

CREATIVE HEALTH THROUGH SINGING

OUR POSITION STATEMENT

Everyone. Every Voice. Every Time. ♥



Health is more than the absence of illness.

It is about connection, purpose, confidence and belonging.

Think Cre8tive Group (TCG) uses the power of singing to support health, wellbeing and resilience for individuals and communities.

We believe singing is a powerful, evidence-informed community health intervention.

*Singing strengthens health.
Singing builds communities.*



THE EVIDENCE

Research shows that group singing can:



Improve mental wellbeing and reduce stress, anxiety and depression



Reduce loneliness and increase social connection and belonging



Improve breathing, lung function and cardiovascular health



Support cognitive function and brain health



Increase confidence, self-esteem and sense of purpose



Contribute to prevention, self-management and healthy ageing

Supported by:

- World Health Organization Arts & Health Review
- National Centre for Creative Health
- Royal Society for Public Health
- Peer-reviewed studies on singing and health

OUR POSITION



Think Cre8tive Group believes that singing should be recognised as an essential part of health and wellbeing strategies.

We complement clinical care by addressing the social, emotional and behavioural factors that influence health.

- ♥ We are not a clinical service – we are a community health partner.
- ♥ We focus on prevention, early intervention and long-term wellbeing.
- ♥ We work alongside the NHS, local authorities and the VCSE sector.
- ♥ We use evidence, evaluation and lived experience to improve and grow.
- ♥ We champion inclusion, accessibility and equity in everything we do.

OUR MODEL – THEORY OF CHANGE



REFERRAL
Individuals are referred or self-refer to our programmes



STRUCTURED SINGING PROGRAMME
Inclusive, facilitated sessions in a safe and supportive environment



IMPROVED WELLBEING
Reduced stress, improved mood, better breathing and increased energy



CONFIDENCE & SOCIAL CONNECTION
Stronger relationships, reduced isolation, greater self-esteem and belonging



SELF-MANAGEMENT & RESILIENCE
Better coping, healthier habits and increased motivation to stay active



COMMUNITY PARTICIPATION
More engaged in community life, creating positive ripple effects



BETTER OUTCOMES & REDUCED INEQUALITIES
Improved quality of life and reduced pressure on health services

♥ *Singing creates a ripple effect of health, hope and connection.* ♥

WHAT MAKES TCG DIFFERENT?

- ♥ Evidence-informed programmes designed with health in mind
- ♥ Experienced facilitators with health & wellbeing expertise
- ♥ Partnership working across health, VCSE and communities
- ♥ Robust evaluation using SWEMWBS, ONS4 and qualitative feedback
- ♥ Accessible, inclusive and co-produced programmes
- ♥ Continuous learning and improvement

OUR COMMITMENT



We are committed to putting people at the heart of everything we do and using the power of singing to build healthier, happier and more connected communities.

LOOKING FORWARD

- ♥ Support NHS and Local Authority strategies for prevention and wellbeing
- ♥ Build national models of evidence-informed singing
- ♥ Train and support the next generation of practitioners
- ♥ Drive research and share learning to influence policy and practice



We believe everyone has a voice.

When we sing together, we are stronger.

Together, we can create a healthier, more connected society – one voice and one song at a time.



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