

# Creative Communities

Art is a great reason  
to get messy. It  
does not matter what  
you make just  
have fun.

doing art (sewing)  
and cooking

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**What is the Public Health Annual Report 2019?**




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- An independent report of the Director of Public Health and is a statutory requirement.
  - The Public Health Annual Report focuses on a key priority or opportunity for action or improvement.
  - It complements the Joint Strategic Needs Assessment which provides information about the health of the population.
  - These reports have led to health improvement in the population.
  - This is the sixth report since the Council took back responsibility for public health.





**Public Health Annual Report 2019**



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- Creative Communities explores the role of culture to promote good health, prevent ill health and to support recovery from illness.
  - The report intends to influence how residents, organisations and commissioners use culture as a means to improving health.
  - The report has been produced in collaboration with partners from a range of organisations and disciplines and with the engagement of more than 1000 local residents.





# Annual Report Summary



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- The report highlights research which shows the positive impact of arts and cultural activities on mental and physical health at every stage of life.
  - There are already a number of organisations that use art and cultural activities in the work that they do and the report showcases this work.
  - To inform this report we also spent time listening to the stories and experiences of local residents, using arts and cultural activities as a vehicle for doing this.
  - We used all this information to develop three recommendations.





## Recommendations



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- Seek out opportunities in our lives and communities for arts and culture – to help to keep us well and live longer, better lives.
  - Ensure that the legacy of Wirral's Borough of Culture year contributes to the development of a healthy and health-creating borough.
  - Secure a commitment from health partners to work with arts and cultural organisations to ensure that culture for health and wellbeing becomes integral to organisational, and commissioning strategies.





**Next Steps**



- 
- Present the work to the Clinical Commissioning Group Governing Body and Health and Wellbeing Board.
  - Launch the Public Health Annual Report and publish it on the Council and Wirral Intelligence Service website.
  - Bring partners together to implement the recommendations included within the report.
  - Showcase the work produced by our residents as part of the report in community locations across Wirral; encouraging more conversations about health and wellbeing.





**Working with our residents**





The work produced by residents will be on display at the following community locations during October and November:

W/c 30th September - Wallasey Town Hall

W/c 7th October - Beechwood Little Centre

W/c 14th October - Make It Happen, Market Street, Birkenhead

W/c 21st October - West Kirby Library

W/c 28th October - Involve North West, Royal Standard House

W/c 4th November - Wirral Evolutions



