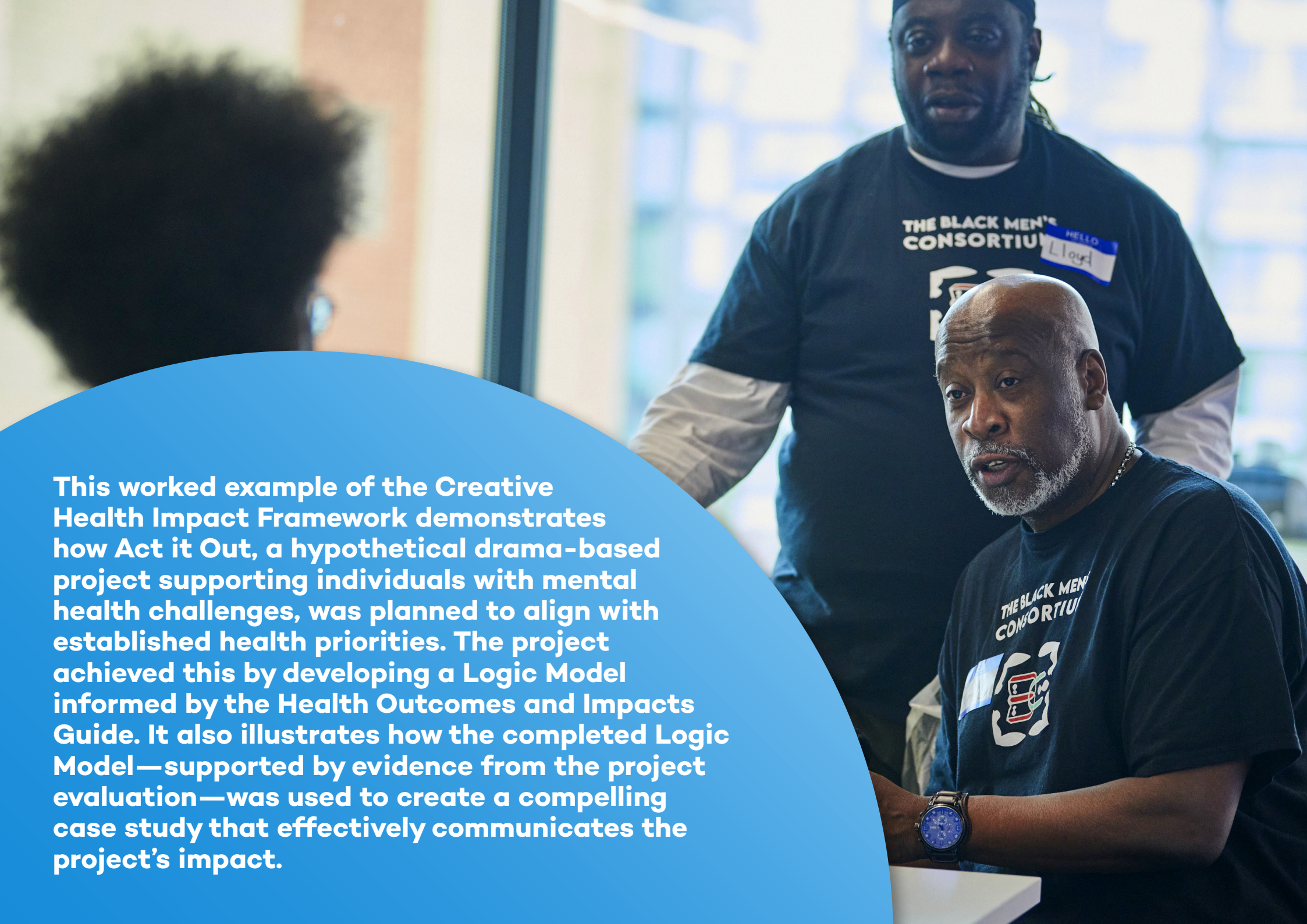


A photograph of a group of people, primarily Black men, in a dark setting with a blue background featuring white star-like patterns. In the center, a young person with a large afro hairstyle, wearing a bright yellow jacket, is shouting with their mouth wide open and hands raised. Surrounding them are several men, some wearing black t-shirts with the text "THE BLACK MENTORSHIP CONSORTIUM" visible. One man in the background is pointing towards the center. The overall atmosphere appears to be one of a performance or a moment of high energy and expression.

**The Creative Health Impact Framework**

**The Creative Health  
Impact Framework –  
A Worked Example**



**This worked example of the Creative Health Impact Framework demonstrates how Act it Out, a hypothetical drama-based project supporting individuals with mental health challenges, was planned to align with established health priorities. The project achieved this by developing a Logic Model informed by the Health Outcomes and Impacts Guide. It also illustrates how the completed Logic Model—supported by evidence from the project evaluation—was used to create a compelling case study that effectively communicates the project’s impact.**

# **The Health Impacts and Outcomes Guide: Worked Example**

**This is a worked example showing how the Health Outcomes and Impact Guide was used to create a Logic Model for Act it Out, a project using drama to support people with mental health challenges.**



# Health Outcomes and Impacts Guide: Worked Example

**Act It Out aims to support people, including those from Black, African and Caribbean communities, at risk of worsening mental ill health where shame, stigma, and a lack of trust in mental health services prevents them from seeking support.**

The Health Outcomes and Impacts Guide was used to align the project's approach and intended outputs with identified health priorities.

## Act It Out Impacts

The project team knew that the aim of their project was to support people at risk of worsening mental ill health. They had talked to local people with Lived Experience of mental ill health, including those from Black, African and Caribbean communities, to better understand the problem. From this, they understood that shame, stigma, and a lack of trust in mental health services prevented people from seeking support and played a role in worsening mental health.

Using the Health Outcomes and Impact Guide, they aligned these aims with identified health priorities for wider determinants of health and mental health to come up with a set of intended impacts which included:

- Increased social connection and cohesion
- Reduced stigma and shame around health conditions
- Reduced need for adults to access secondary mental health services
- Reduced numbers of people reaching crisis point
- Improved mental health outcomes for people from Black, African and Caribbean ethnic backgrounds

## Act It Out Approach and Outputs

The Act It Out project team referred to the outcomes and impacts for the wider social determinants of health and mental health listed in the Health Outcomes and Impacts Guide to inform their approach.

From the guide, they saw that identified health priorities included:

Increased number of

- Peer support opportunities
- People with Lived Experience who support others
- People with Lived Experience who become community leaders and champions

Increased access to support, including

- Peer support without stigma
- People with Lived Experience are upskilled to become community leaders and champions

This informed the following approach:

- Co-produce activities with people with Lived Experience
- Identify people to become peer support volunteers
- Provide artist support to peers to enable them to facilitate workshops and activities
- Training and induction workshops to enable peer support workers to deliver peer-led creative sessions

Equally, they identified the following health priorities:

- Signposting to available physical and mental health care and wellbeing services

- Signposting to support for wider issues which can exacerbate mental health difficulties (debt, housing etc)
- Increased awareness of services available

This prompted them to integrate signposting to further sources of support for mental health, substance misuse, and help with accessing GPs etc for physical health problems into their project approach.

## Act It Out Intermediate Outcomes

**The Act It Out project team drew upon the list of cross-cutting health and wellbeing outcomes to inform conversations with stakeholders to identify desired or expected intermediate outcomes for the project, which included:**

- People enjoy themselves and have fun
- People feel safe
- There is no judgement
- People make new friends
- People feel supported (by others in similar situation)

- People can talk about and share health concerns
- There is an increased sense of pride and achievement
- People feel an increased sense of agency and motivation
- Signposting to support is available

## Act It Out Outcomes

Having identified the intermediate outcomes, the Act It Out project team identified those which might be measurable to inform a list of possible outcomes:

- Increased enjoyment
- Reduced loneliness and isolation
- Decreased shame and stigma
- Increased confidence
- Increased agency
- Increased motivation
- Improved wellbeing
- Increased numbers of people signposted to support

From this list of possible outcomes, they were able to identify the outcomes that most aligned with the intended impacts they had already identified:

Outcome	Longer term intended impact
Reduced loneliness and isolation	Increased social connection and cohesion
Increased confidence	Reduced stigma and shame around health conditions
Increased numbers of people signposted to support	Reduced need for adults to access secondary mental health services Reduced numbers of people reaching crisis point
Improved wellbeing	Improved mental health outcomes for people from Black, Asian and Minority ethnic backgrounds

This process enabled them to populate the following Logic Model for their project.

## **The Creative Health Logic Model: Worked Example**

**This is a worked example showing how the Act it Out team created a Logic Model for their project based on the Need, their intended Approach and Outputs, Intermediate and measurable Outcomes, and Impacts using the Creative Health Logic Model Template.**



# The Creative Health Logic Model: Worked Example

## Act it Out: Using drama to support people with mental health issues

Need	Approach	Outputs	Intermediate outcomes	Outcomes	Impacts
Clear identification of need	Description of activities and resources needed to meet the need	Quantifiable evidence of what the project did or delivered	Qualitative description of people's experience of taking part in the project	Measurable change as a result of the project	Evidence or logical hypothesis of how the project might contribute to wider impacts
<p>People including those from <b>Black, African and Caribbean Communities</b> may not seek support for their mental health because of <b>shame, stigma and lack of trust</b> in mental health services</p> <p>Many become increasingly <b>socially isolated</b> and lose confidence</p> <p>People are more at risk of homelessness or need of <b>crisis care</b></p> <p>Continued</p>	<p>12-month project delivered in a trusted community venue that meets the cultural needs of the community</p> <p>Artists and local people <b>co-produce</b> ideas for activities around drama sessions</p> <p>Drama sessions help people to regain confidence. By working on a common aim with other people, they regain their voice and start to challenge stigma and shame they experience</p> <p>Continued</p>	<p>Three co-production events</p> <p>Artist induction programme</p> <p><b>Four peer training and induction workshops</b></p> <p>12 artist-led drama sessions</p> <p><b>12 peer-led drama sessions</b></p> <p>60 people <b>at risk of mental ill health</b> engaged</p> <p>Continued</p>	<p>People <b>feel safe</b> taking part. There's <b>no judgement</b></p> <p>Feelings of <b>stigma and shame</b> lessen</p> <p>They <b>make friends</b> and <b>feel supported</b> by others in a similar situation. They <b>share their health concerns</b></p> <p>They try new things and have fun, and feel a <b>sense of pride and achievement</b></p> <p>Continued</p>	<p><b>Reduced loneliness and isolation</b></p> <p><b>Increased confidence</b></p> <p><b>Increased number of people from underserved Black, African and Caribbean communities signposted to support</b></p> <p><b>Improved wellbeing</b></p> <p>Continued</p>	<p><b>Increased community support for mental health</b></p> <p><b>Increased social connection and cohesion</b></p> <p><b>Reduced stigma and shame around health conditions</b></p> <p><b>Reduced need for adults to access secondary mental health services</b> or substance misuse services</p> <p>Continued</p>

## Act it Out: Using drama to support people with mental health issues (continued)

Need	Approach	Outputs	Intermediate outcomes	Outcomes	Impacts
<p>Use of substances to self-medicate increases, leading to social problems as well as worsening health</p> <p>Mental and physical health worsens</p> <p><b>Health priorities:</b> Social isolation and loneliness</p> <p>Severe mental illness (Core20PLUS5)</p> <p>Alcohol and mental health conditions (Vital Five)</p> <p>Adult Mental Health (SE London)</p>	<p><b>Signposting to further sources of support</b> including for physical health, mental health, and substance misuse</p> <p><b>Peer support volunteers</b> supported by artists to facilitate workshops and activities</p>	<p><b>19 people signposted to further support</b>, including:</p> <p>Physical health and wellbeing (6)</p> <p>Mental health (11)</p> <p>Substance misuse (2)</p> <p><b>10 people with Lived Experience are upskilled to lead peer groups</b></p>	<p>They feel an <b>increased sense of agency</b> and motivation</p> <p>People are more open to <b>accessing support</b></p>		<p><b>Reduced numbers of people reaching crisis point</b></p> <p><b>Improved mental health outcomes, in particular for people from Black, African and Caribbean backgrounds</b></p>

**Bold = outputs, outcomes and impacts aligned with local and / or national health priorities**

# **The Creative Health Case Study Template: Worked Example**

**This worked example presents a completed case study that illustrates how the Act it Out team used the Creative Health Case Study Template—informed by the Act it Out Logic Model and supported by evidence from the project evaluation—to effectively communicate the project’s impact.**



# The Creative Health Case Study Template: Worked Example

## **Project Title: Act it Out: Using drama to support people with mental health issues including those from Black, African and Caribbean communities**

**Author:** A.N. Other

**Date:** February 2025

**Partners:** Anyborough Community Centre  
Anyborough Community Mental Health Services

**Funders:** Anyborough Inequalities Fund

### **Introduction**

This 12-month community-driven project was designed to address adult mental ill health and social isolation including those from Black, African and Caribbean communities. Held in a community venue in Anyborough, the project brought together local artists and participants with Lived Experience of mental ill health to co-produce drama-based activities, creating a safe, non-judgmental space for expression, connection, and healing.

Frequent artist and peer-led drama sessions offered participants the chance to regain confidence, reduce stigma associated with mental ill health, and build supportive friendships while addressing mental and physical health needs through signposting to additional services.

Ten participants with Lived Experience were trained as peer support volunteers, ensuring that the project's impact extended beyond its duration. By combining creative expression with peer-led support, this project not only strengthened individual resilience but also cultivated a lasting network of community-led mental health support, promoting a healthier, more connected community.

### **The need for the project**

This project was developed to address mental ill health needs including those from Black, African and Caribbean communities, who often face barriers such as stigma, shame, and mistrust in accessing mental health support. These obstacles lead to increased social isolation, loss of confidence, and higher vulnerability to crises, including homelessness and substance misuse. As a result, both mental and physical health deteriorate.

The project directly aligns with addressing the adult mental ill health needs of Black, African and Caribbean communities. These needs were identified through community consultations, with active involvement of individuals with Lived Experience to ensure the approach is culturally sensitive and community-centred.

This project is informed by Core20PLUS5, Vital 5 and South East London ICS priorities by: addressing adult mental health conditions, promoting access to care, and addressing stigma to support a healthier, more inclusive community.

## What we delivered

Over a period of 12 months, the project delivered 4 peer training and induction workshops, 12 artist-led and peer-led drama sessions co-produced by local artists and community members over 3 events. These sessions used drama techniques to help participants regain confidence, encourage teamwork, and address feelings of shame and stigma around mental ill health.

Artists were given training via an induction programme and guided participants to explore personal stories and narratives at a community venue in Anyborough. The project also included training for 10 participants with Lived Experience to become peer support volunteers (6 x from Black,

African and Caribbean communities), equipping them to co-facilitate future workshops and lead peer groups with the artists.

60 people at risk of mental ill health participated, with consistent attendance at each session. Many were signposted to further mental health and substance misuse support (x13), as well as local GPs (x4) and physical health and wellbeing services (x6). Participant recruitment was supported by outreach from local mental health organisations; a safe, inclusive space was provided that prioritised equitable practices.

A total project budget of £47,000 covered project development and management, artist fees, materials, venue costs, and evaluation. The project followed good practice quality principles as outlined in the Creative Health Quality Framework, including being person-centred, equitable, safe, collaborative and sustainable. Co-production, risk management, and inclusivity, with regular feedback from participants shaping session content, was integrated into project delivery.

One participant said, "Working with others and sharing stories through drama has helped me find my voice again and feel less alone." This feedback shows the project's impact on social connection and self-confidence, meeting critical community mental health needs.

## The Impact of the Project

This project was evaluated to understand its impact on improving mental ill health, social connectedness, and stigma reduction including those from Black, African and Caribbean communities. We collected data through regular feedback surveys, informal verbal feedback sessions, and reflective review meetings with staff, artists, and peer support volunteers. Our aim was to monitor changes in access to support, confidence levels and health behaviours.

The project successfully created a safe, non-judgmental environment, allowing participants to openly discuss their mental health concerns and connect with others facing similar challenges. Many reported making new friends and experiencing a significant reduction in stigma and shame around mental health. For example, "For the first time, I feel like my story is worth sharing," shared one participant.

The safe, judgment-free environment allowed participants to open up, leading to strong peer connections and visible improvements in confidence and motivation including feeling less stigmatised. Co-producing drama-based activities with community members and artists supported meaningful engagement.

The project trained 10 participants with Lived Experience to lead peer support groups, enhancing their skills and confidence while widening peer support opportunities within the community. Positive shifts included self-reported improved mental health, increased confidence, reduced loneliness, and decreased substance use for self-medication. Increased physical activity and early intervention through signposting to wellbeing services also contributed to better overall health and wellbeing. As a result, fewer participants reported needing crisis services, and some moved away from secondary mental health support.

This suggests potential long-term impacts, including sustained community support for mental health, and reduced reliance on emergency services. Participants' growth in confidence and reduced isolation suggests a promising shift towards a reduction in shame and stigma around health conditions, proactive health management and community resilience.

## Learning

Limited resources occasionally impacted our ability to meet high demand for sessions, and some participants expressed a need for more one-on-one support.

We will consider expanding volunteer training to manage demand more effectively and create more structured peer mentorship to provide personalised support where needed.

## The Legacy

The project's legacy lies in the empowered network it has built and the reduction of stigma around mental health. With 10 trained peer support volunteers, our approach will be sustained through continued community-led workshops.

Plans are in place to secure further funding aims to scale up the programme, extending support to other underserved communities.

Participants now feel a sense of agency and connection that goes beyond the project's duration. As one participant shared, "This experience has given me the courage to help others like me—it's not just support; it's building a community." This legacy promises lasting community resilience and health.

# Photo credits

PAGE	CREDIT
1	The Black Men's Consortium - <a href="http://theblackmensconsortium.com/">http://theblackmensconsortium.com/</a>
2	The Black Men's Consortium - <a href="http://theblackmensconsortium.com/">http://theblackmensconsortium.com/</a>

**london plus**



[www.facebook.com/London-Plus](http://www.facebook.com/London-Plus)



[www.linkedin.com/company/london-plus](http://www.linkedin.com/company/london-plus)

London Plus is the brand name of Greater London Volunteering,  
a registered charity in England and Wales (1115303)

A company limited by guarantee, registered in England and Wales  
company number 4070342

Registered office: C/o 9 Hare & Billet Road, Blackheath, SE3 0RB

**[www.londonplus.org](http://www.londonplus.org)**  
**[www.janewillis.co.uk](http://www.janewillis.co.uk)**  
**[www.london.gov.uk](http://www.london.gov.uk)**