

Creative Words for Wellbeing in Scotland

What we've found out so far

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Creative Words for Wellbeing **Literature Review**

- Collation of the existing literature and other useful information on the subject of Creative Words for Wellbeing.
- To set the scene for the rest of the project, bringing together what we know already and establishing what we don't know.

Key findings **about CWW**

- Cross-sectoral words and terminology identified.
- CWW can benefit people with a variety of characteristics or conditions.
- CWW can be used before, after, instead of or alongside medication or therapy.
- This discipline is currently unaccredited.

Key findings **about the evidence base**

- Historically small scale so existing evidence may be overlooked or dismissed.
- However, recent systematic reviews show:
 - Improvements in depressive symptoms, wellbeing, confidence and self-esteem.
 - Benefits including immediate access, cost effectiveness, a reduction in the use of medications, and that patients like it.

Key findings **about the policy environment**

- National, health, arts and literacy policies reference terminology and ideology of CWW.
- Scottish policy has a clear focus on tackling inequalities by providing cost effective interventions such as self management or other low intensity interventions.
- CWW (or similar) interventions are already occasionally recommended.
- Scotland currently appears to be a conducive environment for CWW.
- However, funding in this area is typically one off and unpredictable.

Creative Words for Wellbeing **Stakeholder Interviews**

- 11x telephone depth interviews with stakeholders from across the sectors
- To gather their views on issues relating to this work.

Key findings **about a CWW network**

- The Stakeholders were extremely positive about the idea of forming a national cross-sectoral network.
- Various potential functions and practical activities for the network were suggested.
- The Stakeholders speculated that this may be the “right time” to pursue a network, and that linking in with current relevant policy agendas would be enabling.

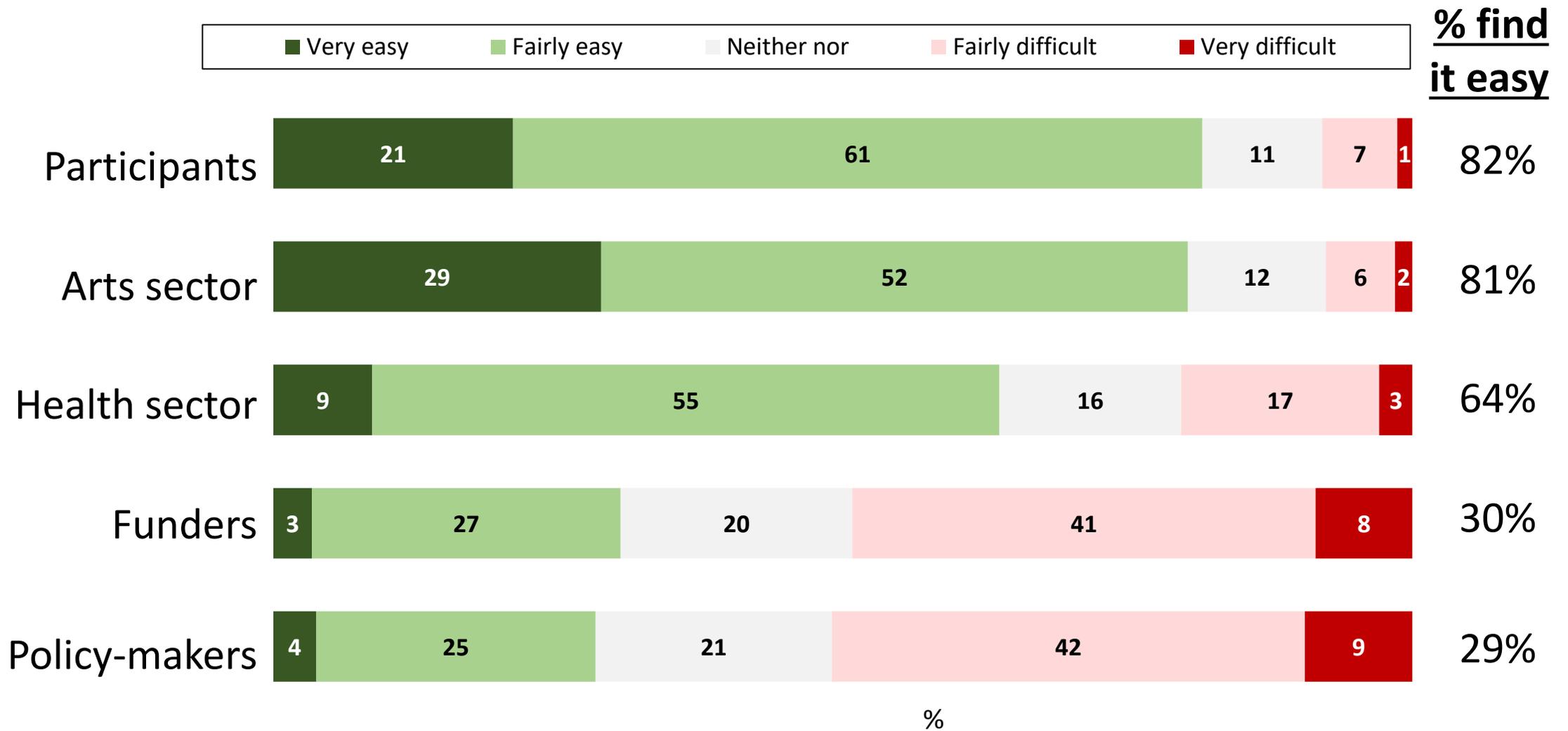
Key findings **about challenges for a CWW network**

- Potential challenges identified included:
 - Setting up something genuinely national and cross-sectoral
 - Agreeing a realistic direction
 - Agreeing a leadership model
 - Securing funding
 - Tensions between the arts and health sectors
 - Making a persuasive case that convinced all sectors

Creative Words for Wellbeing **Practitioner Survey**

- Online survey completed by 80 CWW Practitioners (who answered “yes” to the question: *Do you provide Creative Words for Wellbeing services in Scotland?*)
- To find out about the experience of providing CWW in Scotland, and float the idea of a network.

Ease of persuading different groups about the value of CWW



Q How easy or difficult is it for you to persuade the following types of people about the value of Creative Words for Wellbeing?

Base size: All Practitioners that did not answer 'Don't know' (varies)

Challenges faced in CWW services



Q What are the main challenges you face in your Creative Words for Wellbeing service? (Please select all that apply)

Base size: All Practitioners (80)

Whether **currently have sufficient access to** forms of support

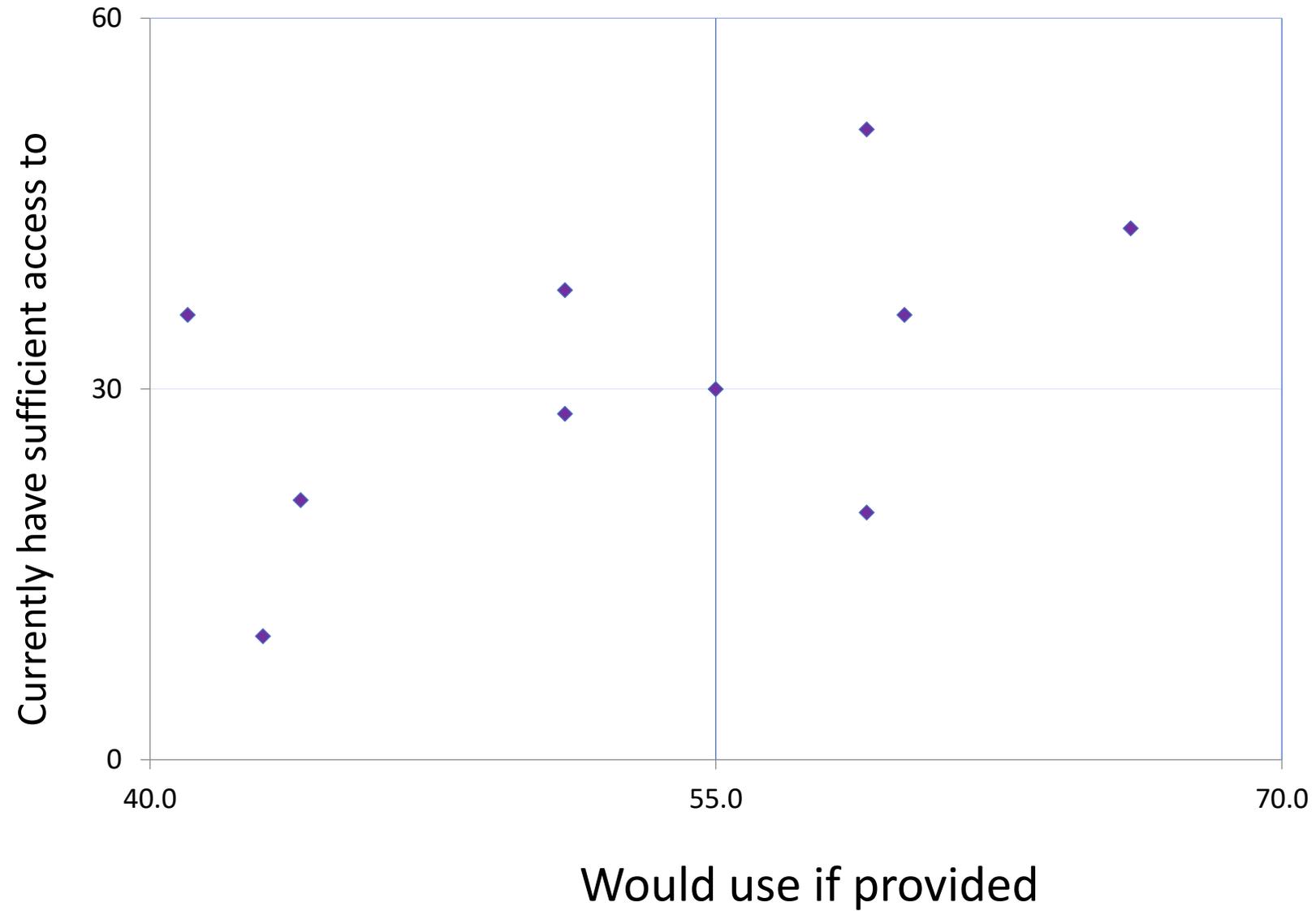


Q To what extent do you agree or disagree that you CURRENTLY HAVE SUFFICIENT ACCESS to the following, in relation to your Creative Words for Wellbeing service?
Base size: All Practitioners (80)

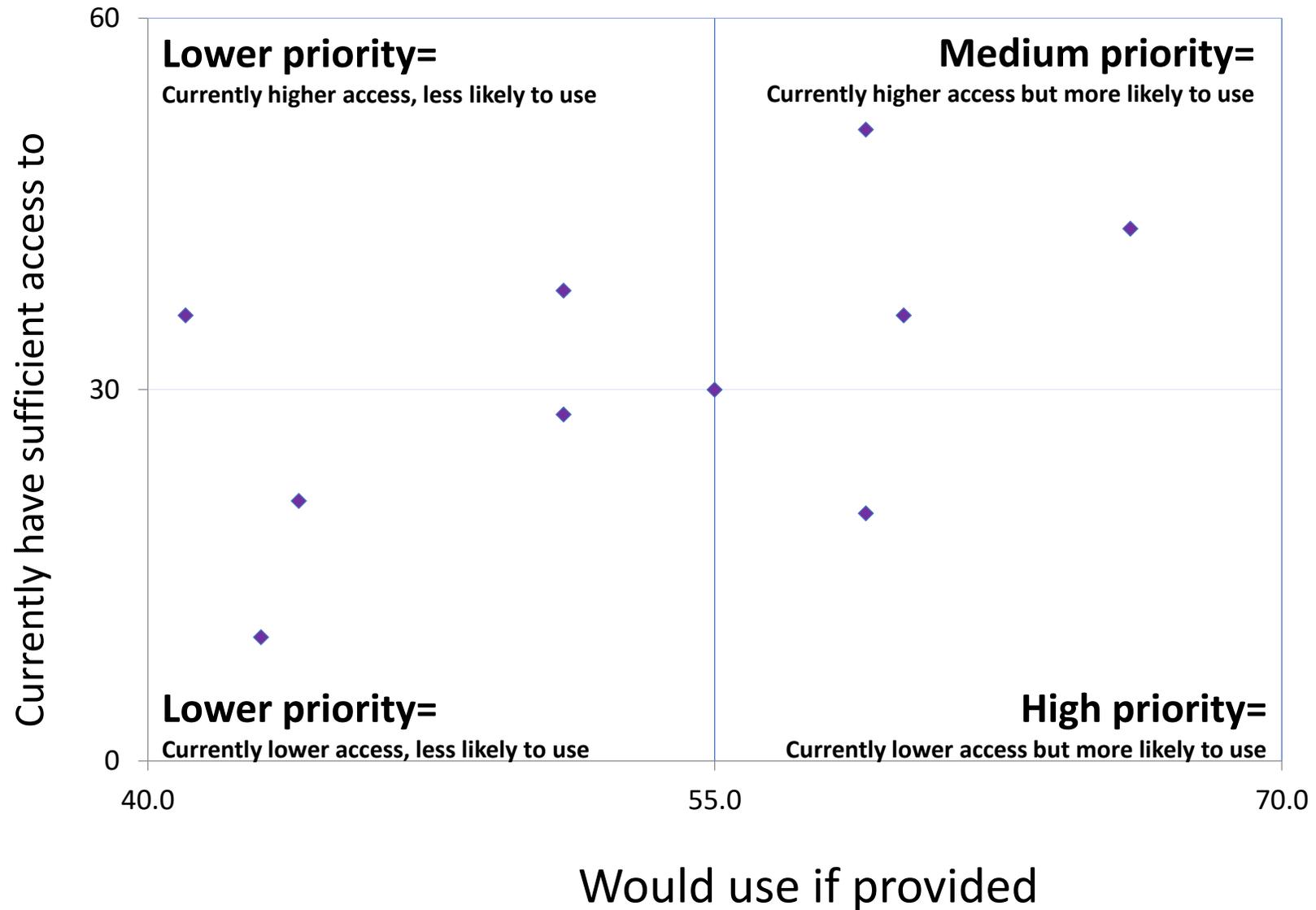
Current access Vs whether would use forms of support



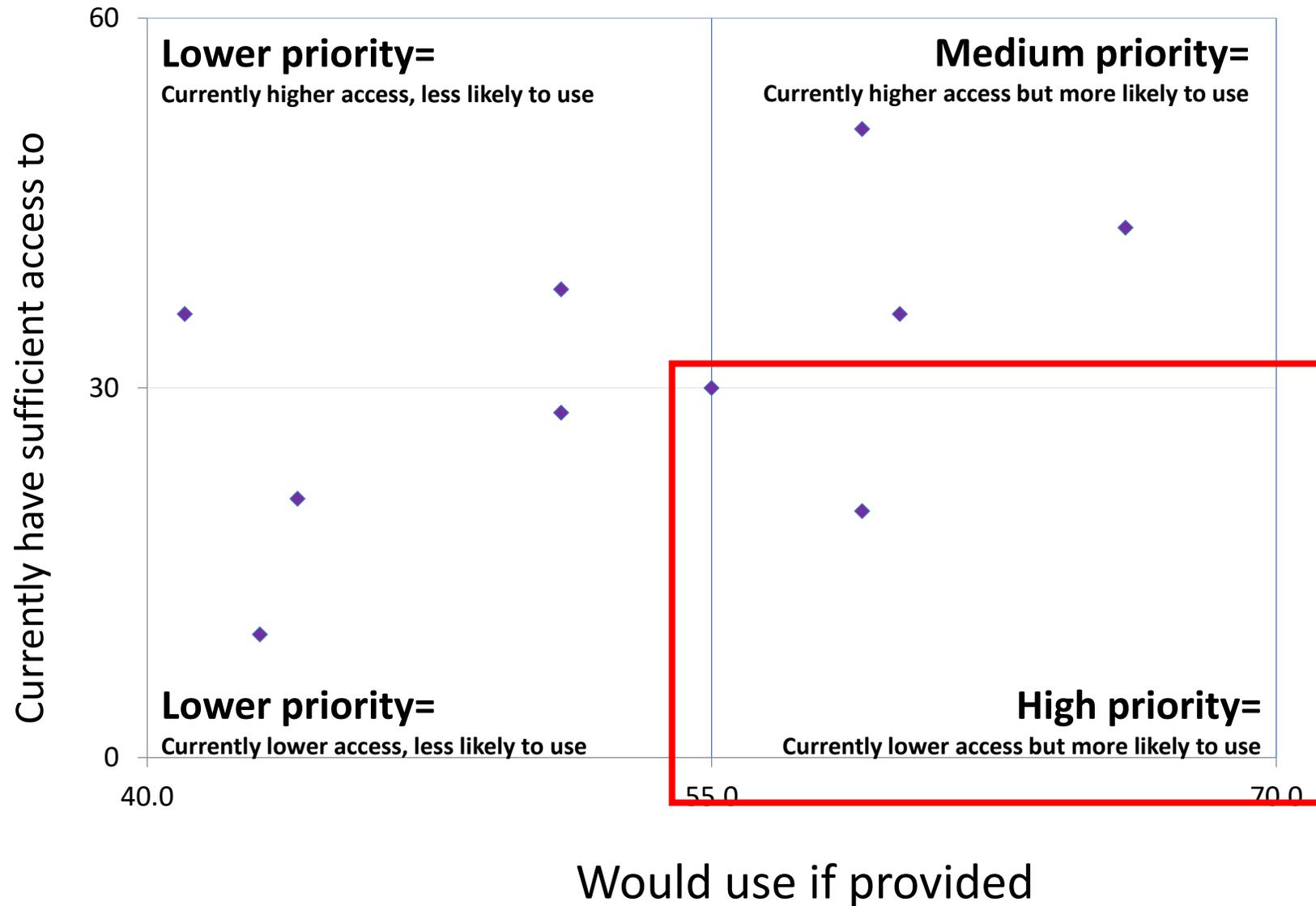
Current access Vs whether would use forms of support



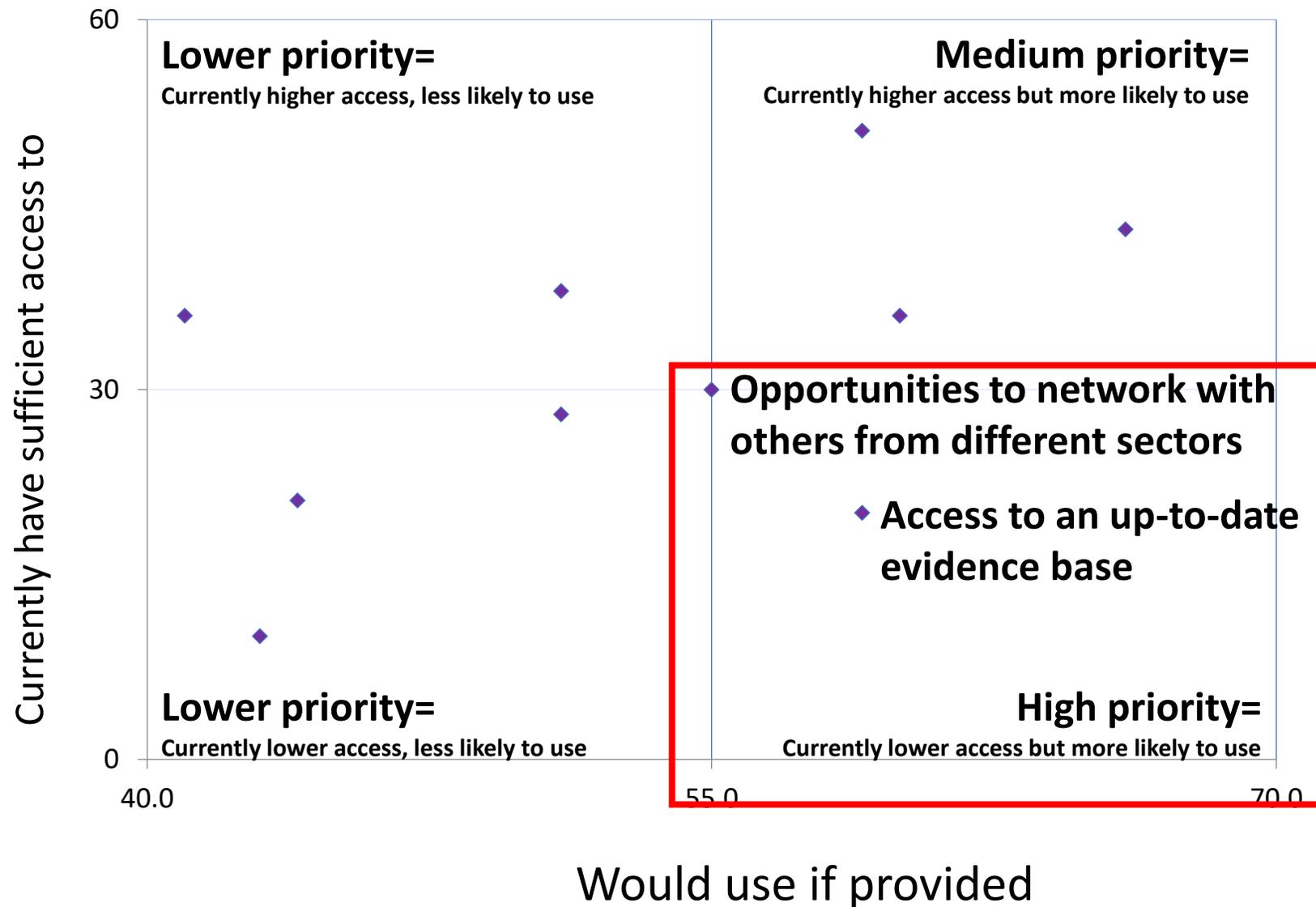
Current access Vs whether would use forms of support



Current access Vs whether would use forms of support



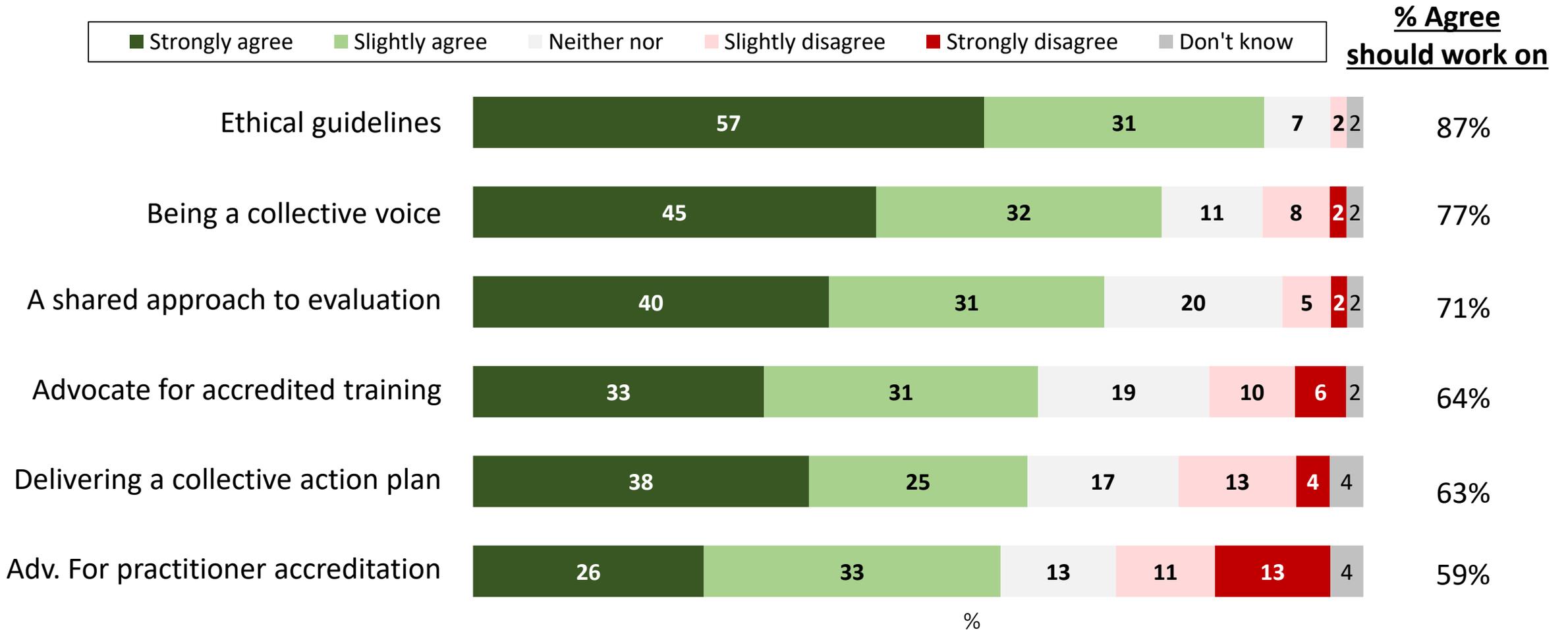
Current access Vs whether would use forms of support



Key findings **about CWW facilitators**

- Seven in ten (70%) of the Practitioners currently facilitate Creative Words for Wellbeing activities in Scotland. Of these:
 - 70% said that they felt adequately trained to facilitate Creative Words for Wellbeing activities.
 - 71% felt that their own wellbeing is adequately protected when facilitating Creative Words for Wellbeing activities.

What should the network **work on?**



Q To what extent do you agree or disagree that the network should work on the following activities relating to Creative Words for Wellbeing?
 Base size: All Practitioners (80)

The Practitioners were very enthusiastic about the idea of a Scottish network focusing on Creative Words for Wellbeing.

89% said that they would find such a network valuable

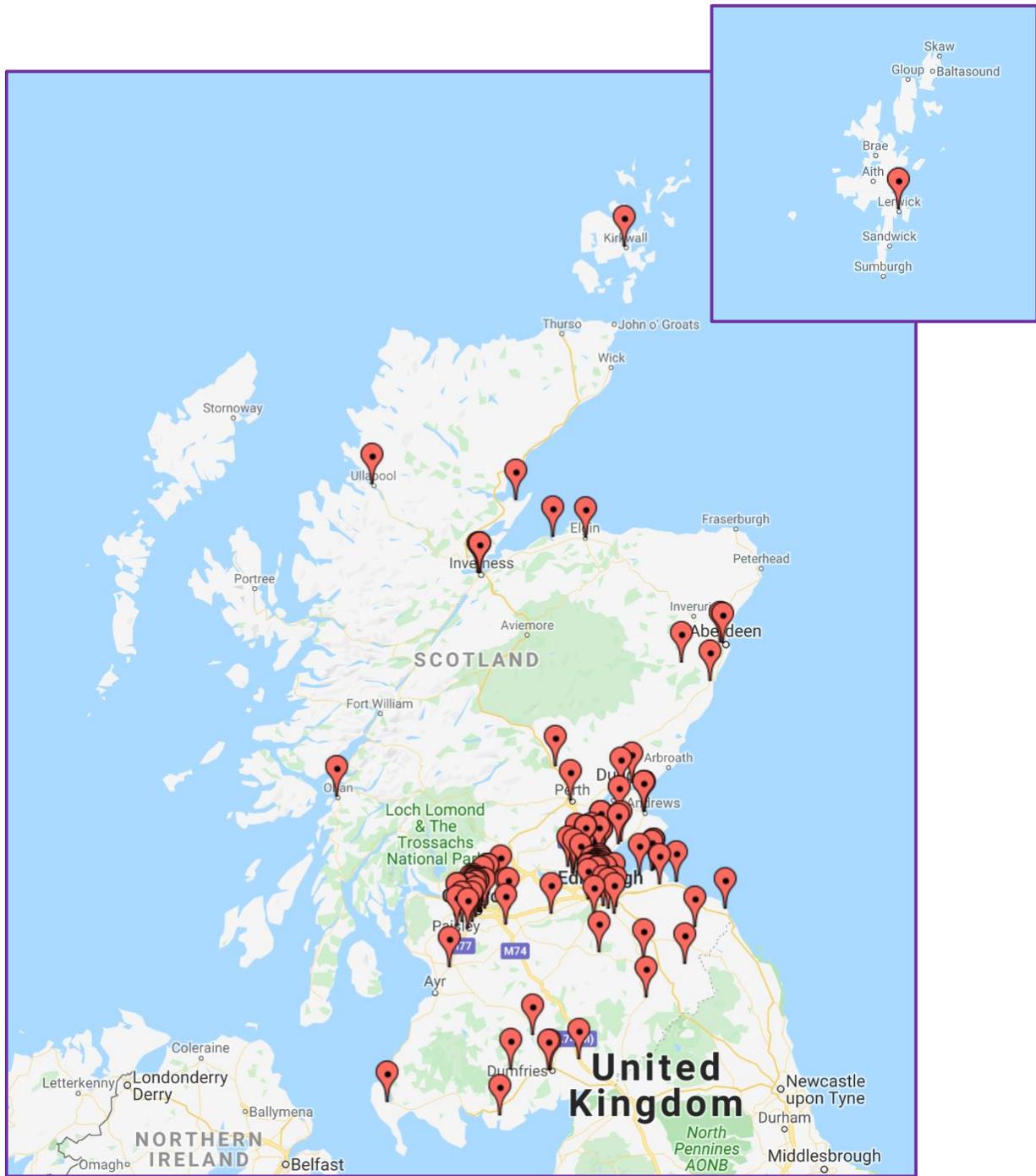
(and only 1% said that they would not)

Creative Words for Wellbeing **Mapping Exercise**

- As part of the survey, Practitioners were asked to tell us about Creative Words for Wellbeing activities currently taking place in Scotland.
- To find out about the CWW activities currently taking place in Scotland.

Key findings **about current CWW activities**

- In total 135 entries were made into the database, representing 135 separate opportunities for people to join Creative Words for Wellbeing activities in Scotland at the end of 2019.
- The 135 activities were led by 47 separate Providers.



Key findings **about current CWW activities**

- The activities most often involved poetry (85%), reading (82%), writing (72%) and short stories (71%).
- Activities that had specific intended beneficiaries were most often aimed at people with mental health problems (11%), people with chronic health conditions (8%), people at risk of social isolation (7%) and women (7%). However, more than half of the activities (53%) were simply aimed at the general public.
- Around two thirds (66%) of the activities were set up with the intention to achieve health or wellbeing outcomes, and this was an incidental outcome for around a third (34%) of the activities.

Key findings **about current CWW activities**

- All but one of the activities had a facilitator. The facilitators were most often paid freelancers (48%), library staff (27%) and/or professional writers / artists (15%).
- The activities were most often offered weekly (53%) or fortnightly (21%), although in practice some of these were offered on an ongoing basis and some were offered in blocks of sessions.
- The activities were most often Council funded (37%), funded by other grant funding (36%) or unfunded (26%).

Links to interactive maps:

[all activities](#), [beneficiaries](#), [artforms](#), [facilitators](#), [funding](#),
[language](#), [intentionality](#)

Group activity:

Collectively write a press release

for 3 years from now when the CWW Network wins the International Wellbeing Impact Award.

- 3 activities the network carries out
- 3 major achievements of the network
- 3 things that have made it successful
- Title for your press release
- One quote – could be from practitioner or service user or a politician or a famous writer

Group activity:

What does a **bad network** look like?

What actions we can plan to make this a **good network**?

- What should the network do?
 - How should the network operate?
 - What resources does the network need?
 - Who should the network work with?
 - How should the network communicate?
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- What does the network want to achieve / change?
 - How can the network prove its worth / credibility?
 - What are the boundaries of the network?

Group activity:

Draft a **one sentence vision statement**
capturing your ideal vision for
Creative Words for Wellbeing in Scotland.

- Just a few words
- The 'dream' of what things should look like
- Broad, inspiring, easy to understand, and easy to communicate