

COMMUNICATING BETTER: How do we talk about creative health in a way that connects with local people?**Language:**

- Use plain English. Don't necessarily push 'Creative Health' – can be a tricky term. 'Arts & culture' can put people off.
- Focus on practicalities and what people get out of attending: what you'll be doing; who will be there, keep it practical & informal.
- Saying 'Creative Health' maybe irrelevant – feeling better is the aim. What will people get out of it?
- At same time, need to model and show what Creative Health is – just by showing the range of what people do and what they get out of it. Perhaps focus on this for August Creative Health Month.
- Use local people's language. Don't use buzz words.
- Using people's drivers to engage them.

Expanding our understanding of creativity:

- Creativity means different things to different people. It's hard to use a one-size-fits-all approach. E.g. group work will be off-putting to some; but others are looking to connect. For some, creativity is gardening/cooking, for others its Lego/Meccano.
- Not about being 'good at art'. Not about the product but about the process – how can we share more of these stories?
- Need to review a) the type of creativity that we are sharing so we really stretch people's ideas of what creativity is; and b) ensure there is something for everyone – including those that would prefer to do stuff at home.
- Despite the above – also a comment that as a network – we also need to be aware of what our definition of creative health is. And make this accessible. Nothing wrong with expanding people's familiarity with what this term – even if we don't labour the point.

Focus on user stories:

- Focus on people telling their own stories – make it relatable. Focus on the activity – share all the practical details.
- Use relatable pictures. Use feedback/quotes from participants.

- Use films – more engaging. Put these on GP screens
- Model examples of people's journeys.
- Focus on what people get out of it. And the opportunities for peer support – not just support from services.
- Need to be careful – as not everyone trusts the Council/services – who is the message from?

Need to do more community engagement & get local feedback:

- Need to do more focus groups with a variety of people/audiences/localities – and share the learning from this. What do you get out of being creative? What is creativity to you?
- Need to do more work to understand what communities want. Rather than what you need – what would you like?
- Finding out what people do and what workshops/events are needed. Do more research/conversation/community engagement.
- Address the challenges: engaging people, timing of events, travel/location of groups
- Opportunities: social mobility between groups/locations. Encourage people to move from one group to another.

Communicating with funders/commissioners/ICS etc:

- Be mindful of how we pull together these user-generated stories to show impact for funders etc.
- Partnership work to show evidence of what seems to be working – for funders/commissioners.
- [Ask Angela Whitecross from University of Manchester for the findings of her policy work on communicating with ICS.]

COMMUNICATING BETTER: What needs to go into a Salford Creative Health shared Communications Plan?

- Comms plan needed for strategic buy in. Prioritise a simple plan – to make sure things are achievable.
- Needs to be linked with local partners (e.g. Youth networks) who are already working with target audiences.
- Having a better Communication Plan will help us avoid duplication & improve connection.
- Share examples of best practice. Be flexible to local need.
- Practical things: we need to make a list of key local Facebook pages – so that everyone knows where to put their offer, and we can raise it's visibility. And then we need to try and keep track of which pages get good local traction – so we can share learning.

- Link up to key local events – like We Invented the Weekend, Big Day Out, Sounds of the City.
- Also need to make a list of key local directories/websites/newsletters. E.g. Gaddum newsletter, Aspire newsletter, Big Life, Langworthy Cornerstone. Need this list of key services/organisations. Can everyone send me their list?
- Recognise that a lot of people/groups like posters/leaflets – not ALL online.
- Create a list of key awareness days/weeks/months and get a plan for doing some shared Salford stories.
- In August 2023 used #YourCreativeHealth for Salford stories (findings from that are included below).
- Shared hashtag needed – be consistent – we can generate more shared content if we're all using the same one. E.g. #ForTheJoyOfIt or #DoAndBe or #Hobbies4Health or #YourCreativeHealth or #Creative4wellbeing.
- Need to have some pilot projects where we can try to communicate with those who might not identify as being creative – and then we need to measure what does/doesn't work.
- We need to work together on multiple awareness days across the year – help showcase range of creativity.
- We need to showcase how creativity is helping local people – to raise awareness. Good for connecting with other local people – but also useful for funders.
- Need to get agreement on using videos/photos.
- Do we need a Share Point – to make it easy to share info /activity each month between ourselves?
- Word of mouth is key. Having community leaders who will help spread the message by word of mouth is vital. Do we have community champions as part of our network?
- Another key aim could be just to prioritise showcasing local people talking about how creativity is good for them.

START OF LIST FOR AWARENESS DAYS/MONTHS. AND LOCAL EVENTS WE NEED TO TAP INTO. Please send CA any other suggestions.

- (From Muna's Public Health report <https://www.partnersinsalford.org/media/jxlaa2xu/salford-public-health-annual-report-2022-23.pdf>)
- **April:** Stress Awareness Month / On your Feet Britain
- **May:** Mental Health Awareness Week / National Walking Month / Manchester Walking Festival / World Meditation Day
- **June:** Volunteer week / We Invented the Weekend / Carers Week / Men's Mental Health Week
- **July:** Disability awareness / SA Heritage Month / International Day of Friendship
- **August:** International Youth Day / National allotments week / World Photo Day / Creative Health

- Sept: Read a book month / Month of Hope / Suicide Prevention Day
- Oct: Black History Month / World Mental Health Day / National Poetry Day
- Nov: Stress Awareness Week
- Dec: International Day of Persons with Disability
- Jan: Change 4 Life
- Feb: Time to Talk / Children's Mental Health Week / Social Justice
- March: World Book Day / World Sleep Day / International Day of Happiness
- (From Muna's Public Health report <https://www.partnersinsalford.org/media/jxlaa2xu/salford-public-health-annual-report-2022-23.pdf>)

Quick list of websites, newsletters & networks – which should be a priority for any CH information/activities PDF etc.

- Use all the traditional pages/social media sites. But focus on getting news out via trusted community voices. E.g. people, institutions, groups, charities, connectors.
- My City Directory / Salford City council website – What's on in Salford <https://www.salford.gov.uk/events/>
- Salford CVS website - <https://www.salfordcvs.co.uk/whats-on-in-salford> (Develop a CH page – as with Green activities & spaces?)
- Hannah has kindly already created a Creative Activities page [Creative activities \(padlet.com\)](https://www.padlet.com/)
- Use local channels people already use.
- Need a list of widely used local FB groups – people do look here. See below for start of list – please can everyone send me links to any other groups (or feedback on which pages get the most traction).
- Need also a list of FB groups (or newsletters/networks) by audience. E.g. LGBTQ groups, @QueersinMcr
- And Age specific ones – e.g. Family Hubs and other local family groups.
- Council Neighbourhood FB pages – see list below.
- *You Task Groups [– what is this?]*
- Need list of all the e-bulletins/newsletters that go out. Comes back to connecting the networks. Send CA list of key networks we should connect with.
- Need to record where people hear about an event if they do come – EVALUATE where people hear about you.
- X/Facebook/Insta
- University website

- Local Life in Salford - <https://www.salford.gov.uk/people-communities-and-local-information/life-in-salford/>
- Salford Now <https://www.salfordnow.co.uk/>

Use the Salford Council Neighbourhood Teams newsletters:

- Clare Maloney provides Comms/admin support to this team: claire.maloney@salford.gov.uk
- Renwick, Lucy - Area1 (East Salford, Swinton) lucy.renwick@salford.gov.uk
- Skeels, Joanne - Area2 (Ordsall, Langworthy, Clare, Weaste) joanne.skeels@salford.gov.uk
- Coward, Jeanette - Area3 (Barton, Eccles, Winton, Irlam, Cad) jeanette.coward@salford.gov.uk
- Flatt, Fay - Area4 (Lt Hult, Walkden, B'Town, Ellen, Wor) fay.flatt@salford.gov.uk

Council NT Facebook pages:

- [Facebook](#) – Weaste etc
- [Facebook](#) – Worsley etc
- https://www.facebook.com/LittleHultonWalkden/?locale=en_GB
- Am I missing any others – send CA any links I've missed

Other Salford FB pages & websites (do you know of others? Send info to Caroline)

- Swinton People - <https://www.facebook.com/groups/swintonpeople>
- Walkden Community Page - <https://www.facebook.com/groups/175426365365602>
- Salford Community Noticeboard - <https://www.facebook.com/groups/SalfordCommunity>
- Salford Now - <https://www.facebook.com/salfordnow>
- Spirit of Salford - <https://www.facebook.com/groups/spiritofsalfordnetwork>
- Salford Media - <https://www.facebook.com/salfordmedia>
- Community Little Hulton - <https://www.facebook.com/groups/community.littlehulton>
- Walkden etc - <https://www.facebook.com/groups/WalkdenLittleHultonWorsleyBoothstownEllenbrook>
- Discover Worsley <https://www.facebook.com/groups/1995174504053701>
- Irlam Cadishead Community Views - <https://www.facebook.com/groups/cadviews>
- Irlam Community <https://www.facebook.com/groups/1987099101503211>
- Living in Irlam <https://www.facebook.com/groups/3017581918280658>

