

## Why Cross-Sector Collaboration Now

### Arts + Health for Social Cohesion

January 2024

The arts and creativity are the soul of our nation. Now is the time for the health field to embrace the arts, culture and design fields as essential partners and together to humanize the key challenges of our time to imagine better solutions. This document presents a survey of current opportunities, examples and paths forward through cross-sector collaboration, with an emphasis on health and social connection. It is meant to spark conversations about future possibilities for collaborative transformation.

#### Key Talking Points

- Arts, culture and design offer innovative methods for collaborating across the health sector to build social cohesion and promote community well-being.
- Working together, artists and health professionals can lead human-centered approaches to confront community trauma, including systemic racism and social isolation.
- The arts are a tool to strengthen local social infrastructure by identifying community assets and rallying residents around them through creativity and play.
- Artists provide hands-on opportunities for communities to collectively build healthy social connections through shared purpose and experiences.

### The Opportunity

The arts and creativity reflect the soul of our nation. The arts stimulate creativity and innovation in cooperation with the health sector to strengthen community well-being and promote belonging. Artists are vital partners to advance U.S. Surgeon General Vivek Murthy's priorities, particularly [building social community and connection](#) to combat social isolation and loneliness. A federal agenda to improve community health and promote belonging will enable cross-sectoral partnerships and community connection programs to foster sustainable, equitable and healthy

communities. The National Endowment for the Arts (NEA) is already pursuing this work through a [national Research Lab](#).

The arts build community connection. According to the Centers for Disease Control and Prevention (CDC) and the Department of Health and Human Services (HHS), the underlying conditions in places where people live, work and play affect a wide range of health risks and outcomes. For example, [in Bennington, Vermont](#), people are gathering around the arts in public spaces to reconnect with their communities after social distancing and to strengthen civic infrastructure. This work promotes social and community well-being, one of the [social determinants of health](#) that also emphasizes social cohesion, and is an example of the type of community connection program promoted by the surgeon general. Through arts and culture, residents can create meaning and deepen their sense of connection to the community in which they live, work and play.

Community arts organizations can be hubs of well-being, cultural exploration and shared understanding. These spaces facilitate community connection programs that bond residents and promote belonging, as recommended by the [Surgeon General's advisory on the loneliness epidemic](#). Extending its work as a community arts center in New Orleans, Louisiana, the [Ashé Cultural Arts Center is addressing the significant life-expectancy gap for Black residents](#) by partnering with local hospitals to train culture bearers and artists to become community health workers.

[Art making and arts participation are a public good](#) with clear benefits for community health. Research shows that social cohesion directly improves the health outcomes of communities and is an important social determinant of health, advancing social and community well-being. [Arts engagement](#) has been shown to improve well-being and [relieve chronic pain](#), leading doctors to [prescribe museum visits](#) and promote [creative aging](#) programs, and encouraging health policymakers to launch statewide health programs that prescribe [cultural experiences as proactive and protective health care](#). Arts engagement nationally has [built community trust and vaccine confidence](#). Artists and community arts organizations are a vital strategy in the long-term recovery plan to combat the loneliness epidemic. Creative aging programs support older adults who are particularly vulnerable to risks of loneliness, such as at [museums across Utah](#), where arts programs build belonging. Nationwide, the arts are being used in the management of pain as well as in the [treatment and prevention of substance use disorder, including opioids](#). Many [states already support programs](#) connecting arts, health and well-being to support communities; current models provide a solid foundation to deepen and expand this work across the nation.

Research shows that cross-sector collaboration unites experts across fields to advance shared goals, and is an ideal policy strategy to address public-sector challenges. Initiatives already underway like the [Federal Plan for Equitable Long-Term Recovery and Resilience](#) are acknowledging the necessity of cross-sector collaboration to address these issues into the future. HHS and the NEA have an opportunity to support powerful work that integrates arts, culture, design and health into strategies furthering the [six pillars to advance social connection](#) for all Americans.

# Arts + Health Collaboration: Six Pillars to Advance Social Connection

Arts, culture and design are integrated across health-sector work to strengthen the U.S. surgeon general's pillars of social connection and build community well-being.

## Pillar 1: Strengthen Social Infrastructure in Local Communities

*Example:* My Park, My Pool, My City: Forklift Danceworks, City of Austin Parks and Recreation

To strengthen social infrastructure in local communities, we must simultaneously design accessible, human-centered built environments while promoting related community focused programs. Artists have been a part of infrastructure projects across the country in their local communities through percent for art programs at the federal level since 1934 and at municipal levels since 1959, first in Philadelphia, Pennsylvania.

Artists have a track record of establishing programs that unite their local community. Forklift Danceworks led the project [My Park, My Pool, My City](#), in collaboration with the City of Austin (Texas) Parks and Recreation Department's Aquatics Division and several East Austin neighborhoods. The pools are important spaces that support residents' health, not only providing a vital place to escape the Texas heat but also creating opportunities to build community belonging among pool visitors. Forklift dancers led collaborative art making and performances with residents at local pools to activate and amplify civic engagement around the future of Austin's city pools. The arts based engagement also led residents to rally together in support of citywide pools as vital and low-cost civic resources, especially for marginalized communities. The public response inspired city staff to create the first Austin Aquatic Master Plan, which in turn led to a \$40 million city bond package to preserve and upgrade pool infrastructure. In Austin, the arts are catalyzing community collaborations that reimagine and redesign infrastructure to bolster community health.

## Pillar 2: Enact Pro-Connection Public Policies

*Example:* CultureRx Initiative: Mass Cultural Council, Commonwealth of Massachusetts

Focusing on how to prioritize connection among communities and across government departments is the kind of integrative work at which artists excel. The Massachusetts [CultureRx Initiative](#) foregrounds culture as an essential investment in comprehensive health for individuals and communities. Recognizing that cultural experiences can lead to positive health impacts, the state offers free admission to cultural events through Culture Cards connected to Electronic Benefits Transfer (EBT); Women, Infants and Children (WIC); and other government-funded programs. Research has shown that people who engage in the arts every few months lower their mortality risk by 31% compared to people who do not attend arts events such as museums or theatre. Participating in arts annually decreases mortality risk by 14%. As Magsamen and Ross (2023) conclude in [Your Brain on Art](#), "the arts literally help you live longer."

The CultureRx program has been transformative in building community connections, promoting well-being and increasing public health. [This work also has advanced with the support of Art](#)

[Pharmacy](#), a group providing infrastructure and support to communities nationwide. It has found in its work that [92% of patients request a refill and there is a 22% net increase in emotional well-being](#) based on the WHO (World Health Organization)-5 Well-Being Index. [Building on the success](#) of the CultureRx: Social Prescription pilot that ran from 2020 through 2023, Massachusetts is expanding CultureRx statewide in 2024.

### **Pillar 3: Mobilize the Health Sector**

*Example:* ABD Productions: San Francisco Planning Commission and San Francisco Department of Public Health

Artists are translators of ideas and serve as bridges between different ways of understanding our society. Because of these translational skills, they are natural leaders in leading health care providers in new ways of understanding systems, policies and clients while simultaneously supporting patients in navigating their health care experiences. Increasingly, statewide public health departments such as in Minnesota are [collaborating with communities to cocreate solutions as an essential component of health equity](#). In the Tenderloin neighborhood of San Francisco, California, city agencies and residents have long been misaligned on how to support the acute local needs for access to basic and essential public health services. The lack of communication and connection between the city and the residents has impeded the improvement of public health outcomes.

In response, the dance group [ABD Productions](#) brought together residents of the Tenderloin, the San Francisco Planning Commission and the city Department of Public Health to share stories of trauma through workshops, movement and performance. The intention of this work was to build empathy and understanding across city staff and residents in order to foster communication and improve coordination between parties about community health needs. Through the dancers' use of storytelling and performance of real experiences in the Tenderloin, they brought together the Planning Commission and the Department of Public Health to address health and well-being for housing-insecure residents in ways that more accurately reflected local needs. This project was supported by the NEA's Our Town program. In San Francisco, the arts are a unifying platform that can foster communication to unite health professionals and clients to build empathy and improve health care services for people who need them.

### **Pillar 4: Reform Digital Environments**

*Example:* The Loneliness Project: Marissa Korda, national

Artists use digital technologies to build connections and create interactive environments through story sharing that unites a wide global audience who may otherwise be isolated. Digital projects have helped people find solidarity with others who have similar experiences by creating meaningful connections across space and time. Through graphic art, music, film and other art forms, artists create interactive media spaces of meaningful social engagement and encourage us to listen to and reflect on others' experiences.

[Our global society faces rapidly increasing isolation](#), a rising challenge recognized by the U.S. surgeon general and national organizations such as the National Alliance on Mental Illness, which



[encourages talking about mental health and destigmatizing mental health challenges](#). In response, designer Marissa Korda created [The Loneliness Project](#), a digital storytelling platform that destigmatizes loneliness. The Loneliness Project is designed to feel like an evening stroll through a city, displaying user-generated stories of loneliness and encouraging visitors to share their own to build a global community. One participant shared the story of observing families in dimly lit windows and missing their family in Brazil. A teenager wrote about the loneliness of losing a best friend. Because participants can engage with the project easily through the digital platform, this low barrier to entry encourages curiosity and participation. The project presents an opportunity for individuals facing isolation as well as their health care providers to connect in a safe, digital space to begin an open conversation about loneliness with a small first step. The Loneliness Project has been visited by 45,000 people from over 60 countries, and has received over 1,400 stories of loneliness. According to the American Psychological Association, [the country needs to make a larger push to destigmatize issues around mental health](#), and The Loneliness Project is just one example of how creatives can advance that effort while making it accessible and meaningful to people.

## **Pillar 5: Deepen Our Knowledge**

*Example:* One Nation/One Project: national

Skilled at conveying stories, helping the public understand new ideas, and generating excitement and curiosity, artists and arts organizations are effective partners to help deepen our knowledge about health and social connection. As partners in research, they can use art to generate information from participants and communicate findings. [One Nation/One Project](#) (ONOP) is a theatre initiative that has been developing rigorous research across arts and wellness through institutional partners, with a focus on studying the impact of arts engagement. The collaborative, national project focuses on wellness, belonging and health equity and will culminate in performances in nine cities and towns across the country on the same night in 2024, in [collaboration with the National League of Cities](#). With historical precedents in the Works Progress Administration, this ambitious project involves many partners across sectors and states that are united to build a prototype of community health that can be expanded. Research elements to build knowledge about the project addressed here are just one element of this work.

ONOP is working in partnership with municipal teams that include artists, community health providers and local government staff to measure post-COVID-19 pandemic health improvements. Researchers are studying how resident participation in ONOP's arts activities can help individual participants value and invest in their long-term health. They also seek to understand whether participants report a greater sense of well-being, stronger mental health and more positive outlooks on their futures, as well as whether regular arts engagement enhances social cohesion postpandemic. These kinds of research partnerships promise to generate rich information about health outcomes that broaden our thinking about what can contribute to well-being. They include factors like arts participation that have long been important to individuals and are now gaining greater credibility as contributing factors in improving health outcomes.

## Pillar 6: Cultivate a Culture of Connection

*Example:* Older and Bolder: Karen S. Young, Boston Centers for Youth and Families (BCYF) Grove Hall Senior Center, Boston

Arts and culture have the unparalleled capacity to make us feel connected to one another and give us a shared sense of purpose. Artists in every state and territory cultivate these values and deepen a culture of connection in social institutions like schools, workplaces and communities. Artist Karen S. Young worked with the BCYF Grove Hall Senior Center while an artist in residence with the City of Boston, Massachusetts, to [launch Older and Bolder](#), a Taiko drumming circle for African and Caribbean American elders. This visibility campaign used performing arts to connect older adult women through weekly Taiko drumming lessons, facilitate relationships among participants and grow a community to promote social cohesion. The drummers now perform around Boston to inspire other older adults to build their collective power and promote creative expression at any age. Through Taiko, the participants are gaining empowerment and turning attention to older adults as a demographic group and to their unique needs. Through these new relationships and deepened connections facilitated by art, these participants have [begun to collectively advocate for better conditions for older adults](#), like safer streets and intersections in Boston. In partnership with the Elderly Commission, the city Transportation Department's Vision Zero Boston initiative, and partner groups such as Walk Boston and Livable Streets Alliance, Older and Bolder helped push for the redesign of a dangerous intersection in front of BCYF Grove Hall Senior Center. The drumming project created community connections that have enabled participants to not just build relationships and enjoy arts experiences, but also work together to make an impact on their communities.

## Policy Recommendations

- Develop state level plans to integrate arts and creativity into health policy and programs. This builds on the success of the [first-ever state arts and health plan, launched in Rhode Island](#) by the arts and health advisory group, as well as the [Arts on Prescription field guide work](#) launched in Massachusetts.
- Similar to recent strategies that require community engagement (e.g., Circular 4702.1B, Title VI Requirements and Guidelines for Federal Transit Administration Recipients), incentivize arts and health cross-sector collaboration through extra-credit points in federal HHS grant programs, like grants for community health programs.
- Advocate for inclusion of arts and culture in the HHS's Healthy People 2030. ([Healthy People 2030](#) sets data-driven national objectives to improve health and well-being over the next decade.)
- Incentivize strengthening and broadening community care beyond basic services to include additional supports for well-being and social connection, including arts and creativity.

## Programmatic Recommendations

- Expand programs that prescribe arts experiences to improve long-term health outcomes.
- Hire artists for public health messaging such as scaling successful pilots, including the CDC initiative to promote vaccine confidence.
- Partner with local artists and arts organizations on the design and implementation of health interventions.
- Ensure that arts and cultural organizations are referenced, acknowledged and resourced in public health funding streams that support the social determinants of health and social cohesion.
- Provide opportunities and funding to engage artists and culture bearers in health programs tackling loneliness and programs promoting community belonging.
- Strengthen access to care through established arts and culture hubs in communities.
- Develop public recognition opportunities and systems of support for teaching artists and community based arts organizations addressing health and well-being.
- Establish and strengthen national networks of community based arts organizations supporting local health and well-being across this cross-sector field.
- Embed a cohort of state level artists in residence at state health departments to focus on internal systems change and cultural transformation among state agency staff and health care providers.
- Employ artists on health research teams, from design to dissemination.

## Arts + Health Resources

[Art & Well-Being: Toward a Culture of Health](#) is a guide for artists, creative organizers, health care providers, educators, funders, policymakers and communities responding to threats to well-being through arts based interventions.

Goldbard, A. 2018. *Art & Well-Being: Toward a Culture of Health*. U.S. Department of Arts and Culture.

[Arts, Health and Community Well-being](#) is a resource hub for state arts agencies that offers innovative strategies and essential data for leveraging the strength of the arts in clinical and community settings.

National Assembly of State Arts Agencies.

[Arts on Prescription: A Field Guide for US Communities](#) offers communities and organizations a road map for generating their own local and regional partnerships between (1) health and social care and (2) arts, culture and nature resources.

Golden, T.L., Bantham, A., Mason, K., Sonke, J., Swaback, K., Kuge, M.N., Lokuta, A.M., Caven, J., Shan, M., Clinesmith, R., Keene, K., and Manhas, N. 2023. *Arts on Prescription: A Field Guide for US Communities*. Mass Cultural Council/University of Florida Center for Arts in Medicine.

[Arts on Prescription: An Emerging Model of Mental Healthcare](#) is an article about how "social prescribing" leverages the power of culture for mental health.

Golden, T. 2023. "Arts on Prescription: An Emerging Model of Mental Healthcare." *Psychology Today*.

[Arts Strategies for Addressing the Opioid Crisis: Examining the Evidence](#) is a government report that describes the evidence on the role of the arts in the management of pain and in the prevention and treatment of substance use disorder.

Iyengar, S., Moore Shaffer, P., Germann, P., and Menzer, M. 2020. *Arts Strategies for Addressing the Opioid Crisis: Examining the Evidence*. National Endowment for the Arts.

[The Connected Arts Learning Framework](#) is an organizational report that proposes a connected arts learning framework focusing on how to achieve broader positive youth outcomes through the arts.

Peppler, K., Dahn, M., and Ito, M. 2023. *The Connected Arts Learning Framework: An Expanded View of the Purposes and Possibilities for Arts Learning*. The Wallace Foundation.

[Creating Healthy Communities through Cross-Sector Collaboration](#) is a white paper that frames the value of the arts and culture for advancing health and well-being in communities, presenting the views of more than 250 thought leaders from the public health, arts and culture, and community development sectors; over 500 national field survey participants; and a review of arts and public health literature.

Sonke, J., Golden, T., Francois, S., Hand, J., Chandra, A., Clemmons, L., Fakunle, D., Jackson, M.R., Magsamen, S., Rubin, V., Sams, K., and Springs, S. 2019. *Creating Healthy Communities through Cross-Sector Collaboration*. University of Florida Center for Arts in Medicine and ArtPlace America.

[Defining "Arts Participation" for Public Health Research](#) is a peer-reviewed study that developed a definition for *arts participation* to guide a national arts in public health research agenda and to advance and make more inclusive previous work to define the term.

Sonke, J., Rodriguez, A.K., Colverson, A., Akram, S., Morgan, N., Hancox, D., Wagner-Jacobson, C., and Pesata, V. 2023. "Defining 'Arts Participation' for Public Health Research." *Health Promotion Practice*.

[FORWARD: Issue #1: Public Health](#) is a part of Forecast Public Art's digital publication and conversation series, which highlights how artists are partnering with cities, institutions and communities to tackle public health issues.



Public Art. 2020. Forward. Issue #1: *Public Health*.

[Our Epidemic of Loneliness and Isolation](#) is an advisory report from the U.S. surgeon general that outlines the importance of social connection for individual health as well as on communitywide metrics of health and well-being, and conversely the significant consequences when social connection is lacking.

Office of the Surgeon General. 2023. *Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community*. U.S. Department of Health and Human Services.

[Powerful Arts Education Practice](#) is an organizational report that covers 10 dimensions of arts education and their indicators; Section 6 focuses on how arts education can cultivate belonging.

Stevenson, L., and Crowell, S. 2021. *Powerful Arts Education Practice*. Hewlett Foundation.

[What Is the Evidence on the Role of the Arts in Improving Health and Well-Being?](#) is the first-ever report by the World Health Organization on the evidence base for arts and health interventions. This Health Evidence Network synthesis report maps the global academic literature, referencing over 900 publications, including 200 reviews covering over 3,000 further studies.

Fancourt D., and Finn, S. 2019. *What Is the Evidence on the Role of the Arts in Improving Health and Well-Being? A Scoping Review*. World Health Organization.

[Your Brain on Art: How the Arts Transform Us](#) is an interactive website and book that highlight the study of how the arts and aesthetic experiences measurably change the body, brain and behavior and how this knowledge is translated into practices that advance health, well-being and learning.

Magsamen, S., & Ross, I. 2023. *Your Brain On Art: How the Arts Transform Us*. Random House.

## Further Research Opportunities

Currently there is robust research on arts and health that focuses on clinical settings, showing the depth of impact that occurs to benefit individuals facing chronic illness. [Fancourt, et al., \(2021\)](#) have shown that there are more than 600 mechanisms of action in arts and other leisure activities that directly influence the prevention, management and treatment of mental and physical illness. [Magsamen and Ross \(2023\)](#) identified that the arts are being used in six distinct ways to heal the body: preventative medicine, everyday symptom relief, treatment, psychological support, a tool for navigating chronic issues and to provide solace in end-of-life care.

Building on these foundations, this call is to expand research to develop similar rigor in studying the engagement of arts, culture and design in promoting community well-being and social cohesion. There is a growing body of case studies that make the impacts of this work visible through individual examples, yet the body of research lacks significant data and consistent evaluation metrics. Suggestions for future research include the following:

- Develop civic impact measurement models for understanding the role of arts, culture and design in improving community health and well-being.
- Track the disciplinarily diverse professionals working at the intersection of arts and health.
- Investigate how to better track the impact of arts and culture programs (including those led by creative youth development organizations) and their ability to foster trust, cultivate relationships and strengthen social connections.
- Develop civic impact measurement models for understanding how design and aesthetics in the built environment impact community health and well-being.
- Develop civic impact measurement models for understanding the role of arts, culture and design in increasing belonging.
- Understand the disproportionate impacts of social disconnection.
- Understand the impact of specific arts and cultural experiences as it relates to creative mediums, the identities of creators and the content being produced.

## Arts + Health for Social Cohesion Project Examples

Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
<p><b>Strengthen Social Infrastructure in Local Communities</b></p> <p><i>Design the built environment to promote social connection</i></p> <p><i>Establish and scale community connection programs</i></p> <p><i>Invest in local institutions that bring people together</i></p>	<p><a href="#">Nuestro Lugar</a> (North Shore, CA)</p> <p>Kounkuey Design Initiative led a participatory design process to meet local residents' needs (social, economic and built environment) and celebrate unique community stories.</p>	<p>Provide residents with critical amenities for health and wellness in public space</p> <p>Actively engage community members in the process to reflect their ideas and needs</p> <p>Received a general design award by the Southern California chapter of the American Society of Landscape Architects</p>	<p>Participatory design process with local communities; activation of public space through design</p>
	<p><a href="#">Asphalt Art Community Grants</a> (national)</p> <p>Community-engaged street mural projects target traffic safety concerns in local communities.</p>	<p>Increase social connection through community paint day</p> <p>Increase safety in public space</p> <p>Build community belonging through civic engagement</p>	<p>Muralists and arts organizations lead resident volunteers to design and implement street murals.</p>

Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
	<p><a href="#">My Park, My Pool, My City</a> (Austin, TX)</p> <p>Collaborative art-making project to activate and amplify civic engagement around the future of city pools, a vital third space.</p>	<p>Increase connectivity between municipal recreation services and neighborhood residents</p> <p>Promote civic empowerment</p> <p>Address history of racial discrimination in civic landscape</p>	<p>Dancers lead the community to develop three aquatic performances about public pools.</p>
	<p><a href="#">Waniyetu Wowapi Institute &amp; Art Park</a> (Eagle Butte, SD)</p> <p>Cheyenne River Youth Project unveiled this free public art park in 2014, followed by the RedCan invitational graffiti jam. Today, the institute also includes a teen art internship program, nine-month Lakota art fellowships, and a variety of public classes.</p>	<p>The free public space invites Cheyenne River's community members and visitors to express their unique voices and life experiences in positive, healthy ways through traditional and contemporary arts.</p> <p>Participants of all ages wander the maintained trail for moments of rest and quiet contemplation, promoting well-being.</p>	<p>Traditional and contemporary artists lead workshops, events and the youth arts fellowship, which all emphasize art making and collaboration.</p>

Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
<p><b>Enact Pro-Connection Public Policies</b></p> <p><i>Adopt a "Connection-in-All-Policies" Approach</i></p> <p><i>Advance policies that minimize harm from disconnection</i></p> <p><i>Establish cross-departmental leadership at all levels of government</i></p>	<p><a href="#">The Healing Power of Music: Community Café</a> (Anchorage, AK)</p> <p>The Anchorage Concert Association brings together local artists, veterans and active-duty service members experiencing traumatic brain injuries and post-traumatic stress disorder along with their families and caregivers.</p>	<p>Creates sober and creative activities for veterans in recovery</p> <p>Provides opportunities for participants to connect with the greater arts community</p> <p>Bridges the gap between active service members, veterans and the arts sector</p> <p>Builds creative expression and belonging through group arts activities</p>	<p>Musicians provide healing arts through teaching songwriting, music lessons and performance.</p>
	<p><a href="#">Solitary Gardens</a> (New Orleans and national)</p> <p>This community gardening art project connects people incarcerated in solitary confinement with volunteers and institutions through letter writing and planting a garden on their behalf.</p>	<p>Reduces isolation for those in solitary confinement</p> <p>Increases empathy and understanding of carceral system and impacted highly incarcerated communities</p> <p>Fights stigma toward those incarcerated</p>	<p>Artist-led community gardening project; artist-designed and implemented garden bed sculptures with institutional collaboration</p>



Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
	<p><a href="#">Culture of Recovery</a> (Hindman, KY)</p> <p>The Appalachian Artisan Center partnered with the residential Hickory Hill Recovery Center and the Knott County Drug Court, forging a path forward for those in recovery through creativity, supplementing existing treatments with opportunities for skill building in the arts.</p>	<p>Offers recovering individuals creative and financial options for supporting and sustaining their health</p> <p>Models links between place and health, importance of connecting recovery with place and culture, and value of partnerships among cultural, health and community development organizations</p>	<p>Artist led workshops and apprenticeships</p>

Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
	<p><a href="#">CultureRx Initiative</a> (Massachusetts)</p> <p>Social Prescription Program: Across Massachusetts, health providers refer patients to partnered arts organizations for community support, connection and inspiration.</p> <p>The Card to Culture program offers benefits through EBT, WIC, and ConnectorCare cards to make access to arts and culture free or at a reduced price.</p>	<p>Creates community connectedness through access to arts and culture institutions</p> <p>Decreases social and cultural isolation of low-income households</p>	<p>Access to artistic and cultural experiences</p>
<p><b>Mobilize the Health Sector</b></p> <p><i>Train health care providers</i></p> <p><i>Assess and support patients</i></p> <p><i>Expand public health surveillance and interventions</i></p>	<p><a href="#">Project UnLonely Film Festival</a> (online and national)</p> <p>This annual online festival screens 35-40 films and supports local in-person film screenings across the country with partnering organizations.</p>	<p>Increases awareness about the five territories of loneliness (trauma, aging, illness, difference and modernity) in order to better shape our sense of belonging in the world</p> <p>Provides cultural and social content for organizations working in areas of mental health and loneliness</p>	<p>Curators select 35-40 films; filmmakers make and submit films.</p>

Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
	<p><a href="#">ABD Productions</a> (San Francisco, CA)</p> <p>Brings together Tenderloin neighborhood residents and health providers to share stories of trauma through dialogue, storytelling, music and movement; hosts workshops, community forums and collaborative site-specific performances, all documented in digital archive</p>	<p>Unites communication among health care providers, low-income Tenderloin residents and city agencies</p> <p>Aligns city agency efforts by the Planning Commission and the Department of Mental Health to address health and well-being for housing-insecure residents</p>	<p>Artists lead collaborative storytelling, music and movement.</p>
<p><b>Reform Digital Environments</b></p> <p><i>Require data transparency</i></p> <p><i>Establish and implement safety standards</i></p>	<p><a href="#">The Loneliness Project</a> by Marissa Korda (online and global)</p> <p>Designer Marissa Korda's global, interactive digital forum shares weekly stories of loneliness on a graphic website.</p>	<p>Digitally connects people experiencing loneliness to build social connection</p> <p>Reduces the sense of isolation</p>	<p>Engages graphic design to create a welcoming space to solicit and share stories</p>

<b>Pillar to Advance Social Connection</b>	<b>Project Example</b>	<b>Health Outcomes</b>	<b>Artist Tools</b>
<i>Support development of pro-connection technologies</i>	<p><a href="#">We Are Windows</a> (Etna and Sharpsburg, PA)</p> <p>Artist Jason "The Real" McKoy's two public installations in Etna and Sharpsburg function as digital windows into the public life of the adjacent borough to address the issue of social isolation.</p>	<p>Creative uses of technology to address isolation</p> <p>Cross-community social connection building</p> <p>Building institutional collaboration and capacity</p>	<p>"Digital window" public art installation to invite engagement</p>
<p><b>Deepen Our Knowledge</b></p> <p><i>Develop and coordinate a national research agenda</i></p> <p><i>Accelerate research funding</i></p> <p><i>Increase public awareness</i></p>	<p>Storytelling Project (Los Angeles, CA)</p> <p>While artist in residence at the LA Office of Violence Prevention, Anu Yadav gathered nearly 100 stories from community members about experiences and impacts of violence. Yadav turned responses into a book and shared with office staff and partnering agencies.</p>	<p>Promotes healing through storytelling</p> <p>Builds empathy within government staff through stories of lived experience</p> <p>Increases staff understanding of the diverse experiences of violence to inform policies and agency strategic planning</p>	<p>Captures stories, visual portraits of participants and a book of stories to distribute</p>

Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
	<p><a href="#">One Nation/One Project</a> (national: Phillips County AR; Gainesville, FL; Chicago, IL; Harlan County KY; Utica, MS; Winston-Salem, NC; Providence, RI; Edinburg, TX; and Rhinelander, WI)</p> <p>Theatre project promoting wellness, belonging and health equity culminating in a performance in nine cities on same night</p>	<p>Increases public awareness about mental health and wellness challenges</p> <p>Builds community belonging through collaborative theatre making</p> <p>Bridges nine communities across United States through shared project</p> <p>Cultivates rigorous research across arts and wellness through institutional partners</p>	<p>Theatre makers produce theatre performance</p>
<p><b>Cultivate a Culture of Connection</b></p> <p><i>Cultivate values of kindness, respect, service and commitment to one another</i></p> <p><i>Model connection values in positions of leadership and influence</i></p> <p><i>Expand conversations on social connection in schools, workplaces and communities</i></p>	<p>World Garden Commons (Fargo, ND)</p> <p>The Fargo Project's first installation, led by artist Jackie Brookner, was a collaboration between artists and residents to transform an 18-acre stormwater basin into an ecological community commons.</p>	<p>Increased social cohesion in Fargo, which has experienced rapidly changing demographics</p> <p>Environmentally oriented project led to understanding the need for gathering spaces for cross-cultural celebration.</p>	<p>Artist led a creative community engagement process based in cultural arts and engagement activities.</p>



Pillar to Advance Social Connection	Project Example	Health Outcomes	Artist Tools
	<p>Older and Bolder (Boston, MA)</p> <p>Artist Karen S. Young's ongoing visibility campaign and community impact project cultivates and elevates the voice of elders in Boston. It provides weekly Taiko drumming lessons to a group of mainly African American and Caribbean American older adults. The group performs around Boston to inspire women to build their power and creative expression at any age.</p>	<p>Helps elders raise their voices and builds social connection</p> <p>Builds pride and capacity among older adults to express themselves and take action for change</p> <p>Increases cross-racial dialogue between Asian American and African American communities</p> <p>Mobilizes partners and residents to permanently improve a crosswalk in Grove Hall</p>	<p>Artist-led culturally relevant Taiko drumming lessons and curated field trips</p>

## National Assembly of State Arts Agencies

The National Assembly of State Arts Agencies (NASAA) is a not-for-profit, nonpartisan organization. In collaboration with the nation's 56 state and jurisdictional arts councils, we advance the arts as a powerful path to economic prosperity, rural resilience, good health, education success and strong communities in which everyone thrives. NASAA serves as a clearinghouse for data and research about public funding for the arts as well as the policies and programs of state arts agencies. For more information about NASAA and the work of state arts agencies, visit [www.nasaa-arts.org](http://www.nasaa-arts.org).

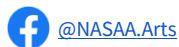


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