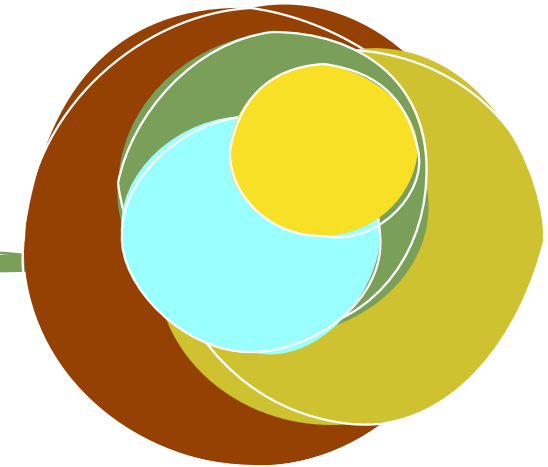


# Suffolk Annual Public Health Report 2023

Working with the cultural sector in Suffolk to improve health and wellbeing



# Introduction from the Director of Public Health

Dear reader,

In July 2023, the Suffolk Health and Wellbeing Board recommended this year's Annual Public Health Report focus on the role of arts and museums in supporting health and wellbeing. This decision was informed by the output of a system Health and Wellbeing Board workshop in June 2023, where we brought together national experts, local organisations and public sector partners to discuss the impact of arts and museums on reducing health inequalities and addressing health and wellbeing needs.

The workshop demonstrated the commitment and strength of the cultural sector in Suffolk; foundations we need to continue to build on. The workshop also shared a number of local examples and case studies where cultural organisations were funded by the health and care sector to deliver nonclinical interventions. These interventions improved outcomes for residents experiencing significant health and wellbeing challenges. Creative health is not just about leisure or entertainment; it is about utilising the transformative power of culture, creativity and identity to promote holistic wellbeing and quality of life. The sector can offer something which the health and care sector struggles with - time. Time to listen, time to connect, time to understand, using culture and creativity as a medium.

A key goal of this report is to strengthen health and care partners' understanding of how creative health can deliver better health and wellbeing outcomes, building on international and national evidence and local examples. This work is being undertaken in a challenging context, with public sector and voluntary, community, faith and social enterprise (VCFSE) organisations experiencing considerable financial and demand pressures. The question for me is how can the health and care sector use its collective resources through grants, commissioning and personal budgets to invest in outcomes, rather than pathways, achieved through the cultural sector.

To support this the Suffolk County Council Public Health and Communities team will create a £200,000 innovation project fund, from the Public Health Ring Fenced Grant, which will support the delivery of this report's recommendations. This is in addition to the £500,000 arts and culture project funding which will be available annually in Suffolk from 2025/26. We recognise that innovation takes capacity and there are risks when developing new ways of working. The funding is to support the cultural sector to engage in this and to enable a more flexible approach.

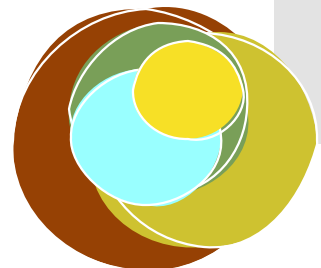
Thanks for taking the time to read the report.

Stuart Keeble

Director of Public Health for Suffolk.

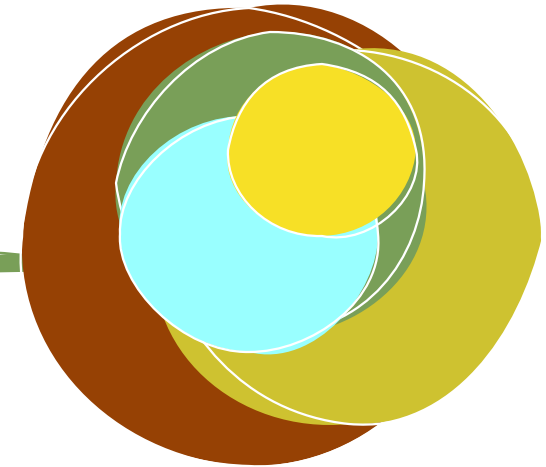


**Stuart Keeble: Director of  
Public Health**



# The Evidence

This section brings together key evidence on the benefits of cultural participation



The cultural sector can support health and wellbeing in many ways, both directly and indirectly. Health and wellbeing interventions include:



We know there is strong evidence which shows that cultural participation plays a significant role in reducing health inequalities and addressing health and wellbeing needs, both at a population and an individual level. A key piece of evidence in relation to the role of the arts in health and wellbeing was the [Creative Health: The Arts for Health and Wellbeing](#) inquiry published in 2017.

The findings of the inquiry report can be distilled into 3 key messages.

### Creative and cultural activity can help:

1. **Keep us well, aid our recovery, and support longer lives better lived.**
2. **Meet major challenges facing health and social care: ageing, long-term conditions, loneliness, and mental health.**
3. **Save money in the health service and in social care.**

*"This report ...provides a substantial body of evidence showing how the arts, enriching the mind through creative and cultural activity, can mitigate the negative effects of social disadvantage. Creative Health should be studied by all those commissioning services."*

Professor Sir Michael Marmot



- A Suffolk specific case study was included on p76 of [The Arts for Health and Wellbeing](#) report. The case study focused on work undertaken by the Association of Suffolk Museums: [Creative Heritage in Mind](#).
- The [National Centre for Creative Health \(NCCH\)](#) was formed in response to the Creative Health report, and aims to advance good practice and research, inform policy and promote collaboration, helping foster the conditions for creative health to be integral to health and social care and wider systems.
- The NCCH is working in partnership with Arts Council England to support the Creative Health Associates Programme with posts in each NHS region hosted by Integrated Care Boards (ICBs), that will map provision in their area. The East of England post will be hosted by Norfolk and Waveney ICB.
- The NCCH are working with [Integrated Care Systems](#) (ICSs) including Suffolk and North East Essex, to explore models for integrating creative health at a systems level. This programme is supported by NHS England. They are developing a **Creative Health Toolkit** which will support ICS's across the country.
- Other programmes of delivery in Suffolk, including the recent Health and Wellbeing Board workshop, are being delivered in partnership with the NCCH. The success of the programmes in Suffolk has caught the attention of national, regional and local partners.

## Building on the 2017 report, in 2023 the Creative Health Review report was published. The report is a collaboration between the National Centre for Creative Health (NCCH) and the All-Party Parliamentary Group on Arts, Health and Wellbeing.

The report provides evidence about how Creative Health can form an integral part of a health and social care system through reducing health inequalities and building social capital.

**Creativity is not just a nice to have, but fundamental to individuals, communities, and systems.**

### Key messages from the report:

- Creative health is fundamental to a healthy and prosperous society, and its benefits should be available and accessible to all.
- Creative health should form an integral part of a 21st-century health and social care system – one that is holistic, person-centred, and which focuses on reducing inequalities and supporting people to live well for longer.
- Creating the conditions for creative health to flourish requires a joined-up, whole system approach incorporating health systems, local authorities, schools, and the cultural and Voluntary, Community, Faith and Social Enterprise (VCFSE) sectors.
- A single creative health intervention can have multiple outcomes (short, medium and long term). Such interventions have been found to result in cost savings through reductions in the use of healthcare services, and when wider social value is considered.
- **Creative health interventions consistently offer good value for money.**

### The report has identified five key policy areas where creative health can make a real difference:

1. Mental health and wellbeing
2. Health inequalities
3. The education system
4. Social care
5. End of life care and bereavement

These fit  
with local  
Integrated  
Care Board  
areas of  
focus!

There is national, regional and local momentum for Creative Health activity to grow. The Culture Health and Well Being Alliance (CHWA) launched the [Creative Health Quality Framework](#) in November 2023, and The NCCH published its [Creative Health Toolkit](#) in January 2024.

In 2023 the Norfolk and Suffolk Culture Board commissioned [Creative Lives](#) to carry out a review of Creative Health Activity across Norfolk & Suffolk. The report brings together the evidence and the recommendations of the NCCH and the CHWA and puts them into the Norfolk & Suffolk context. It will be published in April 2024 with a series of recommendations designed to build creative health in the region.

We know that leadership, investment, collaboration, data driven targeting, and a focus on outcomes will drive this work forward in Suffolk and we have a HWB Creative Health working party in place to support this.

Further evidence about the role of the cultural sector in improving health and wellbeing comes from the [World Health Organization \(WHO\)](#). The WHO has published a significant scoping review of over 3,000 research studies exploring the effect of the arts on health and wellbeing:

Findings showed how the arts can help:



### Affect social determinants of health

- Improve social cohesion and support conflict resolution
- Foster prosocial behaviour - prosocial behaviour encompasses all actions that benefit others, e.g. feeling empathy and concern for others
- Create new networks (e.g. for refugees and asylum seekers)
- Address social inequalities and inequity
- Reduce anxiety, depression, emotional alienation, truancy and aggression for children living in areas of deprivation



### Support child development

- Foster and enhance mother-infant bonding
- Speech and language development, including auditory skills and reading ability
- Improve educational attainment
- Support interpersonal relationships in the classroom, especially for children with learning disabilities
- Predict academic performance across the school years (childhood engagement in arts)



### Encourage health promoting behaviours

- People lead healthier lives. Those who engage with the arts are more likely to lead healthier lives, including eating healthily and staying physically active, irrespective of their socioeconomic status and social capital
- Improve general self-perceived health
- Enjoy health promoting behaviours
- Prevent and reduce drug use in adolescents
- Help the communication of health messages



### Help prevent ill-health

- Enhance subjective wellbeing
- Improve mental health
- Prevent cognitive decline
- Prevent frailty
- Improve medicine compliance, for example, storytelling interventions have been found to improve hypertension and medication adherence
- Improve diabetes management in children
- Protect against premature mortality



### Supporting care giving

- Enhance understanding of the complexity of ill health among clinicians and researchers
- Improve clinical skills, personal skills and communication skills in health care professionals
- Support care givers
- The arts are also effective in reaching groups who are either less likely to engage in health care or experience more barriers to engaging
- Help military veterans engage with health issues e.g. through tele-health arts activities for those living in rural areas



### Management and treatment

- Perinatal mental illness reduction
- Reduce mental distress, depression and anxiety
- Help children who have experienced trauma
- Support care for people with acute conditions e.g. in inpatient care settings
- Help to support people with neurodevelopmental and neurological disorders
- Assist with the management of noncommunicable diseases; and support end-of-life care

The WHO scoping review did note some **limitations**, namely:

- There is substantially more evidence for certain types of arts activity and for certain health conditions: E.g., there are far more studies on music, dance and visual arts compared to engagement with festivals and carnivals, or online and digital arts.
- Much of the prevention research has focused on primary or secondary prevention, with very limited research considering specifically tertiary prevention, such as whether the arts could help in reducing the risk of further conditions developing in individuals who already have either mental or physical illness
- There are issues in determining the size of an effect, and there is limited evidence of interventions being scaled up effectively.

## We know from the evidence that cultural participation has positive impacts across the lifecycle; and that the impact is independent of demographic and social and economic background.



Independent of their gender, ethnicity, parents' demographics (marital status, education level, employment status), **children** who participate in arts and cultural activities:

- Display less hyperactivity and inattention, and fewer antisocial or criminal behaviours.
- Have better prosocial behaviours, such as empathy or helping others.
- Are less likely to smoke cigarettes, drink alcohol, and use substances



Independent of demographics, socio-economic background, past medical history, past life experiences, and previous arts and cultural engagement, frequent arts participation and cultural attendance among adults:

- Were associated with better mental health (lower mental distress) and higher wellbeing (life satisfaction)
- Arts engagement was associated with greater ability to cope with mental health problems in everyday life



Regardless of socio-economic or demographic backgrounds, adults who participate in arts and cultural activities:

- Are more likely to have better cognitive reserve in later life
- Are less likely to develop dementia
- Have lower levels of frailty and chronic pain in older adulthood and experience less loneliness and depression, and better wellbeing
- Live longer



**National data highlights that participation in cultural activities is widespread but varies in nature and accessibility. The national Department for Culture, Media and Sport [Participation Survey 2022/23](#) found:**

**90%**

Of adults engaged with **the arts** at least once in the last 12 months, a 2-percentage point increase from 2021/22 (88%).

Note: This is an incredibly broad area and includes activities such as reading, attending the theatre, listening to music, playing video games and going to the cinema.

**24%**

used a **public library** service at least once in the previous 12 months, a 4-percentage point increase from 2021/22 (20%).

**36%**

engaged with museums and galleries in the last 12 months, a 9-percentage point increase from 2021/22 (27%).

**69%**

of adults reported having engaged with the heritage sector in the last 12 months, a 5-percentage point increase from 2021/22 (65%).

The same survey also found that there is *variation in participation*, with some groups not participating in the arts as much as other groups:

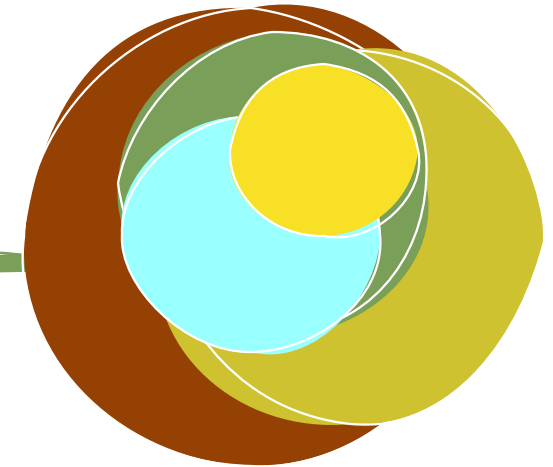
Generally, there was **lower** cultural participation for:

- People living in more deprived areas
- People with a lower socio-economic classification
- People with a disability (excluding libraries)
- There was also considerable variation in participation by age, ethnicity, sexual orientation and religion

More detail can be found in the [full report online](#). The report notes that the that the COVID-19 pandemic, associated lockdown measures and media coverage may have affected public behaviours, attitudes, and perceptions towards the topics in the survey. Therefore, the factors described above should be taken into consideration when interpreting the results.

**This is why all system partners need to think carefully about how we continue to target and grow participation in Suffolk in an inclusive way.**

# The cultural sector in Suffolk



This section describes some of the key arts related strategies in Suffolk.

The 2022 [Norfolk and Suffolk Culture Manifesto](#) mirrors the national evidence base and emphasises how culture drives sustainable wellbeing.

There is an acknowledgement that working to improve individual wellbeing, community resilience, social equity and environmental responsibility cannot happen in isolation. The manifesto also recognises that arts and culture have a unique power in making the connection between individuals, communities, social structures and the environment.

In recognition of this, one of the manifesto's priority themes is health and happiness, with underpinning principles and aspirations including:

- **Culture being at the heart of health and wellbeing provision.**
- **Norfolk and Suffolk are pioneers of culture, health and social care partnerships, with access to culture a central feature of post-COVID recovery and healing.**
- **The cultural sector will work with the NHS, Public Health, universities and organisations with a track record in culture and health to co-create a strategic approach for culture, health and happiness.**
- **Cultural organisations and practitioners are supported to grow their expertise and capacity to deliver health outcomes; and research and development collaboration with universities establishes the region as a 'lab for culture, health and happiness'.**
- **Partners across Norfolk and Suffolk deliver a step change in tackling mental ill health through culture, with a focus on tackling isolation and ageing well.**

***“Arts and culture can deliver a range of positive outcomes for health and wellbeing”.***

Local authority level cultural strategies have also been produced for Babergh and Mid Suffolk, East Suffolk, and Lowestoft (within East Suffolk). Key strategies in West Suffolk and in Ipswich also clearly reference the importance of culture and cultural assets.

## Babergh and Mid Suffolk

[Culture, Heritage & Visitor Economy Strategy for Babergh & Mid Suffolk Districts 2023-2028.](#)

- The strategy outlines a long-term vision to support the cultural, heritage and visitor economy sectors and identify objectives to support this important industry which is already worth over £250m per year to the Districts.

To deliver these aims, the strategy will be framed around four key themes:

1. Building cultural habits - improving the everyday experience of residents and visitors.
2. Accelerating progress: Developing the sector and its resilience
3. Accelerating progress: Data, insight & digital transformation.
4. Driving collaboration to evolve cultural heritage places and destinations.

[Have a look at Babergh and Mid Suffolk's asset map!](#)

## East Suffolk

[Celebrate, Champion and Connect: East Suffolk Cultural Strategy 2023-28](#)

- The strategy sets out how arts and culture, heritage and creativity can and will continue to exert positive impacts with our local communities across East Suffolk. Over 300 cultural, heritage and related assets were mapped across the rural and coastal landscape.

The Strategy sets out three interlinked priorities to drive co-development of a robust action plan:

1. East Suffolk's cultural and creative economy will thrive, realising its potential and providing benefits for itself and for other sectors.
2. (Young) people will have opportunities to cultivate creative careers and lives without needing to leave the area, with clear pathways for skills, talent and career development.
3. Communities will have access to cultural participation opportunities inspired by the landscape, which benefit health and wellbeing.

[Have a look at East Suffolk's asset map!](#)



## Lowestoft

[Celebrating Culture on The Edge! Lowestoft's Cultural Strategy 2020 – 2025: A New Dawn](#)

- This strategy was prepared jointly by the Lowestoft Cultural Leadership Group and East Suffolk Council. It is central to bringing forward cultural regeneration and more creative opportunities for the town.

## West Suffolk

West Suffolk's [Strategic Framework for 2020-2024](#) notes that West Suffolk will: Continue to celebrate and develop West Suffolk's diverse cultural assets and events, maximising their impact in terms of education, tourism, strengthening community relationships and generating income to support local services.

## Ipswich

Ipswich's [Visitor Economy Strategy for Ipswich](#) for 2023/24 notes that arts and culture are important. A specific priority for [All About Ipswich](#) is: "To work with the We Are Ipswich collective and other cultural organisations to develop a proposal further elevating the impact and attraction of the arts and cultural offer".

### Key themes across the strategies:

- Building cultural resilience
- Working collaboratively
- Inclusive participation
- Celebrating unique assets

These are all vital to the arts, however there is more to be done in weaving in health promotion and the prevention of ill-health into local cultural strategies.

# In summary, for Suffolk:

- The 2022 [Norfolk and Suffolk Culture Manifesto](#) clearly promotes the cultural sector's role in facilitating health and wellbeing.
- Local authority level cultural strategies have been produced for Babergh and Mid Suffolk, East Suffolk, and Lowestoft (within East Suffolk), and the importance of culture is clearly mentioned in key strategies in West Suffolk and Ipswich. Key themes across the strategies include building cultural resilience; working collaboratively; inclusive participation; and celebrating the unique assets each area has to offer. These are all vital to the arts, however there is more to be done to weave in health promotion and the prevention of ill-health to local cultural strategies.
- Most of our cultural sector activity is driven and delivered by charities and volunteers. However, local authorities play a significant role in delivering or commissioning libraries, museums, archives, festivals, dance, theatres, art & entertainment centres and music for education.
- Whilst key strategic frameworks to support culture are in place in Suffolk, delivery and engagement can be challenging. Public spending is under pressure. Historically, there has also been limited collaboration, coproduction and co-investment with health colleagues across the system, although this is changing and improving.
- With these factors in mind, the next section looks at case studies of good practice in Suffolk, linking them back to the areas where arts and culture can improve health and wellbeing according to the [World Health Organization \(WHO\)](#) evidence base:



**Affect social  
determinants of health**



**Support child  
development**



**Encourage health  
promoting behaviours**



**Help prevent ill-health**

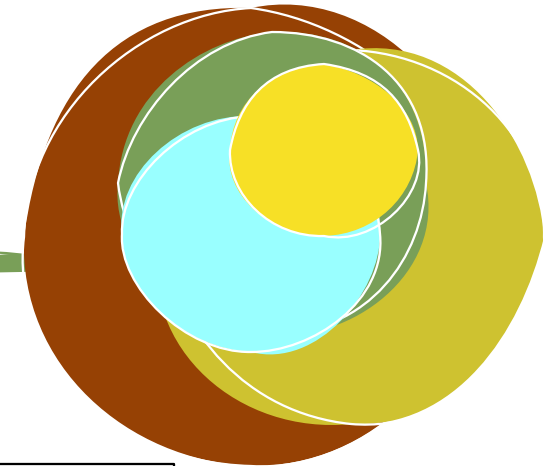


**Supporting care giving**



**Management and  
treatment**

# Local case studies



This section contains a range of local case studies that have improved health, wellbeing and care needs.

Each slide in the next section is framed around a theme from the WHO scoping review looking at the evidence on the role of the arts in improving health and wellbeing.

**Affect social  
determinants of health**

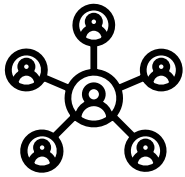
**Support child  
development**

**Encourage health  
promoting behaviours**

**Help prevent ill-health**

**Supporting care giving**

**Management and  
treatment**



## Affect the social determinants of health

The **Kickstart Scheme** was a Government programme that offered six-month additional jobs for young people aged 16-24 years old who were at risk of long-term unemployment and who were claiming Universal Credit.

The government funded their wages at the minimum wage for six months - in return the organisation provided training and supported their development.

The Suffolk Cultural Consortium, which was led by the Food Museum, delivered 80 placements, 49 of which were based at the Food Museum.

Feedback from the Kickstarters in the consortium was that the programme was transformational. It boosted their confidence both personally and professionally. It gave them opportunities to improve their CVs and references and provided them with valuable training and qualifications. It demonstrably improved the mental health of several of the young people involved, who had been affected deeply by the pandemic.

The organisations in the consortium have benefited from the increased diversity of age, educational background and ability, which has led to changes in programmes and better access and inclusion for all. The Kickstart programme has boosted the organisations' ability to engage with new audiences and promoted diverse voices to facilitate change.

[You can watch a video about the Kickstart Scheme here.](#)

Video and content source: [The Association for Suffolk Museums](#)



## Support child development

**Noise Solution** believes in a world where everyone means something; and they know it. This is not always the case with our most vulnerable young people. But music mentoring done in a specific way is a powerful way to make this happen.

Relationships are key to making young people know they matter - because relationships are always the key indicator of success in any intervention. Noise Solution utilise the best academic research to inform how positive relationships can be created. They combine that with the best digital tools to further enhance young people's relationships more widely. Each young person has a digital portal where they capture the best of their musical mentoring journey and their reflections on it weekly, sharing it with all those they deem important - family, friends, and key workers.

That digital infrastructure is sophisticated, secure, and internationally award winning, and is vital to how all stakeholders can collectively engage with that young person on their terms. This contributes to making that young person know they matter, with transformational results. It's a strengths-based model that has halved low levels of wellbeing for the last 400 young people in the programme.

Noise Solution have been independently estimated to be saving local authorities and families between £1.5 -£4 million a year in changed outcomes and improved engagement.

A recent comment from a Suffolk professional supporting childing in care with their education noted, "Without NS, the student would have become further disengaged from learning and ultimately society, as he felt undervalued and did not see himself as a learner or someone who could be taught by teachers. NS is absolutely brilliant! Phenomenal way to engage students in learning. Disengaged become engaged".

[You can watch a video about Noise Solution here.](#)

Video and content source: [Noise Solution](#)

**Brave Art** is a four-year programme of one day a week arts courses for people with learning disabilities offering students the opportunity to develop creative, life, and leadership skills with support from professional artists and tutors. The programme started in September 2019 and is funded via the National Lottery Community Fund and East Suffolk Council's Boost Scheme.

The three main outcomes for the project include:

1. Increased wellbeing for people with learning disabilities
2. Increased Creative and Life Skills for people with learning disabilities
3. People with learning disabilities being less isolated and more connected with their community.

Evaluation methods included: individual learning plans, end of session reviews and completion of the Shorter Warwick-Edinburgh Mental Wellbeing Scale ([SWEMWBS](#)) where appropriate

From September 2020-July 2021 there were over 70 participants as well as 9 student champions, 5 volunteers, 2 student placements, 2 student ambassadors and 2 student shadow trustees to the Board.

A zoom shot of a Brave Art session, students sharing their work.

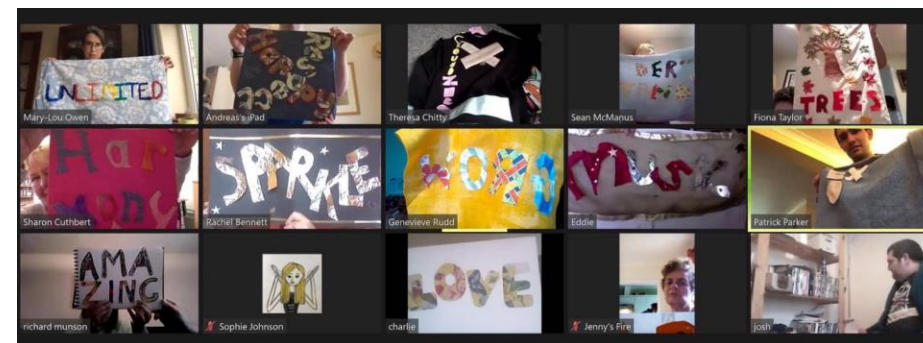


Image and content source: [Suffolk Artlink](#)







## Encourage health promoting behaviours

- **The HIVE** is a space and a recipe for developing the community. It focuses on building strong relationships within the community and celebrating culture and the people in it. They believe everyone can contribute and gain something from their community. They aim to empower and support people, build partnerships within the community, and to be accountable and transparent.
- For 60 years, 27-29 Norwich Road, in Ipswich, was an established music shop. When the shop closed the spirit of the venue was kept alive. A team of directors and volunteers have been working hard to build a space that offers opportunities for creativity, culture, arts workshops and conversation.
- The HIVE is a grassroots-based organisation. Their core focus is supporting the diverse community in and around Norwich Road, but also on bringing innovation and inspiration to Ipswich. They encourage everyone to work together in an inclusive and safe way, promoting positive wellbeing and strong, cohesive communities. The space is both social and creative, and they offer a broad programme of events that blends community and culture.
- Lasting change comes from within a community, from their hopes and dreams and passions, with local people choosing their own future.
- The Nextdoor Nature project, funded by the National Lottery Heritage Fund, is working alongside communities across the UK to listen to their needs and support them as they make their local spaces even better - better for people, better for wildlife, better for nature.
- In [this video](#), Lucy from Suffolk Wildlife Trust and the community around The Hive on Norwich Road in Ipswich explain how vital the venue is, and show us their amazing garden transformation.

Yogalibility  
Yoga Class:



Image, video and content source: [The Hive](#)

**ActivLives** is a local independent charity working across Suffolk to keep people active, connected and involved with their local community through accessible sports and exercise, learning new skills, and volunteering opportunities.

**ActivGardens** forms part of ActivLives. Participants learn new skills, meet people, gain confidence, get active and enhance their mental and physical wellbeing. The gardens and projects are at the heart of local communities. Learning, training, work experience, placements and volunteering are available to people of all ages and abilities.

[You can watch a video about ActivGardens here!](#)

"It's a really important part of my wellbeing. It makes a break between work and the weekend – a positive, physical, outdoor start. And of course there are the friendships. I love the company and feel very uplifted being here. I do the watering on a Tuesday evening – there's stillness to it, I bring a flask and have a cuppa sitting on this bench. I enjoy the stillness and tranquillity". **(Professional male, age 60)**

"I need to do something more sociable. As I've left college now, I didn't have anything to do. This keeps me doing stuff...[I have] Better mood, happier mood. It helps physically, builds strength. I feel more confident talking to people. I've made friends here". **(Man in his 20's with cerebral palsy)**

"I'm able to think more thoroughly and clearly. Doing jobs here makes me more alert. I have been very ill in the past – you don't know how ill I've been: a disconnected zombie, detached, completely zoned out, unable to speak or put a sentence together, excessively tired, no energy. I have to soldier through muscular spasms, but it's best to be out in the air rather than indoors...I've made friends. I'm part of the football group...It's a social scene for me...working with people together combined is better for me than working on my own". **(Man in his 40's experiencing mental ill-health)**

Video and content source: Public Health and Communities Suffolk





## Help prevent ill-health

**DanceEast** is one of the UK's leading national dance organisations. Their vision is a world where everyone can benefit from the vital and life-enhancing power of dance. Their mission is to create new and exciting ways for people to move or be moved, through participating in, experiencing, or producing dance at its very best. They promote dance as an avenue for self-expression, discovery, and fulfilment; to enhance health and wellbeing; and as a tool to unite people and communities.

DanceEast runs classes and programmes across Suffolk including:

- **Movers - weekly movement classes** for people over 55, with the aim of making dance and movement more accessible by pairing the movement class with the chance to meet new people in a friendly and relaxed environment. More information on Movers can be found [here](#). *"Thank you DanceEast... for making me feel part of something special."* - Movers participant
- **Mini Movers** introduces movement to those under 5 and their adult, helping with the development of their co-ordination, balance, stability, and strength. Thurston Mini Movers is supported by Mid Suffolk District Council and run in partnership with Suffolk Libraries. Hadleigh Mini Movers is supported by Babergh District Council and run in partnership with Suffolk Libraries. *"Thank you for these brilliant sessions. We both really enjoy them."* – Mini Movers participant
- The **Care to Dance?** programme is delivered in Dementia Care settings and uses movement and music to engage participants and improve their mobility, co-ordination and balance, as well as their mental wellbeing through the shared enjoyment of dance, sparking creativity, joy, and imagination. Funded by Suffolk Community Foundation through the *Arts & Culture Fund*.
- Continued work with English National Ballet to deliver **Dance for Parkinson's**, and Inside Out Community to deliver **Moving Minds**. Both programmes support wellbeing and mental health by giving the space for participants to express themselves in a safe and supportive space. *"I struggle to walk without a stick now because of loss of balance but I can put my stick down and walk across the studio with confidence at Dance for Parkinson's classes."* – Dance for Parkinson's participant
- **Weekly Springboard classes**, giving young people and adults with additional needs the opportunity to move and explore, using dance as a tool to develop skills.

In 2023, DanceEast launched the DanceEast Bursary Fund which is an access scheme to provide children and young people in Ipswich with free places in their classes and school holiday activities so that all children and young people can experience the joyful benefit of dance. More information on the DanceEast Bursary Fund can be found [here](#).

[You can watch a video about DanceEast here!](#)

**'Care to Dance?'  
Session:**



Source, Image and video credit: [DanceEast](#)

**The Ipswich and East Suffolk Alliance** supports and is committed to **Creative Health**, recognising the important link with their Personalised Care programme. The [Ipswich and East Suffolk Alliance Connect for Health Social Prescribing Service](#) has been up and running for several years. Recent developments have included piloting Creative Health social prescribing with local community artists including dance, art, music, drama and museums.

Work has included partnerships with [Suffolk Artlink](#) and [Britten Pears Arts at Snape Maltings](#).

A further example includes linking in rehabilitation of individuals with Covid through [Long Covid Clinics](#) delivered in partnership with VCFSE Arts, Citizens Advice, and Ipswich Hospital. People are supported to rehabilitate and self-manage including through referrals to creative arts experiences as part of the personalised care plans.

### **2023 Award winners!**

The [Ipswich and East Suffolk Alliance Awards](#) were held in December 2023. Suffolk Artlink's award was for developing and delivering a programme of creative arts to people who need us most and for growing a community of practice by working in partnerships with museums and our local libraries.



## Supporting care giving

### Joy at the Jobcentre

- Joy at the Jobcentre has run since 2019 when Ipswich Jobcentre and Colchester & Ipswich Museums identified mutual goals, for the same communities, and started to think about how they could collaborate.
- Funding was received from The Joy at the Job Centre project from multiple areas including [Festival Bridge](#) and [Colchester and Ipswich Museums Service](#).
- Joy at the Jobcentre is either a one-off session or a free week-long series of events at a Jobcentre where customers are invited to come and have fun with the children they care for in a safe and supportive environment.
- The events change each day but include a variety of artists and creative organisations delivering workshops, events, productions and opportunities, as well as community support organisations delivering information and support.
- Joy at the Jobcentre is targeted at DWP customers who are experiencing difficult home situations and/or may not have much experience in engaging with cultural activities, which may cause anxiety around participating. Both adults and children may also have disabilities or additional needs.
- Following the launch of the project in Ipswich, Joy at the Jobcentre leads have been working with cultural and community providers to promote and produce events in Jobcentres in Beccles, Bury St Edmunds, Felixstowe, Great Yarmouth, Haverhill, Huntingdon, Ipswich, Leiston, Lowestoft, Mildenhall, Newmarket, Norwich, Peterborough, Stowmarket and Thetford.

To date across Suffolk there have been:

- **45** Community partners and museum supported Joy at the Jobcentre events
- **14** Jobcentres who have hosted, supported events.
- **500+** attendees across the events.
- **202** people signing up as volunteers
- **48** people entering employment
- **34** traineeships
- **7** apprenticeships / 2 positive action swaps
- **311** sign ups to additional employability training, upskilling, or coaching

[Watch a video about Joy at the Job Centre here!](#)

Sources: [Guidelines for creating Joy at the Job Centre](#), [Association for Suffolk Museums](#)

### Forget-Me-Not Visitors

The Forget-Me-Not programme works with older people with dementia. These artist-led creative and sensory interactions are held on hospital wards.

71 sessions were run over a two-year period. These supported 810 people with dementia at Ipswich and West Suffolk Hospitals, as well as 320 family members and hospital visitors.

Millie-Marigold and Kitty-Dandelion made regular visits to Ipswich Hospital's older patients who were living with dementia.

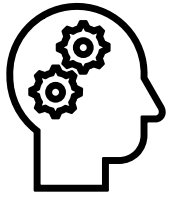
Working as a pair, they moved around the wards, sensitively assessing each patient's need for comfort, inspiration or company, and creating a unique experience for each. You might hear them singing songs along with patients, playing a favourite tune on the ukulele, reciting poetry, storytelling or using dance and clowning to improve someone's day.

These sessions helped to reduce the symptoms of dementia.

2018 funding was Suffolk Artlink secured from The Rayne Foundation, Limbourne Trust and Suffolk Community Foundation's Henry Smith County Grant.

[Watch a video about Forget-Me-Not Visitors here!](#)

Video and content source: [Suffolk Artlink](#)



## Management and Treatment

**The Green Light Trust** was formed in 1989 and has become a recognised leader in harnessing the power of nature to build health, hope and happiness. Their collaborative approach helps thousands of people to improve their mental health.

“Each year we support hundreds of adults, children and young people, using the environment to rebuild, reawaken and refocus their lives.

We sit at the crossroads between health, education and the environment, transforming the lives of people who have been unable to get the help they need from anywhere else, whilst simultaneously improving the wild spaces we work in. We work with those who face the greatest challenges in life to help them recover, develop and be the best version of themselves.

Our participants are individuals with the highest needs, who are often the most frequent users of statutory services, especially health services. We support adults with a range of challenges, including mental health issues, substance misuse, unemployment and low skills, learning disabilities and domestic or other abuse.

We also support children and young people who are unable to engage with mainstream education, training, or employment and/or who have neurodiverse conditions, learning disabilities, or behavioural challenges”.

[Watch a video about The Green Light Trust here!](#)

Video and content source: [The Green Light Trust](#)

**Deaf perspectives, past and present** is a project led by Suffolk Archives and funded by Suffolk County Council, Arts Council England, the Association for Suffolk Museums, as well as other partners. The inspiration for the project is the life story and photographs of Walton Burrell. Walton was born profoundly deaf in 1863. He took about 20,000 photos during his lifetime, approximately 3,000 of which are today looked after by Suffolk Archives. The project included 26 students aged between 5-15.

The aims of the project were:

- To offer opportunities for the students of the Deaf Resource Bases to take part in high-quality cultural activities that would develop new skills and build confidence
- For students to have the opportunity to learn more about Deaf History
- For project partners to develop their knowledge and skills working with deaf participants
- To widen people's perceptions of what is possible for d/Deaf people
- For children of all ages from both schools to do something together

Throughout the autumn term of 2023, students had a chance to try out different musical instruments and worked with Deaf flautist Ruth Montgomery and music leader James Redwood to create new pieces of music inspired by Walton's story. They also met Stephen Iliffe, photographer and creator of the [Deaf Mosaic project](#).

### Feedback:

“I was so proud of the children and what they achieved. Working alongside some very kind and talented professionals really made the whole project come alive”. **(Teacher)**

### Comments from students:

- It felt amazing, I was shocked about how it turned out.
- It has shown that we are unstoppable at creating music.
- The concert was AMAZING. I became more confident.
- I love Ruth because she [plays] an instrument and she is deaf.
- I was happy seeing all my family at the concert.

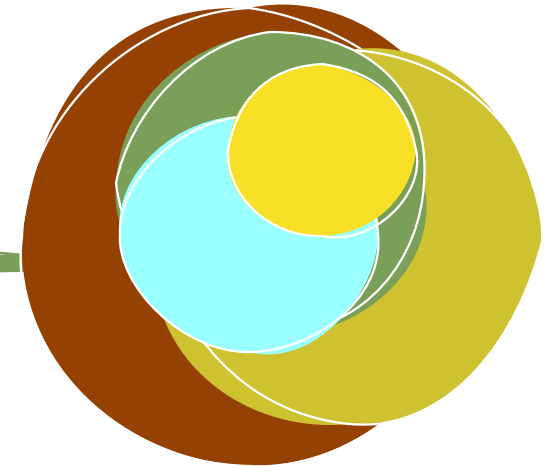
Some of the students have taken up music lessons following the project and King Edward Scholl in Bury St Edmunds is considering changes to their GCSE Music course to make it accessible for deaf students.

[Watch a video about Deaf Perspectives here!](#)

Video and content source: [Suffolk Archives](#)

# Evaluating our impact

This section looks at how we can best evaluate the impact the cultural sector has in Suffolk.



# This toolkit has been produced for Suffolk to deliver and effectively measure health and wellbeing, equality and economic recovery benefits.



Suffolk County Council alongside the Association for Suffolk Museums (AfSM) commissioned MB Associates to create this toolkit as part of a wider piece of work to assess the health, wellbeing and inequalities impacts of the work done by the portfolio of organisations which received money to support societal recovery from the COVID pandemic in 2022.

The Suffolk County Council Public Health & Communities team recognises that organisations may want support to use this toolkit and will be running engagement sessions in the coming months to achieve this.

## The toolkit contains:

- Guidance to plan, support and evidence your impact
- Introductory level – for those just starting to figure this out
- Intermediate level – for those who want to dig a little deeper
- A sector wide Evaluation Framework that includes cross-cutting agendas from other sectors
- Example tools for capturing data
- External data sources to support and evidence projects
- Case study examples
- Local contacts
- Worksheets

You can view the toolkit in full [online](#).





## Overview contents

Introduction





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### The Toolkit

<b>INTRODUCTION</b> <ul style="list-style-type: none"><li>• The Suffolk CAN Toolkit</li><li>• Plan, Do, Review</li><li>• Evaluating the work</li></ul>	<b>PLAN</b> <ul style="list-style-type: none"><li>• Scoping and planning</li><li>• Evaluation Framework</li></ul>	<b>DO</b> <ul style="list-style-type: none"><li>• Gathering evidence</li><li>• Tools for gathering evidence</li><li>• Analysing evidence</li></ul>	<b>REVIEW</b> <ul style="list-style-type: none"><li>• Communicating learning</li><li>• Embedding change</li></ul>
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<b>The Holistic Approach – Suffolk CAN</b> <ul style="list-style-type: none"><li>• How cultural projects help with healthier lives</li><li>• Suffolk CAN model</li></ul>	<b>Case Studies</b> <ul style="list-style-type: none"><li>• The Lies You Tell</li><li>• Power of Stories and Aspire Black Suffolk</li></ul>	<b>Data Sources</b> <ul style="list-style-type: none"><li>• Cross-sector evidence sources</li></ul>	<b>Worksheets &amp; examples</b> <ul style="list-style-type: none"><li>• Scoping</li><li>• Evaluation framework</li><li>• Research questions</li></ul>
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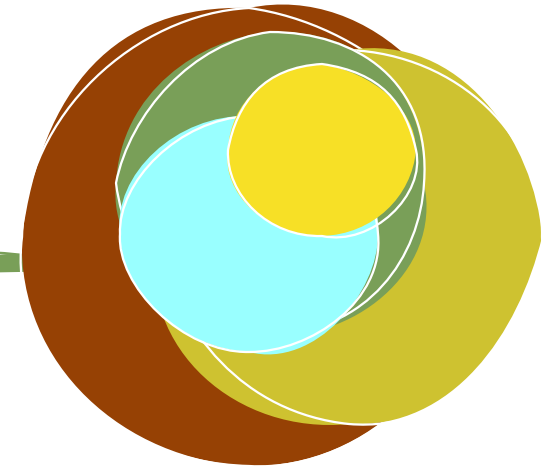
# Evaluation Framework

	How?	What?	Who?	Why; what difference?
Cultural sector Story of Change:	Summary <ul style="list-style-type: none"> <li>A springboard &amp; safety net</li> <li>Work in partnership and co-create</li> <li>Reach, Engage,</li> <li>Motivate, Empower</li> </ul>	<ul style="list-style-type: none"> <li>Stronger more diverse sector</li> <li>Safe space, free access, leisure settings</li> <li>Access to cultural and personal assets</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion of different identities</li> </ul>	<ul style="list-style-type: none"> <li>Cognitive and emotional skills</li> <li>Wellbeing, sense of identity</li> <li>Relationships</li> <li>Agency and care for environment</li> <li>Tangible assets made to last</li> <li>Opportunities to stay involved</li> </ul>
Suffolk CC strategies:	Public Health <ul style="list-style-type: none"> <li>Commissioning for healthy behaviours</li> <li>Articulating and evidencing</li> </ul>	<ul style="list-style-type: none"> <li>Delivery clarity – outcome effects:               <ul style="list-style-type: none"> <li>20% from health care</li> <li>30% from healthy behaviours</li> <li>40% from socioeconomic factors</li> <li>10% from environmental factors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Safer, stronger, inclusive communities</li> </ul>	<ul style="list-style-type: none"> <li>Starts with ‘why?’ Healthier people, Healthier places, Healthier futures</li> </ul>
	Economic strategy <ul style="list-style-type: none"> <li>Collaborative inspiring leadership &amp; aligned investment</li> <li>Investing in people &amp; innovation</li> <li>Shared indicators, shared economic evidence-base</li> </ul>	<ul style="list-style-type: none"> <li>Connect and empower businesses</li> <li>Upskill people</li> <li>Support places</li> <li>Accelerate net zero</li> </ul>	<ul style="list-style-type: none"> <li>Creative Industries and Visitor Economy are underpinning sectors</li> <li>They can support workforces &amp; organisations (as well as places)</li> </ul>	<ul style="list-style-type: none"> <li>Vibrant, healthy, resilient, reimagined places and quality of life</li> <li>High skilled people &amp; economy - creative, enterprising, entrepreneurial</li> </ul>
Evaluation questions:		1 What did we do? 3 How well did we do it?	2 Who took part? 4 Who responded?	5 What difference did we make? 6 Who felt the benefits or negative effects?
		7 Which features made the most difference (what we did or how we did it)? To whom? And did we provide good and equitable Social Value for Money?		
Survey questions:	<ul style="list-style-type: none"> <li>Baseline self assessment</li> </ul>	<ul style="list-style-type: none"> <li>Participation</li> </ul>	<ul style="list-style-type: none"> <li>Protected Characteristics</li> </ul>	<ul style="list-style-type: none"> <li>ONS wellbeing 4 questions</li> <li>People and Nature Survey questions</li> <li>Community Life Survey questions</li> </ul>
Indicators:	<ul style="list-style-type: none"> <li>Levels of engagement</li> </ul>	<ul style="list-style-type: none"> <li>Universal service participation</li> <li>Targeted service participation</li> </ul>		<ul style="list-style-type: none"> <li>Voter turnout</li> <li>Health outcomes</li> <li>Air and wildlife quality</li> </ul>
Methods				
Residents’ Survey	Neighbourhood outcome self-scores			Neighbourhood outcome self-scores
Services participation figures		Engagement numbers & demographics	Protected Characteristics represented	
Participant self-assessments	Participant outcome self-scores			Participant outcome self-scores
Practitioner observations	Behavioural baseline	Degree of engagement		Behavioural changes
Customer satisfaction survey			All groups respond positively	
National datasets		Engagement numbers & demographics	All groups positive outcome scores	Positive outcome scores

This extract from the cultural impact toolkit outlines the Evaluation Framework for the Cultural Sector as a whole.

This Evaluation Framework can be used as a guide. It includes cross-cutting themes including how evaluation can link to Suffolk County Council’s Corporate Strategy (Public Health and Economic Development).

# Suffolk's ambitions and recommendations





## Our ambitions for the future of the cultural sector in Suffolk are clear:

Suffolk becomes a **creative health county**; an area that recognises, values and invests in the creative sector to support health and wellbeing, to mitigate the adverse social determinants of health, tackle inequalities, and to generate equity.

**Suffolk is a leader in this field**. It pioneers work on evaluation and evidence and can clearly articulate the impact of its investment in the creative sector. The impact on the social determinants of health for the wider population will be clearly understood and will inform ongoing learning and professional development.

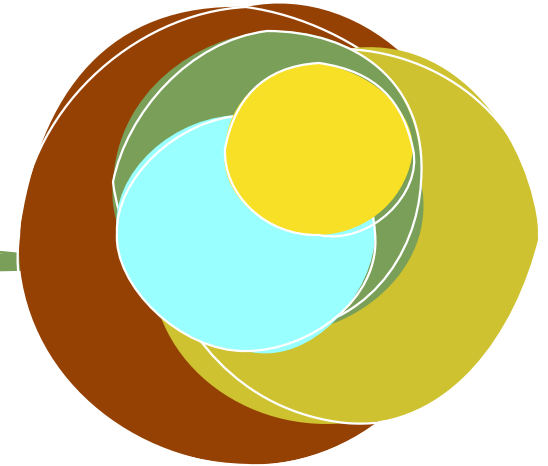
The Suffolk approach is **efficient and effective**; harnessing the voluntary and community sector and its public and statutory services such as libraries and archives and increasing engagement and participation in the creative sector across the county, especially amongst those in the areas of focus identified in [Core20PLUS5](#).

Suffolk will establish a **range of pathways for learning to be a creative health pioneer** in both the cultural and health sector. We will have created high levels of employment for skilled practitioners in creative health. This will grow the creative economy, drive sustainable growth and raise Suffolk's profile as a creative, healthy place to live, work or visit.

# To support our ambitions, our recommendations are:

- 1. From evidence to action** - System partners to:
  - Use the available ongoing project funding to focus on the [5 areas identified](#) by the 2023 the Creative Health Review report where inclusive creative health can make a difference: mental health and wellbeing, health inequalities, the education system, social care and end of life care and bereavement.
  - build on the National Centre for Creative Health, The Culture Health & Wellbeing Alliance and the Norfolk & Suffolk Culture Board toolkits and recommendations for developing Creative Health.
- 2. Health and care collaboration** - Strengthen links and collaboration between the cultural sector and the health and care system including Integrated Care Boards (ICBs), Integrated Care Partnerships (ICPs), mental health and acute trusts by:
  - Presenting this report at Health and Care forums such as the ICPs and the Mental Health Collaborative, to champion the sector and share the evidence base.
  - Collating and sharing examples of best practice and impact.
  - Identifying and influencing health and wellbeing funding streams to ensure that creative health activity is seen as a solution and prioritised.
  - Continuing to drive the Health and Wellbeing Board Creative Health Working Party, which is developing a detailed action plan.
- 3. Children and young people** - Continue to encourage the development of cultural participation in schools and with children, young people, and families.
- 4. Innovation** – Create a £200k Creative Health Innovation fund, funded by Public Health and Communities, to test different ways of working between the sector and health and care partners.
- 5. Targeting investment** – Suffolk County Council should use this report to inform the investment of the £500k arts and heritage project fund from 2025/26.
- 6. Data and intelligence** - Support the sector in using local data and resources, such as the Joint Strategic Needs Assessment (JSNA) to better understand community need, enabling better targeting of work and strengthening funding bids.
- 7. Evaluation** – Cultural sector and Public Health and Communities colleagues will promote the use of the newly published 'Cultural health and wellbeing programme 'Measuring our impact' toolkit' across the sector. This is to ensure evaluations are robust and that the cultural sector demonstrates its impact on health and wellbeing and makes use of longitudinal datasets to evaluate effectively.
- 8. National and local partners** - To continue to work with partners including Arts Council England, the National Centre for Creative Health, The Culture Health & Wellbeing Alliance, the Norfolk & Suffolk Culture Board, and academic institutions to evaluate work locally, share best practice around creative health and influence national policy.

**What's happened since last year's report?**



# What's happened since our 2022 Annual Public Health Report?



In 2022, our report focused on Core20PLUS5. This is a national NHS England and NHS Improvement approach to support the reduction of health inequalities at both national and system level.

Since then, we have been working with system partners to action the recommendations within the report. This has included:

- Adding the report as part of the Suffolk Joint Strategic Needs Assessment (JSNA) and the Suffolk and North East Essex (SNEE) Joint Forward Plan
- Increasing awareness of the extent of deprivation in Suffolk, particularly around the number of people in the CORE and Plus populations
- Using the Report as an evidence base for tackling inequalities through Core20PLUS5, presenting to the Suffolk Health and Wellbeing Board, Integrated Care Board, I&ES and WS Alliances and GY&W Place Board.
- Using the report to help define the PLUS groups for adults in SNEE. SNEE accepted the recommendations as well as adding more populations of interest
- The Annual Public Health Report influenced the focus of the £3.9 million SNEE health inequalities fund. Both Core20 and PLUS populations are to be prioritised where we have data to support targeted interventions
- Tailoring versions of the report for the alliance areas to target place-based interventions. The Report has been used to shape the priorities and milestones of the localities action plans by using local insight and evidence led information. Haverhill, Newmarket and Mildenhall and Brandon Locality groups are all examples of areas which have used the CORE20PLUS5 health information and data in their planning work
- Working with Norfolk and Waveney colleagues to build links and continue collaborative working to tackle health inequalities
- In both SNEE and Norfolk and Waveney there are now committees to focus on Health Inequalities. Public Health and Communities Suffolk representatives sit on both forums.
- Continuing work on improving data collation and analysis related to the PLUS groups. An example of this is that we now have more comprehensive and accurate data on ethnicity
- Bespoke dashboards and Alliance reporting have been created. This has been new information for colleagues across the system. It has been enabled through analysis of the local Population Health Management (PHM) dataset, and presented at Alliance, Primary Care Network and Practice level to drive action.
- The Report has acted as a catalyst to focus on those conditions which are key causes of inequalities in mortality. In SNEE this has led to an increased focus on cardiovascular disease (CVD) and respiratory conditions. In Waveney, this has led to the establishment of the Lowestoft Healthy Hearts project which is focused on CVD prevention, working with the community to improve the diagnosis of hypertension (high blood pressure) and optimise care in those diagnosed.

## CORE20 PLUS 5

### The scale of the Suffolk challenge

**CORE20:** 80,000 residents in Suffolk

- 80,068 people in Suffolk live in the 20% most deprived Lower Super Output Areas (LSOAs) in England - approximately 10% of Suffolk's residents.
- Ipswich is the most deprived local authority in Suffolk and has 281 LSOAs that are in the 20% most deprived nationally - 1/3 of all the Ipswich LSOAs.
- East Suffolk is the next most deprived local authority in Suffolk. 201 LSOAs in East Suffolk are in the 20% most deprived nationally. 90% (18 of the 20) of these most deprived LSOAs are located in Lowestoft and the surrounding area.

**Hypertension:** 74,000 - 84,000 undiagnosed; 8,500 diagnosed but not achieving optimal hypertension control

- Hypertension (high blood pressure), is a key priority within the NHS Long Term Plan and a risk factor for hospitalisation or death from heart attack or stroke.
- Although standards are in place that describe good control of hypertension, it is estimated that only four in ten adults nationally with high blood pressure are both aware of their condition and are managing it properly.
- Finding people with hypertension allows early intervention to optimise blood pressure and reduce the risk of heart attacks and stroke. It also presents an opportunity to offer preventative measures to those at risk of developing the condition.
- When increasing the numbers of people needed to meet CORE20PLUS5 targets for lowering blood pressure, it is vital to target the most deprived / at risk populations first - otherwise we risk increasing inequalities.

**Areas of deprivation in Suffolk**

### Maternity

\*where activity was recorded

- 645 births to mothers in the 20% most deprived areas of Suffolk in 2021.
- 970 births to mothers from non-White ethnic groups (in the year to April 2022). While there is likely to be some overlap between these groups, up to 1,225 women will need to receive continuity of care to meet the target.
- The NHS Long Term Plan and the **NHS Race Equity Evidence** reports highlight the significant differences in maternal mortality between different ethnic groups and those from the most deprived areas.
- Black and Asian mothers are more likely to die** as a result of childbirth than their white counterparts and this gap has widened since 2010.
- Evidence suggests** that mothers who receive continuity of carer are less likely to lose their baby or experience preterm birth. Their experience of care during pregnancy and birth also improves.

### Respiratory disease

- 24,000 missed flu jabs for those aged 65 and over in 2021/22
- 42,000 missed flu jabs for under 65's in at risk groups 2021/22
- 139,000 COVID-19 missed vaccines (Aug 2022/ NHS data)
- 47,000 Pneumococcal missed vaccines in 2020/21
- Chronic respiratory disease is the third biggest cause of the life-expectancy gap between the most and least deprived groups.
- 2020 data indicates that the **rate of premature mortality due to respiratory disease** among people living in the most deprived quintile of areas was at least twice the average for England.
- Acute exacerbations of chronic obstructive pulmonary disease account for roughly **1 in 8 emergency hospital admissions** in England and **deprivation is linked with increased emergency health care use among people with COPD.**

### Smoking: 83,000-109,000 current smokers

- 2020/21 stop smoking data indicates around 1,800 Suffolk residents quit smoking 4 weeks after setting a quit date. Assuming this number of quitters yearly, no new smokers, and all smokers wanting to quit... It would take over 46 years for 83,000 people to stop smoking!
- Smoking is the biggest cause of preventable death in England, with the Global Burden of Disease study ranking tobacco as the top modifiable risk factor driving deaths and disability. 96,000 deaths were attributable to smoking in England in 2019.
- In Suffolk, smoking-related illnesses cause around 1,000 deaths every year, which equates to almost three people dying every day in the county.

### Severe mental illness: 1,500 missing health checks

\*NHS Ipswich and East Suffolk Integrated Care Board, and West Suffolk Integrated Care Board only, Q1 of 2022/23. We know this figure is likely to be an underestimate due to unreported cases, and data for the Waveney area is not available for this indicator.

- People with a mental illness such as schizophrenia or bipolar disorder **die on average 15-20 years sooner** than the general population. The **prevalence of Severe Mental Illness (SMI) within the most deprived areas** is triple that of those living in the least deprived areas.
- Much of this reduced life expectancy is from higher rates of **physical health conditions**, such as cardiovascular disease.
- Annual health checks for people with SMI support the early detection of physical health conditions and help to improve access to evidence-based physical care, assessment and intervention.

### Cancer: 1,600 cancers NOT diagnosed early (2019), 650 cancer diagnoses need to be made at stage 1 or 2 to meet 75% target

- Cancer is one of the biggest contributors to inequalities in life expectancy. People from the **most deprived communities more likely to get cancer, be diagnosed at a late stage for certain types of cancer and to die from the disease.**
- National data indicates that 59.3% of people in the least deprived decile have their cancers diagnosed at stage 1 or 2, compared to only 53.3% of people in the most deprived decile.
- When increasing the numbers of people needed to meet **CORE20PLUS5** targets for early cancer screening, it is vital to target the most deprived / at risk populations first - otherwise we risk increasing inequalities.

## Case study: Howard Estate (Bury St Edmunds) health inequalities project

The Core20PLUS5 data and analysis has been used to develop a system wide programme of working focusing on hypertension. This programme has two workstreams:

- Identifying of groups of people living on the Howard Estate who have hypertension which is not well managed. Personalised messages are being developed about having a blood pressure check and follow up support will be provided via Feel Good Suffolk. Insight will be captured and shared as good practice for other areas.
- Working with the community to develop community insight and community-led responses to reducing hypertension at place level.