measure any changes in feelings and attitudes associated with wellbeing. In addition a range of qualitative tools and techniques were used to capture artists and participants' reflections and their experiences of being involved in the project. Evaluation was carried out by an independent research company (DJS Research) and Public Health specialists. The arts and health partner (Walsall Creative Development Team) worked with Staffordshire University to undertake qualitative evaluation with artists and participants (Curno, Parker, Pritchard, Sogi, 2011).

KEY FINDINGS INCLUDED:

- Increased awareness of warning signs and symptoms of cancer following the workshop programme and an increase in the number of participants saying they would make an appointment with a Doctor to discuss signs/symptoms (as measured through the CAM survey).
- Success in empowering and engaging with community groups through a creative arts process. In total, 106 participants from 6 community groups took part and 54 participants went on to become Community Health Champions.
- A statistically significant increase in the cumulative scores from the mental well-being survey after the workshops (as measured by the SWEMWBS).

SMOKING CESSATION

Some Emerging Findings from Dudley Arts and Health Commissions

The Arts and Health projects undertaken as part of the smokefree programme include *Dudley Kick Ash Arts Programme (2011-13)*, *The Resistance (2013)*, *Straight Talking (2012)* and *Bloomin' (2013)*.

Participants were identified to reflect the data for smoking prevalence in Dudley, specifically young people (aged 12- 25) and pregnant women who were still smoking. In addition work was undertaken in primary schools in areas of high smoking prevalence.

A significant aspect of the evaluation work undertaken as part of *Dudley Kick Ash* was the commitment to support young people to play an active role in the research process. Young people were project partners from the start of the process. For example, at the start of each annual programme of work a youth panel is appointed and involved in all decisions relating to the project. In 2012 The arts and health partner (Creative Health (Arts and Health CIC) worked with Staffordshire University to support young people to become co-researchers. A participatory evaluation tool kit was developed by Staffordshire University, and used by young people to ascertain what difference the project made to them and their friends and families. This work was verified by an analysis of the impact of the work against Dudley Stop Smoking Service (DSSS) data (Creative Health (Arts and Health) CIC, 2011).

KEY FINDINGS INCLUDED:

- The majority of participants gained new awareness with regard to the dangers of smoking.
- Young people reported an increase in confidence and personal belief as a result of participating in the arts programme.
- Young people reported a reduction in smoking amongst their friends. DSSS, reported a 10% increase in young people accessing services in the period 2010/11 to 2011/12. During this period, the only significant change to the services available to young people in Dudley was the *Kick Ash Programme*. This result was not however sustained in 2012/13. This is thought to be partly due to the fact that the 2012/13 programme focused on risk taking behaviour, this wider approach may have diluted the strong emphasis on smoking work. In 2013/14, the arts programme will focus on smoking and respond to recent changes in smoking behaviour and the use of e-cigarettes.

POSITIVE MENTAL WELLBEING

Some Emerging Findings from Dudley Arts and Health Commissions

A number of arts and health projects developed in Dudley have enabled people to promote positive mental health messages either universally to the population of Dudley or within a targeted community, raise awareness of issues and contribute to people's positive mental wellbeing. These projects include work to support Community Groups as part of the Small Grant Fund managed by the Public Mental Health programme and Schools as part of the Healthy Schools programme. For example, *The Shaanti Project (2012)*, provided activities for relaxation and meditation at a community day care facility for Asian elders. *It's Good to Be You (2010-13)* used a range of creative approaches to develop positive mental wellbeing within school environments.

The rationale for project work was informed by the World Health Organisation's declaration (2005), which states that mental wellbeing, is fundamental to the quality of life, 'enabling people to experience life as meaningful and to be creative and active citizens'. From a UK perspective, the *Five Ways to Wellbeing* (New Economics Foundation, 2008) evidence based actions to promote people's wellbeing, has helped create a template, which has helped communities, and professionals assess the impact of arts and health work.

KEY FINDINGS INCLUDED:

- Evaluation undertaken as part of the *Shaanti Project (2012)* included inviting participants to complete the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS) before and after the programme of relaxation and meditation workshops. Findings show that the average mean wellbeing score of participants increased by 6 points (44 to 50).
- Case Study evaluation of the *It's Good to Be You (2010 - 2013)* programme of work indicated that individuals involved in small group work experienced improvements in behaviours and attitudes associated with positive mental wellbeing. Teachers noted a positive improvement in behaviour in the school environment.
- Evaluation undertaken as part of the *It's Good to Be You Artist Residency at Hillcrest School and Community College (2013)* focused on the impact of the project on the rest of the school. The case study illustrates how the creation of the art work valued young people's opinions and input and the positive messages acted as reminder of individuality and the importance of diversity within the school and wider community.



THE DUDLEY MODEL *INGREDIENTS FOR SUCCESS*

A strength of the Dudley Model has been that the emphasis on evidence has been extended to not only consider the impact of the project, but also the effectiveness of the arts and health commissioning process. This robust approach has ensured my team of Public Health Commissioners have become proficient in achieving better health outcomes using an arts and health approach, but have also developed effective working environments within which this approach to public health work can be undertaken. An analysis of the evaluation materials and practitioner/commissioner reflections, from all of the projects has enabled a number of key success factors to be identified:

PLANNING AND DEVELOPING WORK

A commitment to working in partnership with a wide range of organisations and groups, is a key factor in each of the case studies included in this report. Practitioners have invested time to develop innovative ways of engaging and involving people in the participatory arts work. For example, as part of the *Bloomin'* project (2012 - 2013) a group of health professionals advised a local comedian to devise a stand-up comedy routine about her 'pregnant-smoking daughter'. The routine was delivered in social clubs and over the short tour over 40 women joined her in smoking shelters to give advice about what to do.

BUILDING TRUST AND RAPPORT

Work to inspire and engage communities, building trust and rapport to really understand issues from their perspective has been built into each arts and health commission. For example, *It's Good To Be You* (2010 - 2013), case study research has shown that by working cooperatively with a selected group of young people to create an appropriate environment which can be used for reflection, the impact of the project is extended to the wider school community. By using the expertise of children, the project

was able to more effectively use the arts to create environmental interventions, which had a positive impact on the whole school.

DELIVERY

Working with experienced artists has enabled key health messages to be integrated in to each arts project. For example, Loudmouth Theatre Company has a long working relationship with the Office of Public Health. In 2012 they were commissioned to deliver performances of *One 2 Many* to colleges and training providers. The drama programme works with young people to raise awareness of the impact of alcohol on decision-making, relationships and future choices. Evaluation was undertaken by a pre and post performance questionnaire and results show that students retained key health information post performance. In addition, students from three out of the five colleges involved in the work highlighted they wanted to learn more about the effects of alcohol. In the five colleges, staff rated the impact of the drama on students knowledge of the issues as 9 or above.

PRODUCTION OF RESOURCES

The importance of involving participants as co-producers was a key learning point from a number of projects. For example, *Relationships And All The Other Bits* (2011) involved young people in the development of the education pack, both in terms of developing content and in the creation of the resources. Planning involvement from an early stage enables participants to work with artists and health practitioners, gain a sense of ownership and provide valuable insight in to how the final resources can be distributed to the wider community.

REVIEW

The cycle of 'Inspire, Engage, Involve' is closely aligned to the participatory planning processes used in community development work. Personal empowerment and community cohesion are values, which are integral to the success of such work, and increasingly these are values adopted within public health. The World Health Organisation (2013) identifies the importance of developing 'people-centred health systems', which takes into consideration the many stages of the 'health journey', and acknowledges the importance and value of people's experiences and preferences. We have recognised that by developing arts and health work which is led and owned by communities, then not only are specific health issues addressed but stronger communities are formed.

“Arts are the index of the health of a nation and not the ill health of society, and the process of creating art is healing for the individual artist as much as it is for all of us collectively. It's not just about a remedy to certain ailments, but it is certainly about maintaining a good life balance. Thriving arts are characteristic of a thriving society”

Lord Howarth

The work in Dudley also makes a significant contribution towards the ethos and aims of current health policy. Projects such as *It's Good To Be You* (2011-2013) and *Smiling Is Allowed* (2010) used the arts to raise awareness of health inequalities, whilst at the same time improving the health of the participants. This approach feeds directly into the mental health strategy, *No Health Without Mental Health* (2011) which aims to provide greater attention and resources on reducing health inequalities and improving the mental health and wellbeing of the population

(Department of Health, 2011). Furthermore, *Healthy Lives Healthy People*, (Department of Health, 2010) states a need to empower local communities and provide local services, which meet the needs of local people. Projects such as *Health and Wellbeing Public Art* (2013) and *Dudley Kick Ash* (2011-2013), were developed to meet the specific needs of the communities they serve. Both projects used the creative process to create environments which were intended to promote more healthier choices, ranging from improving relationships between peer groups to removing the stigma around issues such as positive mental wellbeing. *Fair Society, Healthy Lives* (Marmot, 2010) also emphasised the need to reduce health inequalities in neighbourhoods and communities and mitigate climate change through sustainable living. Programmes such as *Dudley Kick Ash*, have embedded this approach from the onset, and like many pieces of arts and health work in the region, the success of the original project has led to more local investment in developing sustainable approaches in using arts and health for these purposes.

The individual, whether that is the artist, participant or health / social care professional is at the heart of all of the arts and health work commissioned in Dudley. The British Medical Association (2011) states that, 'helping an ill person back to better health requires due account to be taken of factors other than their physiology and anatomy; meeting psychological, social, spiritual and environmental needs are important'. The case studies and findings highlighted in this report demonstrate how arts and health work addresses all of these needs.

The individuals in all of the case studies included in this report have all used the arts to begin a personal journey. This has required a commitment by them to think about healthy lifestyle choices. Similarly my team at The Office of Public Health has also made a healthy choice in using the arts and creativity. This is because we appreciate the value of arts and creativity as a process, which can transform lives.

“The Dudley Model provides a wonderful body of evidence which clearly demonstrates the impact arts and health work can have on improving the health of individuals and communities. It has national significance in demonstrating what arts can contribute to health and I would encourage everyone to consider its findings in developing other health initiatives.”

Professor Michael Murray, Keele University.

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Dudley Food and Nutrition Team,
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Dudley Healthy Schools Programme,
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Dudley Physical Activity Team,
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Dudley Public Mental Health & Health Inclusion Team,
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Dudley Stop Smoking Service,
Office of Public Health

Dudley Self Management Programme,
Office of Public Health

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IMAGE CREDITS

INTRODUCTION



PHOTO CREDITS

Ming De Nasty, Phil Riley, Becky Matthews, Sue Purser Hope, Richard Franks, Loudmouth Theatre and Training, Born Communication



PHOTO CREDITS

Rosella Longinotti, Julia Rowley, Gino Evans, Richard Franks, Darren Langham



DUDLEY GROUP NHS FOUNDATION TRUST (2013)

Detail of contemplative Mandala in birthing room

Artist & Photo: Rosella Longinotti



HEALTH & WELLBEING PUBLIC ART (2013)

Quarry Bank Primary School Reception area artwork design workshop

Arts Development: Creative Health CIC

Artist & Photo: Richard Franks



INSPIRE



PHOTO CREDITS

Michael Butler, Cultural Sisters, Richard Franks, Ming de Nasty, Loudmouth Theatre and Education, Richard Franks Caroline Jarwala.



IT'S GOOD TO BE YOU (2010)

Hob Green Primary School

Arts Development: Creative Health CIC

Artist & Photo: Sue Purser Hope



IT'S GOOD TO BE YOU (2010)

Sutton Specialist School and College

Arts Development: Creative Health CIC

Artist & Photo: The Cultural Sisters



IT'S GOOD TO BE YOU (2010)

Hob Green Primary School

Arts Development: Creative Health CIC

Artist & Photo: Sue Purser Hope

IMAGE CREDITS



IT'S GOOD TO BE YOU (2010)
 Hillcrest School and Community College
Arts Development: Creative Health CIC
Artist & Photo: Richard Franks



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IT'S GOOD TO BE YOU (2010)
 Hillcrest School and Community College
Arts Development: Creative Health CIC
Artist & Photo: Richard Franks



HEALTH & WELLBEING PUBLIC ART (2013)
 Quarry Bank Primary School, art workshop
Arts Development: Creative Health CIC
Artist & Photo: Julia Rowley



HEALTH & WELLBEING PUBLIC ART (2013)
 Quarry Bank Primary School glass artwork detail (see also page 76)
Arts Development: Creative Health CIC
Artist & Photo: Julia Rowley



HEALTH & WELLBEING PUBLIC ART (2013)
 Quarry Bank Primary School reception area artwork
Arts Development: Creative Health CIC
Artist: Richard Franks, Liam Smyth



SAFE AND SOUND (2013)
 Loudmouth Education and Training Facilitators acting in *Safe & Sound* on teenage partner abuse
Photo: Loudmouth Education and Training



LOUDMOUTH EDUCATION AND TRAINING (2013)
 Primary School children participating in a Loudmouth programme
Photo: Loudmouth Education and Training

IMAGE CREDITS



MY MATE FANCIES YOU (2013)

Loudmouth Education and Training Facilitators acting in *My Mate Fancies You* on puberty and transitions

Photo: Loudmouth Education and Training



DUDLEY GROUP NHS FOUNDATION TRUST (2013)

Photo mural in maternity unit corridor

Artist & Photo: Anglefire Photography



DUDLEY GROUP NHS FOUNDATION TRUST (2004)

Detail of *Evolutionary Fence*, Hospital Boulevard

Artist: Steve Field, planetary inserts cast by Allister Malcolm, Fabricators: Apollo

Photo: Richard Franks



DUDLEY GROUP NHS FOUNDATION TRUST (2004)

Detail of bronze relief *Healing Hands*

Artist: Ron Dutton

Photo: Richard Franks



DUDLEY GROUP NHS FOUNDATION TRUST (2005)

Detail of *You Are Still With Me Panel* of recycled stained glass from Wordsley Hospital,

Artist: Pete Whitehouse, Fabricator Form Fabrications

Photo: Richard Franks



DUDLEY GROUP NHS FOUNDATION TRUST (2004)

One of four stainless steel Boulevard Seats

Artist: Hugh Price

Photo: Richard Franks



DUDLEY GROUP NHS FOUNDATION TRUST (2013)

One of the changing corridor displays that regularly feature work by local community groups, schools and artists

Photo: Richard Franks



MAKING MOVES (2013)

Stourbridge Glass Residency at the Corbett Hospital

Arts Development: Craftspace

Artist: Charlotte Hughes-Martin

Photo: Becky Matthews

IMAGE CREDITS

ENGAGE



PHOTO CREDITS

Born Communication, Ming de Nasty, Richard Franks



DUDLEY KICK ASH (2013)

Work produced by young people taking part in *Dudley Kick Ash*, spreading the smoke free message to other young people

Arts Development: Creative Health CIC

Photo: Born Communication



THE RESISTANCE (2012-13)

Stills from the DVD *The Resistance*, a multi-media presentation that exposes the sinister reality and motives of cigarette companies to young people

Artist & Photo: Born Communication



BLOOMIN' (2013)

Healthy pregnancy magazine, combining advice for a healthy pregnancy with information to stop smoking

Arts Development: Creative Health CIC

Artist: Darren Langham

Photo: Ming de Nasty



BLOOMIN' (2013)

Makeover session with the *Bloomin'* magazine cover girl and project participant Eulalia

Arts Development: Creative Health CIC

Artist: Darren Langham

Photo: Ming de Nasty



BLOOMIN' (2013)

Makeover session with the *Bloomin'* magazine cover girl and project participant Eulalia

Arts Development: Creative Health CIC

Artist: Darren Langham

Photo: Ming de Nasty



BLOOMIN' (2013)

Comedienne Barbara Nice talking to women after performing her stand-up routine at a Dudley Pub

Arts Development: Creative Health CIC

Photo: Ming de Nasty



STRAIGHT TALKING (2012)

Stills from the DVD produced with children and staff at Wrens Nest Primary School and The Ridge Primary School

Arts Development: Creative Health CIC

Artist: Gino Evans and Paul Hine

Photo: Ming de Nasty

IMAGE CREDITS



OUR CREATIVE ART SPACE (2013)
 St. Mary's Church of England VC Primary School Kingswinford Pupil taking part in art workshop
Artist: Sarah Jane Fereday, Rachel Palmer
Photo: Richard Franks



OUR CREATIVE ART SPACE (2013)
 St. Mary's Church of England VC Primary School Kingswinford Pupil taking part in art workshop
Artist: Sarah Jane Fereday, Rachel Palmer
Photo: Richard Franks



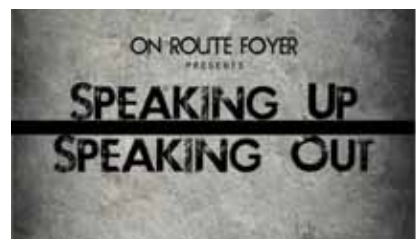
SHAANTI, A PROJECT FOR PEACE OF MIND (2012)
 Participants of *Shaanti, A Project for Peace of Mind* at the Shree Krishna Centre Dudley
Photo: Richard Franks



THE DUDLEY CARERS' WRITING GROUP (2013)
 Participants of The Dudley Carers' Writing Group, reading from their 2008 publication *Smiling is Allowed*
Photo: Richard Franks



SPEAKING UP, SPEAKING OUT (2012)
 CHADD On Route Foyer Young people who participated in the Anti Bullying project
Artist: Born Communication, Loudmouth Theatre Education and Training
Photo: Born Communication



SPEAKING UP, SPEAKING OUT (2012)
 Anti-bullying project DVD front cover
Artist: Born Communication, Loudmouth Theatre Education and Training
Resources: Born Communication



RELATIONSHIPS AND ALL THE OTHER BITS (2011)
 Multi-media resource created by Urban Voice and students from Dudley schools
Arts Development: Creative Health CIC
Artist: Urban Voice
Photo: Ming de Nasty



ALCOHOL WORKSHOP GUIDE (2011)
 Pages from the Alcohol Workshop Guide produced by young women working with arts organisation Frilly
Arts Development: Creative Health CIC
Artist: Frilly
Resources: Frilly

IMAGE CREDITS

INVOLVE



RELATIONSHIPS AND ALL THE OTHER BITS (2011)

Multi-media resource created by Urban Voice and students from Dudley schools

Arts Development: Creative Health CIC

Artist: Urban Voice

Photo: Ming de Nasty



CLUEDIN? (2013)

Installation reflecting positive and negative life choices

Arts Development: Creative Health CIC

Artist: Ming de Nasty, Matt Shaw, Chris Mapp, Jouvan Fucinni, Gemma Amos

Photo: Ming de Nasty



CLUEDIN? (2013)

Installation reflecting positive and negative life choices

Arts Development: Creative Health CIC

Artist: Ming de Nasty, Matt Shaw, Chris Mapp, Jouvan Fucinni, Gemma Amos

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Installation reflecting positive and negative life choices

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Artist: Ming de Nasty, Matt Shaw, Chris Mapp, Jouvan Fucinni, Gemma Amos

Photo: Ming de Nasty



PHOTO CREDITS,

Ming de Nasty, Steve Field, Phil Riley, Dudley Performing Arts



SPILL, A PLAYGROUND OF DANCE (2012)

Dance performance using existing playground equipment as the set

Arts Development: Dudley Performing Arts

Artist: Dance Xchange

Photo: Dudley Performing Arts



SPILL, A PLAYGROUND OF DANCE (2012)

Dance performance using existing playground equipment as the set

Arts Development: Dudley Performing Arts

Artist: Dance Xchange

Photo: Dudley Performing Arts



HUNTINGTREE PARK MOSAIC (2010)

Huntingtree Park mosaic workshops with Huntingtree Primary School pupils

Artist: Steve Field

Photo: Friends of Huntingtree Park

IMAGE CREDITS



HUNTINGTREE PARK MOSAIC (2010)

Huntingtree Park finished artwork

Photo: Richard Webster



LIFE IS PRECIOUS (2011)

Participatory arts workshops

Arts Development: Walsall CDT

Artist: Ashok Mystry, Fiona Waddle, Laura Hickman, Louise Bennett, Ming de Nasty, Neemita Dabhi

Photo: Ming de Nasty, Richard Franks



LIFE IS PRECIOUS (2011)

Participatory arts workshops

Arts Development: Walsall CDT

Artist: Ashok Mystry, Fiona Waddle, Laura Hickman, Louise Bennett, Ming de Nasty, Neemita Dabhi

Photo: Ming de Nasty, Richard Franks



LIFE IS PRECIOUS (2011)

Cancer awareness resources, created from work with *Life is Precious* participants.

Arts Development: Walsall CDT

Designer: Blue and White Creative

Photo: Sylwia Wesolowska



TAKING CONTROL (2013)

Mick Dunn at work in his workshop in Sedgley, Dudley

Photo: Phil Riley

REFLECTION



BLOOMIN' (2013)

Participants and their babies at launch of *Bloomin'* magazine

Arts Development: Creative Health CIC

Artist: Darren Langham

Photo: Ming de Nasty



THE DUDLEY CARERS' WRITING GROUP (2013)

Participants of The Dudley Carers' Writing Group, reading from their 2008 publication *Smiling is Allowed*

Photo: Richard Franks



