

CONNECTING BETTER What needs to happen so arts & health connect better?

- Connecting up affects many issues in Salford. Lots of networks – but these not always linked up.
- Directories need constant updating.
- Activities change all the time – hard to keep on top of what's current. A directory of trusted providers would change less (e.g. the key arts/community organisations who deliver CH work). Then services can signpost people to their websites – which will be up to date. Might need to do some work to ensure that CH activities are easily found – so that busy services (or struggling individuals) don't need to hunt around for what they need. Also – for some audiences you might need to adapt your standard offer.
- Would be useful for services to have regular newsletters/e-bulletins/e-flyers from arts organisations about their activities by life course (e.g. families/older adults). Don't have to hunt around. Get info seasonally up so they can circulate to staff teams.
- Would be useful for Creative Health network to map the key organisations (both trusted providers & services supporting local people) so we can see what our 'system' looks like. Can include info on the lead person with email.
- Make the most of neighbourhood newsletters & outreach meetings. Hyper local.
- Make the most of existing directories – My City Directory, CVS Padlet. Possible to get Creative Health section on each of these directories – to raise its profile?
- Connect up with key services, GP Care Co-ordinators, Health Improvement Teams, Wellbeing Matters etc. Use the networks that already out there: e.g. Community Safety, Physical Activity Alliance, PCNs. Map all of these too.
- Working with under-served communities (who might be dubious about council/NHS services) it might be more successful for key community organisations (such as Loaves & Fishes) to circulate news of activities to groups – as they are a trusted source of information. Make the most of bridge organisations – work together. Need to identify key community champions that can get message out to communities.
- Need a Comms Action Group /Network – so we can map these organisations & key people. And so we can have an up-to-date mailing list for circulating news/activities.

- Need also to map the related networks (Salford Physical Activity Alliance, Mental Health Champions etc) and make sure we feed into each other.
- Can't just be on broadcast mode – need to use these networks/communication channels to get feedback on what's needed.
- Can we make the most of new technology and consider getting CH offer into digital screens – in GP surgeries, or in the Gateways. Potential to look at interactive digital screens – that might link to relevant CH websites.
- Need to use technology more – QR codes on posters etc. Leaflets don't work in GP – use the screens.

CONNECTING BETTER: How do we get a better overview of what's happening where in the city?

- The teams who run My City Directory or CVS Padlet might have best overview – to identify gaps in a certain geographic area – or for a certain audience.
- Need to make the most of the Neighbourhood Teams – both to promote the existing offer but also to use these forums as a way of getting feedback if there's a particular need in an area.
- Or this could be via the Community Connectors in each geographic area. Need to get regular feedback from key services – e.g. the Family Hubs, Youth Service - they may know gaps. Do they know who to feed this information to? Need to make sure CH is on their radar and ask for feedback regularly. At the same time, need also to showcase case studies & success – to show it works/matters.
- Whose Art Whose Culture – top into this. And locality plan might also give information on need.
- CH needs to become a more strategic priority within health – so it's considered from a city-wide perspective.
- Could there be some additional funding to map the city's offer more – and to identify need/gaps.
- Do much more liaising with Community Connectors – who really know their patch & what's on offer. Make sure CH is linked up to this team – and see if we can make Creative Health as much an area of social prescribing as physical activity/green spaces etc.
- Consider doing some more surveys with local people – about what they think of what's on offer in their area. Share survey results at CH network so everyone gets this intelligence.
- Need to review what is already happening across the city. Don't need to create 'new activities' if there's already an offer out there – it's just not people's radar / not connected.
- Need to also review accessibility of what is on offer – is there REALLY something for everyone?

- The key thing is regularly asking local people what they want (and also asking them how they want this offer communicated to them) – the more consultation/feedback you do – the more you are driven by local need rather than guess work. Be led by local people – do things WITH them not FOR them.

CONNECTING BETTER: IRL places for leaflets/posters/physical print

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| <ul style="list-style-type: none"> • Do promotion through communities – identify key link organisations that are trusted sources for disseminating information. • Get insight from communities about how to do this. • Hairdressers/barbers • Chippy's and takeaways • Life in Salford • Faith settings • Communities of identity • Gateways | <ul style="list-style-type: none"> • Libraries • Community Centres • Leisure centres • Primary care centres – GP surgeries • Gateways • Supermarkets • Community boards – e.g. Irlam and Cadishead digital information board • Parks • Places of worship • Youth centres • Community leaders/champions |
| <ul style="list-style-type: none"> • GP surgeries – TV screens, • Dentist, gateways, hubs. • Tesco supermarket/noticeboards. • Libraries, Schools Pubs • Hairdressers • Nurseries, • Sports facilities – SCL other gyms. Cafes/costa | <ul style="list-style-type: none"> • Gateways, GP, libraries, SM, community noticeboards online, • Online directories • My neighbourhood app • Community centres • Supermarket noticeboards • WOM • Community connectors • Charity shops, churches |