

Arts 4 Dementia Best Practice Conference

Arts for Brain Health: Social Prescribing as Peri-diagnostic Practice for Dementia.

Thursday 20 May 2021

Veronica Franklin Gould, A4D President.

VERONICA FRANKLIN GOULD FRSA founded Arts 4 Dementia (A4D) in 2011 to develop weekly programmes for early-stage dementia at arts venues, training, best practice conferences and reports. *Rearwakening the Mind (2012-13)* won the London 2012 Inspire Mark and Positive Breakthrough in Mental Health Dementia Award 2013. On publication of *Music Rearwakening (2015)*, Veronica was appointed A4D president. Her regional guide, *Rearwakening Integrated: Arts and Heritage (2017)*, maps arts opportunities for dementia and aligns arts within NHS England's Well Pathway for Dementia. Nominated Social Prescribing Innovator of the Year Finalist 2021, Veronica leads A4D's social prescribing programme, whose research findings will be disseminated with our report and conference *Arts for Brain Health: Social Prescribing as Peri-Diagnostic Practice for Dementia (20-21 May 2021)*.

A warm welcome to you all. On behalf of Arts 4 Dementia (A4D), thank you for joining our quest to help people from the outset of symptoms. What an honour it is to have among us, such a range and calibre of chairs and speakers across culture health and wellbeing and social prescription. Before introducing our patron, Baroness Greengross, we should like to thank our conference host, the University of Salford.

The conference programme, with different brilliant speakers, is structured each day to start with the testimony of lived experience. Today James Sanderson, Head of Personalisation at NHS England and Director of the National Academy for Social Prescribing (NASP) gives a splendid overview. UK leaders in dementia chair both morning debates - today Professor Alistair Burns, NHS Clinical Lead for Dementia and Older People's Mental Health. These are the presentation categories:

- Creative ageing – 'Prevent Well', the first step of the NHS Well Pathway for Dementia.
- Social prescribing to arts to preserve brain health at the onset.
- The plenary debate – which aims to embed the practice.
- For sustainable arts prescription programmes, we hear from Arts Council England and NHS funders.

The lunch break offers opportunities through our conference platform: Networking tables are themed by talk category and the day's six regions. You can look at posters and the story behind our campaign picture *D-LAGNOSIS! From Despair to Desire*, to be presented to The

Wellcome Collection; and at 1.30 today we have a special talk from Gareth Preston, CEO of the World CEO and founder, World Health Innovation Summit.

The afternoons will be devoted to building arts and health partnerships, with two groups of three parallel regional chaired talks pre-recorded, some from our cross-sector meetings around the UK. Finally, today we look at access - digital, for diverse ethnicities, the blind, the ArtsPAL befriender network and the A4D social prescribing web directory.
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Contact: veronica@arts4dementia.org.uk