

Celfyddyd Iechyd Byd-eang: O Gymru i'r Byd

The Art of Global Health: From Wales to the World

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Head of Arts, Health and Wellbeing



Croeso



O Gymru

Celfyddydau, iechyd a
llesiant y Nghymru



I'r byd

Safbwyntiau rhyngwladol



A thu hwnt...

Welcome



From Wales

Arts, health and wellbeing in
Cymru



To the World

International perspectives



And Beyond...



O Gymru

Datblygiadau lleol yn celfyddydau ac iechyd

From Wales

Local developments in arts and health



Brian Harris

“

“I gael ei eni Cymru
yw i gael ei eni breintiedig
Nid gyda llwy arian yn eich ceg
Ond cerddoriaeth yn eich gwaed
A barddoniaeth yn eich enaid.”

”

Brian Harris

“

"To be born in Wales,
Not with a silver spoon in your mouth
But, with music in your blood
And with poetry in your soul,
Is a privilege indeed."

”



Llwyddiannau

- Partneriaethau: Conffederasiwn GIG Cymru, Iechyd Cyhoeddus Cymru, Byrddau Iechyd
- Buddsoddiadau CCC o £1.5m y flwyddyn mewn gwaith cyfranogol creadigol i Fynd i'r afael â heriau iechyd allweddol
- Tystiolaethu effaith

Successes

- Partnerships: Welsh NHS Confed, Public Health Wales, Health Boards
- £1.5m a year ACW investments in creative participatory work to address key health challenges
- Evidencing impact





Investing in public health Buddsoddi mewn iechyd y cyhoedd

- £1.5m a year
£1.5m y flwyddyn
- ~80 programmes
~80 rhaglennu
- Arts and Minds
Celfyddyd a Chrebwyl
- NHS posts
Swyddi GIG



Arts Care Gofal Celf



Oasis One World Choir



Hywel Dda University Health Board
(Harpist - Delyth)



Image: Rachel Shiamh



Proffeswr Isobel Oliver

“

Penderfynais gymryd rôl Prif Swyddog Meddygol yng Nghymru oherwydd fy mod eisiau gweithio gyda phobl Cymru i wireddu'r ffocws hwn ar **atal**. ... mae hwn yn her fawr i arweinwyr ein gwasanaethau iechyd. Mae hefyd yn mynnu newidiadau yn y gymdeithas, ac ar lefel unigol, fel bod iechyd yn cael ei gydnabod fel cyfrifoldeb – yn ogystal â hawl – i bawb yng Nghymru.

”

Rhagfyr 2025

Professor Isobel Oliver

“

I decided to take the role of CMO in Wales because I want to work with the people of Wales to make this focus on **prevention** a reality. ... this is a major challenge to our health service leaders. It also demands changes in society, and at an individual level, so that health is recognised as a responsibility – as well as a right – for everyone in Wales.

”

December 2025

Assessing the Economic Impact of the Arts on Health and Healthcare Services in Wales

A report for Arts Council of Wales
by the Centre for Health Economics
and Medicines Evaluation (CHEME),
Bangor University.

JANUARY 2026



Arts Care Gofal Celf

Key findings

Prif ganfyddiadau

- Mae amcan-werth y budd iechyd a chynhyrchedd a gynhyrchir o bob ymgysylltiad â'r celfyddydau yng Nghymru (gan gynnwys ond heb ei gyfyngu i weithgareddau CCC) yn **£588m**



- The estimated financial value of health and productivity benefits through all arts engagement in Wales (including but not limited to ACW activity) is **at least £588m** a year.

Key findings

Prif ganfyddiadau

- Amcangyfrifwn fod buddsoddiad y CCC mewn cyrff a dderbyniodd gyllid aml-flwyddyn yn cynhyrchu ROI ariannol o **£11.08** am bob **£1** a fuddsoddir o ran budd iechyd, lles a chynhyrchedd.



- We estimate ACW's investment in multi-year funded organisations generates a financial Return on Investment (ROI) of **£11.08** for every **£1** invested in terms of health, wellbeing and productivity benefits.

Key findings

Prif ganfyddiadau

- Gallai rhaglen ddawnsio i wella cryfder a chydbwysedd arbed **£5m** y flwyddyn mewn costau gofal iechyd drwy atal codymau ymhlith yr henoed.



- A dance for strength and balance programme has the potential to save **£5m** a year in healthcare costs by preventing falls amongst the elderly.

Key findings

Prif ganfyddiadau

- Gallai osgoi 5% o apwyntiadau iechyd meddwl meddyg teulu ar gyfer oedolion drwy ymgysylltu â'r celfyddydau arbed **£17m** y flwyddyn.



- If 5% of all adult mental health GP appointments were avoided following engagement in the arts, this would save **£17m** per year.

Sylw Cyfryngau Media Coverage

BBC

Mewngofnodi

Hafan

Newyddion

Chwaraeon

Tywydd

iPlayer

CYMRU FYW

Hafan | Cylchgrawn | Gwleidyddiaeth | Gwranddo | Cwis | Gog-Orll | Gog-Ddwy | Canolbarth | De-Orll | De-

Celfyddydau'n arbed miliynau i'r GIG trwy wella iechyd a lles - ymchwil

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BELLE PRICE FROM MERTHYR IS CURRENTLY UNDERGOING TREATMENT FOR AN AGGRESSIVE CANCER WHILE HER PARENTS TOM AND EMILY WAIT BY HER SIDE

TUDALEN

Colofn digidol newydd i gyhoeddi llun-ffotograffiau Cymraeg ar ymchwil

NEWS

The arts delivering £588 million in benefits across Wales, new research shows

20 Jan 2026 | 5 minute read



AP Arts Professional

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News

Arts engagement could save Welsh NHS tens of millions a year, report suggests

At a time of 'real challenge' for arts budgets, a report commissioned by Arts Council Wales suggests investment could save millions in healthcare costs for the public purse.

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Arts delivering £588m in health benefits for Wales – 'landmark' research

NEWS JAN 19, 2026 BY KATIE CHAMBERS



I'r byd

Cydnabyddiaeth ryngwladol

To the world

International recognition and replication



The Lancet, 2023

“

Mae [Cyngor Celfyddydau Cymru] yn ymrwymo i fuddsoddi mewn swyddi cydlynedd celfyddydau ac iechyd ym mhob un o saith bwrdd iechyd Cymru... [dyma] un o'r ymrwymadau mwyaf pendant a ganfuom, o ran y dull rhyng-sectorol a'r buddsoddiad a'r camau gweithredu penodol.

Dow R et al., *Yr celfyddydau mewn polisi iechyd cyhoeddus: cynnydd a chyfleodd*
The Lancet Public Health, 8, e155-e160

”

The Lancet, 2023

“

[ACW] commit to investing in an arts and health coordinator post in each of the seven Welsh health boards... [this] is one of the most concrete commitments we found, both in terms of the intersectoral approach and the specific investment and action.

Dow R et al., *The arts in public health policy: progress and opportunities*
The Lancet Public Health, 8, e155-e160

”

Creative Health Leads Programme

The Creative Health Leads programme supports health and care organisations to embed creative health strategically and operationally across their systems. We anticipate up to 25–30 posts will be supported across England over the next three years, with initial funding available for five posts.

Read on to find out more about the programme and how to get involved



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

**The Baring
Foundation**

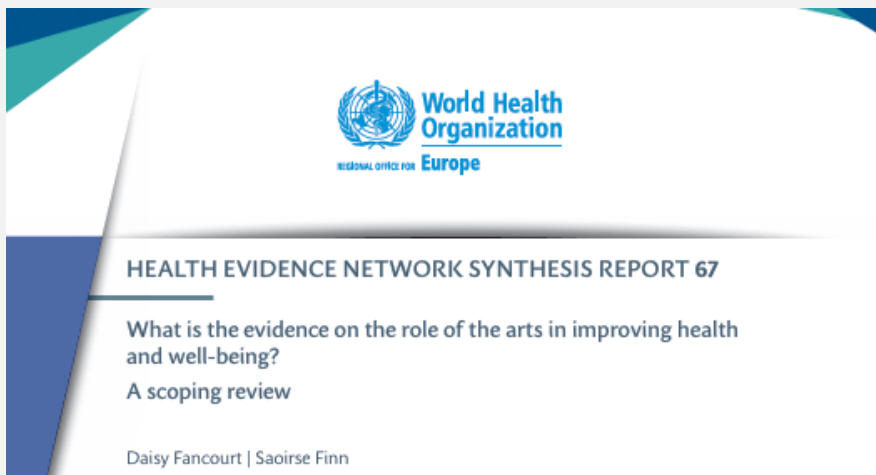


Cyfosod Tystiolaeth Sefydliad Iechyd y Byd 2019

- 3,000 o astudiaethau yn manylu ar y cysylltiadau rhwng y celfyddydau ac iechyd
- Mae'r celfyddydau'n offeryn effeithiol ar gyfer **atal, rheoli a thrin** llawer o gyflyrau iechyd
- Ffocws penodol ar gyflyrau anhrosglwyddadwy hirdymor ac iechyd meddwl

WHO Evidence Synthesis 2019

- 3,000 studies detailing links between arts and health
- Arts an effective tool for **preventing, managing** and **treating** many health conditions
- Particular focus on long term noncommunicable conditions and mental health



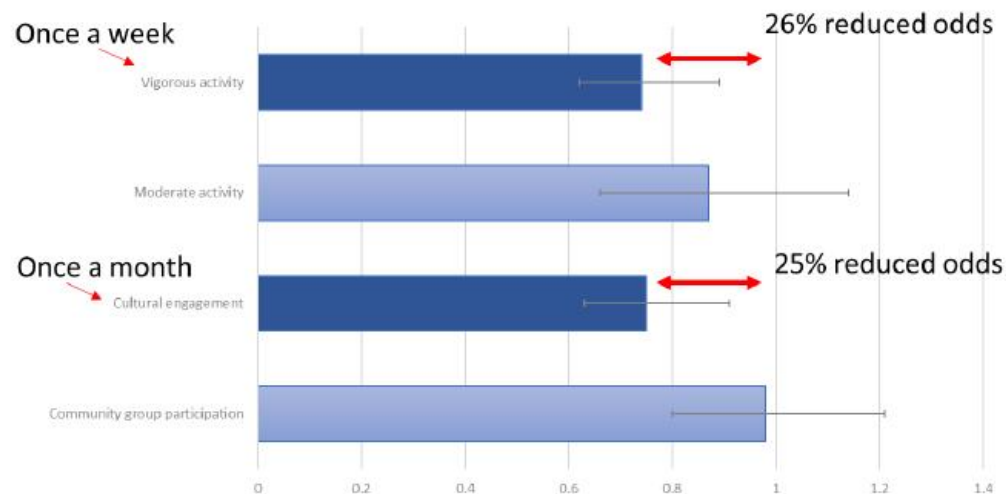




The Jameel Arts & Health Lab is a global initiative to measurably improve health and wellbeing through the arts. With a focus on overlooked and underserved communities, the Lab leverages scientific evidence, artist-led advocacy, and capacity building to drive the integration of the arts into mainstream healthcare.

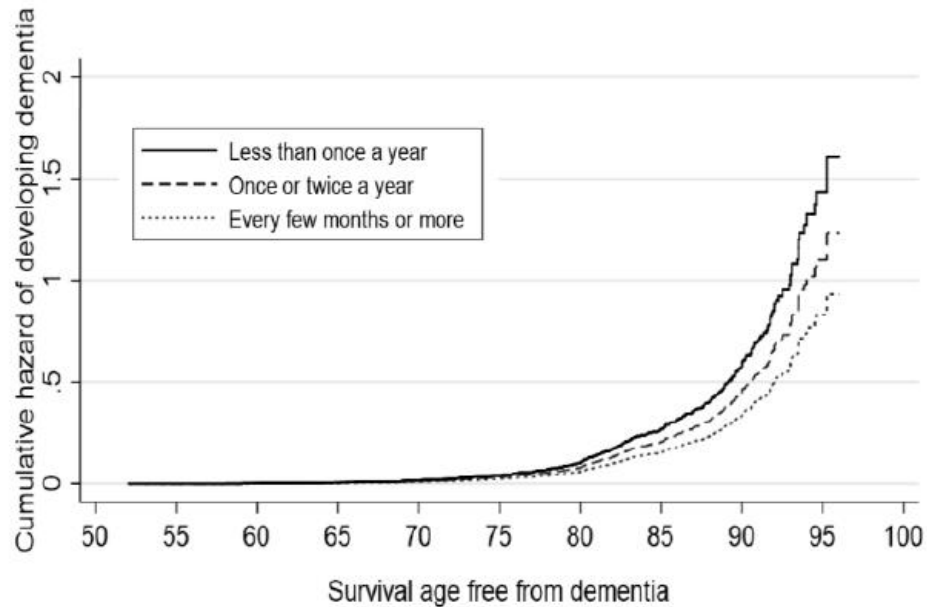


Population health benefits of arts



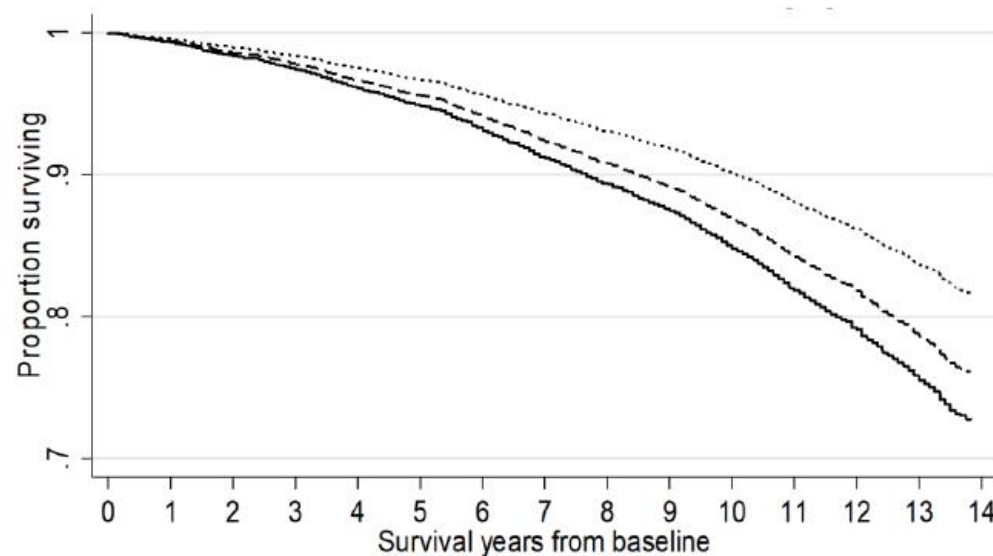
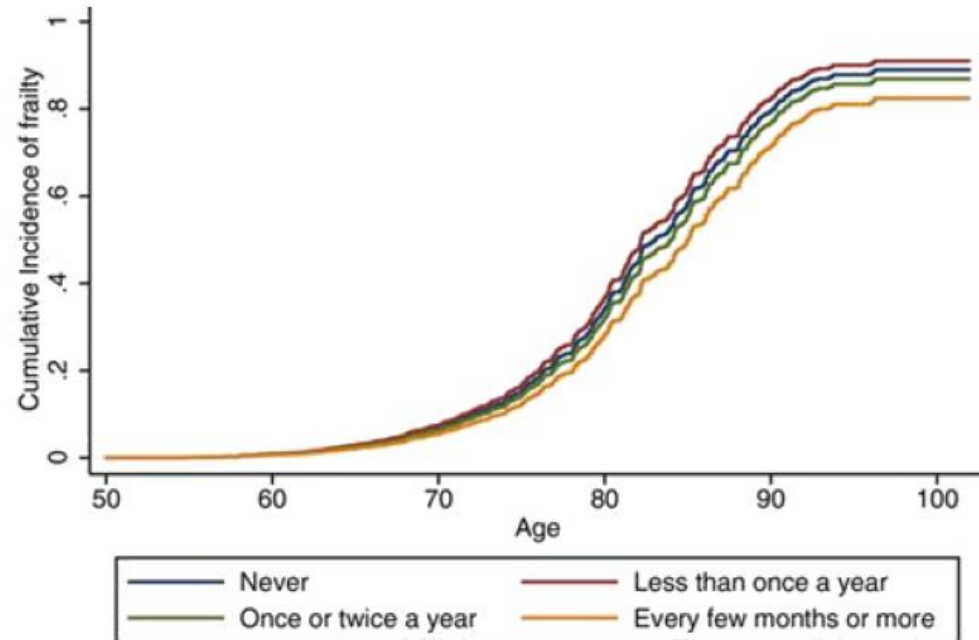
← Chronic pain incidence

Development of frailty →



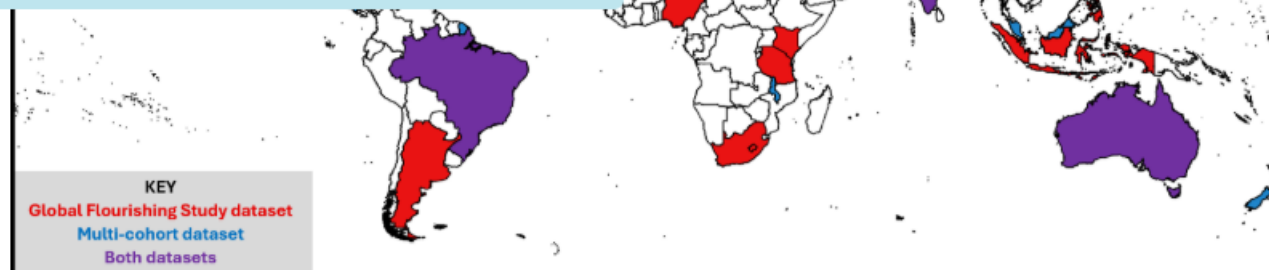
← Time free from dementia

Lifespan →



GRACE-Epi

A major new 7-year programme of Global Research on Arts & Cultural Engagement funded through a Wellcome Discovery Award aimed at advancing Epidemiological methods



If arts were a pill...



...increasing **happiness** and its associated **neurotransmitters**, fulfilling our fundamental **human needs**, giving us **peak moments** of joy and euphoria, building our **well-being and resilience**, preventing and managing symptoms of **depression and anxiety**, helping us to understand and **regulate our emotions**, **broadening** the ways we think and act, building our sense of **identity**, supporting our **cognitive development**, enhancing **learning**, building our **cognitive reserve**, enhancing **neuroplasticity**, helping us **entrain** our movements for exercise, downregulating our psychobiological **stress response** systems, reducing **pain**, lowering **medication needs**, improving **outcomes** from surgeries and hospital treatments, providing **perspectives** on life choices, improving our **capabilities, opportunities** and **motivations** to change our behaviours, thereby influencing our **health behaviours**, enhancing our **social networks and connections**, helping us to be more **tolerant, empathetic** and **altruistic**, reducing our engagement in **harmful behaviours** (towards ourselves and others), supporting **heart and lung** function, boosting **immune activity**, influencing **gene expression**, maintaining **physical functioning**, slowing **biological ageing** and extending both our **healthspan** and our **lifespan**...

Ble mae ewyllys, mae fforddd

Neu oes?...

Where there's a will, there's a way

Or is there?...



Y heriau mawr

1 Heriau mawr yn y systemau

2 Pryderon byd-eang

3 Meddygolu'r celfyddydau

4 Beth yw ein rôl ni yn yr ecosystem hon gyda'r adnoddau sydd gennym?

The big challenges

1 Major system challenges = gaps

2 Global instability

3 Medicalising the arts

4 What is our role in this ecosystem with the resources we have?





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