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## Culture Shapes Policy

*Creating Healthy Communities: Arts + Public Health in America  
Convenes with Public Health Policy Leaders in Washington, D.C.*

WASHINGTON, D.C./GAINESVILLE, FL.—Over the past several decades, evidence has mounted to demonstrate that the arts and culture have measurable impacts on individual and community health. The arts can make health communication more interpretable, persuasive, and actionable by increasing reach to a broad variety of audiences, raising awareness of issues, reducing stigma, facilitating dialogue, and increasing people's self-efficacy and motivation to change behaviors. Today, innovation is taking root at the intersections of the arts, community development, creative placemaking and public health throughout the nation.

[Creating Healthy Communities: Arts + Public Health in America](#) is a two-year national initiative led by the [University of Florida Center for Arts in Medicine](#), in partnership with [ArtPlace America](#). The initiative is designed to accelerate collaboration among arts, public health, and community development professionals and organizations seeking to build healthy communities in alignment with national public health goals.

"While the arts are widely utilized within healthcare settings today, they are highly underutilized in public health today," said Jill Sonke, director of the UF Center for Arts in Medicine. "The public health sector is looking closely at 'unusual partnerships' that can drive innovative solutions to public health issues. We see the arts as a prime partner and are looking forward to exploring the potential for policy changes that can enable arts and public health partnership in the US."

Through the development of a national network, a series of dynamic working group convenings, and a robust research agenda, the initiative is connecting people and programs to build a community of thought leaders and stakeholders from the arts and culture, public health, community development, creative placemaking, healthcare, and other key sectors.

The upcoming fourth working group, hosted by [Georgetown Lombardi Arts & Humanities Program](#) and the [Johns Hopkins University International Arts + Minds Lab](#) will be held at the Brookings Institution and Georgetown University in Washington, D.C., January 17 – 18, 2019. The working group will engage 50 thought leaders in discussion of the arts and public health policy.

Invited participants will gather from organizations such as the National Institutes of Health, the National Association of City and County Health Officials, Walter Reed National Military Medical Center, the National Association of State Art Agencies, Grantmakers in the Arts, the Centers for Disease Control and Prevention, Johns Hopkins University, the Rand Corporation, and more, who will have the opportunity to hear from leading figures in arts and public health, and work together to form a plan of action to best impact public health policy in America.

Dr. Daisy Fancourt, Wellcome Research Fellow, Research Department of Behavioural Science and Health, Institute of Epidemiology & Health Care at the University College London, will be a featured presenter. Fancourt's research focuses on the continuum of individual to population level studies of art and cultural engagement's impact on health, and her recent publications show clear connections to arts participation and health through large cohort studies in the UK.

"We know about 'get your 30 minutes of exercise' and 'get your five-a-day fruit and veg', but at the moment there is no equivalent for arts and culture," Fancourt said to a Department of Digital, Culture, Media and Sport (DCMS) committee inquiry. "We have a need for some really strong public health messaging campaigns that will raise public awareness about arts and health."

For more information, visit [arts.ufl.edu/healthy-communities](http://arts.ufl.edu/healthy-communities) or email Bridget Madden, Events & Communications Coordinator, at [bmadden@arts.ufl.edu](mailto:bmadden@arts.ufl.edu). Follow the Creating Healthy Communities initiative on Twitter [@CHC\\_ArtsPH](#), and "Like" and "Follow" the Facebook page at [facebook.com/UFCAM](http://facebook.com/UFCAM).

**Creating Healthy Communities: Arts + Public Health in America** is a national initiative designed to accelerate this innovation to build healthy communities in alignment with our national public health goals. The initiative will expand the intersections of arts, community development and public health through strategic cross-sector collaboration, discovery, translation, and dissemination. The Washington, D.C. event is presented by the UF Center for Arts in Medicine and ArtPlace America, in with support from the Georgetown Lombardi Arts and Humanities Program, the Johns Hopkins University International Arts + Minds Lab, and the Brookings Institute.

The **University of Florida Center for the Arts in Medicine** is committed to advancing research, education and practice in arts in medicine, locally and globally. The Center undertakes work in three primary areas of focus: education and training, research, and outreach. Established in the College of the Arts in 1996, the Center provides a framework for interdisciplinary collaboration

among University of Florida faculty and students, healthcare providers, clinical artists, and our local and global communities. The Center develops and effects interdisciplinary research studies and educational curricula on all levels and serves as a national model for the arts in medicine research, education and training. To learn more, visit [arts.ufl.edu/academics/center-for-arts-in-medicine](http://arts.ufl.edu/academics/center-for-arts-in-medicine).

**ArtPlace America** (ArtPlace) is a ten-year collaboration among 16 partner foundations, along with 8 federal agencies and 6 financial institutions, that works to position arts and culture as a core sector of comprehensive community planning and development in order to help strengthen the social, physical, and economic fabric of communities. ArtPlace focuses its work on creative placemaking, projects in which art plays an intentional and integrated role in place-based community planning and development. This brings artists, arts organizations, and artistic activity into the suite of placemaking strategies pioneered by Jane Jacobs and her colleagues, who believed that community development must be locally informed, human-centric, and holistic. [www.artplaceamerica.org](http://www.artplaceamerica.org)

The **College of the Arts**, previously known as the College of Fine Arts, is one the 16 colleges and more than 150 research centers and institutes at the University of Florida in Gainesville, Florida. The College of the Arts offers baccalaureate, master's and Ph.D. degree programs in its three fully-accredited schools — the School of Art and Art History, School of Music and School of Theatre and Dance. The college is home to the Center for Arts in Medicine, Center for World Arts, Digital Worlds Institute, University Galleries and the New World School of the Arts in Miami. More than 100 faculty members and more than 1,220 students work together daily to engage, inspire and create. The college hosts more than 300 performances, exhibitions and events each year. Faculty and students also exhibit and perform at other local, national and international venues. To learn more, visit [arts.ufl.edu](http://arts.ufl.edu).

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