

# Creative Health Boards: A guide to getting started

**The Challenge:** Arts, heritage and creativity have the potential to improve health outcomes, yet awareness remains low, resources are limited and access is uneven.

**The Solution:** Creative Health Boards (CHBs) unite stakeholders across sectors – from arts, heritage and cultural organisations to charities, health and social care providers. This collaboration has the potential to share knowledge, resources, decision-making, advocacy and processes to create sustainable, equitable creative health provision.

**But the big question remains: HOW do we build successful Creative Health Boards?**  
Through in-depth research we identified essential ingredients for effective collaboration.



## Start with Why

Secure senior leadership buy-in to unlock resources and embed creative health in wider health strategies.



## Centre Lived Experience

Include the voices of creative health participants in all decisions for real-world accountability.



## Build Trust

Invest time in relationships; they are both the foundation and the outcome of strong CHBs.



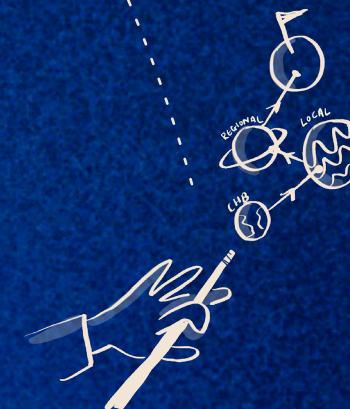
## Knowledge Spreads

Create and share robust, accessible and evaluative evidence about the impact of CHBs for long-term implementation.



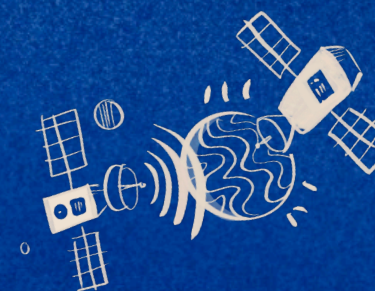
## Develop the Workforce

Ensure artists, staff and volunteers are skilled, trained, and supported to deliver and embed provision effectively.



## Align with Policy

Integrate CHB strategy with local and regional health priorities to scale efforts and improve reach and engagement.



## Ensure Accountability

Define responsibility for decisions, interventions and outcomes to address local health needs and harness local creative and heritage assets.



**MOBILISING  
COMMUNITY ASSETS**