

## 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 greadigrwydd.

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 Iach, Aros yn Iach'* 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 safbwyntiau 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 ddaearyddol 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 emosïynol (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 Deddfau 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                         |
| Sefydliadau cymorth yn y sector, e.e. Rhwydwaith Celfyddydau Iechyd a Lles Cymru (WAHWN) yn datblygu'r maes | Ymrwymiad gan Gyngor Celfyddydau Cymru a'r GIG drwy adnewyddu'r Memorandwm Cyd-ddealltwriaeth yn 2021 | Mentrau fel ail-lansio'r Concordat, Grŵp Llywio Partneriaid, Fforwm Creadigol i gefnogi rhwydweithiau |

## Y camau nesaf



#### \*Adnoddau

Mae ystod o dystiolaeth ar y celfyddydau ac iechyd sy'n ymwneud â lleoliadau gofal iechyd penodol, cyd-destunau, neu ffurfiau 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

Aked, J. & Thompson, S. (2011) *Five Ways to Wellbeing* New applications, new ways of thinking. NHS Confederation. Ar gael: d90eba95560c09605d\_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://ncch.org.uk/uploads/Creative\\_Health\\_Inquiry\\_Report\\_2017\\_-\\_Second\\_Edition.pdf](https://ncch.org.uk/uploads/Creative_Health_Inquiry_Report_2017_-_Second_Edition.pdf)  
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  
Devlin, A.S. & Aneill, A.B. (2003) Health Care Environments and Patient Outcomes - A Review of the Literature. *Environment and Behavior* 35: 665-694.  
Dijkstra, K; Pieterse, M. & Pruyn, A. (2006) Physical environmental stimuli that turn healthcare facilities into healing environments through psychologically mediated effects: systematic review. *Journal of Advanced Nursing* 56 (2), 166-181.  
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](https://www.who.int/publications/m/item/67-what-is-the-evidence-on-the-role-of-the-arts-in-improving-health-and-well-being-a-scoping-review) (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\_final\_x\_1\_.pdf (publishing.service.gov.uk)  
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Gofal Cymdeithasol 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](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/148442/foresight-mental-capital-and-wellbeing-project-final-project-report-executive-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



## 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



#### \* 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:

Contact: Dr Teri Howson-Griffiths, arts in health strategic lead:  
Teri.Howson-Griffiths@wales.nhs.uk

Aked, J. & Thompson, S (2011) *Five Ways to Wellbeing New applications, new ways of thinking*. NHS Confederation. Available at: d80eba95560c09605d\_uzm6b1n6a.pdf (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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Dijkstra, K, Pieterse, M. & Pruyn, A. (2006) Physical environmental stimuli that turn healthcare facilities into healing environments through psychologically mediated effects: systematic review. *Journal of Advanced Nursing* 56 (2), 166–181.

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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