# **Creative Health Programme Action Plan:**

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| **Creative Health Programme Action Plan** |
| **No.** | **Theme** | **Task/s** | **Timeframe (Short/Medium/Long)** | **Aims/Objective of programme** | **Lead**  | **Stakeholders/Partnerships** | **Interdependencies** | **Prioritisation****(High/Medium/Low)** |
| **Effort** | **Impact** |
| 1 | 1. **Relationship building**
	1. This stage is about formulating trusting and valuable relationships with stakeholders across the Arts, Culture, Heritage, and Health sector.
		1. Our method at this stage will be to build our knowledge base of who and where, whilst formulating trusting and meaningful relationships.
 | * + 1. Identify leads and key stakeholders within the Arts, Culture and Heritage System and work with the Culture team to either chair or re-develop the Arts and Health Forum as the programme develops.
		2. Use key stakeholders identified in action 1.1 to build relationships and knowledge of the Creative Health Programme.
 | Short-term | V2: Drive joined-up system-based action on prevention, promotion, and accountability in addressing health inequalities using Arts, Culture and Heritage-based interventions. | Rhys Boyer – GR5 BCC PHAlex Robinson – GR4 BCC PH | Birmingham Museums Trust - Sophie Beckett – GR4 Matrix Role | Dependent upon what is happening in the city and will be built into the action plan. | Medium | High |
| 2 | 1. **Building the knowledge base for creative health**
	1. This stage is about asking the right questions and gaining a clearer picture using data.
		1. Our method at this stage will be to build an understanding of creative health and what particular Arts, Culture and Heritage work has been conducted to help inspire innovative ideas.
 | 1. Conduct Innovative mapping to summarise data sources of local assets, and best practice examples to help us navigate the complex innovation systems between public health and the arts, culture, and heritage sectors. This will be done by carrying out an evidence review. This will help us answers questions about where innovation is happening, who is doing it, and what we do about it, in a manner that is precise and timely.
2. Furthermore, this stage allows us to identify futures, as we can analyse emerging trends and gaps and anticipate their impact and build a model around possible future/s
 | Medium-Term | V1: Strengthen Birmingham’s’ evidence base on the value of Arts and Public Health, Culture and Public Health and Heritage and Public Health. | Rhys Boyer – GR5 BCC PHAlex Robinson- GR4 BCC PH |  | Dependent upon what is happening in the city and will be built into the action plan. | High | High |
|  | 1. **Innovation thinking and sustainability**
	1. This stage is where ideas are explored, developed, and sustained. Ideas can come from all kinds of places. Emphasis upon co-production, specifically addressing the gaps, wants and needs of the Arts, Cultural and Heritage Sectors.
		1. Our methods during this stage will look towards identifying as a result of the evidence review, promising practices for the Arts, Culture, Heritage, and Public Health Programme.
 | 1. Develop Piot study ideas based upon evidence base.
2. Formulate a logic model that identifies and links pilot studies with key strategic priorities for Birmingham.
 | Medium Term  | V3: Foster creativity and collaboration between Arts, Culture and Heritage and Public Health initiatives and their delivery to address local health inequalities. | Rhys Boyer – GR5 BCC PHAlex Robinson – GR4 BCC PH |  | Dependent upon what is happening in the city and will be built into the action plan. | Medium | Medium |
|  | 1. **Prioritisation, Monitoring and Evaluation**
	1. This stage is where ideas will be evaluated in practice, finding out what works and what does not so the plan can be refined and improved
		1. Our methods used at this stage will be experimentation and prototyping
 | 1. Ensure that all the necessary structures are in place to conduct the experimentation, with a variety of methods that are rigorous yet flexible
2. Develop Bronze, Silver and Gold referral processes for Arts, Culture, Heritage, and Health. To be used by the internal BCC PH team.
3. Develop a Commissioning Process which will be a formal structure for the programme commissioning cycle
4. Develop SWOT analysis
5. Develop an Evaluation model which will be used in projects and initiatives.
6. Develop Policy Papers (case studies, evidence reviews, summary reports etc.) to disseminate across formal and informal networks that spread awareness of Arts, Culture, Heritage, and Health.
 | Long Term  | V3: Foster creativity and collaboration between Arts, Culture and Heritage and Public Health initiatives and their delivery to address local health inequalities. | Rhys Boyer – GR5 BCC PHAlex Robinson – GR4 BCC PH |  | Dependent upon what is happening in the city and will be built into the action plan. | High | High |
|  | 1. **Delivering and implementing**
	1. This stage is about moving ideas from concept to reality.
		1. The methods used here focus on embedding an innovation which explores the role of Public Health within Arts, Culture and Heritage.
 | 1. Develop an activity that is either commissioned or supported, ensuring consistency is achieved, specific to programme workstreams, aims and objectives
2. Ensure that evaluation tools are evaluated within projects and initiatives conducted
 | Long-term  | V4: Commission valuable and impactful Arts, Culture and Heritage projects tailored towards Birmingham residents most affected by health inequalities | Rhys Boyer – GR5 BCC PHAlex Robinson – GR4 BCC PH |  | Dependent upon what is happening in the city and will be built into the action plan. | Low | Medium |
|  | 1. **Models of Good Practice**
	1. This stage involves formulating best practice approaches in our Arts, Culture, Heritage, and Public Health interventions which drive new ways of thinking.
		1. The methods used here focus on highlighting the strengths and best-practice of the programme which will be taken forward for year 2 of the programme.
 | 1. Ensure that best practice is reported, and evaluation tools and necessary structures are included and reviewed
2. Develop a series of best practice examples from activity that aligns towards programme workstreams, aims and objectives
 | Long-term | V5: Ensure a clear Arts, Culture, Heritage, and Health framework is produced that identifies our process and engagement that is well understood by local Arts, Culture and Heritage organisations to allow for good governance | Rhys Boyer – GR5 BCC PHAlex Robinson – GR4 BCC PH |  | Dependent upon what is happening in the city and will be built into the action plan. | Medium | High |