

PSSRU LSE Literary Festival discussion

## Art and Wellbeing: the growing impact of arts on health

**Lizz Brady**

*Founder, Broken Grey Wires*

**James Leadbitter**

*Artist, the vacuum cleaner*

**Professor Martin Knapp**

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**David McDaid**

*Associate Professorial Research Fellow in  
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**LSE events**



# Recognising the value of art for health and wellbeing

David McDaid

PSSRU, London School of Economics and Political Science

PSSRU LSE Literary Festival Discussion

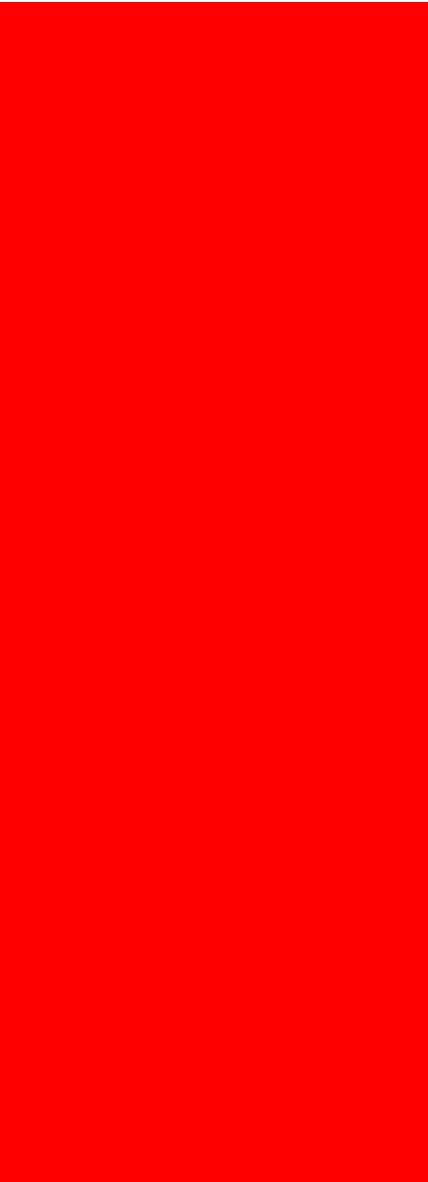
LSE, 23 February 2016

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# Importance of economic case for decision making

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- Importance for CCGs and Local Authorities of demonstrating a return on investment for health (if they are to financially support art for health).
- Helping to allow arts in health to be judged on a level playing field vis a vis other potential interventions by assessing economic case
- Using economic techniques can be used to look at the short, mid and long term costs and benefits of effective art interventions.
- Can also be used to quantify benefits that go beyond health sector - important for encouraging cross sectoral investment



Realising the  
value: some  
examples



# Arts & Culture Based Activities

# Community Group Singing

## Effectiveness and cost-effectiveness of community singing on mental health-related quality of life of older people: randomised controlled trial

Simon Coulton, Stephen Clift, Ann Skingley and John Rodriguez

### Background

As the population ages, older people account for a greater proportion of the health and social care budget. Whereas some research has been conducted on the use of music therapy for specific clinical populations, little rigorous research has been conducted looking at the value of community singing on the mental health-related quality of life of older people.

### Aims

To evaluate the effectiveness and cost-effectiveness of community group singing for a population of older people in England.

### Method

A pilot pragmatic individual randomised controlled trial comparing group singing with usual activities in those aged 60 years or more.

### Results

A total of 258 participants were recruited across five centres in East Kent. At 6 months post-randomisation, significant

differences were observed in terms of mental health-related quality of life measured using the SF12 (mean difference = 2.35; 95% CI = 0.06–4.76) in favour of group singing. In addition, the intervention was found to be marginally more cost-effective than usual activities. At 3 months, significant differences were observed for the mental health components of quality of life (mean difference = 4.77; 2.53–7.01), anxiety (mean difference = –1.78; –2.5 to –1.06) and depression (mean difference = –1.52; –2.13 to –0.92).

### Conclusions

Community group singing appears to have a significant effect on mental health-related quality of life, anxiety and depression, and it may be a useful intervention to maintain and enhance the mental health of older people.

### Declaration of interest

S.C. is a board member of Sing For Your Life Ltd, a not-for-profit third sector organisation which played a role in developing and implementing the intervention reported.

# Economic case for investment

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- **Silver Song Clubs'** 258 older people, 84% women, mean age 69, 5 clubs in East Kent, almost all White British
- 14 weeks of professionally led singing programmes; comparators - usual activities.
- At 6 month follow up significant improvement in SF-12 mental scores; 2.35 mean difference ( $p < 0.05$ ); No significant impact on service use costs
- Potentially cost effective - 60% chance of being cost effective if £20,000 per QALY gained





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## The Health and Wellbeing Benefits of Public Libraries

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▶ [Arts and culture matter](#)

▶ [Supporting artforms](#)

▶ [Supporting museums](#)

▶ [Children and Young People](#)

▶ [Supporting libraries: Welcome to #libraryletters](#)

▶ [Supporting libraries](#)

Public libraries make a positive contribution to people's health and wellbeing and can save the NHS money, according to research published by Arts Council England.

The new research, commissioned by the Arts Council and carried out by Smetrica, has quantified the economic value of benefits to health and wellbeing contributed by public libraries. It shows that people value public libraries in part because of the benefits to their quality of life and that the improvements to health can save the NHS around £27.5million a year. The methodology used in the research was consistent with the HM Treasury's Green Book guidance, the Government's guide to properly assessing the economic value of public services.

Fujiwara, Lawton & Mourato 2015 - [www.artscouncil.org.uk](http://www.artscouncil.org.uk)



# Economic case for investment

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- Library usage is associated with higher life satisfaction, higher happiness and a higher sense of purpose in life (although usage was also associated with higher levels of anxiety).
- Being a regular library user is associated with a 1.4% increase in the likelihood of reporting good general health.
- Potential reductions just in GP visits estimated to be £27.5 million per year
- There will also be other benefits to NHS & other sectors



The Scottish  
Government  
Riaghaltas na h-Alba

## Healthy Attendance?

The Impact of Cultural  
Engagement and Sports  
Participation on Health and  
Satisfaction with Life  
in Scotland

# Case for investment

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- Analysis of survey data of more than 10,000 people. After controlling for age, economic status; income; area deprivation, education qualification, disability/or long standing illness and smoking
- Those who participated in a creative or cultural activity were **38% more likely to report good health** compared to those who did not participate in in previous year.
- Those who read for pleasure in the previous 12 months were **33% more likely to report good health** than those who did not read for pleasure



## Crossing Boundaries: The value of museums in dementia care





**House of Memories** is a multi-award winning, museums-led dementia awareness training programme. Created by National Museums Liverpool (NML), it provides the health, social care and housing sector workforce with practical skills and resources to support people to live well with dementia. Since its inception in 2012, more than 7,000 health service, housing and social care workers have participated in the training nationally.

### Project Downloads

 [Crossing Boundaries Research Summary February 2016](#)

 [Crossing Boundaries: The value of museums in dementia care - presentation by Kerry Wilson, Australian National University, November 2015](#)

 [NML House of Memories Evaluation - The Northern Model summary report 2013](#)

 [House of Memories Northern Model Realistic Evaluation summary slide 2013](#)

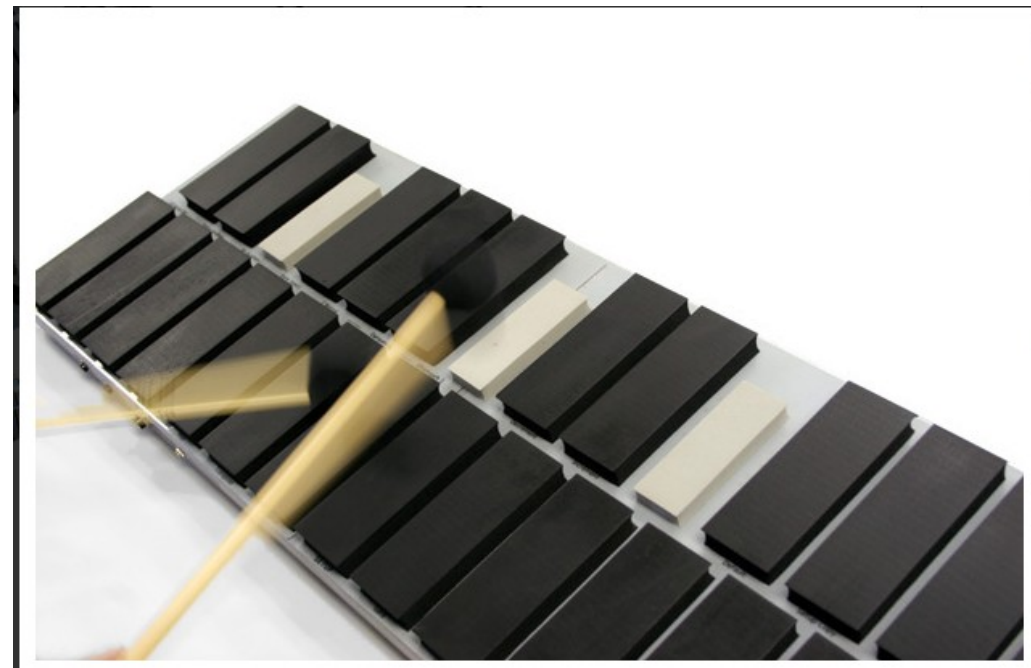
 [NML House of Memories Midlands Model summary report 2014](#)

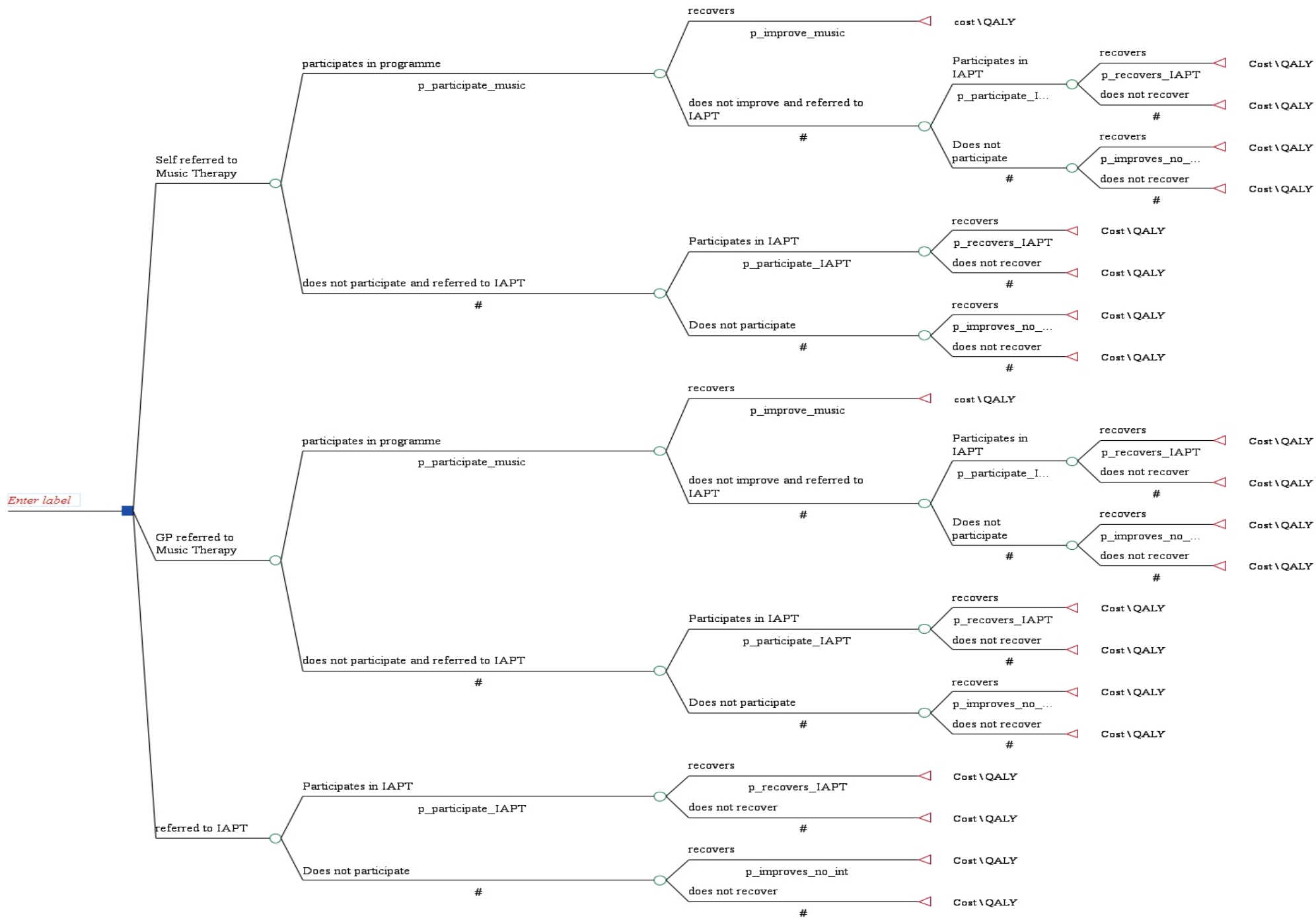
# Music Therapy for Depression

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- Effectiveness data in model taken from Erkkila Finnish study of one to one music therapy for people with primary diagnosis of depression (B J Psych 2011)
- Effect size of 0.65 compared to usual care controls - significant reduction in depressive levels on Montgomery Asberg Depression Rating Scale - 45% experienced a reduction of more than 50% in depression scores over 3 months
- Delivered by professional music therapists; high level of fidelity to approach
- 20 bi-weekly sessions of music therapy in addition to usual care
- Digital mallets, digital midi percussion and a acoustic djembe drum









# Economic case for investment

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- **Return on investment:**
- From health system perspective every £1 invested generates costs avoided of £0.47
- From public purse perspective every £1 invested generates costs avoided of £1.28
- From a social perspective every £1 invested generates costs avoided of £2.70
- **Cost effectiveness:**
- From health system perspective: cost per QALY gained of £9,900; cost saving per QALY gained from other perspectives

# To sum up

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- Demonstrating an economic return on investment can help make the case for arts interventions to health commissioners
- Demonstrating economic benefits of better health and wellbeing as well as other benefits to society
- Economic arguments have made an important impact in health policy in England (and elsewhere); research in the arts needs to consider this approach

*Life isn't a support-system for art. It's the other way around."*

— Stephen King

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