

Coastal Community & Creative Health



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Background

- **Chief Medical Officer's Annual Report (2021):** Mental and physical health challenges experienced by coastal communities across England.
 - Lower life expectancy and higher rates of major diseases in coastal communities.
 - Increased demand on health services.
 - Similar characteristics and health outcomes across coastal areas (compared to inland neighbours)
 - North-South collaboration in coastal communities

- Coastal communities have many community assets that work to improve people's lives and reduce health inequalities.

- Cross-sector partnership working for community wellbeing, via a joint project across **Hastings, Blackpool and Weston-Super-Mare.**

- **3 focus areas:**
 - Young people's mental health & well-being
 - Drug and alcohol misuse
 - Serious illness and bereavement



Aims

- 1) Generate evidence and resources to improve mental health in our focus areas via **creative community assets**
- 2) Enhance **research and practice capacity**
- 3) Build a model of **collaborative working**

Partners

- The project is constantly growing and Involves over 60 organisations (see logos) across a range of sectors.
- These include NHS Trusts, local councils, third-sector organisations, care providers, housing organisations and more.

- The project has received national interest from several networks, including The National Youth Agency; Coastal Culture Network; Coastal Communities Alliance; Coastal Partnerships Network and the All-Party Parliamentary Group for Coastal Communities.

Methods

- 6-monthly community discussion forums
- Asset mapping via World Cafe methodology and online survey
- Social capital analysis via Understory digital mapping
- Lived experience expertise guiding throughout; participatory creative methods used to describe community asset use and barriers to use in our focus areas



- Interactive mental health data dashboards in each region

- Capacity-building workshops in research methods and practice (bi-monthly)

- Creative public engagement activities, e.g. festivals and events



Proposed Impacts

- The project has been designed with people who live in coastal communities and who work in a wide range of organisations serving these communities.



- The project seeks to benefit these groups by generating **knowledge, resources and opportunities** and promoting **meaningful partnerships**.

- The model we create will inform council and other organisations' policies and activities for creating community-based services and help ensure that money to improve wellbeing in coastal communities is well-spent.