

SCOTTISH  
BALLET

Jameel Arts  
& Health Lab

# HEALING ARTS SCOTLAND

By Scottish Ballet and the Jameel Arts & Health Lab  
in collaboration with the World Health Organization

19-23 August 2024

## Impact Report

EVERYTHING IS GOING TO BE ALRIGHT

 World Health  
Organization  
European Region

 Scottish Government  
Riaghaltas na h-Alba

Public Health  
Scotland 



Professor Sir  
Gregor Smith.  
Photo sourced  
from social  
media.



I congratulate Scottish Ballet, the Jameel Arts & Health Lab, and the World Health Organization for demonstrating how the arts might help us reimagine our national model of health and social care in a way that can measurably impact communities.

Healing Arts Scotland was a celebration of how the arts can create skylights of hope and joy for those people who need it the most.

It was a privilege to be invited to launch my Annual Report *Realistic Medicine: Taking Care* as part of this event.

**Professor Sir Gregor Smith**

Chief Medical Officer  
Scottish Government

 Scottish Government  
Riaghaltas na h-Alba





Over 250 performers took part in the Healing Arts Scotland Opening Celebration at Scottish Parliament as part of Edinburgh International Festival. Photo by Andrew Perry.





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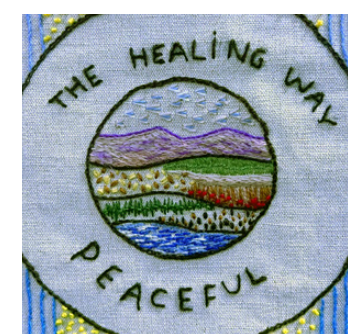
## Acknowledgements

This report was produced by the Jameel Arts & Health Lab and Scottish Ballet in collaboration with University of Edinburgh. Design by Caroline Jones & CULTURUNNERS. Copy edit by Sarah Potter. Photographers: Sally Jubb, Andrew Perry, Charlotte Leask, Tara Thomson, Andy Ross, Mihaela Bodlovic, Stewart Attwood, Kelman Greig-Kicks and Dave Donaldson, and photographers from events around the country. Images selected from library provided by project partners.





The world's  
1st national  
arts & health  
festival.



Healing Arts  
Scotland  
included 376  
events attracting  
over 11,000  
people.





I was honoured to lead Healing Arts Scotland (HAS) as the world's first national arts and health celebration. The inspiration that others drew from the Jameel Arts & Health Lab's 'Healing Arts' framework was exciting to witness – by the time the event launched, the energy and momentum was significant.

My main ambition for HAS was to consult with, and include, as many voices and perspectives from arts and health organisations as possible, reaching groups of all sizes and across communities. Planning for the event also became a catalyst for new creative partnerships and new ways of presenting work.

I thank everyone who made HAS possible. The impact highlighted in this report is just the beginning.

**Catherine Cassidy-Dedics**

Director of Organisational Culture & Engagement



Catherine Cassidy-Dedics.  
Photo by Sally Jubb.





Opening Celebration performance from an intergenerational cast of dancers and musicians, some living with long term conditions, some NHS staff, and many performing in public for the first time.  
Photo by Andrew Perry.



# Introduction





# Executive Summary

Healing Arts Scotland (HAS) 2024 was a nation-wide festival celebrating and advocating for improved physical, mental and social health through the arts. Spearheaded by Scottish Ballet as part of the Jameel Arts & Health Lab’s global ‘Healing Arts’ campaign in collaboration with the World Health Organization, the one-week activation was launched as part of the Edinburgh International Festival and produced in collaboration with a national coalition of organisations and communities across Scotland, with contributions from partners from around the world across culture, science, health, education and government.

The aim of HAS 2024 was to catalyse and strengthen a network of communities that could positively address current health concerns and inequalities across Scotland, with a focus on five priority areas where the arts can have a measurable impact:

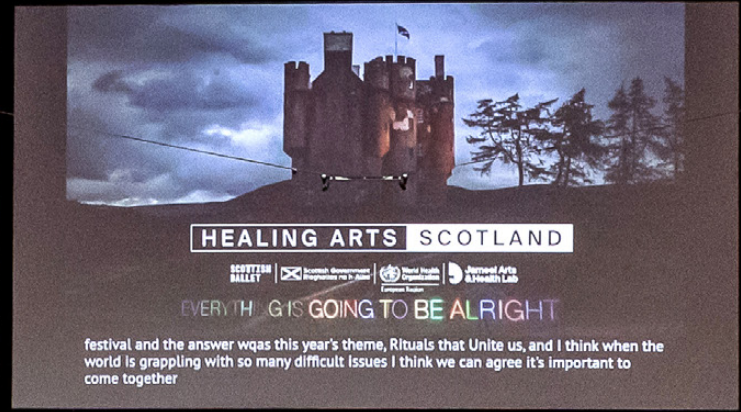
- 1. Loneliness & isolation
- 2. Mental health in younger people
- 3. Dementia
- 4. Creativity in confinement
- 5. Social Prescribing



Dancers living with long term conditions taking part in HAS, Tramway. Photo by Sally Jubb.



Francesca Hegyi  
OBE, Executive  
Director of Edinburgh  
International Festival,  
delivering opening  
remarks at The Hub.  
Photo by Sally Jubb.



**February**  
Open  
information  
sessions

**April**  
Steering  
Group  
formation

**December**  
Website launch  
and national  
call out

**June**  
Funding  
deadline

**August**  
HAS events  
take place  
(19-23 Aug)

**2022**

**2023**

**2024**

**2025**

**October**  
Initial concept  
and stakeholder  
engagement

**January**  
Scoping to  
identify HAS  
themes

**July**  
HAS website  
development

**September**  
Local event  
planning and  
research group  
established

**January**  
Access & Inclusion  
Group, national  
outreach activities  
commence

**July**  
Rehearsals  
and briefings;  
research  
ethics granted

**September**  
Debrief and  
legacy planning

**January**  
Impact  
Event at  
Scottish  
Parliament



# Map of Events



**Incorporating 376 events across the country HAS attracted over 11,000 attendees**

**HAS Opening Celebration at Scottish Parliament**

Outdoor performance featuring over 300 community musicians and dancers from across Scotland, including healthcare professionals and dancers living with neurological conditions.

**Conference Days**

Two days of national and international speakers sharing innovative practice across a continuum of creative health.

**National Relay**

A national participatory arts relay involving groups all over Scotland.

**Glasgow Day**

A gathering of over 500 people including creative health practitioners, creative arts therapists, arts and health researchers, healthcare and policy leaders, participants and people with lived experience at Scottish Ballet’s Headquarters and Tramway.

**The Festival of Politics**

Healing Arts Scotland panel discussions at Scottish Parliament focusing on the five key themes from HAS.

**Islands Day**

Events in Shetland and Orkney acted as a platform to amplify the voices of Scottish Island communities.

**Roundtable Discussions**

The Cabinet Secretary for Constitution, External Affairs and Culture, the Chief Medical Officer, the Minister for Social Care, Mental Wellbeing and Sport, attended three meetings alongside senior leaders from a range of health and cultural organisations to discuss wider access, scalability, investment and frameworks.

**Online Conference**

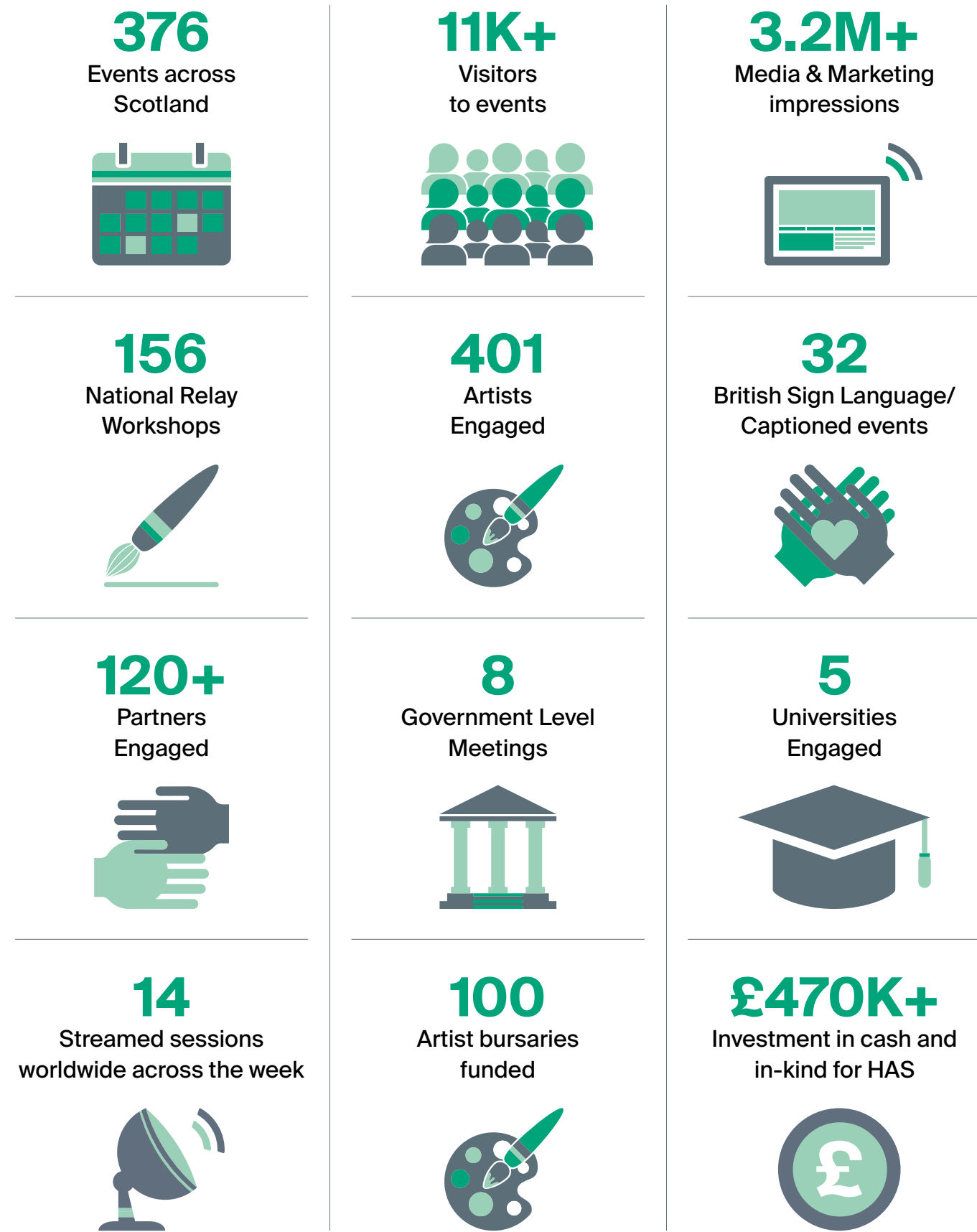
Arts Culture Health and Wellbeing Scotland (ACHWS) hosted five panel discussions across the week engaging with over 800 people.

**Wellbeing Concert**

A concert combining professional and community performance attended by over 500 people.



# Key Metrics

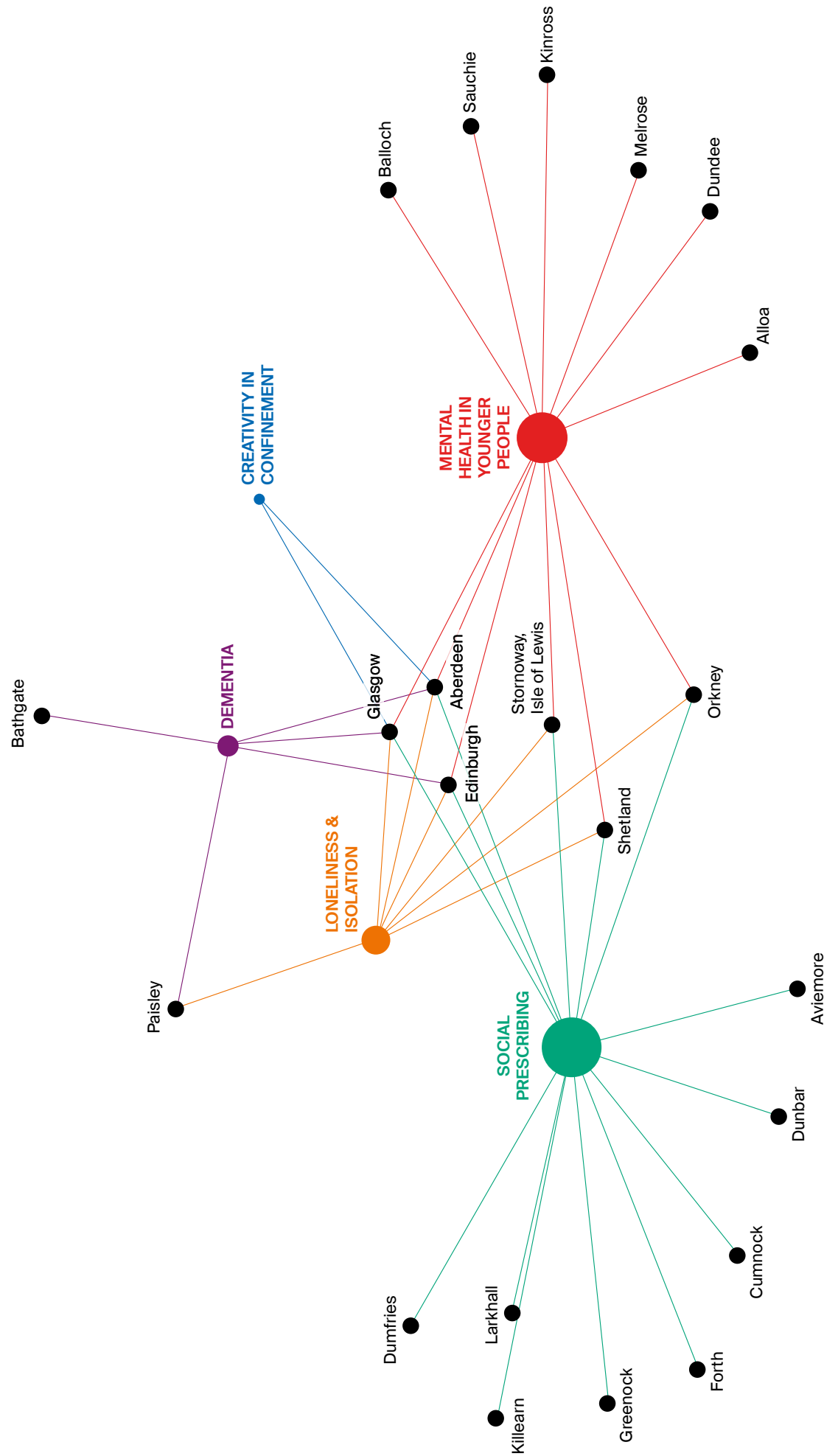


# Impact Summary

- New engagement with health policy makers, including within the Scottish Government, Public Health Scotland and the World Health Organization.
  - The Health Secretary referenced the impact of Healing Arts Scotland in his speech at the Health and Social Care Alliance Scotland Awards at the Scottish Parliament.
  - Scotland’s Chief Medical Officer has included arts integration within Scotland’s ‘Realistic Medicine’ strategy.
- Strengthened strategic partnerships between Edinburgh International Festival, National Galleries of Scotland, Scottish Ballet and community partners across the country has prompted a commitment to deliver Healing Arts Scotland as a biennial event.
- New and renewed connections between arts and health practitioners (and the organisations they represent) across the country, led to shared resources and expertise to drive the arts and health movement forward.
- The establishment of a HAS Leadership Board, ensuring long-term sustainability and impact of the HAS initiative.
- A nationwide communications campaign reached over three million people, providing increased awareness of the arts on health in communities across Scotland.
- HAS modelled an approach to addressing barriers to inclusivity, engaging a wide variety of individuals across geography, age and health concerns.
- Scotland informs future global Healing Arts activations in the United Kingdom and beyond. Including South Australia, Ukraine, United States, and Singapore – Asia’s first national arts and health week.



# HAS Themes by Geography

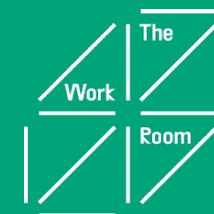


## Evaluation Snapshot of Findings





# Partners & Supporters





# Partners Quotes



**Christopher Hampson**  
Scottish Ballet  
CEO/Artistic  
Director

“ Healing Arts Scotland 2024 was an inspirational week-long celebration of the huge impact the arts has on the nation’s health and wellbeing. Scottish Ballet is proud to have led on this global outreach project in collaboration with the WHO and a host of partner organisations throughout Scotland. ”



**Francesca Hegyi**  
Edinburgh  
International  
Festival CEO

“ The Edinburgh International Festival is proud to be part of the first ever nationwide Healing Arts campaign in Scotland. This is an important dialogue to help address health inequalities across the country and we look forward to facilitating those conversations throughout August. ”



**Angus Robertson**  
Cabinet Secretary  
for Constitution,  
External Affairs  
& Culture

“ The breadth of work highlighted the significant role of arts and culture in promoting wellbeing and positive health outcomes. It is events like this that support the shared learning and collaboration required for the Scottish Government’s ambition to harness the transformative potential of culture for communities across Scotland and beyond. ”



**Robb Butler**  
Director of the Division  
of Communicable  
Diseases,  
Environment  
and Health,  
WHO

“ Research tells us that engaging in culture and practicing the arts can be a health behaviour, like riding your bike or eating healthily. These interventions have important implications for social connectedness, resilience and general wellbeing. At WHO we’re taking this research seriously that is why our interest in arts and health is growing stronger. ”



**David Caesar**  
Consultant in  
Emergency  
Medicine,  
NHS Lothian

“ The arts play a vital role in preventing illness, maintaining health and promoting recovery. As an emergency physician, it is obvious that this is an essential ingredient in Scottish Culture if we are to move away from our over-reliance on medical solutions to whole-person problems. ”



**Laura Skaife-Knight**  
Chief Executive,  
NHS Orkney

“ Through our partnership with our community, and wider partners, including Scottish Ballet, NHS Orkney is committed to further improving the health and wellbeing of patients, community and staff. Being part of HAS was a wonderful experience, and we are keen to build on success by engaging more staff and community members. ”



**Nisha Sajjani**  
Co-Director,  
Jameel Arts & Health  
Lab & Associate  
Professor, NYU  
Steinhardt

“ Scotland embodied the highest aspirations of the Healing Arts campaign. It was an inspiring example of ‘celebration as strategy’ in that it brought different communities, that do not usually interact, together in a joyful atmosphere that made tangible the value of the arts to our health and wellbeing. ”



**Manira Ahmad**  
Chief Officer,  
Public Health  
Scotland

“ The power of personal stories and the opportunity to participate in cross-sectorial conversation led to new partnerships and ways of working. Public Health Scotland are reflecting on HAS and incorporating learning as we support Scotland’s Health and Care system, ensuring that Scotland becomes a place where everyone can thrive. ”



# National Schedule of Events





## Edinburgh

Scotland's capital city hosted national flagship events across two days. The Opening Celebration at the Scottish Parliament brought a moment of immense pride and connection to our participants, with over 300 community dancers and musicians performing together.

The National Galleries of Scotland, the Edinburgh International Festival and the Scottish Parliament hosted conferences bringing together leading arts practitioners, researchers and health workers. Global experts from 15 countries attended presentations and networking events; discussions sought to highlight innovative practice and research in the field.

A roundtable meeting convened the Cabinet Secretary for Constitution, External Affairs and Culture, the Chief Medical Officer, the Minister for Social Care, Mental Wellbeing and Sport and senior leaders from the WHO Global and European Office.





“ I’m a GP and it’s made me really think about how to incorporate arts and health. HAS attendee ”



“ And it was just great to be in a room full of people who are my tribe... This is where I belong. HAS attendee ”



## Glasgow

The HAS Glasgow day was packed with workshops, presentations, panel discussions, training and performances. Over 750 people engaged with the 34 events held across Tramway, the Hidden Gardens and Scottish Ballet. Activities concluded the Wellbeing Concert where local arts and health groups performed before an audience of 500 friends, family and delegates.

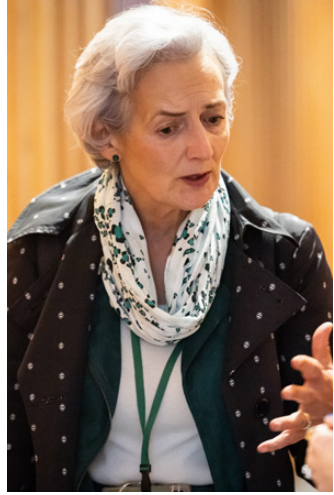
Glasgow was delighted to host speakers and practitioners from across the globe. Highlights included a medley of lunchtime performances from community groups including Nemo Arts, the Every Voice Community Choir and Scottish Ballet Health dancers. A roundtable meeting brought together specialist expertise and representatives from across the UK, Republic of Ireland and globally to explore innovation and excellence in social prescribing.

The Chief Medical Officer also launched his annual report and Public Health Scotland delivered an arts and health session for 100 staff led by Christopher Bailey WHO Global Arts & Health Lead.

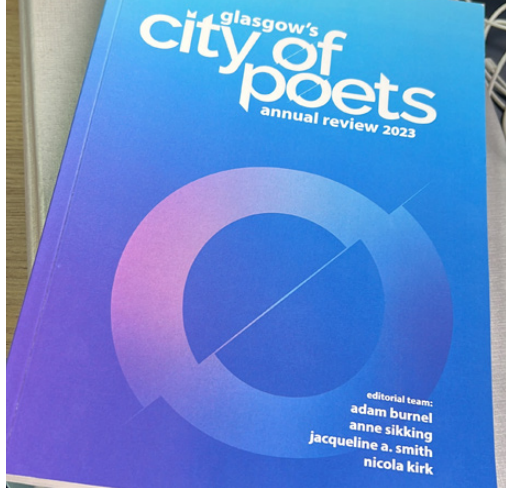




“ We want social prescribing. ”  
HAS attendee



SCOTTISH BALLET



“ I made a ridiculous number of connections during the conference but ridiculous in a great way. I couldn't believe how organic it was. ”  
HAS attendee





## Aberdeen

The University of Aberdeen, NHS Grampian, and a range of local arts organisations welcomed 100 delegates from across the region, and beyond, to a series of practical and creative workshops and discussions.

Healing Arts Scotland Aberdeen galvanised individuals across sectors, from NHS to prison services, educational institutions and cultural organisations. The shared understanding of how arts can transform individual lives and support communities ran through every panel discussion and workshop. The day began with a presentation from His Majesty's Prison Grampian's wellbeing team – highlighting the Run Forever project and closed with a moving performance by Big Noise Torry's young person orchestra.

The desire to connect more regularly and to demonstrate the impact creative projects can make has driven conversation since the event. Already one partnership has been established with ACE Voices and HMP Grampian / Run Forever project.





“ We will need more Healing Arts activations to achieve systems change – in Scotland and across the world. HAS attendee ”



“ I attended practical workshops which I can use personally as well as informing my professional practice. HAS attendee ”



“ Arts activities as part of a group makes people feel less isolated, it makes them feel more physically, emotionally, and mentally well. HAS attendee ”

**ABERDEEN  
ARTS  
CENTRE**



HAS attendees dancing in Balfour Hospital, Orkney. Photo by Catherine Leask.



## Islands

The last day of Healing Arts Scotland took place in the Orkney Islands and Shetland Islands.

### Orkney

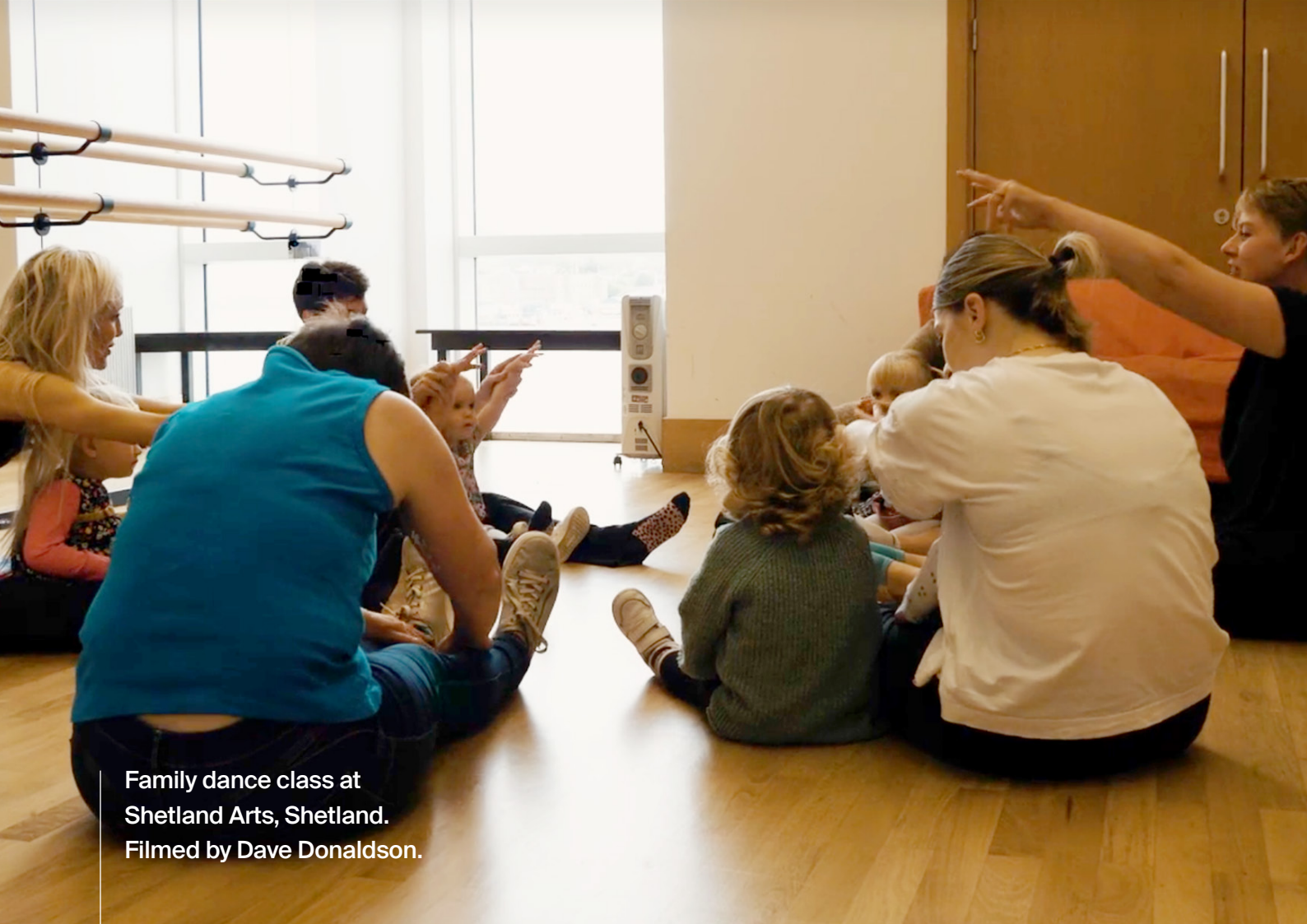
The Orkney day began with a roundtable discussion which explored the archipelago's potential and challenges in the realm of arts and health. NHS Orkney, Orkney Council and local artists as well as Scottish Ballet and the Jameel Arts and Health Lab all contributed.

The Balfour Hospital foyer was enlivened with a celebration of live music and dance. NHS staff, dancers living with multiple sclerosis and Parkinson's joined a spontaneous dance flash mob. Orkney echoed the mass kite-flying event held in Edinburgh. The beautiful blue skies welcomed the many kites that Orcadians of all ages came out to fly in solidarity.

### Shetland

Further north, Shetland Arts curated a stimulating day of creative workshops, events, and debate along with partners from NHS Shetland, RSPB Shetland, Mind your Head, Shetland's mental health & wellbeing service and local dance organisations.

Delivered in Mareel, the UK's most northerly music, cinema and creative industries centre, the day attracted over 100 people aged one year plus.



Family dance class at Shetland Arts, Shetland. Filmed by Dave Donaldson.





“ I loved the dancing and the leader’s enthusiasm in guiding such a mix of people. The intergenerational trauma session was fascinating and prompted me to think about my own family’s refugee history. ”

HAS attendee



“ Art and happiness was something we had perhaps overlooked before; appreciating, talking about, taking part in art activities makes people happy. ”

HAS attendee



“ I work with a lot of visual artists and I think they have the capacity to bridge links with communities that maybe don’t have access to the arts. ”

HAS attendee





NHS staff dancing for wellbeing at Queen Elizabeth University Hospital. Photo by Michaela Bodlovic.



# National Outreach Projects

## Healing Arts Scotland National Relay

The International Teaching Artist Collaborative (ITAC) was proud to design and coordinate a national Healing Arts Scotland Relay.

In the six months leading up to HAS, groups from around the country created a collective tapestry of artistic responses which spoke to the HAS themes. Creative inputs were given to five groups, their creations became the stimuli for the next groups, and so on, each group added to the work of the last.

The Relay engaged over 450 participants from 40+ community groups guided by 20+ artists. This collaborative process culminated in over 20 original artworks displayed prominently at the National Galleries and Scottish Parliament during HAS week.

## Wellbeing project for health professionals

In the lead-up to HAS, Scottish Ballet collaborated with NHS Greater Glasgow and Clyde, NHS Lothian Charity's Tonic Arts Programme and NHS Orkney to deliver weekly Health at Hand® wellbeing support to NHS staff.

83 dance sessions took place online, reaching over 150 health and social care professionals who were also invited to perform at key HAS events and created a film.

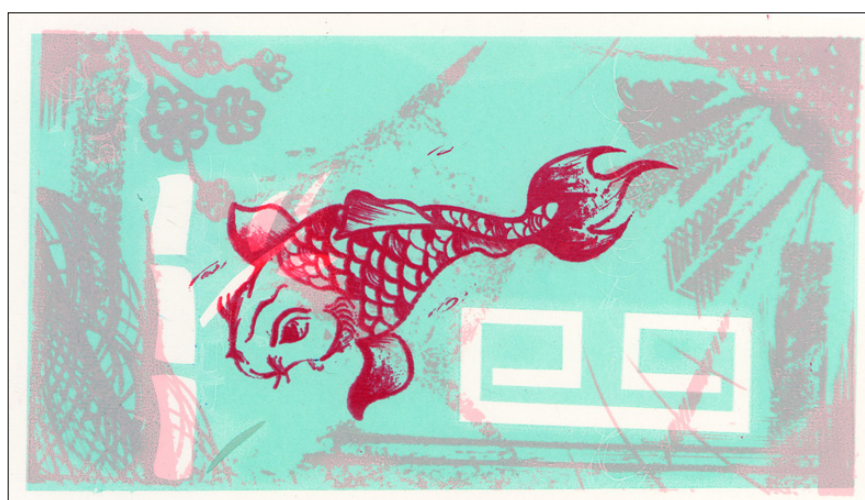
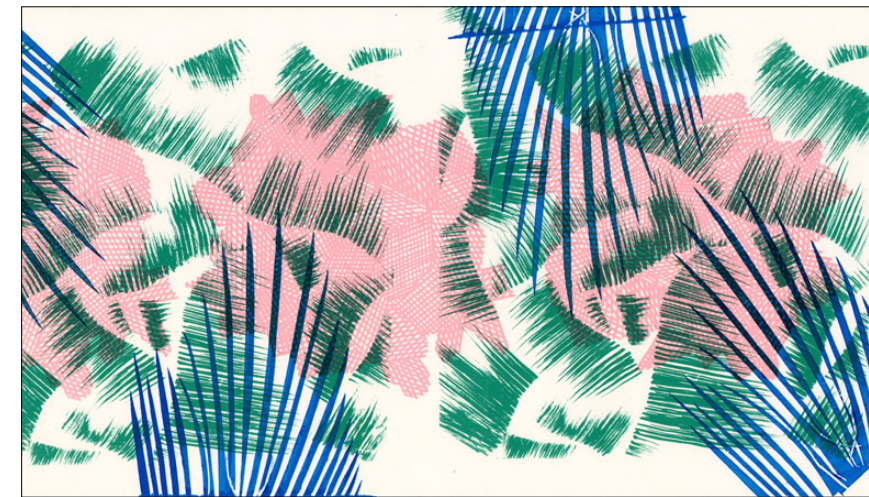


You Are My Sunshine Screenprint. Created as part of HAS Relay. Artwork by Donna Franklin.





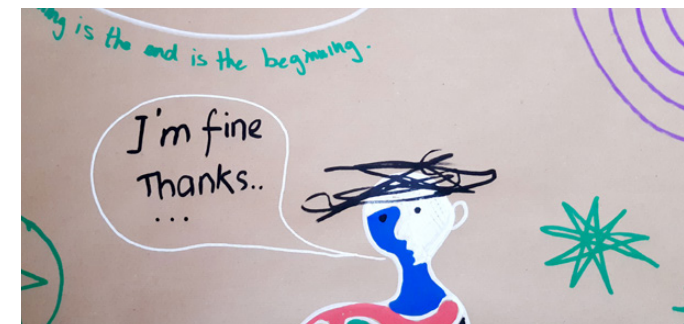
“ The wellbeing sessions gave me 30 minutes of care for my mind, body and soul. This allowed me to feel cared for by my employer.  
National Outreach Project attendee ”



“ I had something to look forward to at the end of the week.  
National Outreach Project attendee ”



“ I had something positive to talk to my patients and other staff about.  
National Outreach Project attendee ”





# Online Conference Programme

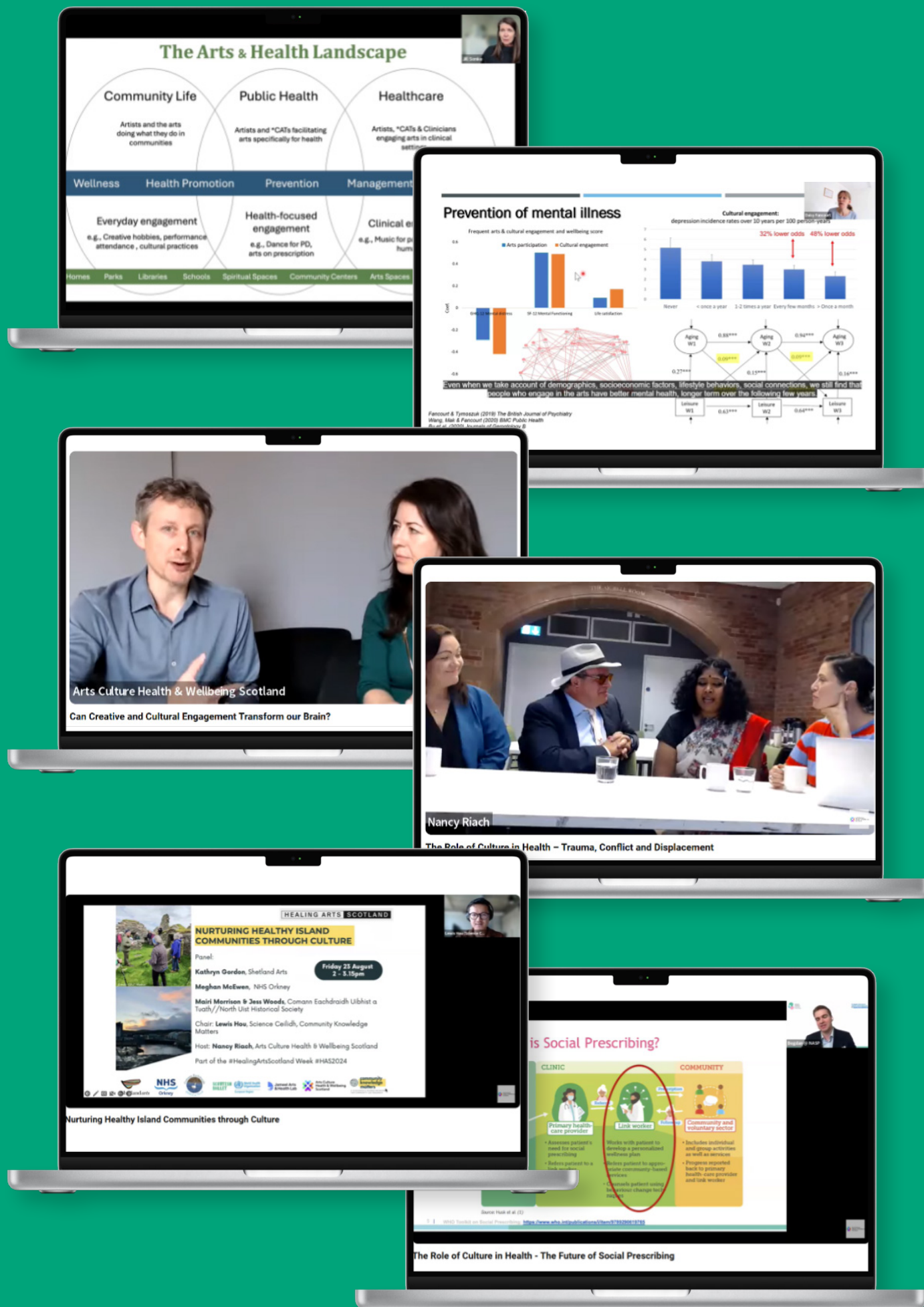
The Healing Arts Scotland Online Conference, in partnership with Arts Culture Health and Wellbeing Scotland (ACHWS), aimed to broaden the reach of the in-person conference and provide access to those unable to attend. ACHWS curated a programme featuring 21 national and international speakers reflecting key topics and geographic locations of the in-person events.

Speakers were from leading organisations including the World Health Organization, the Jameel Arts & Health Lab, the University of Florida Center for the Arts in Medicine, Scottish Refugee Council, National Academy of Social Prescribing, Shetland Arts, University College London and Grampian Hospital Arts Trust amongst others.

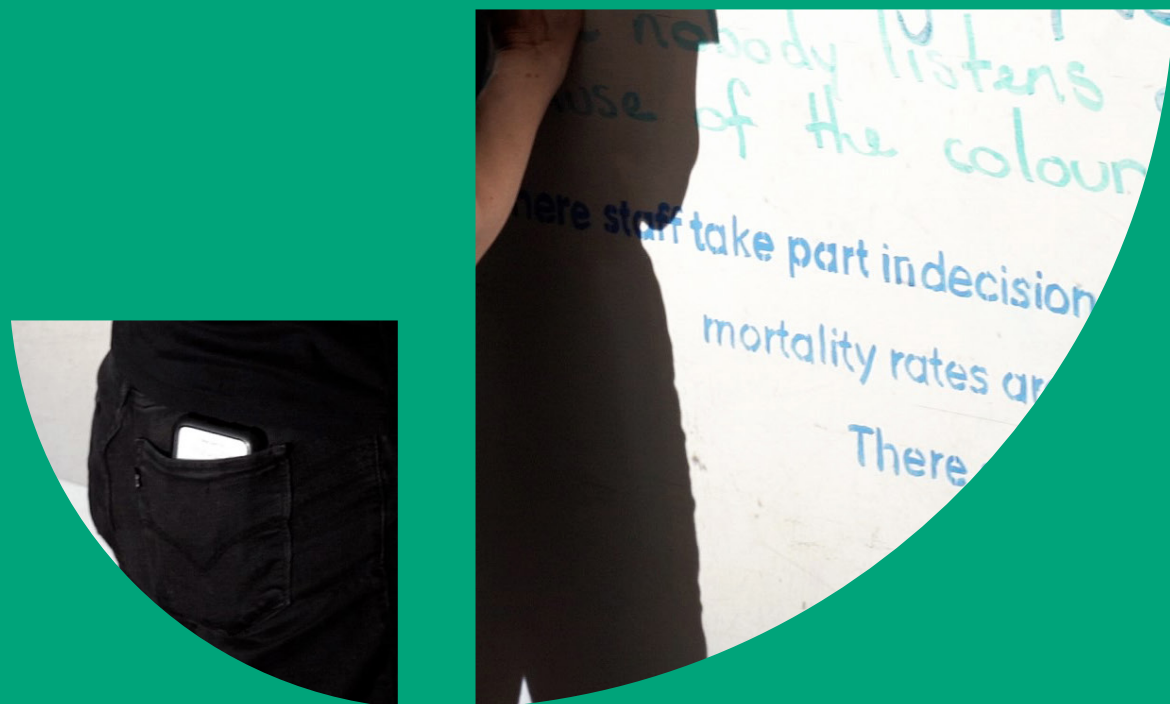
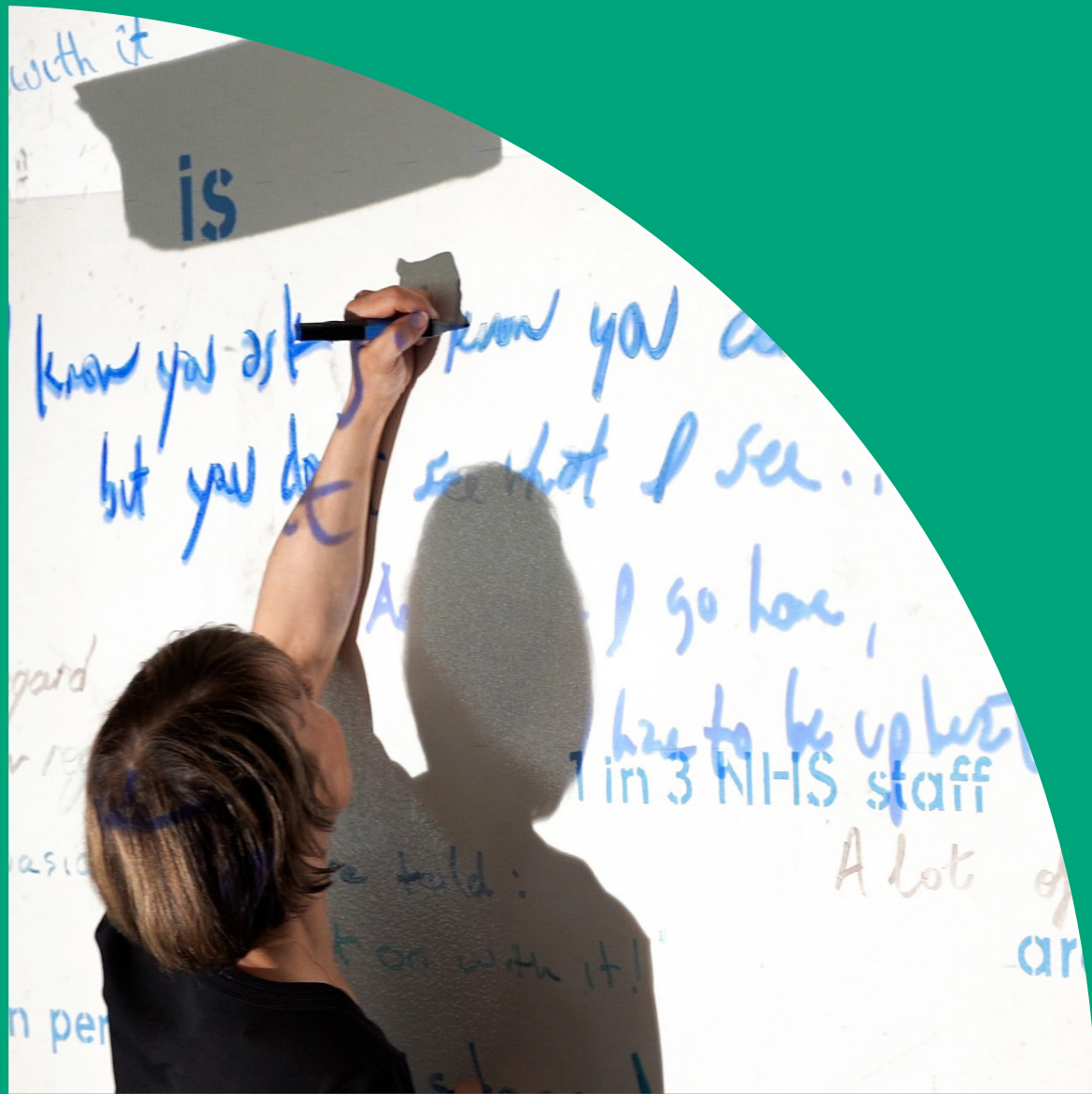
The online programme included five sessions:

1. Trauma, Conflict and Displacement
2. Creative and Cultural Engagement Transforms our Brain
3. The Future of Social Prescribing
4. What the Research Tells Us
5. Nurturing Healthy Island Communities through Culture

Sessions were well received, with over 730 sign ups. Recordings were shared with participants and partners.







# Evaluation

In collaboration with



THE UNIVERSITY of EDINBURGH  
School of Health in  
Social Science







Tell us about your experience at

**HEALING ARTS SCOTLAND**

BY SCOTTISH BALLET AND THE JAMEEL ARTS & HEALTH LAB IN COLLABORATION WITH THE WORLD HEALTH ORGANIZATION

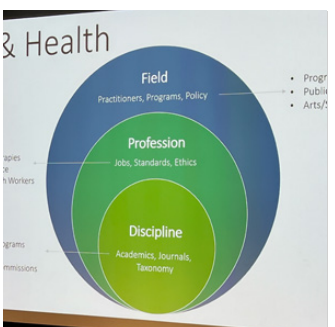
[healingartsscotland.org](http://healingartsscotland.org)

EVERYTHING IS GOING TO BE ALRIGHT

THE UNIVERSITY OF EDINBURGH | World Health Organization | Jameel Arts & Health Lab | NYU STEINHARDT | SCOTTISH BALLET

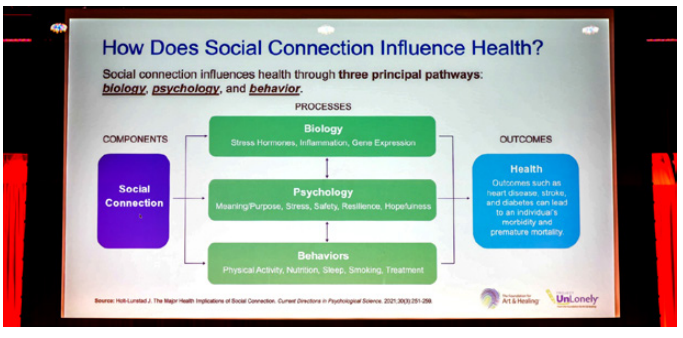
“ Seeing so many disabled people participating in different events just made me reflect on the fact that... arts is a human rights issue and this links to the UN Rights for disabled people in terms of participation in cultural life. ”

HAS attendee



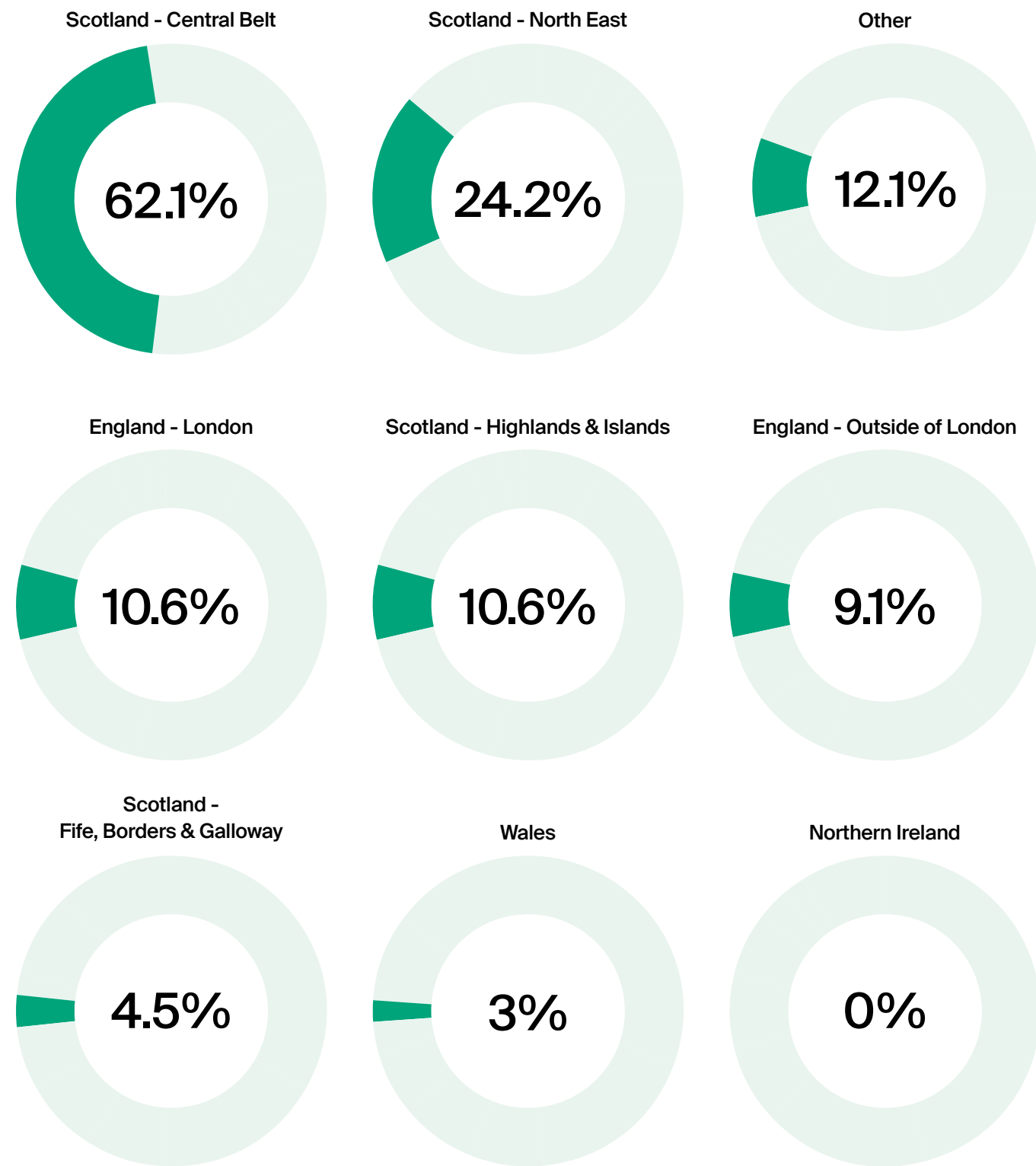
“ What struck me was how many clinical people spoke with so much passion and belief in the arts, and its power and its place in the clinical world. ”

HAS attendee





## Where is the majority of your arts and health work located?



## What is currently happening in Scotland

Our evaluation included online surveys completed by 156 attendees, feedback cards collected from 171, one on one interviews conducted with 50 attendees, and two online focus groups which included 7 people in total. 136 attendees shared with us how they were connected to arts and health. 63% of these attendees identified as working for some form of organisation (e.g., arts, community), and over 40% stated they were someone who engaged in the arts to support their own health. Over 25% were freelance artists.

### What is currently happening?

We wanted to use the HAS data to understand what is currently happening in arts and health in Scotland in relation to: 1) geographic spread; 2) health priorities; and 3) primary artforms utilised. While the data is just a sample of what is happening in Scotland, it helps to identify gaps for future investment and better understand where current resources are being utilised.

### Where is work happening?

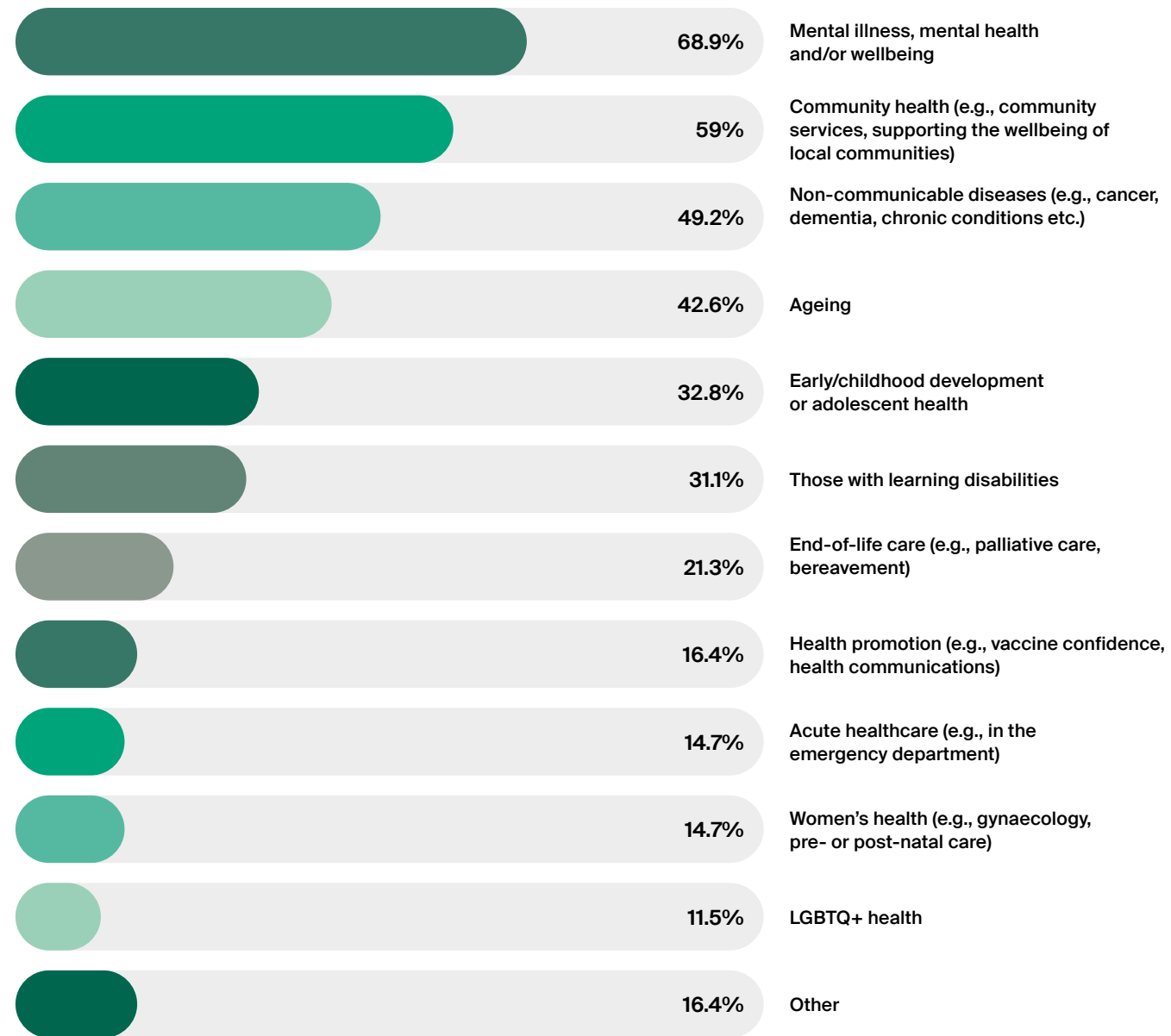
The majority of work recorded is happening in the Central Belt of Scotland (62.1%), followed by the North East of Scotland (24.2%). This mapped onto where participants had reported living. 10.6% reported delivering work in the Highlands and Islands and 4.5% in Fife, Borders & Galloway, potentially highlighting a need to prioritise activity in these regions in the future. People also reported working beyond the UK, including the US, across Europe, and India. (sample size: 66)\*



### Primary health priorities

Nearly 70% of respondents reported working with people in the category of mental illness, mental health and/or wellbeing, 59% in community health, and 49% non-communicable diseases. Women’s health and LGBTQ+ were the lowest reported categories, suggesting these could be areas of foci for the future. (sample size: 61)\*

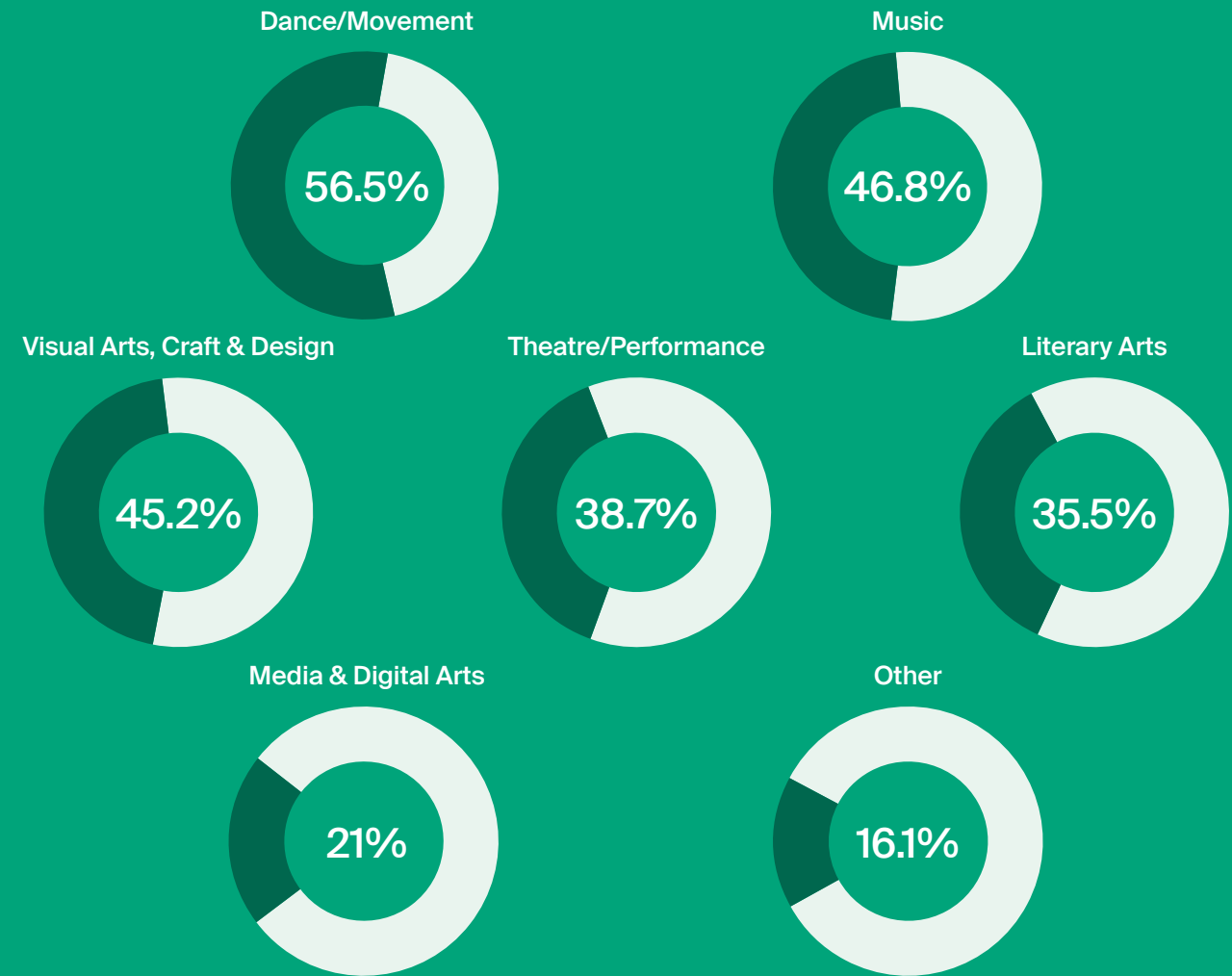
### What are the primary health priorities or groups of people you are working with?



### Primary artforms

Participants reported engaging with a wide range of artforms in their work, suggesting respondents deliver a diverse range of opportunities in arts and health in the locations where they work. Dance/Movement, Music, and Visual Arts, Craft and Design were the most popular artforms, followed by Theatre/Performance, and Literary Arts. (sample size: 62)\*

### What are the primary artforms that you engage with in your work?



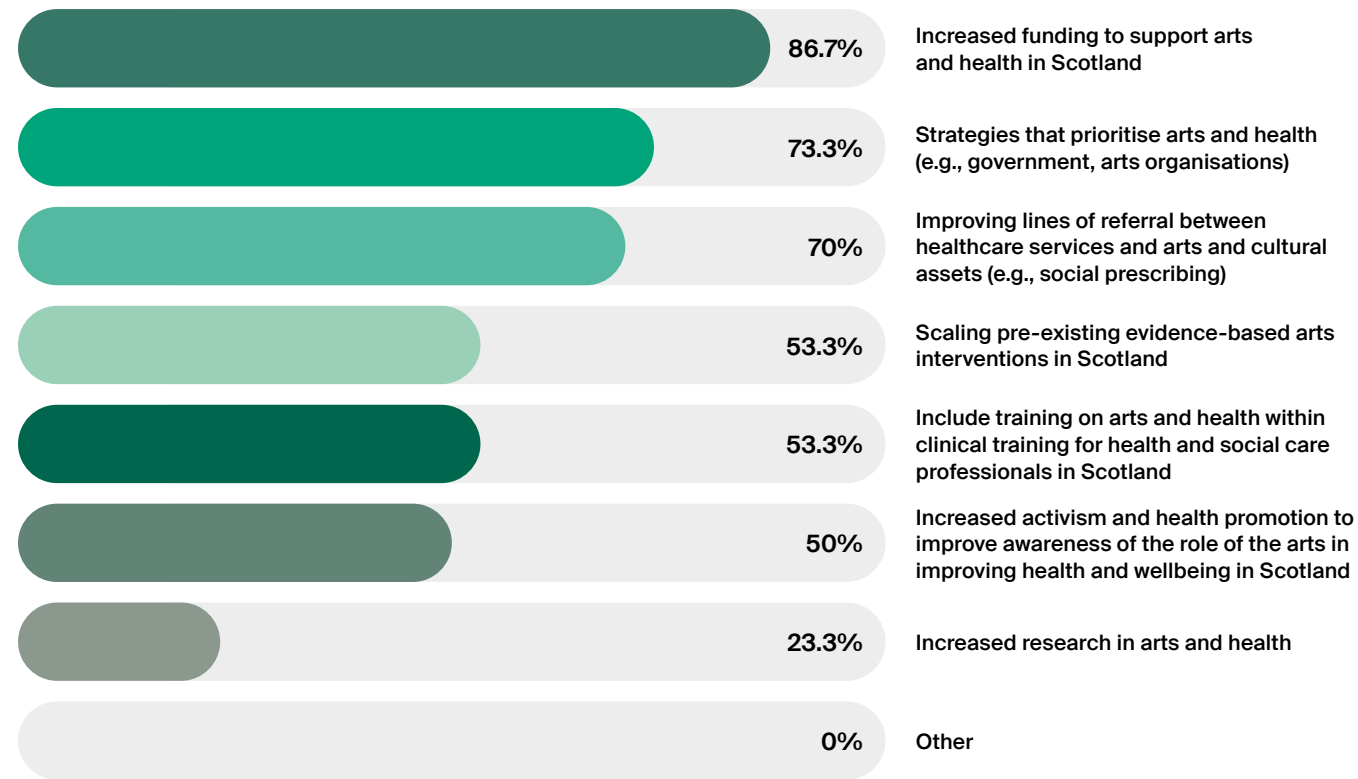
**“I still think there’s a huge amount of work that we need to do around advocating what arts can do in terms of health benefits.”** HAS attendee



### Priorities for Scotland

A key question for us focused on the priorities for the future of arts and health in Scotland. Our evaluation shows that funding and engagement with government and health and social care organisations are key priorities, with specific mention of the importance of social prescribing as a key area to develop in the future. (sample size: 30)\*

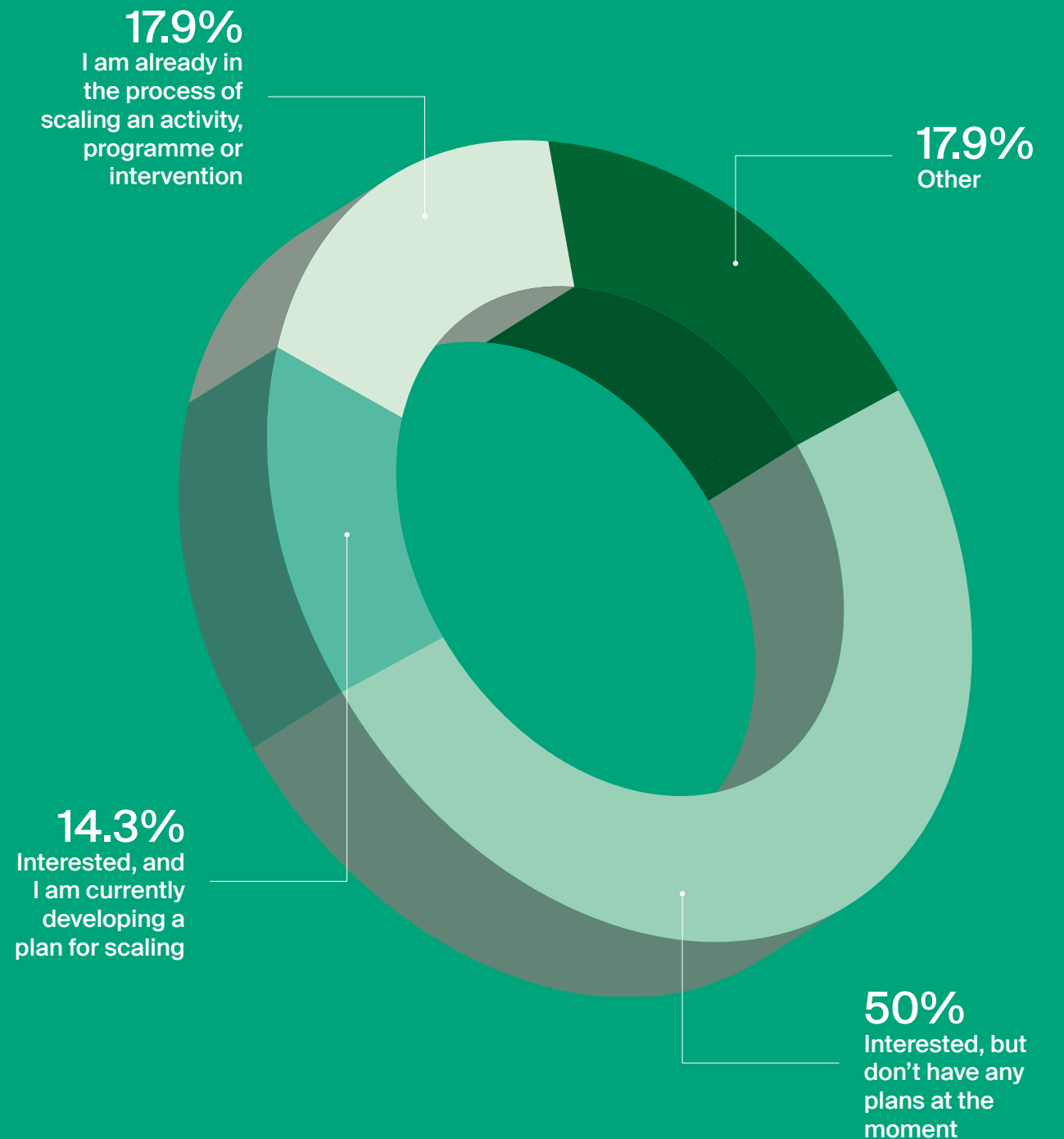
### What do you think are the priorities to help Scotland move forward in integrating a whole person approach to health that includes arts and cultural resources?



**“Inspired me to look at more ways to incorporate arts into my social prescribing role.”** HAS attendee

### Scalability in arts and health

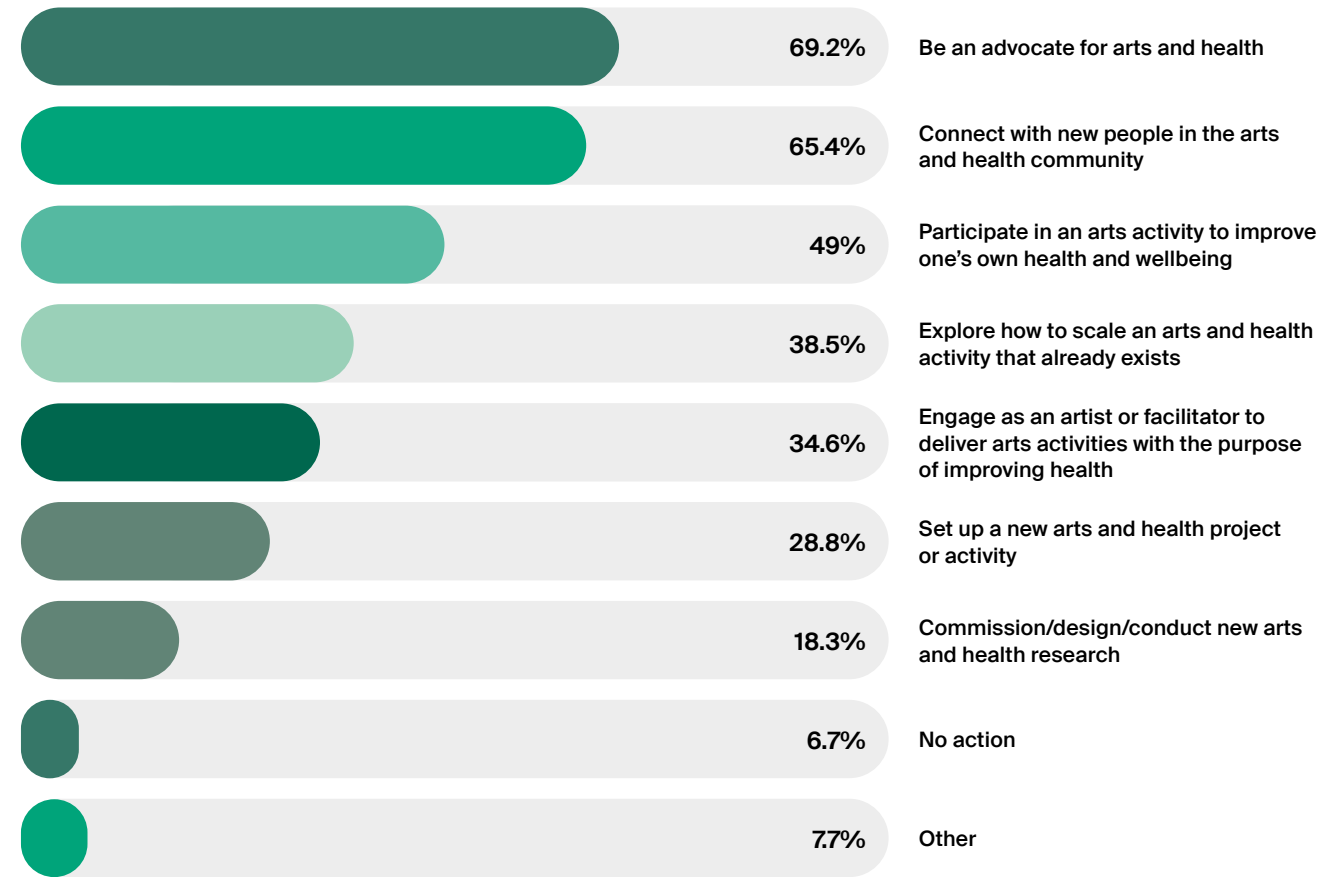
In recent years, there has been an interest in ‘scalability’ in arts and health, which involves exploring how a pre-existing arts activity, programme, or intervention may be adapted for new settings. We asked participants: do you have any plans for scaling your work? (Sample size: 28)





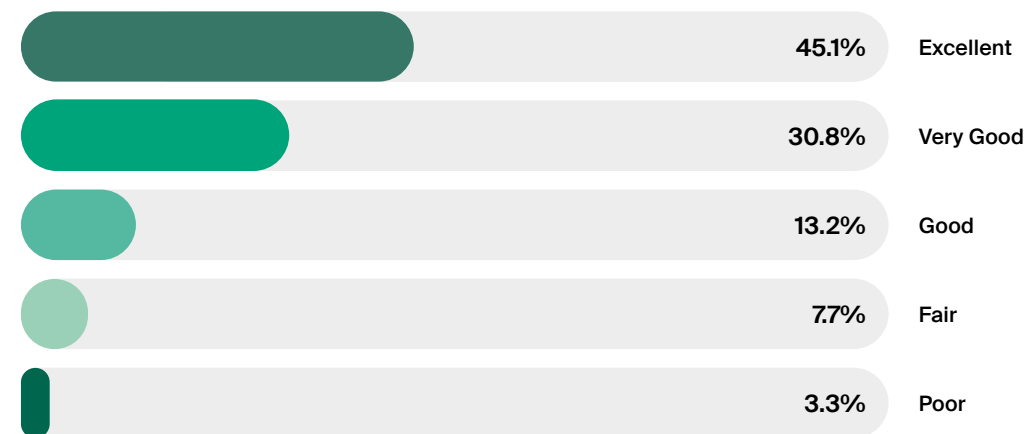
## What new action will you take following your engagement in HAS?

We asked respondents whether they were inspired to take any new action. (sample size: 104)\*



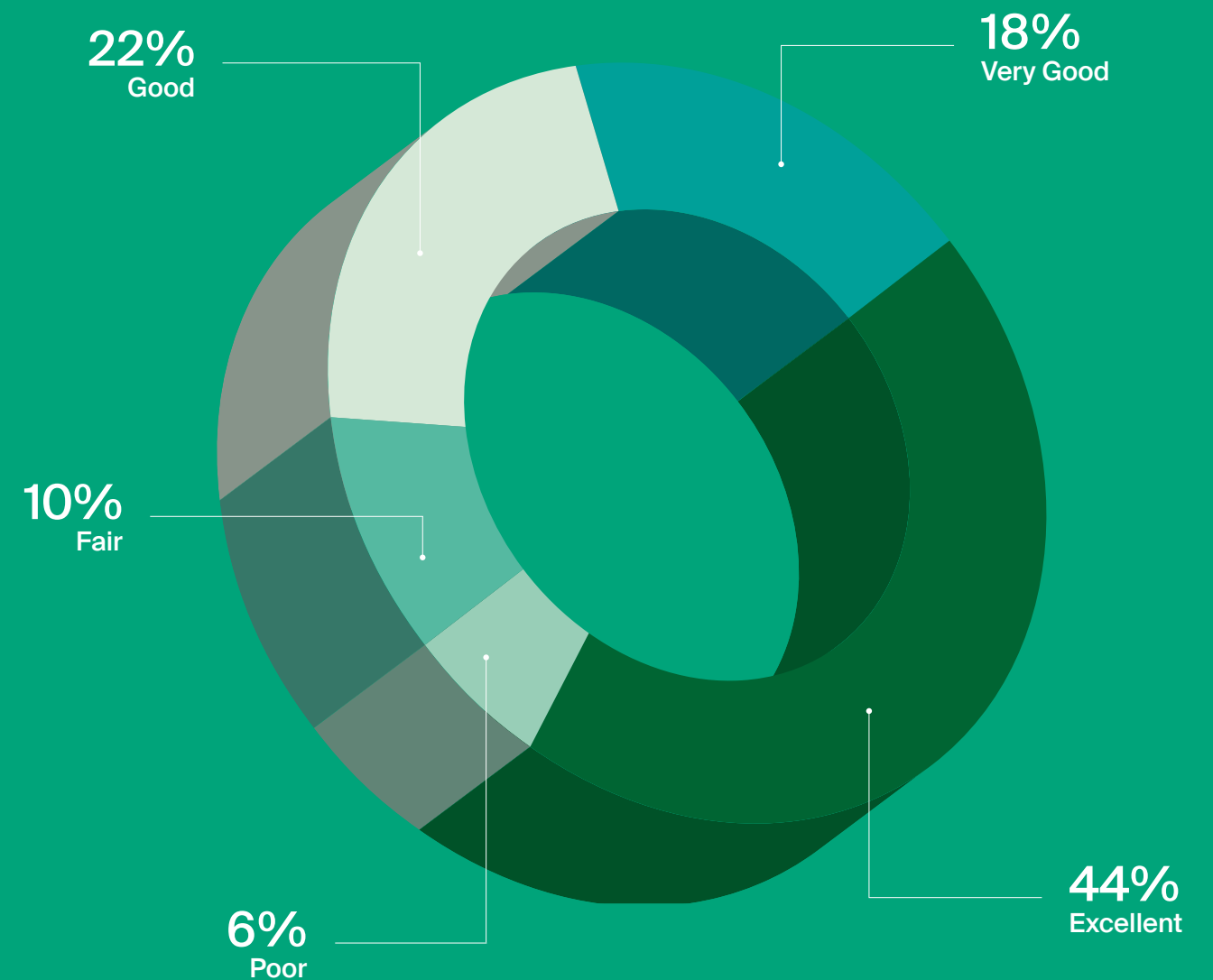
## Usefulness for Continuing Professional Development (CPD)

We asked respondents to rank the usefulness of HAS for CPD in arts and health. 89% rated this as good, very good, or excellent. (Sample size: 91)



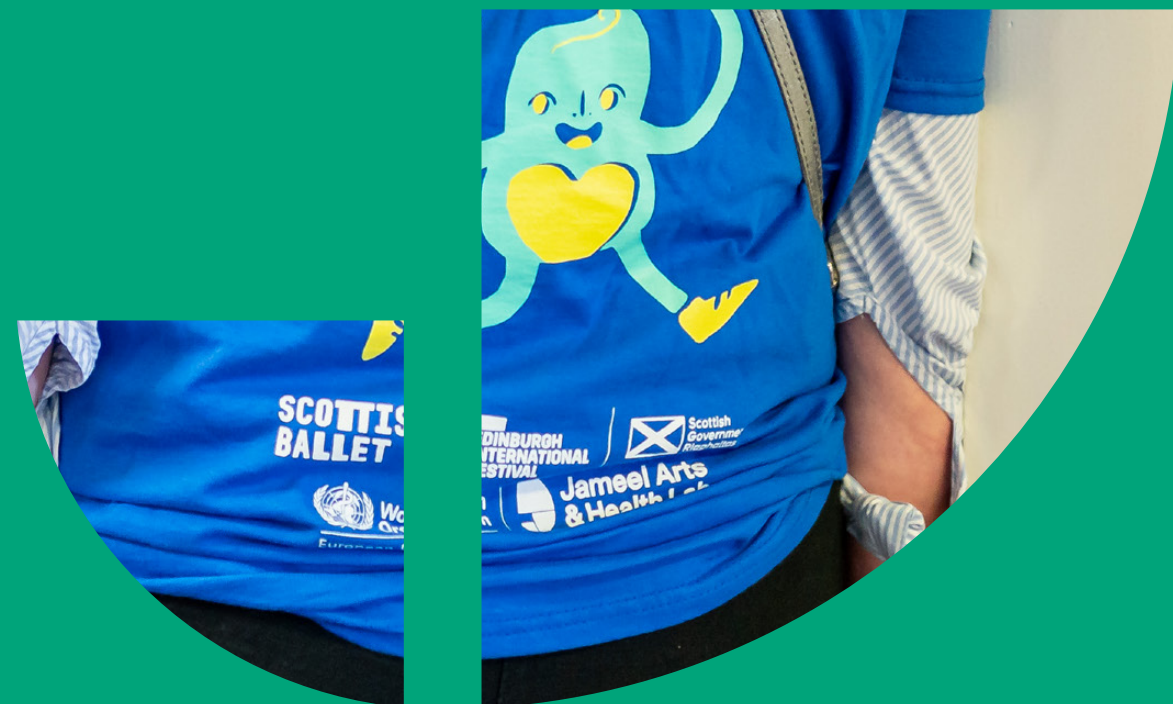
## Building a community

We asked respondents to rank, on a scale from poor to excellent, their opportunities to network and connect with others at HAS. Nearly 85% rated this as good, very good, or excellent. (sample size: 90)





# Communications Campaign







An artist-led public advertising campaign reached over 700,000 people across Scotland.



HAS Team members were branded T-Shirts - featuring a specially commissioned HAS Mascot - to all events.





# An Integrated Communications Campaign

The Marketing and Communications campaign for HAS 2024 was instrumental in realising the event’s vision to integrate arts into health and wellbeing.

Collaborations with marketing teams from the Edinburgh International Festival and National Galleries of Scotland enhanced the campaign’s reach, while music by Bronski Beat and striking artwork by Martin Creed provided creative depth. These elements formed the backbone of a strategy that achieved over 3 million media impressions, with out-of-home advertising reaching an estimated 700,000 in Edinburgh and digital campaigns delivering over 100,000 impressions in targeted regions.

Newsletters from Scottish Ballet and the Lab further engaged over 80,000 subscribers, and over 40 pieces of press coverage amplified the message across platforms.

By combining innovative visuals, evocative soundscapes, and strategic partnerships, the campaign not only celebrated the profound connection between arts and health but also inspired communities to envision a future where creativity plays a central role in wellbeing.



Healing Arts Scotland bill posters in Edinburgh. Photo by CULTURUNNERS.



# Digital Campaign

Healing Arts Scotland Trailer



Healing Arts Scotland Legacy Film



HAS' digital campaign included a dedicated website, films, newsletters and social media outreach.

Digital engagement for HAS was particularly strong on Instagram where HAS Reels achieved a total view count of over 85,000. Average view

count per video was 9,400 – substantially higher than previous SB Health posts.

In the lead up to the festival, we posted teaser clips featuring NHS staff and SB Engagement staff and participants – these received high view counts and glowing praise from followers.

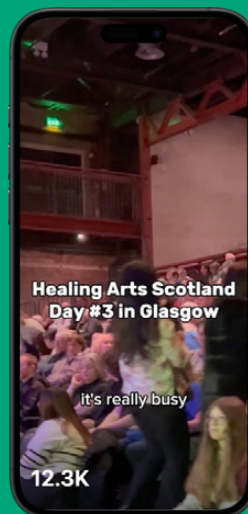
Daily Recap Reels



Day 1 - Intro



Day 2 - Edinburgh



Day 3 - Glasgow



Day 4 - Wellbeing Concert

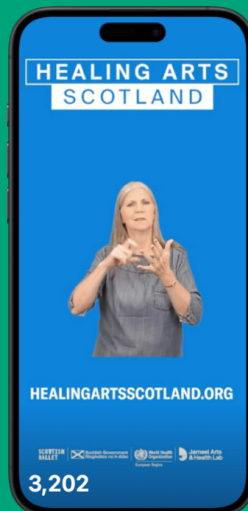


Day 5 - Orkney

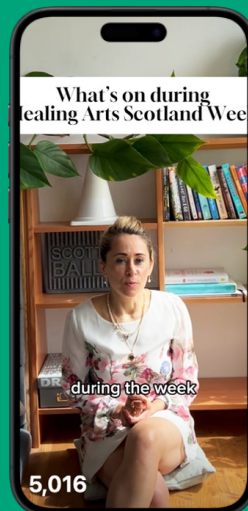
Explainer Videos



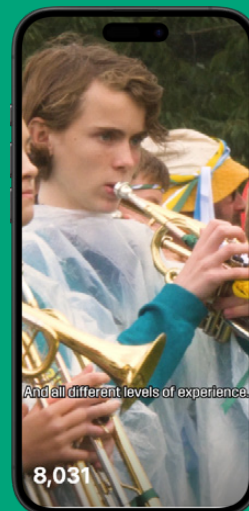
HAS Teaser



HAS BSL Trailer



HAS Explainer Video

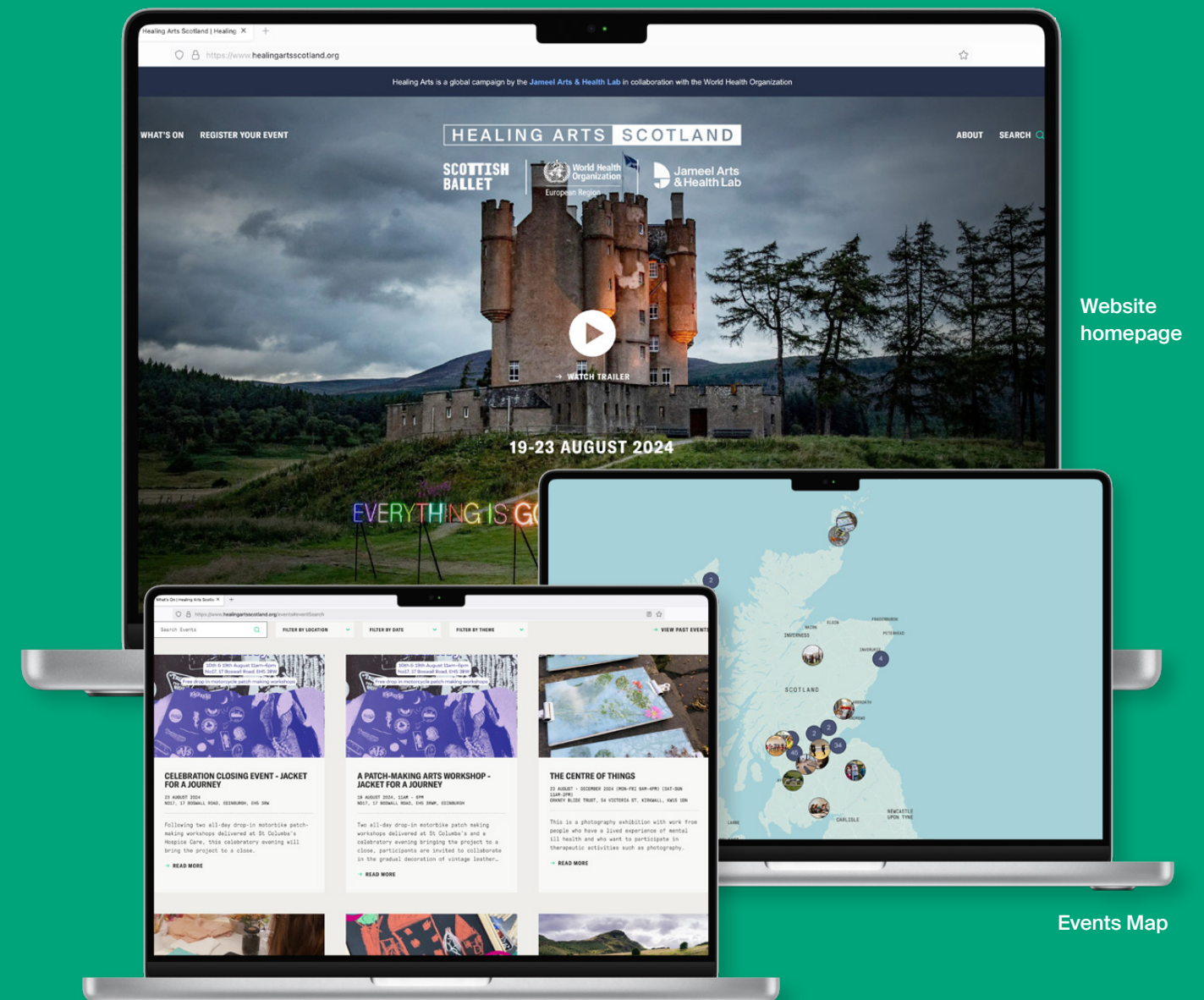


HAS Opening Event



Message from WHO

Dedicated Website



Website homepage

Events Map

Dedicated Events Pages



NEWS > Performing Anxiety Panel at Healing Arts Scotland Glasgow Day  
12 August 2024

World Health Organization Europe

Healing Arts Scotland: A Scotland-wide celebration of the role of the arts in health and well-being

Healing Arts Scotland: A Scotland-wide celebration of the role of the arts in health and well-being

**NURTURING HEALTHY ISLAND COMMUNITIES THROUGH CULTURE**

Livestreamed Panel

**BBC RADIO SCOTLAND**

NHS staff in Glasgow feature in a dance video which will be shown at the launch of Healing Arts.

**NHS dance team star in arts week**

Kevin McRoberts

Staff throughout NHS Greater Glasgow and Clyde are to play a starring role in a week-long celebration of the arts and their importance to the nation's physical, mental and social health.

Healing Arts Scotland 2024 runs from Monday, August 19, with a host of events and discussions about the role of the arts in healthcare and a team of dancers from NHSGGC will feature in a specially filmed video to be shown at the launch ceremony in Edinburgh.

In addition, Healing Arts Scotland will be coming to Glasgow on Wednesday, August 21, for a day dedicated to events in the city.

The launch video was filmed at the Queen Elizabeth University Hospital in April, when staff were joined by Scottish Ballet, and Community and Health Dancers from Scottish Ballet's neurological and youth programmes as they performed a specially commissioned routine to celebrate the power of the arts to most communi-

ties and bring arts and health together.

The video is the culmination of a programme in which Scottish Ballet has worked with the NHSGGC Arts in Health Improvement programme, with support from the Active Staff team, to provide online movement and dance sessions for staff within the health board and partner health and social care partnerships.

Jackie Sands, Senior Arts and Health Improvement Lead at NHSGGC, who developed the partnership with Scottish Ballet, said: "Being part of this video has been a wonderful experience, and the finished video will be an uplifting and positive way to help kick off Healing Arts Scotland."

"I would like to thank everyone who has been involved in the movement and dance sessions, and the video, and I would encourage everyone to have a look at the Healing Arts Scotland website, and to book a place at some of the events - in Glasgow or elsewhere. Everything is free, so we're hoping lots of people will come along and support this great festival."

The Healing Arts Scot-

Medscape UK NHSGGC Dancers To Star At Healing Arts Scotland

**BBC RADIO ORKNEY**

Healing Arts Scotland: A Scotland-wide celebration of the role of the arts in health and well-being

UPDATED: Healing Arts Islands Day Orkney

BY THEORKNEYNEWS ON AUGUST 20, 2024 • (LEAVE A COMMENT)

Can the arts heal?

This August, from 19-23 August, Healing Arts Week led by Scottish Ballet (@scottishballet) and the Jameel Arts & Health Lab (@jameelartstheathlab) in collaboration with the World Health Organisation (@who) takes place. Healing Arts Scotland is a week-long celebration of arts and health events, highlighting the joy they bring to those who take part, and their importance to the nation's physical, mental and social health. This Friday, 23rd August are the Islands events taking place at UHI Orkney, The Balfour Hospital, and on Saturday at The Peedie Sea.

**Scotland Hosts Its First National Healing Arts Event**

Siobhan Harris | 19 August 2024

**THE SCOTSMAN**  
SCOTLAND'S NATIONAL NEWSPAPER

**PICK OF THE DAY**

**EVENT**

**Healing Arts Scotland**

Today sees the launch of a "country-wide celebration of arts and health" conceived by Scottish Ballet, the Jameel Arts & Health Lab and the World Health Organisation, to "showcase the joy the arts bring to those who take part, and their importance to the nation's physical, mental and social health". It begins with an outdoor Opening Celebration today at 4pm, with performers from across Scotland "in an energetic celebration of music and dance".

Scottish Parliament, 4pm, [healingartsscotland.org](http://healingartsscotland.org).

**How does art aid our health?**

Events to explore how a dose of culture could improve our wellbeing

By Sarah Gilmour

HEALING ARTS Scotland will be hosting a series of events in Orkney this week, including talks, performances and screenings.

Events take place on August 23 and 24, and include a talk on the future of social prescribing, live dancing and music at The Balfour, and a kite-flying session.

It is hoped that these events, also brought together by Arts, Culture, Health and Wellbeing Scotland, will amplify the voices in our community with a particular interest in the use of the arts within health and wellbeing.

Events begin on Friday morning at UHI

Orkney, with a look at the future of social prescribing and the role of culture has to play, with a panel of professionals offering local, national and international perspectives.

Later, a live screening at the lecture theatre will examine research into the role of culture in wellbeing.

In the afternoon, The Balfour will host a live dancing and music session, which folk are free to watch or join.

On Saturday, Kites in Solidarity invited people to fly a kite with Orkney Friends of Palestine at the Peedie Sea, from 2.30pm.

Find out about these events and more on [www.healingartsscotland.org/events/healing-arts-scotland-highlands-islands-day](http://www.healingartsscotland.org/events/healing-arts-scotland-highlands-islands-day)

Festival of Politics 2024: Place and displacement: reconnecting to the world through the arts

Tuesday 20 August 2024 5:30 PM

**Glasgow Times Evening**

**You've got to move it**

**NHS WORKERS SHOWCASE THEIR DANCE SKILLS AT ARTS VENUE**

Sandiya Suresh  
Sandhya.Moroni@nhs.uk

STAFF at NHS Greater Glasgow and Clyde will showcase their dance moves at an arts venue in the city.

Through a partnership with Scottish Ballet, the event will take place at the Tramway and forms part of the Healing Arts Scotland Festival in August.

It will be the culmination of a programme in which Scottish Ballet teamed up with the NHSGGC Arts in Health Improvement programme and the Active Staff team to deliver online dance and movement sessions for the health board's staff and Health and Social Care Partnerships.

Before the Tramway performance on August 21, the participants performed a special dance routine, which was filmed at the Queen Elizabeth University Hospital in April.

In the lead up to the festival, Scottish Ballet visited the Queen

the Queen Elizabeth University Hospital. She said: "Through our Arts in Health and Active Staff programmes, NHSGGC is committed to improving the health and wellbeing of its staff, and this collaboration with Scottish Ballet has been a particular success."

Looking forward, Sands extended an invitation to more staff to get involved in the initiative.

"Being part of Healing Arts Scotland will be a wonderful experience, and we are keen to get more staff involved."

"We will be holding more movement and dance sessions with Scottish Ballet, so there is plenty of time for colleagues to come forward and join in the fun."

Healing Arts Scotland 2024 is a week-long national celebration of arts and health, spearheaded by Scottish Ballet, in collaboration with several organisations, including the World Health Organisation, NHS Lothian Charity, NHS Glasgow and Clyde, and multiple Scottish collaborators.

**THE ART NEWSPAPER**

**'We need a shared language': Scotland-wide festival highlights links between the arts and health**

EVERYTHING IS GOING TO BE ALRIGHT

Healing Arts Scotland, organised by the Jameel Arts & Health Lab and Scottish Ballet in collaboration with the World Health Organisation, is the first national festival to explore the role of cultural engagement in health

**BBC RADIO SHETLAND**



**Healing Arts Scotland - Dance for PD® taster and Q&A**

21 Aug 2024 10:45 am

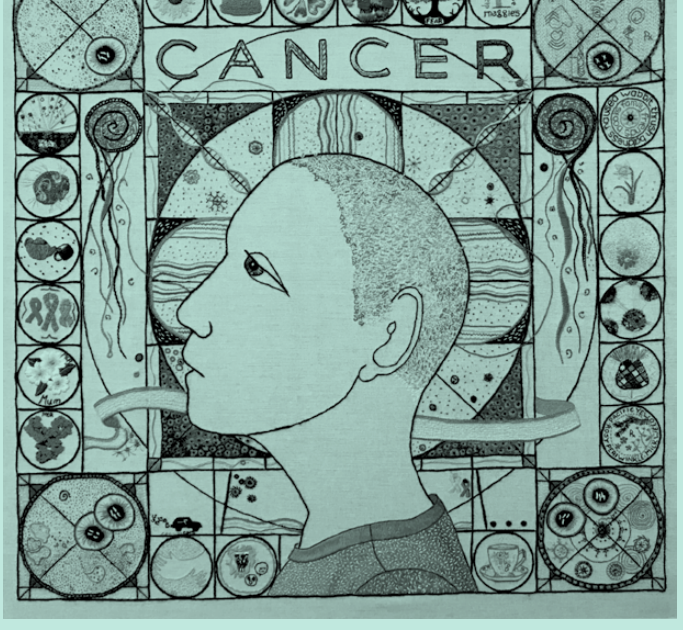
Join us either in-person or online for a taster and Q&A session of Dance for PD® with programme founder David Leventhal.

**Shetland arts**

**HEALING ARTS SCOTLAND**

**the Edinburgh Reporter**

**Healing Arts Scotland Week – the Cancer Tapestry will be on display**





# Marketing Collaborations with Artists

Healing Arts Scotland embedded artistic collaboration throughout the programme design. Two established Scottish artists donated their creative work to help promote the initiative.

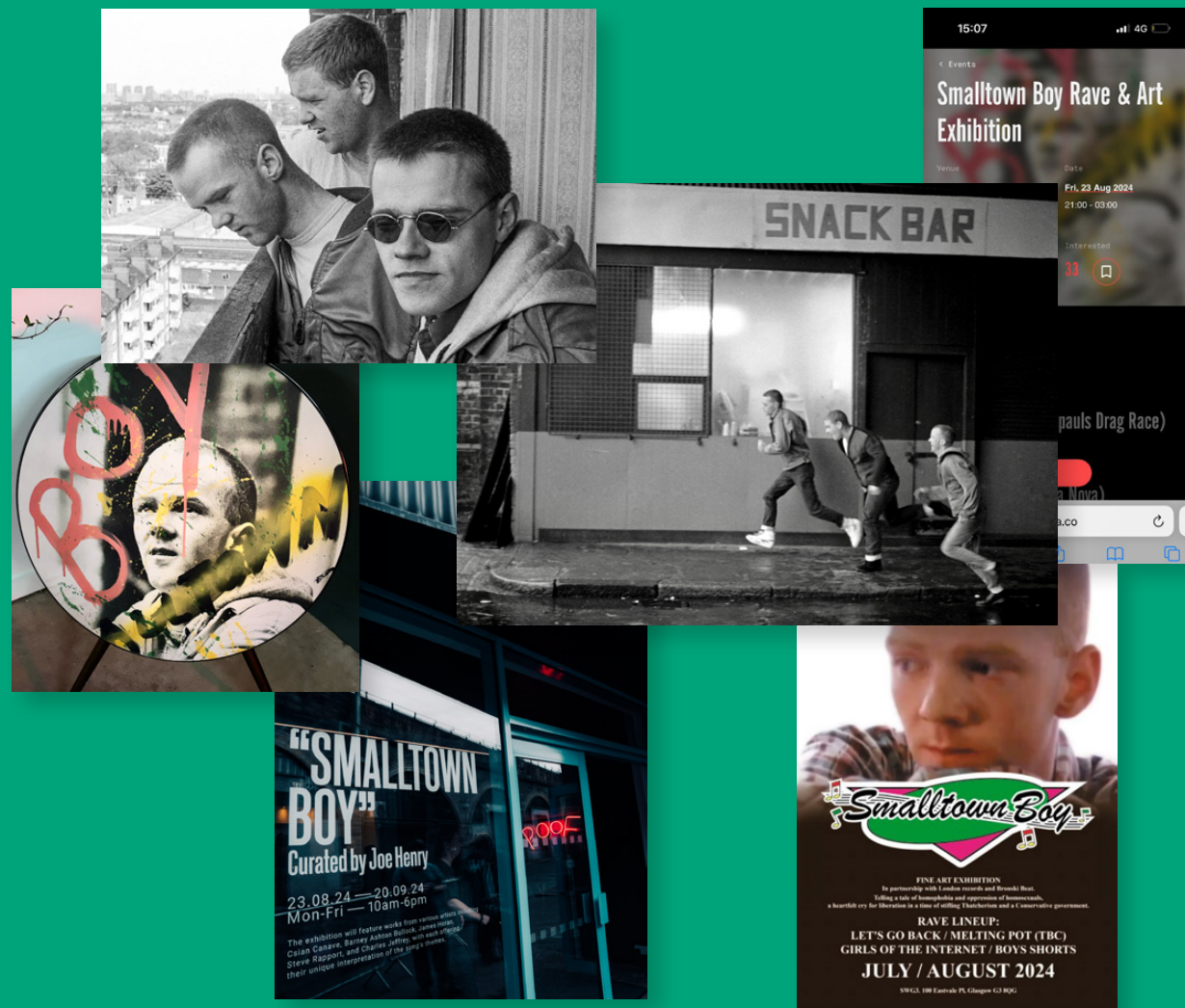
## Bronski Beat

Glasgow based curator, Joe Henry, helped connect Healing Arts Scotland to Bronski Beat artists and record labels (London Records, Bucks Music Group, and BMG) who gave permission to use *Small Town Boy* – perfectly coinciding with the bands 40th anniversary of their iconic anthem.

## Martin Creed

Through a collaboration with Hauser & Wirth, Glasgow-born artist, Martin Creed, donated an image of his artwork *EVERYTHING IS GOING TO BE ALRIGHT* as the marketing image for Healing Arts Scotland.

*EVERYTHING IS GOING TO BE ALRIGHT* resonated with Healing Arts Scotland themes including loneliness and isolation, and youth mental health. The installation outside Braemar Castle in Aberdeenshire from 2020, became a symbol of hope during the pandemic.



CREED MARTIN. WORK NO. 3435 EVERYTHING IS GOING TO BE ALRIGHT 2020 NEON 44 X 1250 CM / 17 3/8 X 492 1/8 INCHES © MARTIN CREED. ALL RIGHTS RESERVED, DACS 2024 COURTESY THE ARTIST AND HAUSER & WIRTH



# Policy





Christopher Bailey speaking at The Hub, Edinburgh. Photo by Sally Jubb.



Many cities around the world have taken part in our series of Healing Arts activations, but Scotland was the first to take a truly national approach. Scotland's unique sense of community, its embrace of all art forms, and its commitment to health for all was an exciting combination.

**Christopher Bailey**

Founding Co-Director, Jameel Arts & Health Lab;  
Arts & Health Lead, WHO



Nils Fietje speaking at the Music and Motherhood Meeting. Photo by Uka Borregaard, courtesy of WHO.



Change campaigns usually work because they either appeal to our minds or our hearts. The best campaigns, however, do both – organically, honestly, collectively.

This is what Healing Arts Scotland 2024 achieved. For one week, across the Scottish nation, Scottish Ballet together with the Jameel Arts & Health and many other partners created a celebration of the arts that highlighted its potential to profoundly impact our health across the life-course.

**Nils Fietje**

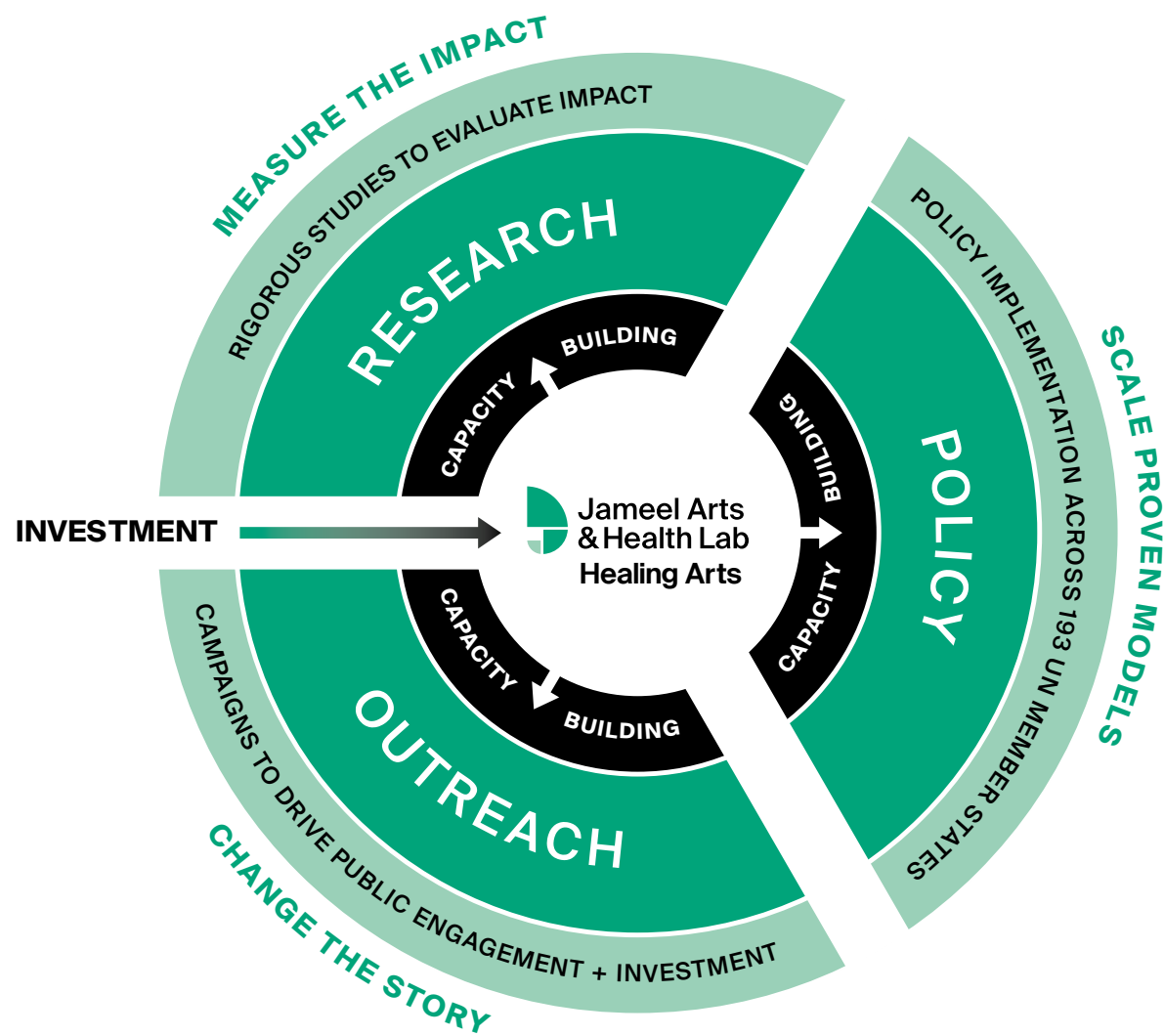
Founding Co-Director, Jameel Arts & Health Lab;  
Technical Officer, WHO Europe





# Policy Impact Model

Healing Arts supports the Jameel Arts & Health Lab's model combining rigorous research and public outreach to drive policy implementation across 193 UN Member States.



**Research**  
Generating, coordinating, and disseminating robust studies that advance our understanding of the impact of the arts on health and identifying which practices are suitable to scale.

**Outreach**  
Socialising arts and health research, demonstrating best practice, and increasing public engagement through online campaigns, artists' projects, media engagement and live events.

**Capacity Building**  
Growing the arts and health field by developing international communities of practice across research, culture and policy and offering opportunities for training.

**Policy**  
Driving impact through scaling the impact of evidence-based arts and health interventions across 193 UN Member States, with an emphasis on the most underserved populations.

# Policy Recommendations

Healing Arts Scotland has created the conditions to pursue the following:

- Establish a Cross Parliamentary Group for Arts and Health in Scotland.
- Embed evidence-based arts and health activities in Public Health Scotland in order to:
  - Reduce health inequalities across Scotland.
  - Support the prevention and management of physical and mental health conditions.
- Develop arts and health guidelines as part of Healthcare Improvement Scotland SIGN series.
- Create and maintain a map of arts and health resources in Scotland.
- Create guidelines to support the training and recognition of artists, creative arts therapists, and related cultural and healthcare workers engaged at the crossroads of arts and health in Scotland.



# Acknowledgements

With special thanks to all the communities who responded to the HAS call-out, and to the specialist staff and teams at Scottish Ballet and partner organisations who made this event possible.

## Ailbhe Turley

National Galleries of Scotland

## Ameer Shaheed

Jameel Arts & Health Lab / Scottish Ballet

## Amy Cobb

Scottish Ballet

## Barbara Allison

Chair SB Health Committee

## Chidera Chukwujekwu

Intercultural Youth Scotland

## Caitlin McKenna

Scottish Ballet

## Calum Smith

University of Oxford

## Cameron Somers

Scottish Ballet

## Caroline Donald

Edinburgh International Festival

## Catherine Cassidy-Dedics

Scottish Ballet

## Chi Kabaso

Scottish Ballet

## Christopher Bailey

Jameel Arts & Health Lab /  
World Health Organization

## Danielle Tyrer-Gupta

Scottish Ballet

## Dave Caesar

SB Health Committee

## David Jarman

Edinburgh Napier University

## Emily Davis

Royal Conservatoire of Scotland

## Eve McConnachie

Scottish Ballet

## Felix Craven

Jameel Arts & Health Lab /  
CULTURUNNERS

## Fiona Wardell

NHS Healthcare Improvement Scotland

## Hannah McIlveen

Scottish Ballet

## Hayley Durward

Citymoves

## Helen Coughtrie

Scottish Ballet

## Holly Munro

Edinburgh College of Art,  
University of Edinburgh

## Jemma Dickson

Strathclyde University

## Jen Logan

Scottish Ballet

## Jennifer Dickson

NHS Healthcare Improvement Scotland

## Jenny Crowe

Tramway / Glasgow Life

## Jo di Lieto

Scottish Ballet

## Kate Carter

Edinburgh International Festival

## Katey Warran

University of Edinburgh /  
University College London

## Kathryn Gordon

Shetland Arts

## Katie Russell

University of Glasgow / Scottish Ballet

## Kelman Greig-Kicks

Neon8

## Kirsty McIntyre

Scottish Ballet

## Laura Skaife- Knight

NHS Orkney

## Letitia Lam

Scottish Ballet

## Lisa Sinclair

Scottish Ballet

## Lorna Murray

Scottish Ballet

## Madeleine McGirk-Rutherford

International Teaching Arts Collective (ITAC)

## Marcel Foster

NYU Steinhardt

## Marta Reichlin

Università Cattolica del Sacro Cuore

## Miki Lee Dale

Scottish Ballet

## Morag Hickson

NHS Healthcare Improvement Scotland

## Naill Walker

Scottish Ballet

## Nancy Riach

Arts Culture Health and Wellbeing Scotland

## Nat Dedics

Scottish Ballet

## Nikki Crane

King's College London

## Nils Fietje

Jameel Arts & Health Lab /  
World Health Organization

## Nisha Sajani

Jameel Arts & Health Lab /  
NYU Steinhardt

## Olivia Turner

University of Edinburgh

## Oscar Von Sternberg

Jameel Arts & Health Lab /  
CULTURUNNERS

## Pilar Letrondo

University of Edinburgh

## Poppy Wright

University of Dundee

## Rachele Dunn

Scottish Ballet

## Rey Dosaj

EDJI Arts

## Rob Murray

Scottish Ballet

## Safia Qureshi

SB Health Committee

## Sara Kemal

Scottish Ballet

## Sarah Potter

Scottish Ballet

## Stephen Stapleton

Jameel Arts & Health Lab /  
CULTURUNNERS

## Stewart Aitken

SHMU

## Taylor Han

Scottish Ballet

## Tessa Brinza

Jameel Arts & Health Lab / NYU Steinhardt

## Tiffany Stott

Scottish Ballet



SCOTTISH  
BALLET

Jameel Arts  
& Health Lab

# HEALING ARTS SCOTLAND

[www.healingartsscotland.org](http://www.healingartsscotland.org)



Jameel Arts & Health Lab Founding Partners:

