

## Datblygu strategaeth celfyddydau, iechyd a lles ar gyfer rhanbarth Bwrdd Iechyd Gogledd Cymru

Y Ffynnon Greadigol yw rhaglen BIPBC ar gyfer cyflwyno'r celfyddydau mewn iechyd a lles ar draws Gogledd Cymru. Fel tîm bach, mae partneriaeth yn ganolog i'n gweithgareddau, a'n ffocws ar ymgysylltu â'r celfyddydau ac ymagweddau cyfranogol at greadigrwyd.

Wrth i'r dystiolaeth ar gyfer gwerth a buddion y celfyddydau mewn iechyd a lles dyfu\*, mae galw cynyddol am sefydlu prosiectau, ac arfer y celfyddydau mewn iechyd a lles ar draws gofal iechyd a'r gymuned. Bydd strategaeth yn ein helpu i gynllunio'r ffordd orau o fodloni anghenion ein poblogaeth drwy osod blaenoriaethau a nodi meysydd lle y gallwn gyflawni ein nodau. Rydym yn datblygu strategaeth celfyddydau mewn iechyd a lles er mwyn:

- Cefnogi strategaeth hirdymor BIPBC ar gyfer 'Byw'n lach, Aros yn lach' trwy ddefnyddio'r celfyddydau i fynd i'r afael ag anghydraddoldebau, gwella dulliau ataliol, gwella hunanofal a lles, a chefnogi profiadau'r claf
- Cefnogi cynaliadwyedd celfyddydau mewn iechyd a lles yn BIPBC, gan greu cerrig milltir ar gyfer llwyddiant, sy'n gosod targedau y gellir eu mesur
- Darparu strwythur a fframwaith ar gyfer arfer gorau, gyda phrotocolau a gweithdrefnau clir wedi'u datblygu ar gyfer dechrau prosiectau o wahanol feintiau a chwmpas
- Dangos effaith y celfyddydau mewn gweithgareddau iechyd a lles a pham eu bod yn bwysig. Bydd hyn yn cefnogi ac yn annog gwasanaethau i fanteisio ar ymyriadau sy'n seiliedig ar dystiolaeth yn eu gwaith craidd
- Cysylltu gwahanol sefydliadau â'i gilydd o amgylch amcanion a rennir, gan ddatblygu dulliau ac adnoddau cyffredin a chyfunol fel uchelgais
- Bod yn ddrws agored i bartneriaid i gysylltu a'u hysbysu am flaenoriaethau'r Bwrdd Iechyd

Mae'r strategaeth yn cael ei datblygu trwy bartneriaeth ac ymgysylltu sy'n cynnwys staff, cleifion, ymwelwyr, partneriaid traws-sector, a'r cyhoedd i sicrhau bod safbwntiau a lleisiau lluosog yn cael eu clywed er mwyn creu cynllun creadigol ac effeithiol ar gyfer hyrwyddo'r celfyddydau, ac iechyd a llesiant ar draws Gogledd Cymru.

### Heriau

CAPASITI	GWEITHREDOL	CYNHWYSIANT
Tîm bach, yn cwmpasu ardal ddearyddol sylweddol	Daw'r cyllid yn bennaf o sector y celfyddydau, prosiect tymor byr i brosiect	Cyrraedd y rhai sydd â llai o adnoddau a modd i gael mynediad: rhwystrau economaidd, cymdeithasol, diwylliannol, corfforol ac emosiynol (iechyd), a lleoliad daearyddol ar hygyrchedd at wasanaethau
Angen blaenoriaethau, ffocws, a gwaith colegol i gefnogi	Ymgorffori dulliau celfyddydol o fewn gofal iechyd, cyflwyno'r achos a chyflwyno rhesymeg	

### Cyfleoedd

ARLOESI	YMWYBYDDIAETH/TWF	PARTNERIAETH
Defnyddio Ddeddfau fel 'Cenedlaethau'r Dyfodol...' i wneud pethau'n wahanol yng Nghymru	Cynyddu ymwybyddiaeth ac awydd am gelfyddydau mewn iechyd	Gweithio mewn partneriaeth, sydd eisoes wedi'i hen sefydlu yng Ngogledd Cymru
Sefydladau cymorth yn y sector, e.e. Rhwydwaith Celfyddydau lechyd a Lles Cymru (WAHWN) yn datblygu'r maes	Ymrwymiad gan Gyngor Celfyddydau Cymru a'r GIG drwy adnewyddu'r Memorandwm Cyd-dealltwriaeth yn 2021	Mentrau fel ail-lansio'r Concordat, Grŵp Llywio Partneriaid, Fforwm Creadigol i gefnogi rhwydweithiau

### Y camau nesaf

#### CAM UN: YMCHWIL

Defnyddio'r sylfaen dystiolaeth bresennol yngylch y celfyddydau, iechyd a lles, sgysriau rhagarweiniol gan arweinydd strategol y celfyddydau mewn iechyd gyda phartneriaid a rhanddeiliaid, a strategaethau celfyddydau mewn iechyd a lles presennol o fewn y sector gofal iechyd a meysydd cysylltiedig. Bydd y cam ymchwil yn cysylltu â pholisiau presennol y llywodraeth, gweithio ar y cyd ac yn cysylltu â rhanddeiliaid.  
(Medi 2022 - Chwefror 2022)

#### CAM DAU: DATBLYGU

Datblygu ail ddrafft yn ymateb i adborth gan y Grŵp Llywio partner ac Arweinyddiaeth Weithredol  
  
Bydd hwn yn cael ei gyflwyno mewn nifer o fforymau allanol a mewnlol i goladu adborth ac ymatebion ehangach.  
(Mawrth - Mehefin 2023)

#### CAM TRI: YMGYSYLLTU

Bydd ymgysylltu ehangach gan randdeiliaid â chleifion, staff ac ymwelwyr a'r cyhoedd yn ehangach yn digwydd er mwyn cynyddu cyfranogiad a barn wrth weithio tuag at gwblhau'r strategaeth.  
(Gorffennaf - Awst 2023)

#### CAM PEDWAR: CWBLHAU

Bydd y strategaeth yn cael ei chwblhau mewn ymateb i'r ymatebion ymgysylltu a gasglwyd, ynghyd â mewnbwn terfynol gan y grŵp llywio, arweinwyr gweithredol a phartneriaid.  
(Medi 2023)

#### CAM PUMP: LANSIO

Bydd y strategaeth yn cael ei lansio a'i dosbarthu ar draws rhwydweithiau ym meysydd y celfyddydau ac iechyd, gyda fersiwn llaw-fer a fersiwn lawn ar gael  
(Hydref 2023)

#### CAM CHWECH: CYFLWYNO

Bydd cyflawni yn erbyn y strategaeth yn dechrau gyda phwyntiau adolygu rheolaidd i bennu llwyddiant a ffocws. Bydd prosiectau a gweithgareddau yn cyd-fynd â'r amcanion.  
(Tachwedd 2023 - Tachwedd 2026)

\*Adnoddau

Mae ystod o dystiolaeth ar y celfyddydau ac iechyd sy'n ymwneud â lleoliadau gofal iechyd penodol, cyd-destunau, neu ffurflau celfyddydol. Mae'r canlynol yn restr o rai o'r dogfennau allweddol sydd wedi llywio datblygiad y strategaeth hon hyd yma:

Cysylltwch â: Dr Teri Howson-Griffiths, Arweinydd Strategol Celfyddydau mewn iechyd:  
Teri.Howson-Griffiths@wales.nhs.uk

Akib, J. & Thompson, S. (2011) Five Ways to Wellbeing New applications, new ways of thinking. NHS Confederation. Ar gael: d80eba95560c09605d\_uzm6b1n6a.pdf (neweconomics.org)  
All-Party Parliamentary Group on Arts, Health and Wellbeing (2017) All-Party Parliamentary Group on Arts, Health and Wellbeing Inquiry Report 'Creative health: the arts for health and wellbeing', 2<sup>nd</sup> ed.  
Ar gael: https://nccch.org.uk/uploads/Creative\_Health\_Inquiry\_Report\_2017\_-\_Second\_Edition.pdf

Cribb, A. & Pulin, G. (2022) Aesthetics for everyday quality: one way to enrich healthcare improvement debates. *Medical Humanities* 48 (4), 480–488. doi:10.1136/medhum-2021-012330

Devlin, A.S. & Anell, A.B. (2003) Health Care Environments and Patient Outcomes : A Review of the Literature. *Environment and Behavior* 35: 665-694.

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Fancourt, D. & Finn, S. (2019) Health Evidence Network synthesis report 67 What is the evidence on the role of the arts in improving health and well-being? A scoping review. World Health Organisation. Ar gael: 9789289054553-eng.pdf (culturehealthandwellbeing.org.uk)

Fancourt, S., Warran, K., & Ughterson, H. (2020) Evidence Summary for Policy The role of arts in improving health & wellbeing. Ar gael: DCMS\_report\_April\_2020\_finalx\_1\_.pdf (publishing.service.gov.uk)

NHS Welsh Confederation. (2020) Advancing arts, health and wellbeing | NHS Confederation

Gofal Cyndeithasol Cymru (2022) Overview of the Social services and well-being... | Social Care Wales

Staricoff, R.L. (2004) Arts in health: a review of the medical literature. *Arts Council England*. London: Arts Council England.

Ulrich, R.S. (1991) Effects of interior design on wellness. *Journal of Healthcare Interior Design* 3, 97-109.

The Government Office for Science (2008) Foresight Mental Capital and Wellbeing Project. Final Project report – Executive summary. Available at: mental-capital-wellbeing-summary.pdf (publishing.service.gov.uk)

Welsh Government (2019) Building Research Establishment Environmental Assessment Method (BREEAM) | GOV.WALES

Welsh Government (2020) Loneliness and social isolation (connected communities) | GOV.WALES

Welsh Government (2022) A healthier Wales: long term plan for health and social care | GOV.WALES

# Arts in Health and Wellbeing

## Developing an arts, health and wellbeing strategy for the North Wales Health Board region

Creative Well is the BCUHB programme for delivering arts in health and wellbeing across North Wales. As a small team, focus is on arts engagement and participatory approaches to creativity with partnership at the heart of our activity.

As the evidence for the value and benefits of arts in health and wellbeing has grown\*, there is an increasing demand for arts in health and wellbeing projects and practices to be embedded across healthcare and the community – as a small team, a strategy will help us to streamline how to best meet the needs of our population through priorities and areas to achieve outcomes and goals.

We are currently developing an arts in health and wellbeing strategy to:

- Support BCUHB's long-term strategy for '*Living Healthier, Staying Well*' by utilising the arts to tackle inequalities, maximise prevention, self-care and wellbeing, and supporting patient experience
- Support the sustainability of arts in health and wellbeing in BCUHB, creating milestones for success, that are targeted and measured
- Provide a structure and framework for best practice, with clear protocols and procedures developed for initialising projects of varying scale and scope
- Aid in demonstrating the impact of arts in health and wellbeing activities, why they are important, and will support and encourage services to uptake evidenced-based interventions within their core work
- To connect different organisations together around shared objectives, developing common and collective approaches and resources as an ambition
- To have an open door to partners to link and inform around Health Board priorities

The strategy is being developed through partnership and engagement involving staff, patients, visitors, cross-sector partners, and the public to ensure multiple perspectives and voices are heard to create an effective and impactful plan for furthering arts, health, and wellbeing across North Wales.

## Challenges

## Opportunities

CAPACITY	OPERATIONAL	INCLUSION	INNOVATION	AWARENESS/ GROWTH	PARTNERSHIP
Small team, covering significant geographic area	Funding mostly from arts sector, often short-term project to project	Reaching those with fewer resources and means to access: impacts of economic, social and cultural capital, physical and emotional barriers (health), and geographic location for services and accessibility	Using Acts like 'Future Generations....' to do things differently in Wales	Increasing awareness and appetite for arts in health	Partnership working, already well-established in North Wales
Need for priorities, focus, and collegiate working to support	Embedding arts approaches within healthcare, making the case and presenting rationale		Sector support organisations, e.g., Wales Arts Health and Wellbeing Network (WAHWN) developing the field	Commitment by Arts Council Wales and NHS through renewal of Memorandum of Understanding in 2021	Initiatives such as Concordat re-launch, Partner Steering Group, Creative Forum to support networks

## Next steps

### PHASE ONE: RESEARCH

Utilise the existing evidence base around arts, health, and wellbeing, introductory conversations by the arts in health strategic lead with partners and stakeholders, and existing arts in health and wellbeing strategies both within the healthcare sector and connecting fields. The research phase will connect with current government policies, shared working and approach across stakeholders  
(September 2022 – February 2022)

### PHASE TWO: DEVELOPMENT

Develop a second draft responding to feedback from the partner Steering Group and Executive Leadership  
  
This will be presented at several external and internal forums to collate wider feedback and responses  
(March – June 2023)

### PHASE THREE: ENGAGEMENT

Wider stakeholder engagement with patient, staff, and visitors and the wider public will take place in order to maximise involvement and opinion in working towards finalising the strategy (July – August 2023)

### PHASE FOUR: COMPLETION

The strategy will be finalised in response to the collated engagement responses and a final input from the partner steering group, executive leadership and partners  
(September 2023)

### PHASE FIVE: LAUNCH

The strategy will be launched and distributed across arts and health field networks, with both a short-hand and full version available  
(October 2023)

### PHASE SIX: DELIVERY

Delivery against the strategy will commence with regular review points to determine success and focus. Projects and activities will align to the objectives  
(November 2023 – November 2026)

### \* Select Resources

There is a range of evidence on arts and health that relates to particular healthcare settings, contexts, or art forms.

The list below provides some key documents that have informed the development of this strategy to date:

- Aked, J. & Thompson, S (2011) *Five Ways to Wellbeing New applications, new ways of thinking*. NHS Confederation. Available at: d80eba95560c09605d\_uzm6b1n6a.pdf ([neweconomics.org](http://neweconomics.org))  
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 Cribb, A. & Pullin, G. (2022) Aesthetics for everyday quality: one way to enrich healthcare improvement debates. *Medical Humanities* 48 (4), 480–488. doi:10.1136/medhum-2021-012330  
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 Welsh Government (2020) Loneliness and social isolation (connected communities) | GOV.WALES  
 Welsh Government (2022) A healthier Wales: long term plan for health and social care | GOV.WALES

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