Tackling Social Isolation in North Tyneside

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Ice breaker

In groups –

Describe a recent cultural activity in which you were involved

How did it make you feel?

Feed back one example from each group
National Context

• Culture White Paper (March 2016)

• Creative Health All Party Parliamentary Group (APPG) Inquiry (July 2017)

• A connected society: A strategy for tackling loneliness (October 2018)

• NHS Long-term Plan (February 2019)

• Shaping the Next Ten Years (Arts Council England Spring 2019)
What do they say?

• While many commissioners in Clinical Commissioning Groups and local authorities are receptive to the role culture can play in improving health and care outcomes, we want to move to a position where the evidence and practice of successful outcomes is much better known in both communities and where the relationship between commissioners and the cultural sectors is much more collaborative. **Culture White Paper (2016)**

• We offer a challenge to habitual thinking and ask for new collaborations to be formed across conventional boundaries. We are calling for an informed and open-minded willingness to accept that the arts can make a significant contribution to addressing a number of the pressing issues faced by our health and social care systems. **Lord Haworth – Creative Health APPG Inquiry Report (2017)**

• As part of this work, through social prescribing the range of support available to people will widen, diversify and become accessible across the country. Link workers within primary care networks will work with people to develop tailored plans and connect them to local groups and support services. Over 1,000 trained social prescribing link workers will be in place by the end of 2020/21 rising further by 2023/24, with the aim that over 900,000 people are able to be referred to social prescribing schemes by then. **NHS Long Term Plan (2019)**
Why tackle social isolation?

Being connected with other people matters for your health.

Research shows that **lacking social connections** is bad for our mental and physical health.

**Loneliness** increases the likelihood of premature mortality by 26%.
Why tackle social isolation?

- Social isolation is a complex social issue
- One million older people in the UK can go for a whole month without speaking to a friend, neighbour or family member
- Affects people across all stages of life
- Significant costs to health and social care services
- Impact upon the local community
- Suppresses creativity
How culture contributes to improved health and wellbeing

• Massive evidence base for cultural engagement being a means to address this
• Breaks down social isolation
• Reduces pressure on NHS
• Reduces health inequalities
• Increases positive emotions
• Greater community engagement
What we are doing in North Tyneside

• Strategic sign up from the North Tyneside Health and Wellbeing Board (HWBB)

• Key HWBB objective – *to reduce social isolation through cultural engagement*

• Culture and Leisure Sub Committee approval

• Stakeholders and partners commitment to support cultural initiatives to improve health and wellbeing
Co- Design and Co- Delivery

• Co-design through a steering group consisting of:-
  - Cultural Services
  - Public Health
  - Helix Arts

• Co-designed a workshop – Chaired by Cllr Margaret Hall and addressed by Shadow Minister (Public Health), Sharon Hodgson MP
Participatory Approach

• Developing a whole system community-centred approach that is “bottom-up” from grassroots community organisations and members.
• Established a Culture Health and Wellbeing Delivery Group – big focus on integration and a joined up approach
• Reports to Health and Wellbeing Board and the Culture and Leisure Sub Committee
• Shared vision and terms of reference agreed
• Secured a shared understanding and engagement
• Mapped and mobilised local assets
Co-delivery programme of activities

- Developing local solutions drawing on all assets and resources in the area
- Coordinating a programme of action
- Reads across the APPG recommendations and the HWBB objective

**Action plan key areas:**
- Communication and signposting to services
- Workforce development
- Make Every Contact Count
- Small grants scheme
- Cultural Hub engaging creative practitioners
- Social prescribing initiative
Key examples of activity

Art classes – Arts Studio

Exhibition, Tynemouth Station
Key examples of activity

Drawing performance

Art structure in local hospital

Ceramics by studio members, Arts Studio
Key examples of activity

Acorn Ladies’ choir sing for Christmas at Whitley Bay library

Falling on your feet – participatory dance project with Helix Arts
Key examples of activity

Shiremoor Library’s Knit and Natter group’s Poppy display

Children’s Bookstart

Readers Group
Social prescribing

Social prescribing – addressing people’s needs in a holistic way
GPs and other health care professionals can refer people to a range of local, non-clinical services, supported by a link worker or connector
Evaluation

• How we measure impact

• Overall project evaluation

• Developing a framework for evaluating project activities based on PHE evaluation framework;
  - reduced social isolation
  - improved self-esteem
  - greater community interest
  - positive affect on wellbeing
Challenges

- Lack of shared understanding
- Understanding partners’ contribution and role
- Putting prevention into practice
- Addressing the ageing population
- Integrating public services
- Building resilience of communities
- What to do differently?
Next Steps

• Strengthen and further develop the partnership

• Continue develop unique opportunities to support Cultural Health and Wellbeing for communities

• Presenting at the Culture, Health and Wellbeing Alliance’s first annual conference will be held in Newcastle on 21 and 22 March 2019

• Activities planned for Creativity and Wellbeing Week 10-16 June 2019

• Annual Celebration Event of Culture Health and Wellbeing in North Tyneside, 14th June 2019
• Thank you

• Questions?

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