

# 2010 Year of Health and Wellbeing

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# Introduction

- 2008 Capital of Culture and PCT arts programme
- 2009 range of projects
  - Biennial food growing
  - Rotunda Community College
  - Art Valley
- 2010 Year of Health and Wellbeing - new approach
- All sectors and communities working together
- Long lasting improvements to quality of people's lives



# 2010 Vision

To improve health and reduce inequalities in the Liverpool city region through cultural activities

## 2010 Aims

- Improve the health of people through the integration of health improvement work at neighbourhood level and city region wide
- Gain recognition for cultural activity as a means for enhancing health and wellbeing
- Engage individuals and groups in thought and action to improve health and wellbeing
- Establish 5- ways to wellbeing across the Liverpool City region as a means of improving health



# 5 Ways to Wellbeing

Foresight project Mental Capital and Wellbeing, commissioned New Economics Foundation to research evidence-based actions to improve wellbeing...

- **Connect**
- **Be active**
- **Take notice**
- **Keep learning**
- **Give**





Year of  
Health &  
Wellbeing

Health & Wellbeing Workstreams	10 Big Ideas - Workstreams
Workplace Wellbeing	Cycling
Healthy Homes	Local community networks, access and communications (linked to communications plan)
Culture & Sports Olympiad development Programme for 2012	Young People & Family Summer Programme
Volunteering Strategy for the City	Time Bank for Exchanging Skills and Talents
Knowledge and Health Economies	Promoting and engaging using 5 Ways to Wellbeing (linked to communications plan)
Public Health Programmes	More Activities for Disabled Groups
Swimming	Better Use of Green Space
Walking	Dancing
	Design for Better Health
	Singing – more feel-good activities

# Neighbourhoods

- Outside of hospitals
- Hub and spoke
- Health promoting
- Self care
- Person centred
- Social Prescribing
- Connected to and sharing resources with local community
- Third sector/cultural opportunities



# Opportunities

- Share our experiences
- Evaluate programmes and share learning
- Register your organisation at [www.2010healthandwellbeing.org.uk](http://www.2010healthandwellbeing.org.uk)
- Make a pledge
- Register your events
- Promote 2010 to your networks
- Get in touch

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