



LIVE LONGER BETTER

*Global Social Prescribing*  
*The A4D Arts for Brain Health Debates 2021-22*



Hosted by Veronica Franklin Gould  
President of Arts 4 Dementia

In association with

Professor Sir Muir Gray  
Director of the Optimal Ageing Programme at The University of Oxford

and

International Longevity Centre  
Global Brain Health Institute  
Global Social Prescribing Alliance



HSH Dr Donatus, Prinz von Hohenzollern,  
Patron of Arts 4 Dementia

I wholeheartedly support A4D's global campaign to raise awareness of the vital role of social prescribing to preserve brain health through the power of music and the arts.

Global advances in social prescribing since Arts 4 Dementia's conference, "Towards Social Prescribing as Diagnostic Practice for Dementia" (2019, Wellcome Collection) have been phenomenal. It has been a privilege to work with policymakers, scholars and practitioners in, culture, heritage, health and wellbeing across the world – and people living the experience closer to home – in our campaign to raise awareness of the vital role of engaging in cultural and creative activity to preserve their brain health.

Social prescribing enables GPs to refer patients to arts earlier than ever before – crucially, from the onset of symptoms – to ease isolating strain in the years leading to diagnosis of our most feared condition. Where possible, let's avoid the use of the stigmatizing term, *dementia*.

The concept of preserving brain health is empowering. Involvement with arts of personal choice, making discoveries, learning, enjoying a sense of wonder, sharing new skills in a cultural group can transform the experience and is worth fighting for. NICE recommends social prescribing to leisure activities post diagnosis, but why wait, why endure agonies, when the great Creative Health movement has much to offer. Our hope is therefore that NICE will introduce an amendment to refer patients to weekly re-energising arts and wellbeing activity at their initial assessment.

The Creative Health movement, the new National Centre for Creative Health and indeed our own A.R.T.S. for Brain Health: Social Prescribing transforming the diagnostic narrative for Dementia: From Despair to Desire, aroused such interest in 2021 that to open the dialogue wider, we have been running a series of increasingly global webinar debates. Sir Muir Gray, Director of the Optimal Ageing Programme at the University of Oxford chaired the first, remarkable debate between our A.R.T.S. for Brain Health conference chairs, Professor John Gallacher, Professor of Cognitive Health at The University of Oxford and the NHS National Clinical Director for Dementia and Older People's Mental Health Professor Alastair Burns. With Muir as co-host, 141 speakers contributed to debates addressing individual art forms, nature and heritage, cultural diversity and disability and the funding of arts on prescription.

It has been an honour to partner debates with the International Longevity Centre, Global Brain Health Institute and Global Social Prescribing Alliance to achieve this vital social change.

Special thanks are due to our A4D patron HSH Dr Donatus, Prinz von Hohenzollern, who has given encouragement every step of the way and to Sir Muir, who has spurred us on at each debate. To have the support and direction of the NHS Chief Knowledge Officer and author of *Increase your Brainability and Reduce your Risk of Dementia*, (2021, Oxford University Press), you simply have to spring into action.

Veronica Franklin Gould  
President, Arts 4 Dementia

2023

## Speakers Said . . .

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**The Rt. Hon. The Lord Howarth of Newport, Co-Chair, All-Party Parliamentary Group on Arts, Health and Wellbeing:** This is a time to consider new approaches and policies reflecting our humanity. We believe that Social Prescribing of Creative Health, Arts for Brain Health activities can help forge stronger bonds in society. Shared creative activities can mitigate loneliness, strengthen mutuality and develop community resilience.

**Professor John Gallacher, Professor of Cognitive Health at The University of Oxford and Director of Dementias Platform UK:** What we want to focus on is how arts for dementia can assist us as our brain changes with age – to go right back through our lifestyle, so that we are protected against cognitive decline and neuropathology. We're really talking about is brain health, where people are taking as much care of their brains as they are of their muscles, of their heart and of their liver. (D1: [The Science](#)).

**Professor Alistair Burns, NHS National Clinical Director for Dementia and Older People's Mental Health:** Fantastic to hear the scientific evidence. To see those improvements that can be made and that Arts 4 Dementia has codified, are clear – the huge potential for arts, looking at dementia and difficulties with memory. It's something that everyone can enjoy, which is key. It can be personalised. It can be done with a relatively modest investment. It can be done easily and well. (D1: [The Science](#)).

**James Sanderson, Director of Community Health and Personalised Care, NHS England: and NHS Improvement:** We've seen not just the growth of SP around the world. We know how beneficial arts activities are for our health and wellbeing – in particular, for our brain health. I'm really pleased that we've brought all these pioneering opportunities and entrepreneurial spirit together with what is now a solid infrastructure within healthcare systems. (Conference)

**Dr Michael Dixon, Chair of the College of Medicine, NHS National Clinical Champion for Social Prescription:** We've got to start looking at how the arts are part of preserving brain health, of making people's lives more fulfilling, and reducing the rate at which people develop memory problems. It is crucial if you're a GP to go in early – in the first place – to make sure that your patients, or you yourself take a real interest in the arts as something that can keep your brain developing and going. (Conference)

**Fergus Early, Artistic Director, Green Candle Dance** *You dance in your head.* Dance involves much brain power – creativity, taking decisions, solving problems, calculating, spatial relationships at speed. If people are widely offered the chance to dance in older age, we can look forward to a time when older people are no longer regarded as a burden, but rather, the truth is that they can be and are an inspiration. (D2: [Brainability and Dance](#)).

**Katie Derham, BBC Broadcaster:** What we all have here a fervent belief that music can transform people's physical and mental health. We have a sense of what programmes are out there, how they work, how more people can access them and how we can campaign at a policy level for music to be made more central to our lives. (D3: [Music](#)).

**Professor Sir Muir Gray CBE:** It's tremendously exciting. The evidence is very strong now that we can prevent, delay, slow down and even reverse, in some cases, dementia. To do this we have to increase activity – physical, cognitive and emotional. Few ways better of doing that than through drama. (D4: [Drama](#)).

**Christopher Bailey, World Health Organisation:** Boy, I so much want to just speak with the previous speakers because they've spurred so many ideas in my head. Wellbeing in Alzheimer's cannot be measured in terms of the cure. It's measured in terms of moments of peace and moments of coping. By engaging in the arts, you can provide opportunities to help people cope, to achieve the highest degree of their abilities to be productive and helping form a sense of community. (D5: [International](#))

**Dr Gail Kenning, University of New South Wales, Australia** It's so important the conversation that we're having here, the profound value of art that stands outside of the clinical, the medical, as a different way of engaging with issues. My approach has

## Speakers Said . . .

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primarily been about how art can be used to overcome stigma and to show agency of people with dementia, to promote normalcy. There's a way of engaging prior to a diagnosis, Art can help at that point and allow for continuity after diagnosis. (D5: [Int](#)).

**Francesca Rosenberg, Director of Community, Access and Schools Programmes, Museum of Modern Art. (MoMA), New York, USA.** It's a great pleasure to be a part of this important event At MoMA we I love the idea of working with doctors and nurses and social workers to have them prescribe our programming as part of an individual's treatment. We know that conversations about art can be a jumping-off point for deeper connections, as well as a way to make meaning and space for reflection. (D5: [Int](#)).

**Professor Brian Lawlor, Professor of Old Age Psychiatry at Trinity College Dublin. Co-Director of the Global Brain Health Institute, Ireland & California, USA.** Creativity can be a very powerful prescription to improve brain health in both the people living with dementia and those at risk of dementia. But we do need to merge arts and science and unite scientists and practitioners to create the evidence base that convince policymakers, that imagination and the arts are critical for human flourishing survival and for brain health and help turn the fear and stigma of dementia inside out. (D5: [Int](#)).

**Professor Semir Zeki, Professor of Neuroaesthetics, University College London** The experience of beauty – musical, visual, mathematical beauty or beauty from sorrow or from joy – activates the medial orbitofrontal cortex. That part of the brain puts people in a good state, healthy state, euphoric state. What has come out today is the implicit realization that activity involved in the arts has an organic effect. It concentrates the brain in achieving the satisfaction of the pleasure principle. (D6: [Visual Arts](#))

**Dr Desi Gradinarova, Senior Policy Advisor, Wellbeing & Inclusion Strategy, Historic England. NASP Historic Environment Lead** There is growing evidence that more frequent cultural engagement is linked to better memory and ability to perform cognitive tasks, while heritage and creative activities have a role to play in increasing creativity and stimulating brain health and imagination. (D7: [Heritage and Nature](#))

**Dr Lucy Loveday, Associate Dean, Faculty Development Innovation and Performance, Health Education England.** People can feel held by nature and feel this sense of belonging and this opportunity to reconnect with a part of yourself that perhaps you've lost or forgotten. Embrace the beauty, the huge transformative potential of the natural environment for your health and wellbeing. (D7: [Heritage and Nature](#)).

**Professor Catherine Loveday, Professor of Cognitive Science, University of Westminster.** Language has been rated as one of the top measures – one of the top predictors of quality of life is when people have language loss. So it's really important to try and preserve language. (D8: [Poetry and Creative Writing](#)).

**Kadija Sesay, literary activist, poet founder of tInscribe Black writers programme, of SABLE Litmag. Co-founder of Mboka Festival of Arts, Culture and Sport in Gambia** People came from different cultural backgrounds. We learned so much at the workshops, from people who were at Grenfell, just to find out what linked them to those images or the particular culture. (D8: [Poetry and Creative Writing](#)).

**Dr Sonu Bhaskar, CEO, Global Health Neurology Lab in Sydney, Australia:** To give you a flavour on where SP sits within neurology here, our lab is dedicated to promoting health and preventing diseases.. We address pressing global challenges with a focus on low resource settings and disadvantaged communities; and develop low-cost, open-source and scalable, innovative solutions. (D9: [Cultural Diversity](#))

**Dr Mercy Wanduara, Kenyatta University, Nairobi, presenting basketry (Ciondo) by women from Central and Eastern Kenya.** I'm delighted that I got into this, and I hope I can get into more of these discussions. I think they should be well documented to help countries like ours, where we do not have the organizations like old people's homes or other facilities where we take care of the seniors. (D9: [Cultural Diversity](#)).

**Professor Brian Lawlor, Co-Director, Global Brain Health Institute, Dublin and San Francisco.** GBHI is passionate about arts and creativity and the potential for arts to impact on brain health and dementia prevention. It is so important to bring scientists and artists together, to train together, work and share expertise together. (D10)

## Speakers Said . . .

Ieva Petkute, Lead of [Association, Dementia Lithuania](#): Visual stories expand our knowledge about how health and social care services meet needs, what the gaps are, and how we can build knowledge about the nuances of people's experience that are often overlooked when we implement research only in traditional ways. (D10: GBHI).

Maritza Pintado-Caipa, neurologist, Peru: It is almost painful to talk about the brain when people have other priority needs, like food or clean water. I am trying to assess cognitive functionality of those living in rural communities in the jungle and the Andes. I strongly believe that we should use art to preserve the brain and for cognitive assessment in rural communities. (D10: GBHI).

Kamran Malik, CEO Disability Rights UK The arts have a significant role to play in changing narratives, in creating inclusive practices and environments that value our human difference. By doing so we are better as a society. Inclusive thinking, planning and performing is the world I want to see.' (D.11: Disability Arts)

Dr Rashmi Becker MBE, Founder of Step-Change Studios, Board Champion for Equality, Diversity and Inclusion, Sport England People talked of the value of arts transcending boundaries of language, the multi-sensory experience ... advocacy, disability, justice, stigma, challenging perceptions, dependence, independence, interdependence, social prescribing and system change. (D11: Disability Arts)

Martin Robertson, living with Post Cortical Atrophy: One day at Alzheimer Scotland, I was having a foggy day. I put on a VR headset. A whale suddenly came towards me. My brain became alive. Everyone saw my body straighten up. They were amazed at how quickly it had happened. The feeling kept going for a few days. I use VR a lot. '(D.12: VR & Live-Streaming)

Kunle Adewale, artist. Arts for Brain Health Nigeria. Founder of [Global Arts in Medicine Projects](#). There are no elderly friendly services in Nigeria. We see decreased functional independence and elder abuse is rampant. In creating a fairer, healthier and equitable world, digital technology is fundamental for seniors. Using VR for the elderly and vulnerable population will make them enthusiastic about life. (D12: VR)

Rebecca McGinnis, Senior Managing Educator for Accessibility, [Metropolitan Museum of Art, New York](#) Multi-sensory experiences that centre on art is a hallmark of our programming. I want to focus on that, and how that affects accessibility, inclusion for all audiences with and without disabilities, and why is this important

Professor Kheng Hock Lee, Director, Deputy CEO, SingHealth Community Hospitals. Singapore. Art activity allows our patients to express their emotions and explore meaning, to communicate and it improves their self-esteem and confidence. We are convinced that art activity should be very much a part of social prescribing.

Dr Bogdan Chiva Giurca Development lead, GSPA. Founder of the SP Champion scheme. SP provides hope for the future generation of healthcare professional. I invite you all to break those barriers in those perceptions, amongst the future generation of healthcare professionals. we will be discussing its SP around the world.

Mags Patten, Executive Director, Public Policy and Communication, ACE. Veronica's focus on fostering wellbeing implied by that concept of brain health is an important starting point for us. This broad space of stronger, happier creative communities is where enormous gains can be made. Our Creative Health and Wellbeing Plan leads to a position where Creative Health is a fundamental part of living well for communities and globally. It directs us to tap into shared priorities across funders, and the health and social care sector. It also directs us to widening engagement with creativity and culture with a focus on those who experience barriers to access, supported and informed by data on health inequality. This way of working represents a really fundamental shift away from health projects as additional activity, towards viewing health and wellbeing as germane to the cultural sector's purpose. (Conference)

Joshua Ryan, Head of the Thriving Communities programme at NASP: Shared investment, with a three-year funding cycle, you're much better able to track impact and grow the work – that's where we're looking going forward.

## The Debates

1. The Science, Evidence and Importance of Arts for Brain Health	11
2. Increase Your Brainability and Dance to Preserve Brain Health	25
3. Music for Brain Health	44
4. Drama for Brain Health	64
5. International Social Prescribing Day: Arts for Brain Health	84
6. Visual Arts for Brain Health	119
7. Heritage and Nature for Brain Health	142
8. Poetry and Creative Writing for Brain Health	175
9. Cultural Diversity in Arts for Brain Health	201
10. Co-Creating Arts for Brain Health: A global perspective	224
11. Disability Arts for Brain Health	257
12. VR and Live-Arts Streaming for Brain Health	294
Global Social Prescribing: Arts for Brain Health Conference	330
Speaker Biographies	384

## Abbreviations

APPGAHW	All-Party Parliamentary Group on Arts Health and Wellbeing
CHWA	Culture Health and Wellbeing Alliance
GM	Greater Manchester
GSPA	Global Social Prescribing Alliance
GBHI	Global Brain Health Institute
ICS	Integrated Care Services
ILC	International Longevity Centre
NASP	National Academy for Social Prescribing
NCCH	National Centre for Creative Health
NHS, NHSE, NHSI	National Health Service, NHS England, NHS Improvement
PCN	Primary Care Network
RCT	Randomized Control Trial
SP	Social Prescribing or Social Prescription
SPLW	Link workers or Social Prescribing Link workers
SPN	Social Prescribing Network
TC	Thriving Communities (NASP)
UCL	University College London
VCSFE	Voluntary, Community, Faith and Social Enterprise
VR	Virtual Reality
WHO	World Health Organisation

## Debate Summaries

### Hosted by Veronica Franklin and Sir Muir Gray

#### 1. The Science, the Evidence and the Importance of Arts for Brain Health

Following the publication of A4D's 2021 report, *A.R.T.S. for Brain Health: Social Prescribing as Diagnostic Practice for Dementia*, its author Veronica Franklin Gould hosts a series of webinar to debates to examine in greater depth the themes which informed the research and developments that follow. *A.R.T.S. (Activities to Revitalise The Soul) for Brain Health* centre on the role of social prescription to arts and wellbeing activity for patients at the onset of dementia – and the need for policy change to achieve this.

This first debate between the UK's leading dementia experts, Professor Alistair Burns and Professor John Gallacher, chaired by Sir Muir Gray, examines "The Science, Evidence and the Importance of Arts for Brain Health".

#### 2. Increase Your Brainability and Dance to Preserve Brain Health

Discussing physical activity and digital access, we will welcome a debate between Sir Muir Gray, Director of the Optimal Ageing Programme at The University of Oxford, Fergus Early, Artistic Director of Green Candle Dance, and Dr Bogdan Chiva Giurca, Development Lead for the Global Social Prescribing Alliance [GSPA] and Clinical Champion Lead at the National Academy for Social Prescribing [NASP].

#### 3. Music for Brain Health

Whatever the genre – classical, rock, pop, community choir, orchestra or band – music has a key role to play to help preserve brain health. With Sir Muir Gray as co-host and the BBC broadcaster Katie Derham chairing the debate, Dr Iban Tripiana Sanchez, a clinical neuro-psychologist from Spain explains the impact of music and social singing on the brain, Dr Bogdan Chiva Giurca outlines the value of involving medical as well as music students in music programmes for brain health and the need for culture change to preserve brain health, Phil Hallett discusses the broad range of music for brain health offered by the Coda Music Trust, Grace Meadows shares Music for Dementia's vision for the Power of Music scheme the government is about to implement.

Victoria Hume, Director of the Culture Health and Wellbeing Alliance (CHWA) explains how musicians and music organisations can liaise with social prescribers to spread awareness of their offer, the need for this government investment and examples of place-based partnerships responding to local needs. Sian Brand, Co-Chair of the National Social Prescribing Network (SPN), explains the role of surgery-based link workers and their networks in linking people with music programmes to meet their social and health needs.

#### 4. Drama for Brain Health

Creating and enacting scenarios with a drama group, in allowing individuals to improvise and develop significant or amusing experiences together, can act as a medium to alleviate depression, which may be a symptom when undergoing assessment for a potential dementia. As Sir Richard Eyre, the director and patron of Arts 4 Dementia, advises continuing the discipline of learning lines. Whatever the genre – classical, rock, pop, community choir, orchestra or band – music has a vital role to play to help preserve brain health.

Co-host, Sir Muir Gray points to evidence that we can prevent, delay, slow down, even reverse dementia and to do this we have to increase activity – physical, cognitive and emotional "Few better ways of doing that than through drama." Chair Dr Peter Bagshaw talks of reducing metabolic syndrome, obesity, loneliness, that cognitive stimulation is NICE procedure [ "post diagnosis" – but we need NICE guidance amended to "peri-diagnosis" ]. Dr Sheila McCormick discusses ageism, othering and intergenerational practice. Elders directors of the Royal Exchange Theatre Manchester, Leeds Playhouse, Southwark Playhouse and Open Age present a range of drama opportunities for brain health. Among guidance shared by London Arts in Health is the Arts and Culture Social Prescribing Mythbuster, the PartnerUp scheme to build creative partnerships and examples of best practice in Culture on Prescription.



## Debate Summaries

#### 5. International Social Prescribing Day: Arts for Brain Health

In partnership with the International Longevity Centre.

For International Social Prescribing Week, Baroness Greengross, CEO of the International Longevity Centre and Co-Chair of the All-Party Parliamentary Group on Dementia chairs a debate between leaders in international social prescribing, culture health and wellbeing, and A.R.T.S. (wide ranging cultural and creative Activities to Revitalise The Soul). James Sanderson, Head of Personalisation at the NHS and CEO of NASP presented the social prescribing context, Alexandra Coulter, Director of the National Centre for Creative Health explained how social prescribing embeds creativity and creative health at a systems level, as a coping strategy going beyond the prevention of illness. Christopher Bailey, Arts and Health Lead at the World Health Organisation, spoke of the arts overriding loneliness and enabling people to achieve the highest degree of their abilities. Francesca Rosenberg revealed how the Museum of Modern Art in New York has broadened their activities for brain health and access over a decade since their pioneering MeetMe programme, which inspired arts programmes for dementia worldwide, as demonstrated here by the Taiwan National Museum team. Dr Gail Kenning of the University of New South Wales in Australia presented a remarkable film on the coping strategies informed by people with vascular dementia. The Austrian team shared arts for health and programmes for dementia. Professor Brian Lawlor gave the Global Brain Health Institute (Trinity College Dublin and the University of California) perspective, and of the need to bring artists and scientists together for brain health and build up the evidence base to drive social prescribing policy for brain health. Bogdan Chiva Giura's social experiment at Harvard demonstrated the continuing need to drive forward social prescribing to override barriers and provide hope for future generations of healthcare professionals.

#### 6. Visual Arts for Brain Health

Professor Martin Orrell, Director of the Institute of Mental Health at the University of Nottingham, chaired the debate. Semir Zeki, Professor of Neuroaesthetics at UCL, explained the Pleasure Principle, the brain's response to beauty. Helen Chatterjee, Professor of Biology at UCL, speaking of the need to connect up the evidence base for participatory arts to enable better partnership with healthcare partners and policy change, introduced the UCL MASc programme. Sue Mackay CHWA regional champion and Director at Thackray Museum of Medicine in Leeds, which provides social prescribing space for Linking Leeds,<sup>1</sup> described their practice together with their Wellbeing Co-ordinator Ruth Salthouse. Pam Charles explained advocacy support and creative opportunities for Leeds Black Elders. Jessica Santer detailed how during lockdown the Southbank Centre motivated 4,500 people to overcome loneliness and isolation through creating art and enabled them to send their work by post for exhibition. Among the many ways The Big Draw encourages drawing is through daily diaries and sketch crawls. The Wallace Collection aired a significant plan for a year-long arts programme to preserve brain health. Hamaad Khan, now working for the GSPA, outlined his experience volunteering as a neuroscience student, NHS Social Prescribing Champion, volunteering at an A4D drama programme interacting with participants living with early symptoms of dementia.

#### 7. Heritage and Nature for Brain Health

With Sir Muir Gray as co-host, driving forward physical, cognitive and emotional activity, called for more personal endeavour in green activity, for example older people to raise charitable funds through sponsored walks and insodoing improve their brain health. Desi Gradinarova, Head of Wellbeing and Inclusion Strategy at Historic England and Historic Environment Lead at NASP, chaired the debate. Elements of nature and a wide variety of exercise in nature were demonstrated by Dr Lucy Loveday, Associate Dean, Innovation and Performance, Health Education England, Julie Hammon involving the Nature Buddies Network, Caroline Gibson's

<sup>1</sup> A model I shall recommend for proposed Arts for Brain Health Research Studios.



## Debate Summaries

Greenscripts Bigger Hearts Dementia Alliance's sensory trails in the Australian bush Alistair Tuckey, the ranger and head of Volunteers, Education and Interpretation on the men's shed and intergenerational gardening at Durlston Country Park and National Nature Reserve in Dorset. Elena Tutton introduced Dorset Council's social prescribing to Wellness Nordic Walking. Deborah Munt spoke for CHWA and Katrina Gargett illuminated participation in Archaeology on Prescription in York and Julie McCarthy, Strategic Lead for Live Well and Creative Health outlined green prescribing in Greater Manchester.

### 8. Poetry and Creative Writing for Brain Health

Professor Lynne Corner, Director of VOICE and COO at the UK National Innovation Centre for Ageing at the University of Newcastle chairs a debate between leaders in social prescribing, culture health and wellbeing, with a particular focus on the science of language for brain health from Catherine Loveday, Professor of Cognitive Science at the University of Westminster. A range of poetry and creative writing approaches, was explored by William Sieghart, founder of National Poetry Day, by the American poet Cheryl Moskowitz, Kadija Sesay the literary activist and poet founder of SABLELitmag, Kate Parkin, speaking also for CHWA, introduced Equal Arts programme Writers at Play and its facilitator, the poet Daisy Barrett-Nash and participant John Deutsch. Nabeela Ahmed described her poetry and storytelling programme for South Asian writers and Justyna Sobotka of Healthy London Partnership illustrated the referral process for people seeking stimulation such as poetry and creative writing to preserve brain health

### 9. Cultural Diversity in Arts for Brain Health

Dr Sharmi Bhattacharyya, Consultant & Clinical Lead for Older People's Mental Health at Betsi Cadwaladr University Health Board in North Wales, chaired the debate which celebrated cultural diversity in both South Asians diagnostic tools, neurology – Dr Sonu Bhaskar, Director of the Global Health Neurology Lab in Sydney – gave the Australian perspective on social prescribing to arts for brain health. Thanh Sinden spoke for both CHWA and the Chinese Centre for Contemporary Art. The Japanese concert pianist Maki Sekiya performed, demonstrating how music stimulates the brain and highlighted the Green Chorus for older Japanese women in London. The artist and drama practitioner Arti Prashar presented *Visionaries: A South Asian Arts and Ageing Counter Narrative* and key recommendations arising.

Kadria Thomas illuminated the impact of gospel singing on physical and mental health. Bisakha Sarker, Artistic Director of Chaturangan South Asian Dance spoke of the challenges of working across cultural boundaries and demonstrated how South Asian dance enhanced wellbeing in older people. Dr Mercy Wanduara, speaking from the Kenyatta University in Nairobi, presented her study of the Kenyan elders who weave stories into their baskets together combating isolation and selling their wares. Fine and decorative and musical arts of Caribbean elders were celebrated by Margaret Morris of the Hackney Caribbean Elderly Organisation and Rushna Miah outlined wide-ranging arts and social prescribing for ethnically diverse communities arts and horticulture organised by the Herts Asian Women's Association.

### 10. Co-Creating Arts for Brain Health: A global perspective

In partnership with Global Brain Health Institute

To mark World Alzheimer's Month, in this webinar, chaired by Brian Lawlor, Deputy Executive Director of the Global Brain Health Institute (GBHI – University of California, San Francisco | Trinity College Dublin), this GBHI debate showcased the diverse creative activities of Atlantic Fellows for Equity Health at GBHI that have been co-produced with and for people living with dementia that generate powerful messages of hope, engagement, inclusion and connection. There is so much to be learned from the innovation emanating from different countries and geographies, uncovering the richness and diversity of a number of these global creative interdisciplinary activities. The webinar featured five presentations from Atlantic



## Debate Summaries

Fellows, Kunle Adewale, founder of Arts in Medicine, Nigeria, Dr Nicky Taylor, Theatre and Dementia Research Associate at Leeds Playhouse, Ieva Petkute, Lead, Association Dementia Lithuania.. Carlos Chechetti, social entrepreneur of Brazil Maritza Pintado-Caipa, a neurologist in Peru. Professor Ian Robertson, GBHI Co-Director chaired a panel discussion between Lenny Shallcross, Executive Director of the World Dementia Council, Glenna Batson, Instructor of Dance at Duke University, North Carolina, USA), Maud Hendricks, Artistic Director of Outlandish Theatre, Dublin, and Dr Bogdan Chiva Giurca, Development Lead at the Global Social Prescribing Alliance.

### 11. Disability Arts for Brain Health

Dr Rashmi Becker MBE, Founder of Step-Change Studios and Sport England Board Champion for Equality, Diversity and Inclusion, chairs a debate between leaders in social prescribing, artists, activists and innovative providers of disability arts who present a wide range of practice and opportunities open to people living with a disability and experiencing early symptoms of a dementia.

Kamran Malik, CEO of Disability Rights UK opened the debate with a statement from hospital.. The social prescribing pathway was explained by SPN Steering Committee member Dr Michelle Howarth. Dr Lucy Burke, Principal Lecturer at the Centre for Culture and Disability Studies at Manchester Metropolitan University explained the science and efficacy of arts for people with learning disabilities. In the context of the Social Model of Disability, Rashmi talked of the range and impact of dance at Step-Change Studios. Nabil Shaban, who had founded of Graeae Theatre to provide opportunities for disabled actors to act, spoke of its value in enabling people with dementia to preserve their sense of self. Fleur Derbyshire-Fox illuminated English National Ballet's Dance for Parkinson's. William Ogden, who is profoundly deaf himself, introduced Decibels's approaches for deaf musicians, and how to enable them to memorise. Rebecca McGinnis, presented the wide sensory opportunities for visitors and participants with disabilities, including symptoms of dementia, at Metropolitan Museum of Art in New York. Furrah Syed demonstrated her visual arts programme for the blind and visually impaired. Dr Beverley Duguid, founder of InsightMind presented poetry for the blind. Jan-Bert van den Berg, Director, presented multi-dimensional and multi-sensory engagement at Artlink Edinburgh and Ruth Fabby, Director of Disability Arts Cymru, talked of changing the narrative around disability, calling our inequalities around Ablism and for Strategic change in Wales.

### 12. VR and Live-Arts Streaming for Brain Health

Weekly access to the arts has a vital impact on people's brain health and wellbeing. In care homes, access to the arts through digital media, live streaming, whether painting, singing, acting, dancing or watching the most exquisite quality operas or masterpieces of fine and decorative arts in opera houses and other magnificent venues they can no longer visit, live streamed performances, interactive arts workshops, virtual reality bring it to them, inspires them to unlock their creative instincts, helps them to stay lucid and to communicate with their loved ones. Entering a magnificent heritage venue, introduced by the owner must be magical from a care home.

Sir Muir Gray chairs this innovative, international debate in Virtual Reality and live arts streaming for care homes. Martin Robertson, living with Post Cortical Atrophy, shares his VR experiences. Charles King detailed the range and impact of Rovr systems' products that enable the frail and elderly to talk and "walk" companionably for miles while enjoying VR views of the countryside. Professor Khalid Aziz and Michael Blakstad, both former broadcasters, described both the need and campaign for digital connectivity to enhance the lives and brain health of the elderly. Claire Sandercock described The Eden Project's Eden Universe partnership and range of digital programmes for health and wellbeing with the Centre for Health Technology at the University of Plymouth. Kunle Adewale presented "Creativity and Digital Equity for Nigerian Seniors through the use of VR headsets. Rosa Corbisley presented Bristol Beacons' partnership with the LSO's live-streamed musical performances conducted by Sir Simon Rattle and Douglas Noble presented Live Music Now live-

## Debate Summaries

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streamed concerts for care homes. Lisa Sinclair showed Scottish Ballet videos, exercises for people isolated at home and ballet performance resources for care homes. Bisakha Sarker, who explained her dance-streaming for care homes and hospitals, called for more arts health partnerships as a low-cost solution to high-quality live arts streaming.

### **Global Social Prescribing: Arts for Brain Health Conference**

In partnership with the Global Social Prescribing Alliance.

This Conference introduces debates between international leaders in social prescribing on the pathway in each nation, on student champion schemes to instil arts prescribing into practice for brain health for students at the outset of their careers and cross sector partnership funding models for sustainability

Lord Howarth of Newport, Co-Chair of the APPG on Arts Health and Wellbeing and Chair of Trustees, National Centre for Creative Health, Dr Michael Dixon GP, Chair of the College of Medicine and NHS Clinical Champion for Social Prescription and James Sanderson NHS Director of Community Health and Personalized Care, opened the conference .

Dr Bogdan Chiva Giurca, lead, and Hamaad Khan discussed GSPA advances and presented a global social prescribing map illustrating progress around the world. A4D drama participant Ronald Bennett spoke of the impact with Veronica Franklin Gould, who explained the A4D Arts for Brain Health workshop model. Sian Brand chaired talks on SP developments in Australia, Singapore and Portugal; and Alexandra Coulter chaired the Arts on Prescription pathways in Italy, Austria and Canada. Finally, Tim Anfilogoff, co-founder of the Social Prescribing Network, chaired the key arts on prescription funding debate between Chris Easton, Director of Strategy and Impact at NHS Charities Together, Mags Patten, Executive Director for Public Policy at Arts Council England and Joshua Ryan the Head of Thriving Communities at the National Academy for Social Prescribing.



Caption: The Social Prescribing Campaign image, commissioned by A4D, 2019:  
Jane Frere, *D-Iagnosis: From Despair to Desire – The Arts to Preserve Wellbeing*,  
commissioned by Arts 4 Dementia, 2019. © Jane Frere