Our Presentation

**Creative Minds: reflecting the communities we serve, enabling people to live well**
Background & Key Themes

Talking, Listening and co-production
Mission and Values
Creativity is a Universal language
Passion and Soul
Everyone can benefit
Recovery is about the whole person
Mainstreaming and Transformation

The communities we serve

[Map showing the regions served by Creative Minds, including North Yorkshire and York, Leeds, Calderdale, Wakefield, Barnsley, North Lincolnshire, and North East Lincolnshire.]
The services we provide

Secondary Mental Health services including those for Children and Young People, Adults and Older People
Community Services including District Nurses & Intermediate Care
Specialist Nursing services such as Health Visitors, Palliative Care
Health and Wellbeing services (promotion and prevention)
Mental Health Specialist Secure Services

We have:
• 4,700 staff
• A budget of £219 million

How people used to find their soul food

Our communities have a long and rich history of using arts, sport and other leisure activities to enhance their lives.
Creativity

In order to reflect our community we used a broad definition of creativity that includes arts, music, drama, photography, sports, crafts and other leisure activities.

We wanted to rediscover the inherent creativity in our communities but reflect that it is now more diverse (attitude, religion, social class, expectation .......)
Creative Approaches at the Trust

Creative Minds

Singing | Gardening | Drama | Nordic Walking

Archery | Football | Dance | Sculpture

So, what is Creative Minds?

A Philosophy….
We believe the inherent creative potential in every person needs unlocking and that potential leads to recovery and self-discovery

“If you help a person to find their passion it can help them maintain their mental health and wellbeing for life.” Creative Minds

Mechanism to support what people want to do
Life affirming
Reflective of the person inside
We can’t wait to prove it all…….
Creative Partners

• Enables match funding and collaborative working with community organisations
• Supporting community development
• Extends current care pathways
• Coproduction, peer support and Service user led projects
• Sustainability

. Social Movement- People got behind it!

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has." (Margaret Mead)
What have we achieved?

- Increased participation in creative activities for people who use our services.
- Developed quality creative practice and approaches within the organisation.
- Increased inter-agency partnerships to bring in more funding for creativity and wellbeing.
- Developed a genuine social movement that people can relate to and have ownership of.
- Developing a research/evidence base regarding creative approaches in relation to health and wellbeing.

Benefits

- Reduced Stigma & altered perception of services
- Tackling social exclusion
- Raising aspirations & helping develop feelings of pride
- Prevention & Early Intervention
- More Personalised Care
- Changed how we engage with people & communities
- Promotes Innovation
- Multi-Agency Working
- Strengthening Transition
- Individual & Community resilience
- Value For Money
Measuring Evidence
Social Value
Social Capital
Social Return on Investment
Value for money in environment of reduced resources

Deb’s Story

• First had issues when I was 8 years old
• I had mental ill health all my adult life
• Never been creative
• Creative Minds changed my life
• Swapped pills for paint
• Feel empowered to control my illness
• I HAVE a life!
Artworks: Art for wellbeing

This project provided a number of dedicated art classes for groups of service users. The scheme includes on-going support for those who wish to continue into mainstream classes, offering a staged approach to confidence-building and social inclusion. Our provision offers people a sanctuary, a space to think, feel, discuss and share their experiences.
Recovery

• Definition: Enabling people to live well, with or without symptoms
• Fits well with our mission “enabling people to reach their potential and live well in their community”
• Uses lived experience and professional experience (Co-Production)
• Creative Minds is an excellent foundation for this culture change as it:
  • Encourages people to see the whole person
  • Encourages consideration of alternatives to traditional options
  • Provides evidence of effectiveness
  • Provides a mechanism for people to access different opportunities

Recovery Colleges

• Our plans include development of Recovery Colleges which will enable us to mainstream Creative Minds
• Colleges will use an educational approach founded in co-production. Courses (relating to health & wellbeing or the learning of a new skill) will be delivered in various faculties and on different campuses across the community
• The courses will be what people want
Where next?

- Adapting mechanism for spiritual minds
- Linking physical health & mental health
- Building link across partnerships for whole of health and social care
- Stronger evidence
- Personal journeys – sharing common experience as we create together

We need to ensure that humanity and compassion is at the heart of healthcare.

“The ultimate aim should be to generate compassionate environments in which patient and practitioner alike are encouraged to engage for mutual benefit. Patients should not have to be treated amid management-dominated cultures that lead to compassion fatigue and moral slide.”

(Professor Paul Crawford 2013)

Through Creative Minds we play in the same football team, paint in the same art class and therefore develop different relationships