

Creatively Healthy Campaign Toolkit 2026

Child Health
and Wellbeing
Network



The Campaign

The Make It Better campaign has been developed to support health professionals, community settings and individuals in recognising creativity as a practical, everyday tool for improving children and young people's health and wellbeing. Whether that's doodling, dancing in a bedroom, coding a new world, writing lyrics, designing nail art or building something with Lego-creativity can make it better.

At the heart of the campaign is a simple message-you don't have to be good at creativity, you just have to take part. The initiative responds to growing concerns around children and young people's mental health and wellbeing, and aims to give families, schools, health professionals and community groups accessible ways to support young people before issues escalate.

Creativity is shown to support emotional regulation, reduce stress and anxiety, and encourage healthier routines. Importantly, the campaign emphasises that creativity comes in all shapes and sizes, whether that's a 60-second sketch, building something in an online world, journalling, dancing in the kitchen or trying a new hobby.

Across the region, the campaign will be shared through GP surgeries, schools, youth services, community organisations and social media, with creative prompts and challenges designed to be inclusive and easy to take part in.

Join the Campaign

We want as many people as possible to join the campaign to 'Make It Better' by building short bursts of creativity into their every day lives. It's really easy to get involved- simply share the campaign on social media, on your website, putting a poster up in your venue, practice or school, and spreading the word about the importance of creativity for children and young people.

We are encouraging communities to get involved and spread the word...

In this pack you will find posters, social media assets and tools-all designed to help you support the campaign and raise awareness with your communities.

Did you know...

Creative activity can reduce stress and anxiety

It can improve mood and emotional regulation

It supports connection and self-esteem

It can even benefit physical health

Download the campaign sticker [here](#)

(Why not add it to your social media profile picture to show support for the campaign!)

Email signatures

Healthcare providers [download](#)

Education, non-profit and youth work [download](#)

Individual campaign supporter [download](#)

Screen Savers

Healthcare providers- [download](#)

Education, non-profit and youth work- [download](#)

Individual campaign supporter- [download](#)

Posters

Whatever your setting- we have a range of posters available for you to download, print and display. Why not put them up in your waiting rooms, staff areas, reception spaces or communal areas to encourage your colleagues and your communities to make time to be creative today....

Do you work with healthcare professionals? [Download your posters here](#) and display it in your office, staff room or consultation area.



make it better...
SHAPE YOUR DAY!

Creativity comes in all shapes and sizes. From nail art to coding, doodling to dancing - it all counts.

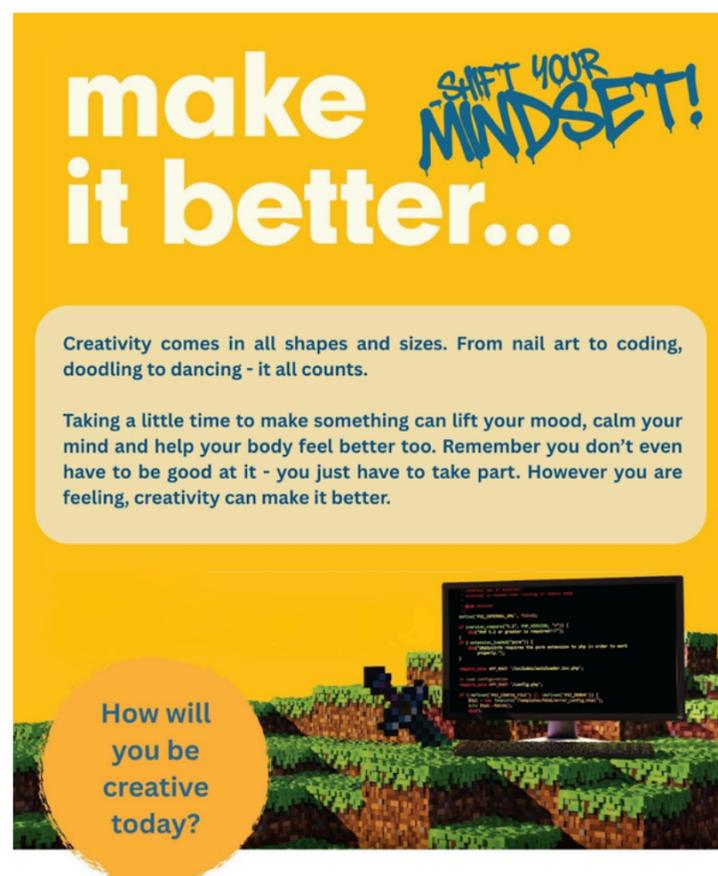
Taking a little time to make something can lift your patient's mood, calm their mind and help their body feel better too. Remind them that they don't even have to be good at it - they just have to take part. However your community is feeling, creativity can *make it better*.

Have you had a conversation about creativity today?

Child Health and Wellbeing Network
Visit the *Healthier Together* website to find out more and read the latest research



Do you work directly with young people? [Download your posters here](#) and display in a public area



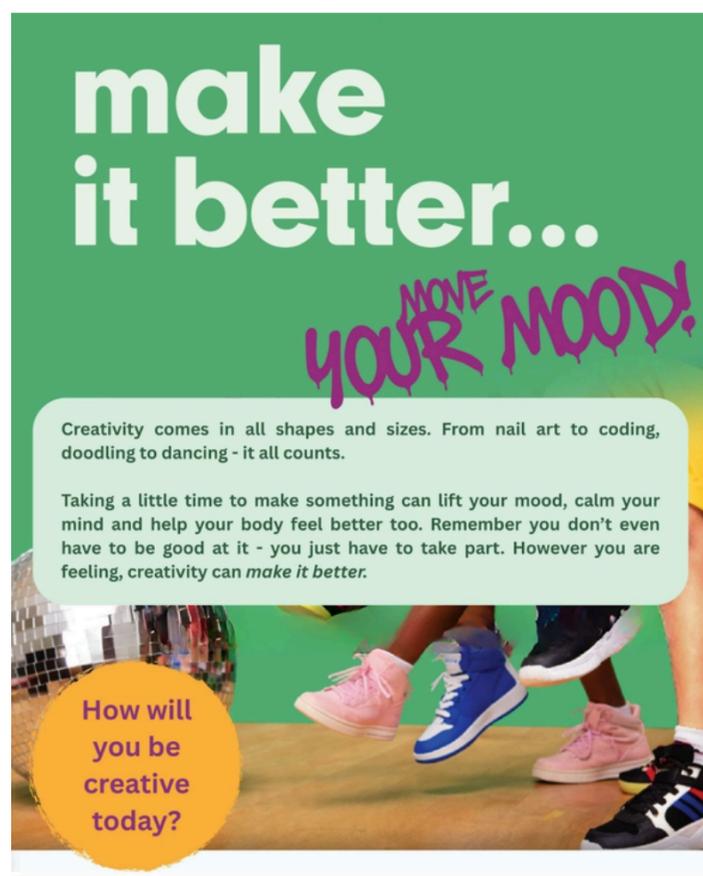
make it better...
SHIFT YOUR MINDSET!

Creativity comes in all shapes and sizes. From nail art to coding, doodling to dancing - it all counts.

Taking a little time to make something can lift your mood, calm your mind and help your body feel better too. Remember you don't even have to be good at it - you just have to take part. However you are feeling, creativity can make it better.

How will you be creative today?

Child Health and Wellbeing Network



make it better...
MOVE YOUR MOOD!

Creativity comes in all shapes and sizes. From nail art to coding, doodling to dancing - it all counts.

Taking a little time to make something can lift your mood, calm your mind and help your body feel better too. Remember you don't even have to be good at it - you just have to take part. However you are feeling, creativity can *make it better*.

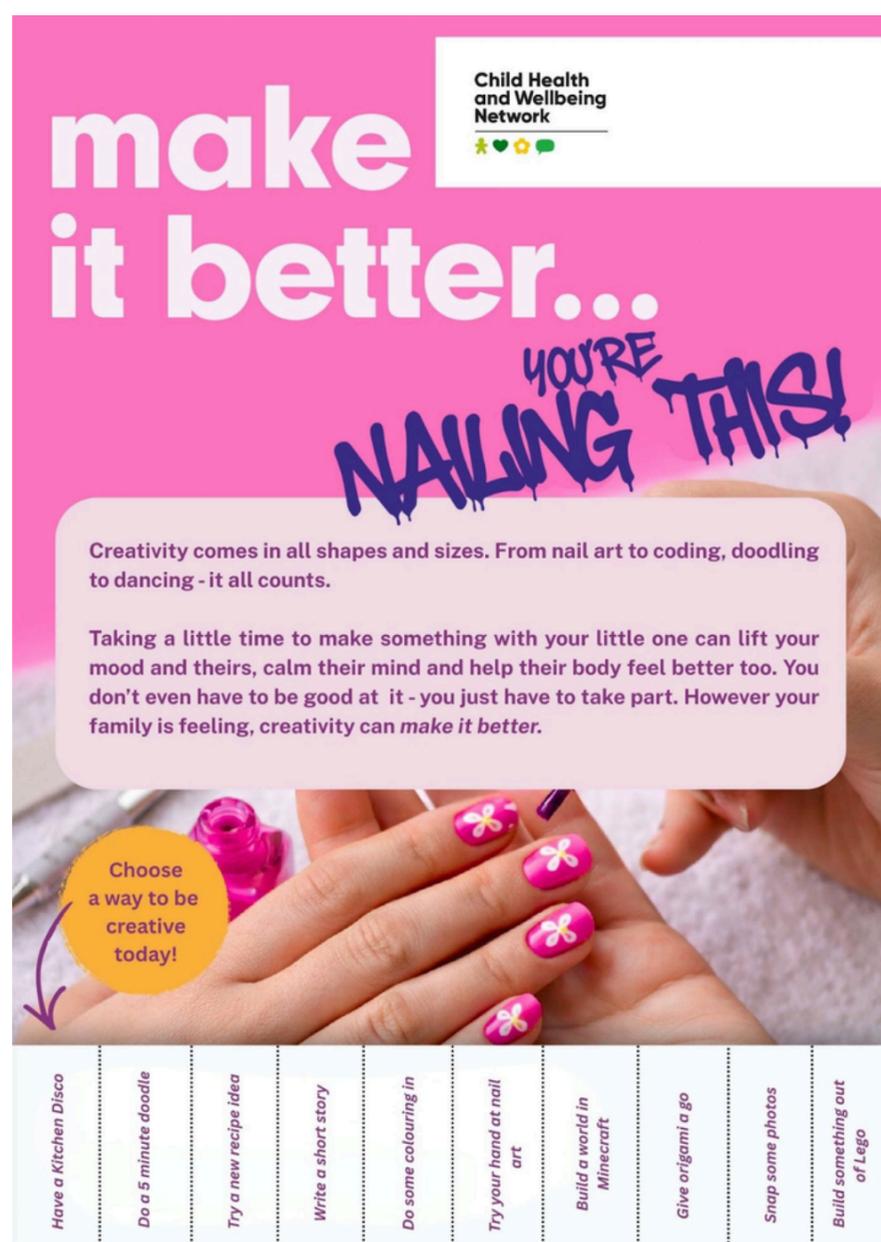
How will you be creative today?

Child Health and Wellbeing Network

Posters

Whatever your setting- we have a range of posters available for you to download, print and display. Why not put them up in your waiting rooms, staff areas, reception spaces or communal areas to encourage your colleagues and your communities to make time to be creative today....

Do you work with parents and families? [Download your posters here](#) and display in a public area



We have a limited number of printed copies of the poster available. If you are unable to print a poster and would like a copy sent through the post, please email info@tinarts.co.uk with the subject line 'Make It Better Poster Request' and we will get a copy sent out as soon as possible.

Lesson Plan

To support schools in bringing the concept of Creative Health into everyday learning, we have developed a set of ready-to-use lesson plans and guidance for both primary and secondary schools. These resources help teachers explore the idea of being “creatively healthy” with students through PSHE/RHE lessons, assemblies and classroom activities. The materials introduce young people to the idea that creativity can support wellbeing, helping them to understand their emotions, regulate stress and build confidence through activities such as art, storytelling, music, digital creativity and movement.

[Download Primary School Lesson Plan](#)

[Download Secondary School Lesson Plan](#)

Social Media



Download Social Media Graphics [here](#)

Download Facebook cover images [here](#):



make it better

How will you be creative today?

Child Health and Wellbeing Network



Download LinkedIn banner images [here](#):



How will you be creative today?

Child Health and Wellbeing Network



make it better

Facebook

Post 1

Did you know that regular creative activity has been shown to reduce stress and anxiety, improve mood, support emotional regulation and even benefit physical health for children and young people?

We see every day how closely mental and physical health are connected. That's why we're supporting the Make It Better campaign.

From doodling to dancing, coding to crafting – taking a few minutes to make something can help calm the mind and lift mood.

If you're struggling, feeling overwhelmed, or supporting a young person who is, small creative moments can make a meaningful difference.

Find out more here <https://www.healthiertogether.nhs.uk/chwn/arts-and-creativity>

Remember, you don't have to be good at it. You just have to take part.

#MakeItBetter #CreativelyHealthy

Post 2

Did you know...

- Creative activity can reduce stress and anxiety

- It can improve mood and emotional regulation

- It supports connection and self-esteem

- It can even benefit physical health

That's why we're backing the Make It Better campaign, helping children, young people and families discover how small creative moments can make a big difference.

From nail art to coding, dancing to doodling, it all counts.

Find out more here <https://www.healthiertogether.nhs.uk/chwn/arts-and-creativity>

#MakeItBetter #CreativelyHealthy

Post 3

We are proud to be supporting the Make It Better campaign this March! How will you be creative today?

Could you:

- Doodle for five minutes?

- Put on a song and dance in the kitchen?

- Try nail art?

- Start a short story?

- Code something new?

- Plant something?

Creativity doesn't have to be big or perfect - small moments matter.

Tell us in the comments: what's your go-to creative activity?

#MakeItBetter #CreativelyHealthy

Instagram

Post 1

Today's challenge: do one small creative thing

It could be:

- A quick sketch
- A kitchen dance break
- Making a reel
- Nail art
- Writing a paragraph
- Repotting a plant

It all counts!

Drop your ideas below
#MakeItBetter #CreativelyHealthy

Post 2

Creativity can reduce stress.
It can lift mood.
It can help regulate emotions.
It can even support physical health.

We're supporting the Make It Better campaign because everyday creativity matters for health and wellbeing.
From doodling in a notebook to learning a dance on TikTok – it all counts.

You don't have to be good at it right away. Just take part!
#MakeItBetter #CreativelyHealthy #Wellbeing

Post 3

Doing one creative thing with your little one today could make a big difference

Try:

- Drawing together
- A kitchen dance break
- Making up a story
- Nail art night
- A cardboard box masterpiece

Creativity helps children:
Manage big feelings
Build confidence
Reduce stress
Strengthen connection

You don't have to be "arty." Just take part!

Tell us what you've been getting up to together!
#MakeItBetter #CreativelyHealthy #Parenting



Post 1

As part of the Make It Better campaign this March, we're encouraging parents and carers to explore everyday creativity with their children.

Creative activity has been shown to:

- Support emotional regulation
- Reduce stress and anxiety
- Build confidence and self-esteem
- Strengthen social connection

Importantly, creativity also strengthens relationships between parents and children, creating shared moments of connection in busy lives.

It doesn't need to be structured or perfect. Drawing, dancing, baking, making, coding, storytelling, it all counts.

Find out more here <https://www.healthiertogether.nhs.uk/chwn/arts-and-creativity>

#MakeItBetter #CreativelyHealthy #FamilyWellbeing

Post 2

This March we're supporting the Make It Better campaign- a regional initiative encouraging children, young people and families to use everyday creativity to support health and wellbeing.

By embedding creative moments into everyday life, we can help our next generation to build resilience, improve mood and strengthen emotional wellbeing.

Read the latest research on why small acts of creativity are so important <https://www.healthiertogether.nhs.uk/chwn/arts-and-creativity>

#MakeItBetter #CreativelyHealthy

Post 3

Did you know research links regular creative engagement with improved mental and physical health outcomes?

Creative activity can:

- Reduce anxiety
- Support emotional regulation
- Build self-esteem
- Strengthen social connection
- Encourage healthier routines

This month we're supporting the Make It Better campaign, championing creativity as an accessible, everyday tool for wellbeing. Because creativity isn't a specialist skill. It's a practical action to make our next generation healthier, happier and more resilient.

<https://www.healthiertogether.nhs.uk/chwn/arts-and-creativity>

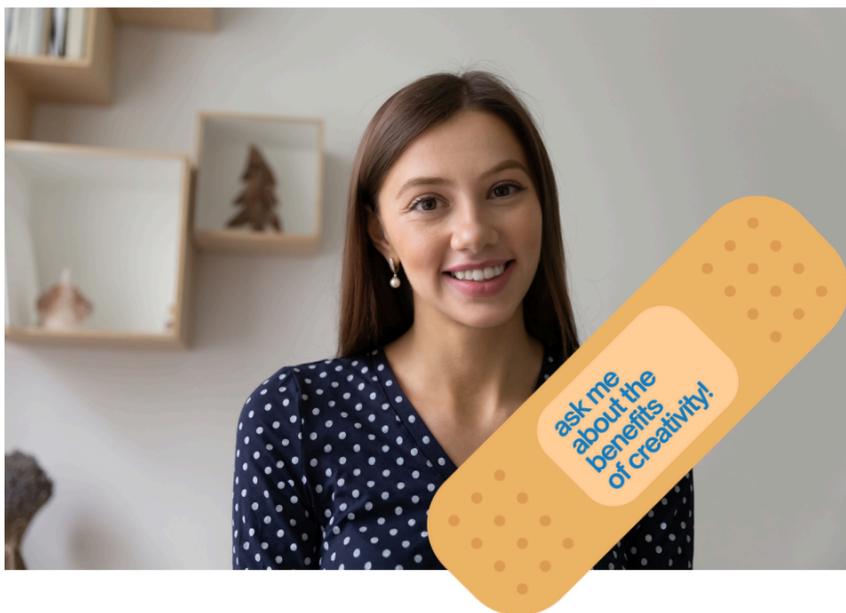
#MakeItBetter #CreativelyHealthy

Social Media Ideas

This campaign is all about being creative, so we'd love to see your ideas on how you can encourage the children, young people and families in your communities to embrace creativity daily.

Why not....

- Share how your community is getting creative using the #MakeItBetter campaign hashtag
- Share research that links to your work (you can find all research here)
- Host a one-week creativity challenge-7 days with 7 small creative prompts. Encourage tagging and sharing!
- Feature short videos or guest posts from your community about what creativity means to them.
- Share quick, low-cost ideas families can try together after school.
- Encourage UGC (user-generated content)- ask followers to post their creative moments and tag your organisation.
- Start a comment thread conversation "Finish this sentence: Creativity makes me feel _____."
- Add the campaign sticker to your profile photo
- Change your LinkedIn banner and Facebook cover photos to the campaign graphics



Child Health and Wellbeing Network



News

Share the news that you are getting involved in the Make It Better campaign by copying and pasting the news story below:

[ORGANISATION NAME] JOINS REGION-WIDE 'MAKE IT BETTER' CAMPAIGN TO CHAMPION CREATIVE WELLBEING FOR CHILDREN AND YOUNG PEOPLE

[Organisation Name] is supporting the Make It Better campaign, a new health initiative launching to encourage children, young people and families to use creativity as a simple, everyday way to support mental health, wellbeing and healthier lifestyles.

Developed in partnership between the Child Health and Wellbeing Network and Public Health South Tees, the campaign will be shared with the Directors of Public Health across the region for local adoption and cascade. The Creatively Healthy campaign encourages children and young people to 'Make It Better' through creative activities, from doodling and dancing to coding, writing, nail art and making, offering practical ways that can lift mood, calm the mind and help the body feel better.

Whether it's a 60-second sketch, building something in an online world, journalling, dancing in the kitchen or trying a new hobby, creativity comes in all shapes and sizes.

The initiative responds to growing concerns around children and young people's mental health and aims to give families, schools, health professionals and community groups practical, accessible ways to offer support before issues escalate. Research shows that creative activity can help regulate emotions, reduce stress and anxiety, improve mood and encourage healthier daily routines.

By joining the campaign, **[Organisation Name]** wants to amplify a positive, preventative message: small acts of making can have a meaningful impact on how young people feel.

Across the region, Make It Better will be shared through GP surgeries, schools, youth services, community organisations and social media, with inclusive creative prompts and challenges designed to be easy to take part in. Health professionals are also being encouraged to model creative wellbeing themselves, helping to normalise creativity as part of everyday health and self-care.

Daisy Fancourt, Professor of Psychobiology & Epidemiology at University College London and author of *Art Cure* (January 2026), said: "The arts, alongside diet, sleep, exercise and nature, are the forgotten fifth pillar of health. The arts are not a luxury in our lives, they are essential."

Martin Wilson, Arts and Creativity Advisor for the NENC Child Health and Wellbeing Network, added: "Creativity is one of the most accessible ways we can support health and wellbeing, particularly for children and young people. Taking a little time to make something can lift a person's mood, calm their mind and help their body feel better too."

The Child Health and Wellbeing Network has prioritised arts and creativity as a cross-cutting goal since its inception and hopes the campaign will spark conversations at home, in classrooms and across communities about how creativity can build resilience, confidence and healthier lifestyles for children and young people.

Organisations and individuals can support the Make It Better campaign by sharing resources across their websites and social media channels to help spread the message about the benefits of being creatively healthy every day. A toolkit of campaign images and assets- alongside an independent review of evidence to support health professionals in conversations with patients and families-is available to download.

For more information and resources, visit:

<https://www.healthiertogether.nhs.uk/chwn/arts-and-creativity>

-ENDS-

Click [here](#) to download images to accompany your story:

Contact Details

For more details on the campaign or to request printed assets please email:

info@tinarts.co.uk

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