

CREATING HEALTHY COMMUNITIES: ARTS + PUBLIC HEALTH IN AMERICA



Kelley Sams, MPH, PhD
Visiting Research Scholar

Discussion preview:

How do the arts and culture improve YOUR community?

CREATING HEALTHY COMMUNITIES: ARTS + PUBLIC HEALTH IN AMERICA

*A national initiative led by the University of Florida
Center for Arts in Medicine in partnership with ArtPlace America*



At the intersection of public health, arts and culture lies the potential for building stronger and healthier communities in America.

ARTPLACE

UF UNIVERSITY of
FLORIDA

Center for **ARTS IN MEDICINE**
UNIVERSITY OF FLORIDA / COLLEGE OF THE ARTS



**CREATING HEALTHY
COMMUNITIES**
ARTS + PUBLIC HEALTH IN AMERICA
UNIVERSITY OF FLORIDA

CREATING HEALTHY COMMUNITIES

ARTS + PUBLIC HEALTH IN AMERICA

Translation

KNOWLEDGE
&
RESEARCH



PRACTICE
&
POLICY

CREATING HEALTHY COMMUNITIES

ARTS + PUBLIC HEALTH IN AMERICA

KNOWLEDGE SHARING & COLLABORATION



NINE NATIONAL CONVENINGS

CREATING HEALTHY COMMUNITIES

ARTS + PUBLIC HEALTH IN AMERICA

Discovery



CREATING HEALTHY COMMUNITIES

ARTS + PUBLIC HEALTH IN AMERICA



Dissemination

- National Network
- Blog & Interview Series
- Resource Repository
- Webinar Series
- Publications
- Education & Professional Development Programs

Governmental Advisory Brief for State Agencies and Organizations

- Released September 20, 2019, at the National Association for State Arts Agencies (NASAA) Leadership Institute in Providence, RI
- Municipal & Federal briefs forthcoming

Advisory Brief for State Agencies and Organizations

Leveraging Arts and Cultural Assets to Address Urgent Health Challenges

How Cross-sector Collaboration can Advance Local and State Health Goals

Many of the most pressing health challenges being faced at local and state levels are linked to social determinants of health. The national *Creating Healthy Communities: Arts + Public Health in America* initiative has documented how cross-sector collaborations leverage communities' existing resources—including arts and cultural assets—to address complex health concerns such as mental and rural health, health care access, and social cohesion. The initiative's research and resources offer examples and recommendations for how arts and cultural assets can be leveraged to advance health and health equity.

The Challenge

Over the last few decades, public health has shifted its focus from individual behaviors to **social determinants of health**—the factors that shape health. Rather than merely the absence of disease, health is now understood to include the presence of such factors as access and opportunity. Differences in access and opportunity across racial, socioeconomic, and geographic lines have led to growing awareness of **health inequities** and their upstream causes. It has become clear that individual-level interventions cannot alter the upstream structures, systems, and policies that produce poor and inequitable health outcomes. The need for upstream solutions is urgent. Generating them will require cross-sector efforts that are responsive to a community's cultures, values, and lived experiences. This brief advises increased collaborative action toward health equity and a culture of health.

What Arts and Culture Can Do

The arts and culture sector offers immediate opportunities for precisely this kind of collaboration. Why? Arts and cultural engagement have been shown to:

- Enhance immune response, longevity, and well-being, among other health outcomes¹
- Increase **social cohesion**—a protective factor against a number of health challenges
- Enhance interest and participation in social, civic and health programs
- Bring communities together to support and sustain their own health goals
- Improve communications within and across groups
- Center underrepresented voices and concerns
- Help change narratives and shift collective behaviors

What State Public Health Leaders and Actors Can Do

Arts and cultural assets are prevalent and available in all communities. Given urgent challenges and limited resources, it is imperative that policymakers, public health professionals, community leaders, and social agencies recognize and engage communities' existing assets. Health promotion strategies that engage arts and culture can improve regional quality of life while honoring cultural values, improving race relations, reducing stigma, and supporting community-led action.

Recognize the arts and culture sector as a valuable, available resource and partner for addressing health. Every community has arts and cultural assets that contribute to well-being. But these prevalent resources, which offer significant assets for reaching local and regional health goals, remain underutilized by public and social agencies.

Map arts and cultural assets. Identify and connect to local arts and cultural resources by mapping these assets in collaboration with local or regional arts councils, local arts organizations, artists, and community culture bearers.

Link local/state arts agencies with health taskforces, boards, and agencies to form strategic partnerships.² For example, appoint artists and arts agencies to health-related planning teams, task forces, state boards, and research initiatives.

Co-locate health and social services with arts and cultural activities. Co-locating health services, campaigns, and initiatives with arts and culture programs can increase awareness, access, engagement, comfort, and social cohesion. It can also help customize health services for a specific community, culture, or region.

[Click here to read the full *Creating Healthy Communities through Cross-sector Collaboration* White Paper](#)

Center for **ARTS IN MEDICINE**

UF **UNIVERSITY OF FLORIDA**

ARTPLACE

Copyright © September 2019. University of Florida Center for Arts in Medicine / ArtPlace America, LLC. Permission is granted for reproduction of this file, with attribution to University of Florida Center for Arts in Medicine / ArtPlace

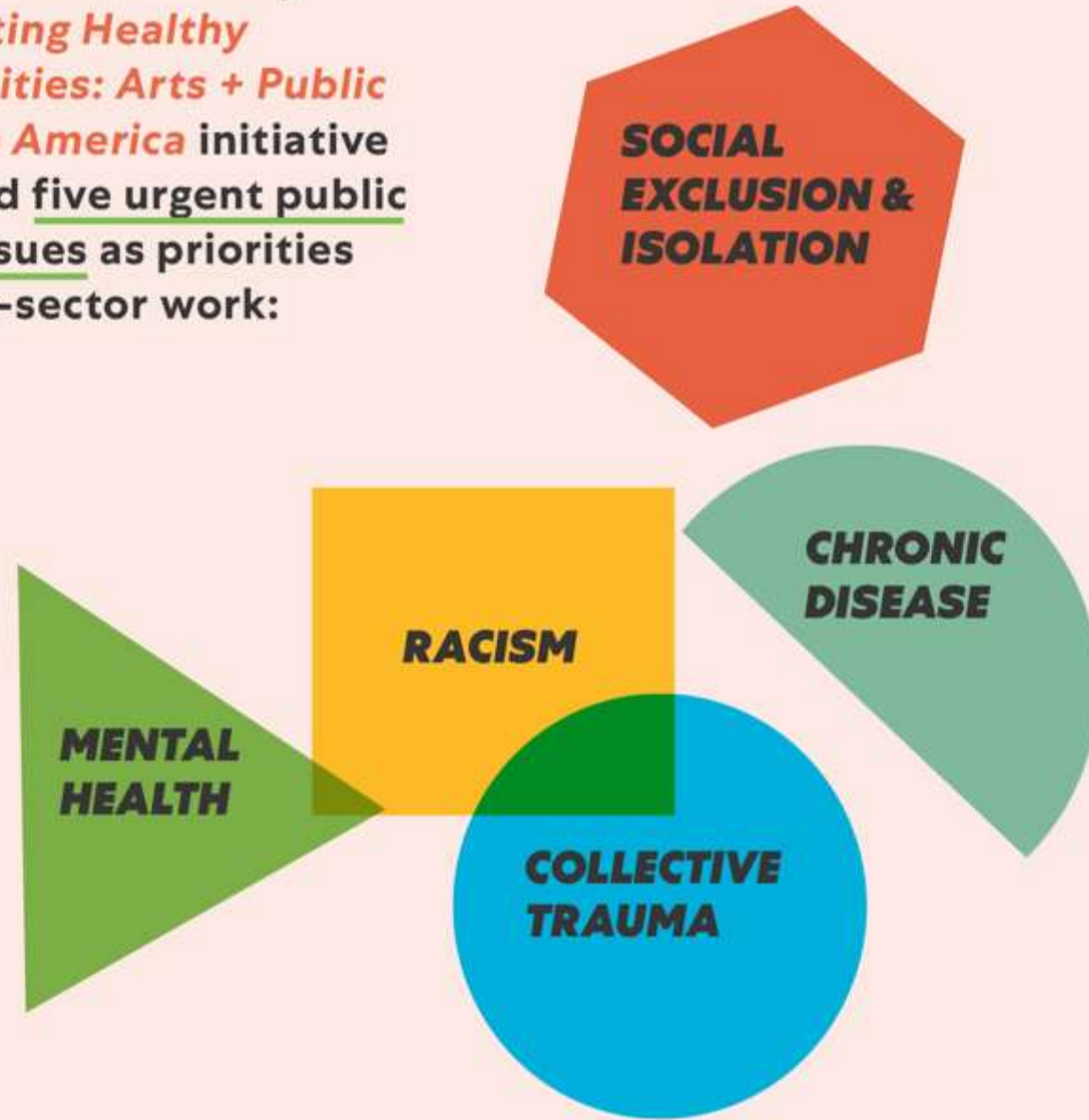
Field White Paper:

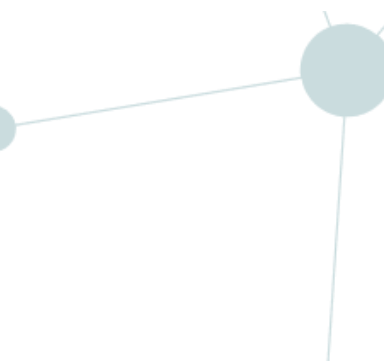
- Five key issues
- Program examples
- Recommendations
- What success looks like

<https://arts.ufl.edu/sites/creating-healthy-communities/resources/white-paper/>



Research conducted by the *Creating Healthy Communities: Arts + Public Health in America* initiative identified five urgent public health issues as priorities for cross-sector work:





This paper calls out histories of racism, economic injustices, and structural barriers that have influenced and shaped health disparities. It calls for increased recognition of community assets such as knowledge, resilience, power, art, culture, and lived experience. In fact, it asserts that **community knowledge and community assets must be placed at the center of advancing health and health equity.**

— *CREATING HEALTHY COMMUNITIES
THROUGH CROSS-SECTOR COLLABORATION*

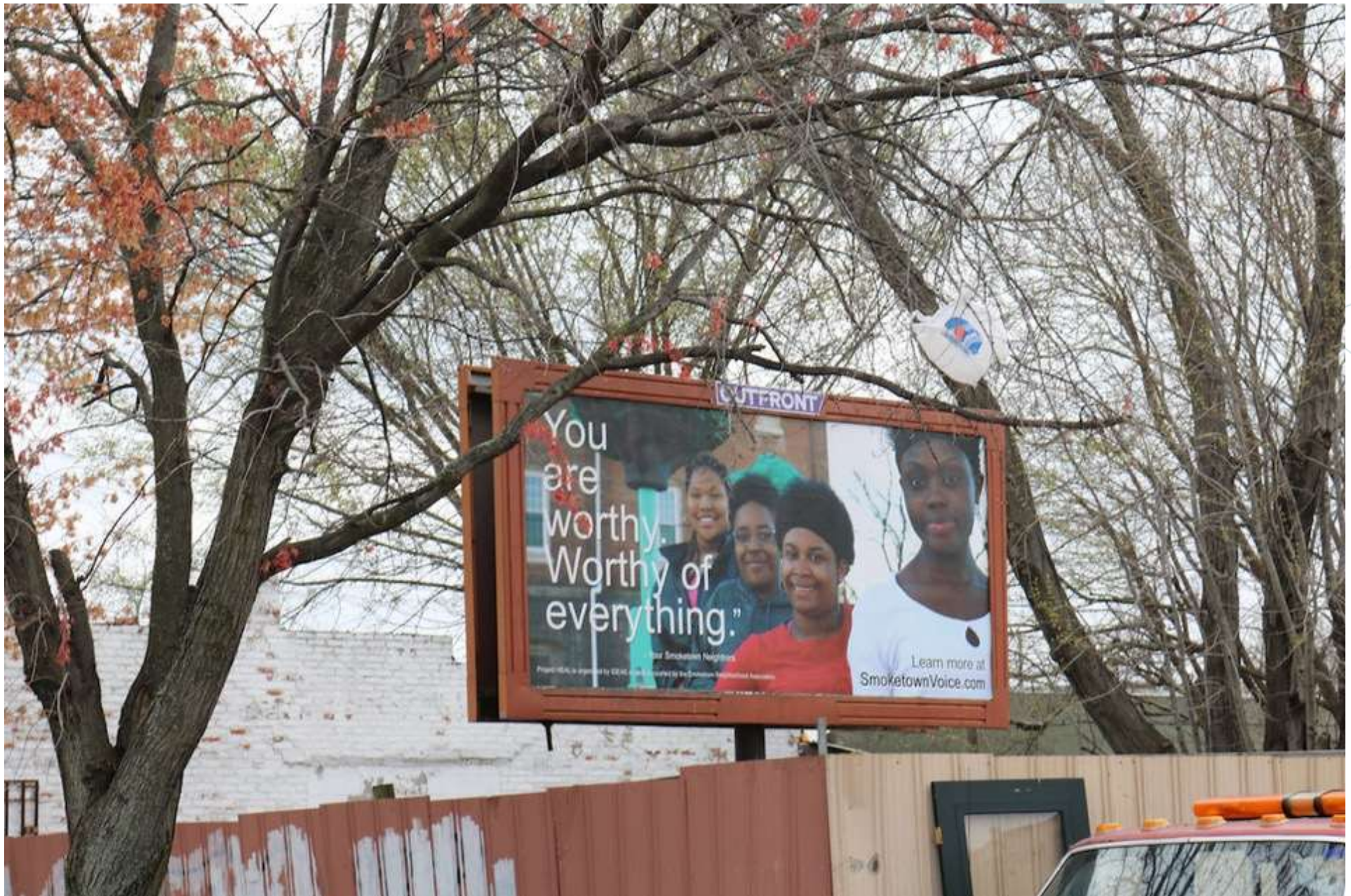


One Poem at a Time

Hannah Drake, Project HEAL

Smoketown, Kentucky







Porch Light Initiative

Philadelphia, PA



Jackson Medical Mall

Jackson, MS

JACKSON MEDICAL MALL FOUNDATION PRESENTS

SATURDAY
JULY
21ST



JUMPSTART!

THE BACK TO SCHOOL JAM

HEALTH SCREENINGS
SCHOOL SUPPLY GIVEAWAY
GAMES
TALENT SHOW
FOOD

SPONSORED BY:



60th ANNIVERSARY
AMERICAN LEGION



MOLINA
HEALTHCARE

10:00 AM - 1:00 PM
JACKSON MEDICAL MALL
350 W WOODROW WILSON AVE.
JACKSON, MS 39213
CALL 601-982-8467 FOR MORE INFORMATION

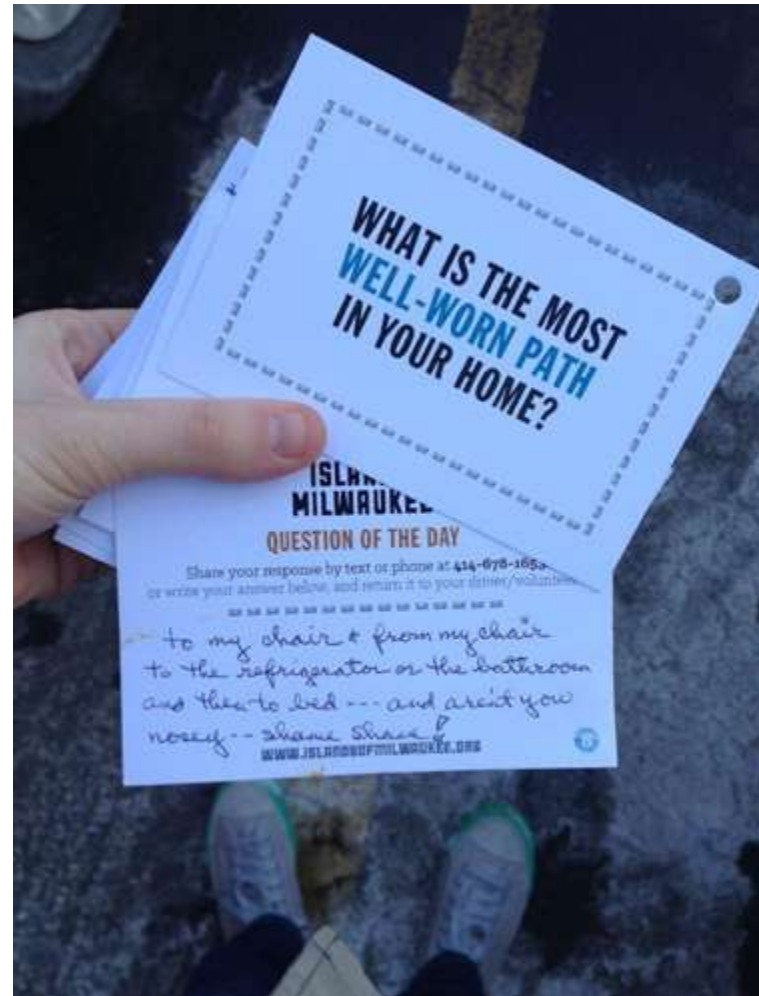


JACKSON MEDICAL MALL FOUNDATION
IMMF

Islands of Milwaukee

Sojourn Theatre

How do we create a more connected Milwaukee inclusive of all residents as they age?



Discussion:

How do the arts and culture improve YOUR community?

- **What are the impacts? Economic, social, etc.**
- **What do these programs depend upon for support?**
- **What are some challenges?**
- **What else can be done?**