

#YourCreativeHealth



Salford Community Leisure · Follow

7 August · 🌐

This month we're sharing #YourCreativeHealth ideas in Salford – these are cultural and creative activities that help us feel better.

Salford is home to a huge range of cultural venues which provide inspiration and space to relax away from busy lives.

At [Salford Museum and Art Gallery](#), discover an exhibition by START, a local mental health charity that uses creativity and connection to improve people's lives.

They also offer creative workshops for people of all ages to try 🙌

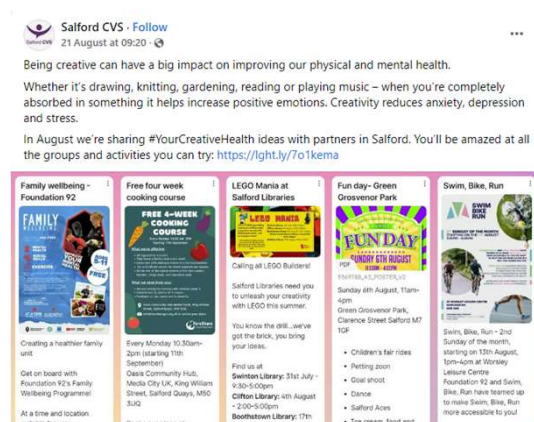
<https://salfordmuseum.com/whats-on/>



- What worked well
- What didn't
- Highlights & learning
- Future thoughts

Next Creative Health Network meeting: 16 Oct 10-12, Salford Museum & Art Gallery

What worked well



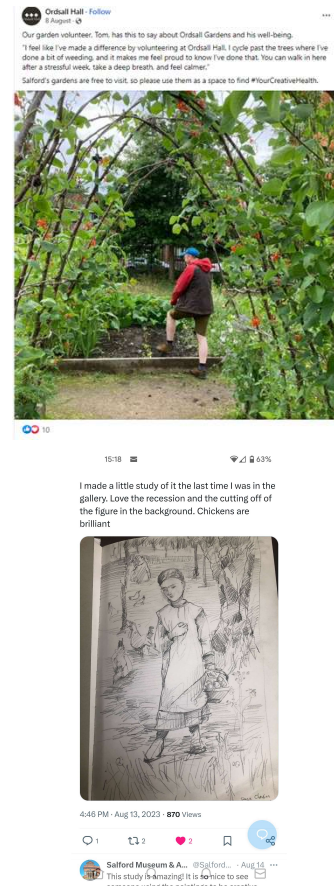
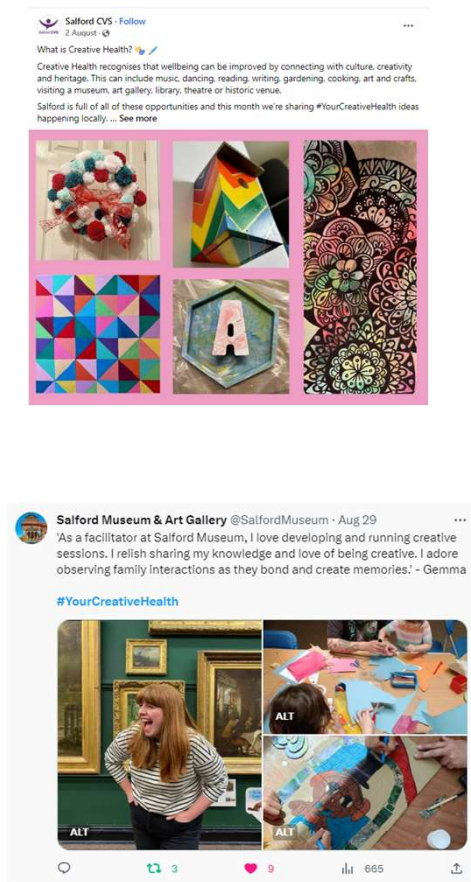
- Great opportunity to collaborate.
- Wide range of partners.
- Across SCL services – not just libraries & music. Active Communities holiday clubs.
- City-wide partners including CVS & Salford University.

What worked well



- Showcased a wide range of offers for different age.
- Libraries, museums, etc – venue offers/activities.
- Gardening, cooking, crafts, comedy, volunteering, choirs.
- Self-led groups in community centres & organised sessions.

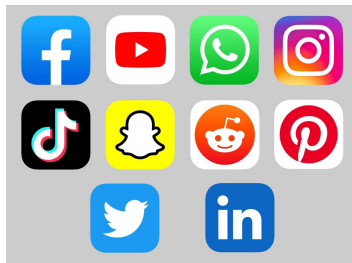
Highlights:



- People-led stories e.g., volunteers & staff talking about what being creative/engaging with culture & history does for them. CVS blog – lived experience.
- Visitors responded to show their creativity.
- Goal for year forward to generate more community-led stories/content.



What didn't work



- Social media: very limited & specific type of audience. Who are we really reaching?
- Creative Health not always an easy concept to talk about – misunderstanding & scepticism.
- **#YourCreativeHealth** empowering – but not always easy to weave into sentence
- How to get more engagement? Rhetorical questions never get an answer.
- Very limited evidence of impact – no formal way to measure if people did follow up on our prompts. Can we improve on this next year?
- How to work with more health partners next time?
- More lived experience stories next time.

Learning & future thoughts



- How do we keep this Creative Health conversation going year long?
- New aim to pivot content away from what you'll find here (e.g., museum/library), to what ***you'll get out*** of coming here.
- How to do this in a way that isn't patronising e.g., 'culture is good for you'.
- GMCH have funding to explore CH communications. Share Salford's learning.
- The challenge: how do we all continue we share more CH stories on socials, websites, print, case studies, reports/meeting agendas. In a way that targets key audiences.
- CH Network meeting – 16 October 10-12 at Salford Museum & Art Gallery.

Notes from conversation MH Champs 13.9

- Posts that feel like an invitation – not about culture/art – but about welcoming you. Doing posts with CH might help break down traditional barriers. I.e. that you have to know about this stuff.
- Without mention CH, having this focus can re-frame the invite.
- Asking the right indirect questions to get engagement. E.g. personal memories.
- CH means taking a different route to getting people to come. E.g. fantastic views of Peel Park from the café. Great alternative if raining.
- Go beyond the obvious and be creative with ‘creative health’.
- Asset model – positive approach to MH – all the things you can do keep well.