

# Arts 4 Dementia Best Practice Conference

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

### Thursday 20 May 2021

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**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 very 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 prescribing (SP). Before introducing our patron, Baroness Greengross, a word or two about our conference platform, for which we are very grateful to the University of Salford, for supporting us and you.

Now about the programme itself: the same structure, different brilliant speakers each day – starts with the testimony of lived experience. Today James Sanderson, Head of Personalisation at NHS England, and Director of the National Academy for SP (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.
- SP to arts to preserve brain health at the onset.
- Plenary debate – which aims to embed the practice.
- Sustainable arts prescription programmes - where 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-*

*IAGNOSIS! From Despair to Desire*, to be presented to The Wellcome Collection. And at 1.30pm we have a special talk from Gareth Preston, CEO of the World CEO and founder, World Health Innovation Summit.

The afternoon will be devoted to building arts and health partnerships. Then, for the parallel regional talks you will need to leave this room and chose your session stream – one of two. These chaired talks are pre-recorded (some from our cross-sector meetings around the UK). You can question speakers in the chat and continue conversation at the regional tables in the tea break that follows. Finally, today we look at Access - digital, for diverse ethnicities, the deaf and blind, the [ArtsPAL Befriender Network](#) and the [A4D SP web directory](#).

Do tweet throughout the next two days - our conference hashtag is #Arts4BrainHealthSP21 @Arts4Dementia

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