

ARTS FOR EVERY BODY

ONE NATION/ONE PROJECT

CULTURE *is* FREE



Arts for EveryBody is a new and audacious campaign demonstrating how participation in the arts can lead to healthier people and healthier communities.

Led by the national arts and health initiative, **One Nation/One Project**, *Arts for EveryBody* is partnering with 18 cities and towns to activate the power of the arts to repair the social fabric of our nation and heal our communities.

This summer, on July 27, 2024, artists, municipal leaders, and community health providers in 18 communities across America will premiere highly visible participatory art projects which draw on the artistic sounds, styles, and stories of their communities to answer the prompt “No place like home.” The day represents the celebration of 18 cross-sector collaborations leveraging the arts to showcase the unique power of the arts to increase wellbeing. Our day is inspired by the WPA’s Federal Theatre Project when in 1937, 18 cities and towns across America premiered the same play on the same day.

Arts For EveryBody seeks to do more than inspire and galvanize. It seeks to herald to a national audience – from policymakers to the broader public – the transformation possible at the intersection of arts, health, and civic infrastructure. **Join us.**

What's happening on July 27th?

Arts for EveryBody is partnering with 18 communities across the country to leverage the arts to improve community wellbeing. Sites are led by teams of local artists, municipal officials, and community health leaders, working together to create highly visible, participatory arts projects in response to the prompt "No place like home." Each team is developing arts-based solutions to increase health outcomes around mental health, economic development, belonging, racial equity, clean water, and more. All 18 projects will premiere on July 27, 2024 in a national moment amplifying the power of arts and culture to heal our communities.

Why arts and culture?

Artists are culture bearers, trusted messengers, creative workers, not to mention our dreamers, storytellers, and healers. They possess a unique set of skills that help connect us to our history, our sense of purpose and wellbeing, and to one another. Participating in the arts is also associated with better mental health, lower risk of depression, enhanced health behaviors, reduced loneliness, and reduced participation in adverse health behaviors.



What and how are we researching?

Led by ONOP's Director of Research and Impact, Dr. Jill Sonke of the University of Florida's Center for Arts in Medicine, our research agenda utilizes participatory, qualitative, quantitative, and arts-based methods to investigate the relationship between arts participation, social cohesion, and wellbeing in each *Arts for EveryBody* community. Data collection methods include surveys, focus groups, and participatory murals. We have also developed a unique new survey web App that art-ifies and game-ifies our surveys, making them fun and engaging for research participants and also giving them back data and useful information in real time.

How can I participate?

Join One Nation/One Project (ONOP) and 18 cities and towns on July 27, 2024, as the #ArtsforEveryBody social media campaign invites people across the nation - in every time zone - to participate in a national day expressing the power of art to enrich our lives, boost our health and strengthen our communities.

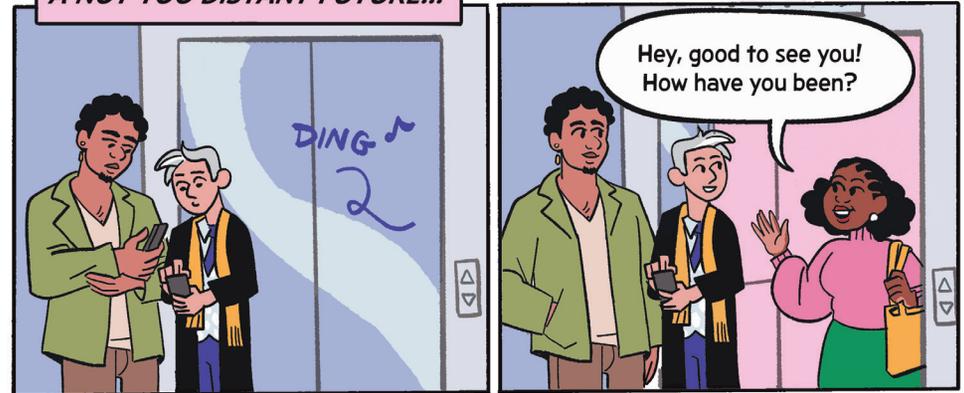


For more information, around the case for arts in health, visit: artsforeverybody.org

CAN THE DREAM COME TRUE?

A NOT TOO DISTANT FUTURE...

SCRIPT BY PENELOPE DOUGLAS / ART BY MARIAH-ROSE MARIE



Hey, good to see you!
How have you been?

Pretty good. Our foundation has been investing more in telehealth to increase access for young people, especially for mental health issues.

Sounds great!
I'm doing O.K. Funding has been good. We've been working on some community-led housing experiments!

Oh, and they finally fixed the elevator!

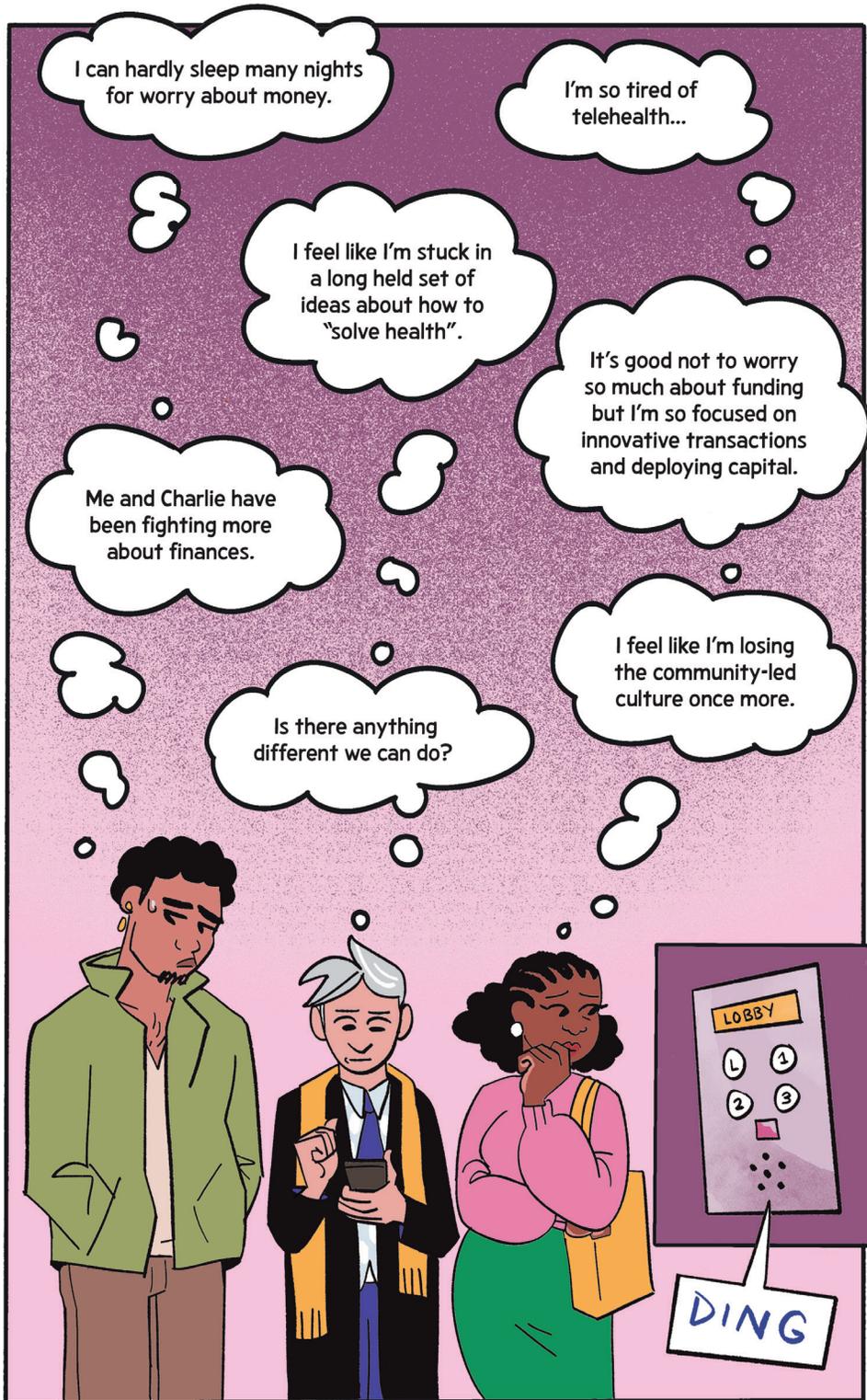
How are you doing Sam?

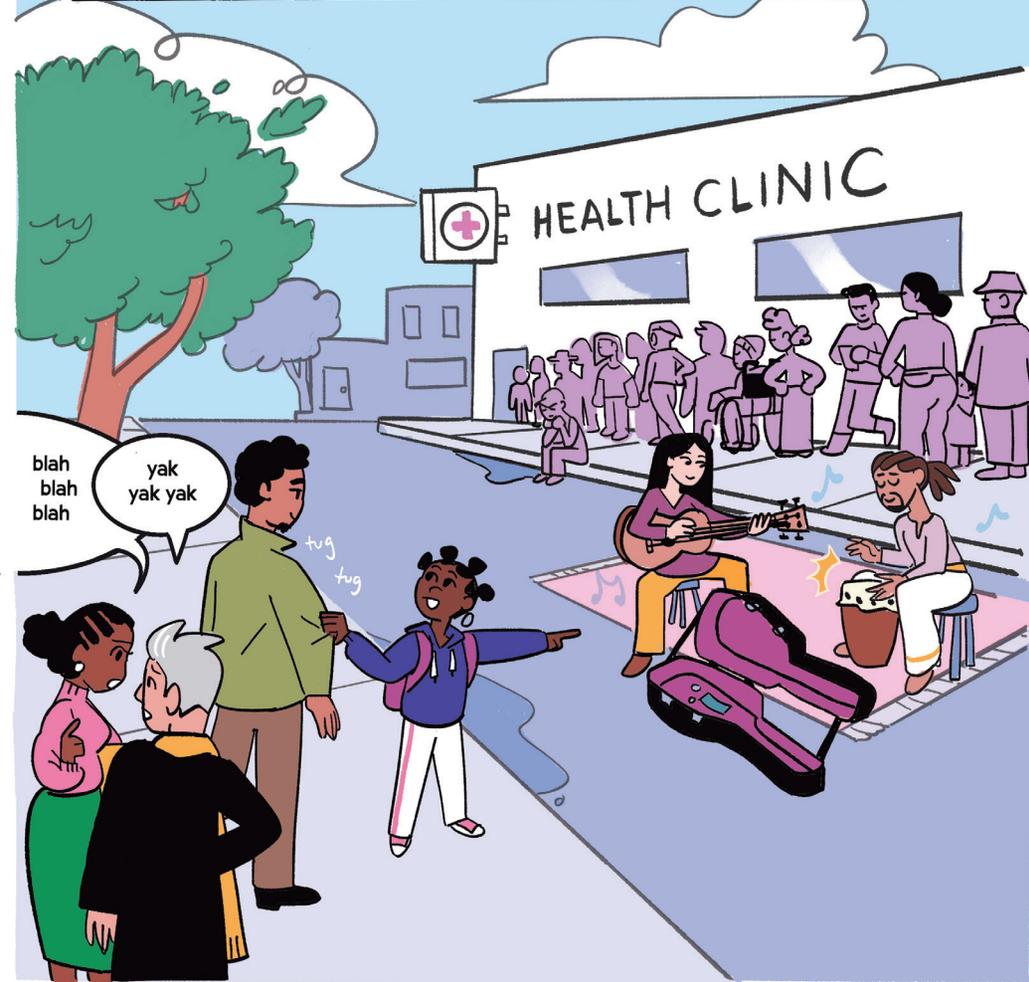
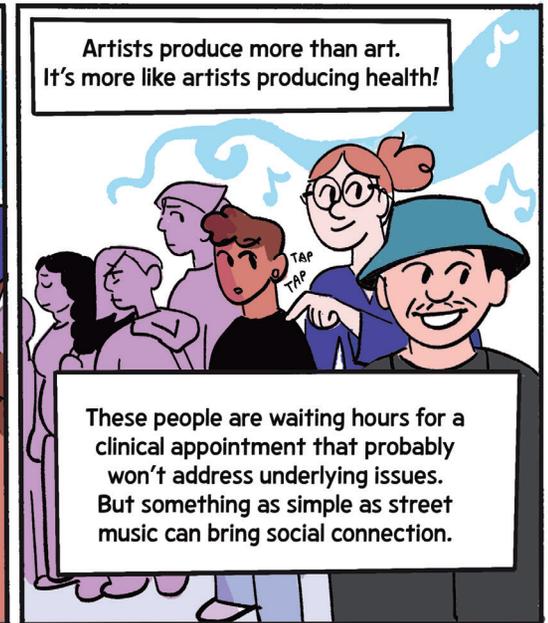
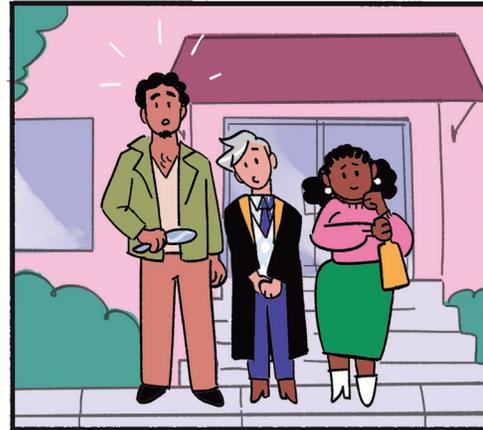
Elders in two different communities designed for their needs to avoid isolation which we're now financing.

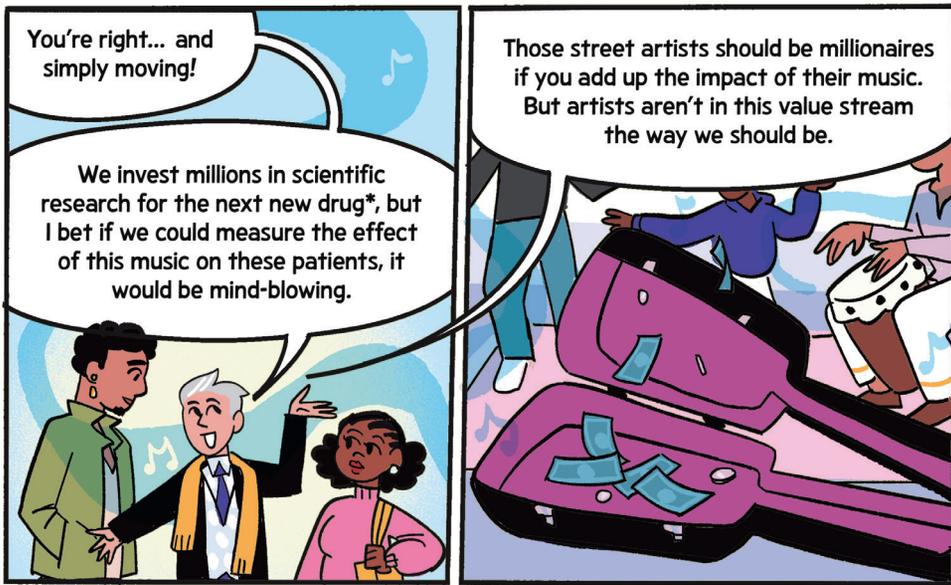
What about you Nate?
How are your sculptures coming along?

Yeah, not bad.
I have an opening coming up soon...

Oh, I should check that out!

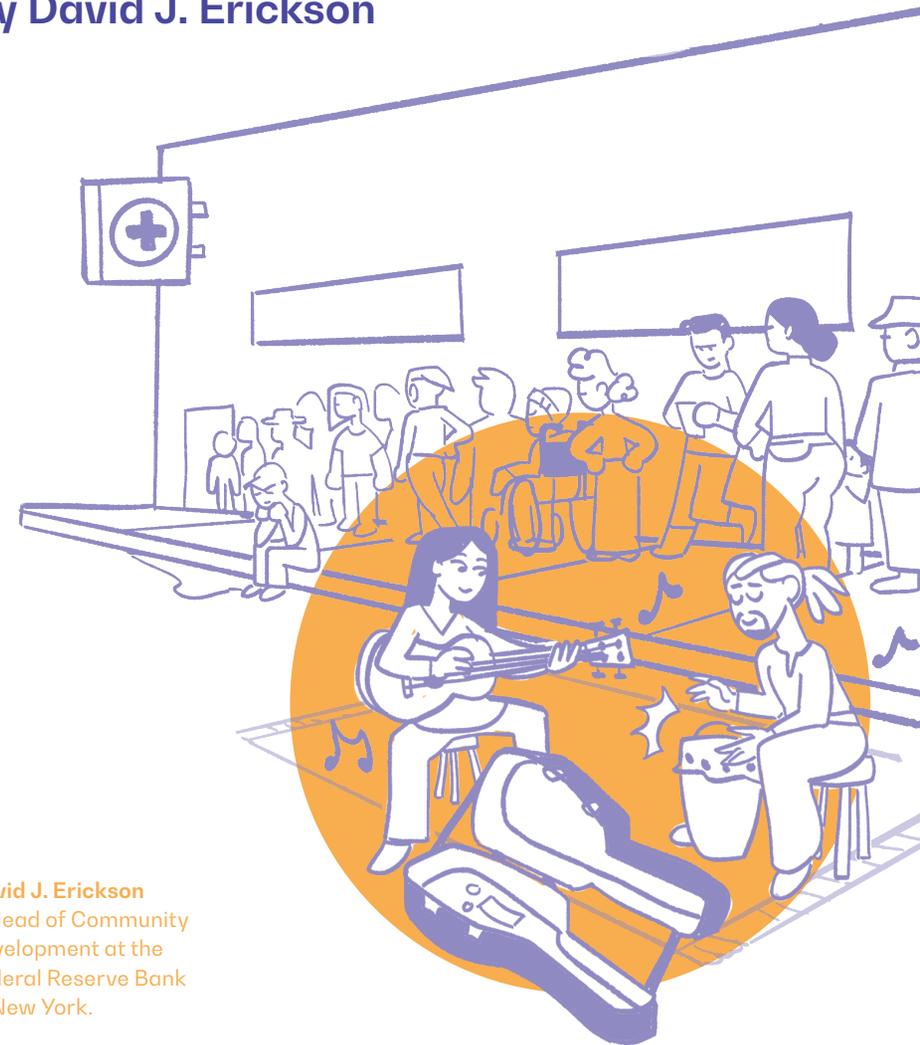






Artists Produce Healthier Communities

By David J. Erickson



David J. Erickson is Head of Community Development at the Federal Reserve Bank of New York.

Artists may be the most important health workers of our time. They help us think differently, and they build community value differently.

The need for new ideas, new partners, and new business models to improve health could not be greater. Last year, we spent \$4.5 trillion on medical care. Ninety percent of that was for chronic disease and mental health. Not only is that a lot of suffering, but much of it is also avoidable!

People who have a sense of control of their destiny – aka hope – are healthier. They are less likely to be socially isolated. They feel a sense of purpose and agency. They're better able to make healthier choices. **Artists are in the business of hope.**

How does this work? Artists, by reframing challenges and co-creating solutions with community members help community members wrestle with tough issues.

All of this adds up to communities that are more vibrant—with residents who are engaged and where there are more opportunities. Communities of hope!



And that equates to better health. As the Robert Wood Johnson Foundation used to say, most of health happens “where you live, learn, work and play.” In other words, health happens outside of the doctor’s office. **Health is improved in neighborhoods.**

How do you invest in a health-promoting neighborhood? Build more affordable housing, create more living wage jobs, ease access to new transportation options, and provide the community facilities that met other local needs (clinics, schools, grocery stores, etc.).

The key to this concept is that the community itself creates the value and the artist-entrepreneur helps to imagine and unleash it. These two entities work together by thinking differently, talking differently, and building community value differently, ultimately leads to investing differently.

And in addition to health investors, there are substantial resources to invest in neighborhoods thanks to programs and policies such as the Community Reinvestment Act for banks, the Low Income Housing Tax Credit, Opportunity Zones, Community Development Block Grants, and more.

There are also new resources available to help make neighborhoods more climate resilient thanks to the Bipartisan

Infrastructure Law and the Inflation Reduction Act. Thanks to the Justice 40 Initiative, 40% of those billions of dollars must be invested in low-income neighborhoods.

Maggie Super Church explores the tension between the investing paradigm we are in and the one we want to create in a blog post for the Build Healthy Places Network:

If you had the chance to invest in a blockbuster drug that was proven to reduce the burden of cardiovascular disease, diabetes, and asthma while cutting health care costs for thousands of people, would you do it? What if that same drug also reduced greenhouse gas emissions, improved mental health, and cut crime rates? The drug I'm talking about is deceptively simple—and we already know how to make it. In fact, it's not a drug at all. It's a neighborhood.¹

Artists help us see the value in places that too often is missed. They co-create with residents ways to explore and amplify that beauty and value. And in the process, they reduce social isolation; they help tell stories that build community ties; they inspire. In short, they help give residents a sense of hope! **And hope = better health.**

Maggie Super Church, "Building the Market for Healthy Neighborhoods," November 11, 2014. Available at: <https://buildhealthyplaces.org/sharing-knowledge/blogs/expert-insights/building-the-market-for-healthy-neighborhoods/>.



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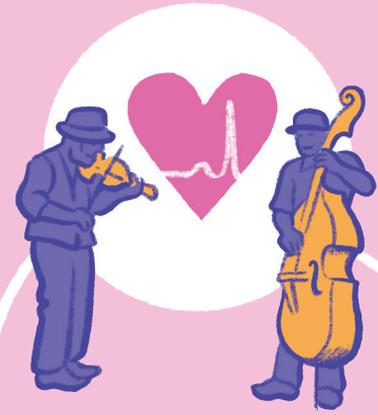


Arts participation can...



Reduce Loneliness

The health risks of loneliness are equivalent to smoking 15 cigarettes per day. Arts participation reduces loneliness across the lifespan.¹



Reduce Stress

Participating in the arts reduces stress and loneliness, which are risk factors for a wide range of ailments, including hypertension and heart disease.⁵

Prevent depression

Older adults in the US who participate in the arts just once per month or more are 20% less likely to be depressed.²



Support success in education

Young adults [who engage in the arts] are more likely to stay in school.⁶



Increase longevity

Studies in several countries, including the US, have found that people who attend arts and cultural events once per month or more are up to 31% less likely to die early. In other words, they live longer.⁴



Enhance cognitive and mental function

The health benefits of arts participation are equivalent to the benefits of weekly exercise in relation to better cognitive and mental function including memory.³

Boost voter participation

Young adults who have arts-rich experiences are more likely to vote.⁶



Discover more about the benefits of arts for mental and physical well-being.



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