

# Gareth Presch, Chief Executive and founder, World Health Innovation Summit

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GARETH PRESCH, Founder and CEO World Health Innovation Summit is a global healthcare thought leader and the Founder and CEO of the World Health Innovation Summit. Gareth is the Expert Lead on SDG3/4 for the UNGSII Foundation, Founder of the Global Social Prescribing Alliance, and a Member of Pope Francis's Vatican COVID19 Commission Group 2 Looking to the Future.

## **'Introduction to UN Sustainable Development Goal 3 Good Health and Wellbeing'.**

This is an introduction the Sustainable Development Goals (SDG3) Good Health and Wellbeing. I wanted to pick up on social prescribing and the opportunity for arts for dementia to support good health and wellbeing. In September 2015, 193 heads of state pledged their commitment to implement 70 sustainable development goals at the UN. My role is Chief Executive of the World Health Innovation Summit. It is a platform, it is focused on prevention, but I advised the UNGSII Foundation on SDG3, which is on good health and wellbeing. Their role is to accelerate and implement the SDG process across the world. This brings a huge opportunity. In terms of arts for dementia, what is the context here in terms of why do we need to work together? What's the opportunity? Well, the scale of the challenge is quite daunting. You can see from the numbers, 850,000 people are living in the UK with dementia at the moment, by 2025 we'll have a million people living with dementia, by 2040 this will be 1.6 million. Globally this is an enormous figure with an increase of 50 million. The backdrop of this is terms of the health sector is that we currently face challenges with COVID19, but going forward, by 2030 we will have 18 million staff short: rising expectations, aging populations and growing population. It is a big challenge but that also provides an opportunity.

I want to focus on the opportunity for arts for dementia and look at a model for value creation. Really if we look at the pathogenic approach, which is the whole structure of our health service at the moment, and the work of NASP, focused on process of health and wellbeing, this provides us with a massive opportunity. It is why we launched the Global Social Prescribing Alliance, and we believe we can create new and meaningful jobs, while strengthening existing health services, and improving people's health and wellbeing. The opportunity for arts and dementia, if you look at it in terms of growth and recovery from COVID, music we know has an enormous benefit for those with dementia, but also within the community setting we can stimulate growth within health and wellbeing.

We held an event in Nottingham to promote a GP surgery at scale, where you can promote good health and wellbeing while creating value in a community setting. If you look at what we are doing in terms of arts and creative arts, we have an SDG orchestra which is supporting our implementation in the cities. We are also working with Pope Francis' COVID19 commission around concerts for humanity. We believe there is a significant opportunity to support people's wellbeing in this space and look at the value we can create as a society. With Pope Francis' Vatican COVID19 Commission (2020), we produced reports looking at the challenges, chances and the learning, and if we look going forward, social prescribing presents us with an enormous opportunity to support those who need our help to improve their health and wellbeing.

What is the economics of SDG3 Good Health and Wellbeing? As I mentioned the World Health Innovation Summit is a platform, an opportunity to improve health and wellbeing. We started this movement in Cumbria, prototyped in the UK. We were able to demonstrate £1 investment £36 back in value created. How big is that opportunity for the arts and dementia and healthcare to create value together? That is the question that I put to the audience. I would say it is substantial. Also, with the support the National Academy for Social Prescribing (NASP) and the Global Social Prescribing Alliance, we can do some great work together to demonstrate that value and drive investment into this area so we can grow the sector. Some of the activities we are working with World Health Organisation (WHO). We have an arts event coming up with NASP, these are opportunities to showcase the impact, the evidence base and this will be at the Palais des Nations at the UN in Geneva.

Finally, just to talk about the Global Social Prescribing Alliance we launched with Matt Hancock recently, we've had tremendous support and a wider context around G20 support, where we look at putting further investment into these sectors. Next week we meet with G20 leaders in Berlin, where we will present moving forward with COVID while implementing SDG3 good health and wellbeing. There is no doubt that there is opportunity for the arts to be involved in this and to create a substantial impact on improving health and wellbeing. That is a very short synopsis of what we're currently doing, and I hope it gives you an insight of the opportunities available for arts in SDG3.

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