



Culture and creativity for health and wellbeing in post pandemic cities

Eurocities Culture Forum 2021, hosted by the city of Tampere

Key messages

If there were three things to remember:

- Culture is good for your health and can even be used as a treatment!
- Collaboration between culture and health care is key, it can start at all levels
- Cities are the most relevant actors to build the necessary relationship between culture and health for the wellbeing of their citizens

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Key figures

- More than 100 participants from 70 different European cities met online on 30 September and 1 October to discuss culture and creativity for health and wellbeing in post pandemic cities.
- A peak of 110 attendees during the plenary session on culture, health and wellbeing in post-pandemic cities.
- Above 20 cities sharing local practices in plenary sessions, workshops and working groups.
- 15 Mayors and Deputy Mayors exchanging on cultural recovery in their cities.

Introduction

Culture, health and wellbeing: what is it about?

The importance of culture and its role in keeping people inspired and mentally healthy has never been so accurate than in these times after quarantines and confinement and fight against an invisible enemy. Loneliness, losses of loved ones, un-employment and the desperation of young people call for various solutions in cities.

Over the past two decades, there has been a major increase in research into the effects of the arts on health and well-being. At the end of 2019 The World Health Organisation summed up the work: culture is good for you! Results from over 3,000 studies identified a major role for the arts in the prevention of social problems, promotion of health and treatment of illness. The evidence of culture promoting health and wellbeing is stronger than ever. How can cities best benefit from this understanding and get a better foothold for culture in wellbeing policies?

Finland is known for its social innovation throughout history. In recent years culture has found its way to the core of several wellbeing policies both on national and regional levels, making Finland one of the forerunners in Europe in the field of cultural well-being. Tampere is one of the most interesting cultural well-being ecosystems in Finland. Structures, strategies, knowledge, networks and the high-class know-how of the local artists ensure that culture is a vital part of the quality of life for the people of Tampere.

How does culture help improve health, wellbeing and quality of lives of different categories of the population? How do we measure that impact? How can cities make sure that culture is embedded in health and wellbeing policies at city level?

Lessons from the culture forum

Stephan Hoffmann, chair of the culture forum and advisor for performing arts and international relations from the city of Dresden, and Juha Ahonen, director of culture from the city of Tampere reflect on the main highlights and inspiring points on the event.

- **Art for Art Sake.**

This year topic inspired fruitful discussions on the reasons to work on art and wellbeing from a local perspective and why it needs to be supported from a political arena. Art is a space for freedom and as such, politicians need to be involved in promoting artistic creation, not only for the sake of art, but rather for the wellbeing of the society as such, and its own space for self-expression.

- **A strategic approach to culture and health**

This year Eurocities Culture Forum showcased several cities across Europe that have a comprehensive political strategy on the area of culture and health. An important highlight for Eurocities members has been the reflection on the need to include cross-sectorial cooperation to build overarching development policies.

- **The future is 'healthy art'**

The demographic crisis in Europe, including the alarming ageing population, the digital transition or different social issues were topics raised and analysed with the glasses of culture and health as well. Art presents an intrinsic potential to mediate across these areas and because of that, a 'healthy art' should be an intrinsic part of civic budgets.

Lessons based on the experiences described by member cities.

- **There are two ways to envisage the role of culture for health and wellbeing.**

Culture is a way to improve life, i.e., the social and community aspects of culture; and culture can also be a treatment and rehabilitation effort itself. Many cities have started culture prescriptions initiatives.

In Aarhus it is called Culture Vitamins, an initiative aimed at citizens who are unemployed and on sick leave with stress, anxiety or depression. The concept is that participants try different cultural events. The participating cultural institutions develop, and test cultural activities aimed at promoting the mental health and well-being of the participants. The results are impressive with 97% of the participants being satisfied, 8/10 feeling in better self-assessed wellbeing after their course, and half of the participants estimating that it has helped them better handle a new job.

- **It all starts with building a network!**

Cities have stressed the importance of collaboration between the culture and health care sectors. It starts at municipality level, when culture departments and health services come together. Aarhus and London have created specific structures for this dialogue and exchange to happen (steering group, roundtables). It takes time and you can only move at the speed of trust, but it shows benefits quickly!

At sector level, it can prove more challenging to have the culture and health care sectors meet, exchange and understand the benefits of working together, but the role of the municipality can be to facilitate these meetings and make more visible the benefits that culture can bring to health.

To do so, cities can create a set of tools to initiate the dialogue and build a shared language, such as the [London Myth Buster](#) for cultural organisations and healthcare services.

- **It takes time, for real.**

Time is a core element when it comes to wellbeing, social cohesion and sustainability. A good distribution and use of time improve quality of life, well-being and efficiency in cities and organisations. Besides, the right to culture also entails the time to enjoy it, and we are not all equal when it comes to the use of our time.

Since 2003, Barcelona city council started to include a time perspective into its cultural policies and cultural statistics, which aim to provide insights into inequalities in the access to culture (gender, work life balance, proximity etc.) and better tailor the cultural services provided to citizens.

- **Artists own wellbeing and mental state should not be forgotten**

Museums and cultural institutions (and cities!) have a role in also taking care and supporting their local artistic community. It can be by providing them space and resources to develop their practice. Cities should treat artists as a resource and partner and valued part of city's life, giving respect to those who have less capacity to earn income and may feel particularly vulnerable. Cities need to see the bigger picture / longer game – investment in artists who can then work as a partner with the city is a smart investment too!

Art is an investment to wellbeing

By Dr Pia Houni, PhD, Adjunct Professor, writer and philosophical practitioner. Pia Houni has done research work for over 20 years in the field of art, culture, social science, and humanism and has published few hundred pieces from popular articles, previewed articles and books. At the moment she is CEO at Mad House Helsinki.



If and when art has such a huge impact in wellbeing and health, it must surely affect economy too, but how to understand the complex relation between art, wellbeing and economy? Dr. Pia Houni underlines the threefold relation between art, health and economy and its potential to build a better society.

Agreeing on the definition of wellbeing has been a historical struggle among the most recognised western thinkers and philosophers of humanity. From the Greeks to Foucault, the preferable definition of wellbeing is that of the individual, in which each of us tells the story of our own understanding of wellbeing. Dr. Pia Houni develops her reflection around that definition while reflecting on the understanding of one's wellbeing in connection to the use of leisure and the exposure to creativity and art. Research scientifically proves that our physical and mental health significantly improves when culture plays a role in our daily life: **“our brains are alive when music is on”**, said Dr. Houni.

Art has such a positive impact in culture and health than it must surely affect economy as well. Dr. Pia Houni talks about the positive relation that exists between health, art and economy from a philosophical profound perspective. However, to see such positive relation, it is necessary to first go a step further in the vision of economy. For her, it is necessary to move from a utilitarian perspective of the field, towards an **understanding of economy that includes a human perspective**. Framed in the so-called ‘economy of happiness’, our wellbeing needs to be taking in consideration in global economic standards.

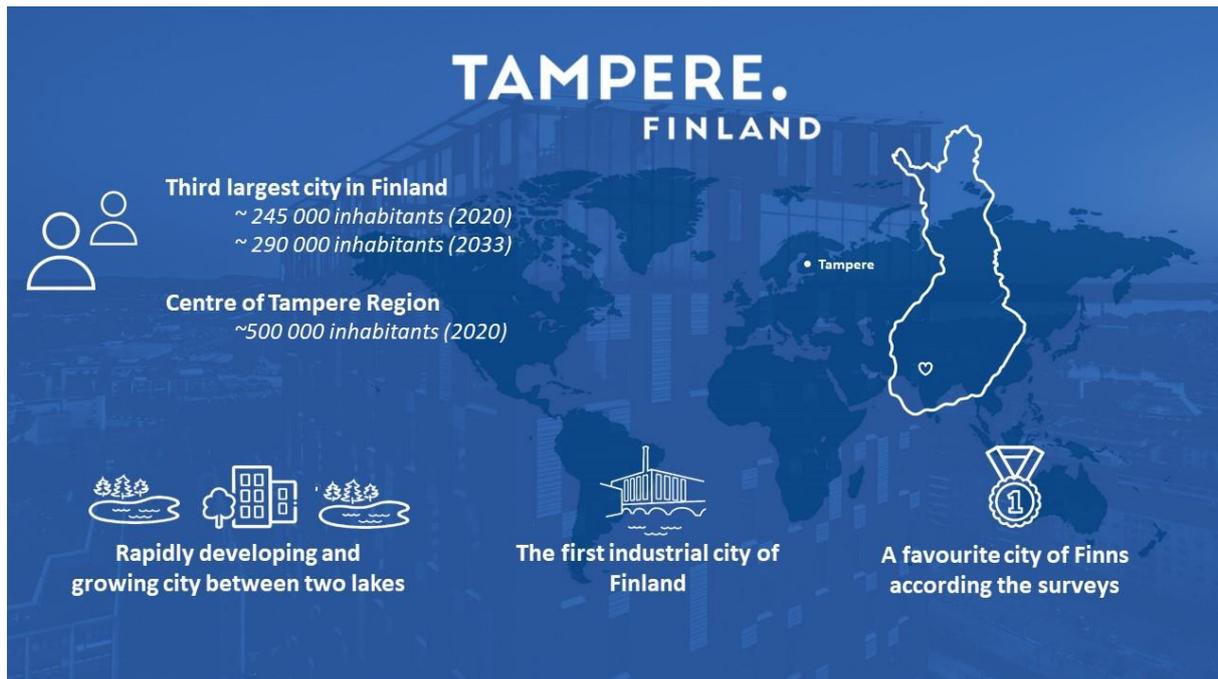
However, **it is not possible to draw the triangle between art, wellbeing and economy without artists**. Artists are the creators and the creativity bringing together the human capital to pursue a better society. As Dr. Pia Houni remarks, “when we call ourselves a democracy it means that we care about

the dignity of its citizens, we have opportunities to express ourselves and art is a language to create of ours, a decent society”.

Watch [here](#) her full intervention at the Eurocities culture forum.

Culture, health and wellbeing in Tampere

Interview with our hosts Lauri Savisaari, Director for Culture and Education and Jaakko Laurila, Development manager, Culture and leisure services, City of Tampere.



Why is Finland so special?

Jaakko Laurila: Finland is a beautiful country with more forests and lakes than anywhere else in Europe. We have clean air and water, and our streets are safe. We Finns love coffee, sauna and being in silence. At the same time, we are an innovative and curious nation with smart developing cities and we have strange cultural events and local sports.

Why is Finland different/ahead when it comes to culture and wellbeing, and is it also the case in Tampere?

JL: Finland has a long history in social innovations, democracy and equality. We were the first country in Europe to introduce maternity packages, free school meals and equal voting rights for example. In Finland, wellbeing and equality go hand in hand. Maybe this is the reason we see culture as a fundamental human right and a source of wellbeing. We have worked for a long time to create inclusive cultural services that don't only bring joy to people but help them to live better lives. This approach to culture as a source of wellbeing makes the country one of the forerunners in culture and wellbeing.

Lauri Savisaari: Tampere has been ranked to be the most interesting city in Finland and many are drawn here because of the vibrant cultural life. The number of talented artists living in the area is one of the reasons why Tampere has been so active in linking culture and wellbeing together.



The City of Culture

- 10 theatres
- 18 museums
- The Sauna capital of the world
- 4,600,00 event visitors / year
- Active field of subcultures
- New Uros Live Arena in the city centre
- New facilities for artists in the making
- Innovations in the field of cultural inclusion and culture education

Kuva: Visit Tampere / Laura Vanzo

How do you understand wellbeing in Finland?

JL: Wellbeing is a big word. It is the experience of mental and physical health and happiness. It includes having high life satisfaction and sense of belonging, meaning and purpose. The base of wellbeing is having equal opportunities.

LS: Finland is now in the middle of a national social welfare reform that will have an impact on the competences of municipalities when it comes to health and wellbeing. In the future, municipalities will have a bigger role in the promotion of health and wellbeing overall. And culture has a big role to play for health and wellbeing also. So now we need to redefine the good connections with the social and healthcare services and ensure there is no set back.

What role does culture play in improving health, wellbeing and quality of life?

JL: We know we can reduce feelings of anxiety with pottery sculpting, create social networks in choirs, boost self-confidence with photography, ease back pain by dancing and help brains recover from surgery with music, but that's just a part of the whole story. Cultural wellbeing is not just a method of promoting health, nor is it just a method used in social and healthcare services. Culture is a way to reduce inequality, it is an organizational competitiveness factor, employee wellbeing and commitment factor and a way to get our voices heard among many other things.

LS: But art should always first be art, and after that we can debate what kind of social, economic, ecological, physical or mental impacts it has. Cultural wellbeing arises from the atmosphere of inclusion, agency and appreciation that we can experience together and alone with art. Society supports art because art is needed in society, in various ways: as art itself but also as a crucial ingredient for quality of life and wellbeing of citizens and society.

How is Tampere using culture to improve inhabitants' quality of life? What would be inspiring for other cities?

LS: In Tampere, culture and education always had a strong position within political discussions. The Culture strategy adopted in 2019 has a pillar dedicated to health and wellbeing. The governance of the municipality itself is reflecting the understanding of culture as a source of wellbeing in quality of life.

JL: One of our methods has gotten a lot of attention: we arrange baby-father circus classes around the city. Families come in with a cultural prescription they get from a maternity clinic if the fathers need to strengthen the bonds with the baby.

The other example is different and shows how wide the concept of culture and wellbeing is. We have implemented culture in our urban development programmes in our new city district Hiedanranta. The city and the local artists have arranged a series of cultural events where the new area is planned and together with the people of Tampere. Unemployed youngsters have built skateboarding facilities to the area, street artist have developed inclusive street art methods with kids - just to name few. The area is already adding to the wellbeing of so many people and it's only just starting to develop.

LS: Tampere has even developed its own recipe for cultural wellbeing:

The Tampere recipe for cultural wellbeing



PASTA

Cultural services open to all

- Serve to sustain wellbeing
- Demands work to make it more accessible
- Role for the social and healthcare services: help people to find the services

Examples: libraries, museums, festivals, concerts, public art, courses, cultural centres, galleries, culture clubs, etc.



GLUTEN FREE PASTA

Cultural services tailored to different needs

- Serve to sustain wellbeing and to ensure cultural rights
- Serve for those who have obstacles in participation
- Role for the social and healthcare services: companion, venue

Examples: library home services, visual art in hospitals, moving theatre shows, suitcase museum, cultural companions



DIETARY SUPPLEMENT

Cultural services with wellbeing goals (Not therapy!)

- Serve to strengthen physical and mental resources and to ensure inclusion to the society
- Serve for those in need of special services
- Role for the social and healthcare services: a strong companion or service provider, defines the need

Examples: empowering photography with youngster with mental health history, hospital clowns, father-baby circus with prescription, cultural methods in elderly care

6.10.2021

Cities co-creating



How can digital solutions improve the accessibility of art and culture?

The pandemic brought cultural services online around the world. What were the best solutions invented during the crisis and before that? How could the digital cultural offering be more accessible and how should we work after the crisis?

- Digital solutions can help transform non accessible cultural venues into an accessible format, it becomes easier for people to take part even if they live far away from the cultural event. More people can attend the event which brings new audiences to the venue and is a good motivation to organise digital services
- It is not only about what technology can do but rather how it can be used to address the needs of the people
- It demands very different stakeholders and all need to be taken into the process and development. It also demands new collaborations and/or competences.

Some examples from our cities:

Culture Video call in Tampere

A joint programme of social and healthcare services and cultural services for providing interaction and cultural moments to elderly in home nursing, through iPad as a part of the city's home domiciliary care. This digital cultural service for seniors is realised in partnership between the cultural organisations (museums, libraries) and the health care system: they share the same goal, i.e., wellbeing of citizens. It is important to work with nurses to adapt cultural contents and live events to seniors. The tablet computers are easy-to-use and made for video calls and local and interactive contents.

Culture brings power to health in Aarhus.

The Municipality of Aarhus in Denmark wants to explore how culture and technology can contribute to health and welfare. With the technology we have today, we can ensure that cultural experiences are accessible to everyone. The welfare technology experience space DokkX is hosting the exhibition 'Culture brings power to health'. The theme of this exhibition has reportedly been derived from the municipality's Culture and Health Plan which seeks to set a common goal for the fields of culture and health. The primary goal of this exhibition is to shine a light on how culture can contribute to improving one's health and wellbeing. At the exhibition, one is able to view and participate in over 40 different technological and cultural activities; that is, they have the opportunity to experience Virtual Reality and test out applications for sleep disorders or anxiety, among various other things.

Impact of the pandemic on the use of leisure services and facilities, Turku, Tampere and Helsinki's universities

"Impact of the pandemic on the use of leisure services and facilities" is a research project conducted from February to September 2021 in the cities of Helsinki, Espoo, Vantaa, Tampere, Turku and Oulu.

The study examined potential short- and long-term effects of the corona pandemic on public leisure services: sports, libraries, culture, museums, theatres, concerts, youth services, etc. Researchers studied the changes caused by a pandemic in both the use and production of services. Digitalisation was one of the themes to be explored. The study consisted of a user survey (sample 4,400 inhabitants), interviews with leaders in the urban leisure sector and workshops attended by directors/managers of theatres and music houses, libraries and sport services. The study was carried out by the universities of Turku and Tampere and Helsinki City Executive Office and funded by the cities of Helsinki, Espoo, Vantaa, Turku, Tampere, Oulu & Turku Urban Studies Programme.

The main results of the study so far reveal:

- During the pandemic, leisure services began to be valued in a new way. They were no longer taken for granted.
- Leisure services are part of the social infrastructure that supports society as a whole.
- Residents long for leisure services and look forward to getting back to them – however, 40% of respondents thought that their behaviour would become permanently more cautious.
- There will be permanent changes in the production and use of leisure services. Some of these are related to digitalisation.
- The digitalisation of leisure services made tremendous progress during the pandemic, even though many digitalization projects had already begun before the pandemic.

Two types of digitalization have occurred: the replacement of physical (on site) services by digital ones, e.g. streamed concert or guided virtual sport exercise etc., and a better organization of physical services through digitalization, e.g. on-line reservation systems, ticketing based on time slots, up-to-date information on user numbers. There is a third emerging type: completely new types of cultural products made possible by digitalisation.

Link to the publication can be found here: <https://www.turku.fi/turku-tieto/julkaisut-ja-raportit/tutkimuskatsauksia-ja-raportteja> (in Finnish).



How can cultural services adapt to the changing needs of the audience?

The demography of the audiences in Europe will look different in near future. How do we respond as cultural operators in Europe?

- It is important to have a plan including strategic goals, a clear view on stakeholders and a path to include volunteers
- Be more diverse, not only in age, but also in the context of changing city populations with new citizens and different cultural backgrounds
- Importance of strong, sustainable, and cross-sectoral networks and cooperation
- Participation and listening to local residents

Some examples from our cities:

The Tampere Theatre New Stages

<https://tamperenteatteri.fi/the-tampere-theatre/>

An agile production structure for outreach, touring and digital stages. The Tampere Theatre New Stages aim to build repertoire that improves the realization of cultural rights and deepens the social interaction of the theatre.

Tampere Theatre started live-streaming theatre performances a year ago and they have been a success in terms of the number of the stream tickets sold and the people reached (for example in hospitals and care homes). Feedback on the quality of the streams has been very positive. Experiences from piloting of concepts “Theatre NEO” and “The Tampere Theatre comes to visit” have been extremely positive. With “New stages” Tampere Theatre aims to become a flagship theatre in terms of equality of access to culture both nationally and internationally.

Creative ageing in Helsinki - strategic approach

Culture is embedded in the Helsinki City Strategy as well as in a separate Vision for Culture 2030, which was published in autumn 2020. The document was outlined by independent professionals working in the field of arts and culture for Helsinki. The vision gives input for the new city strategy outlined for the years 2022-25. In addition to the City strategy, Helsinki has also outlined a special project for the promotion of health and welfare (Health and Welfare Promotion Project).

The strategy and the welfare plan have been implemented following two approaches, for more than 10 years now; from the culture and arts angle and then the social angle in the elderly care. It has been a persistent work for making the case, for sense making, of piloting and establishing services. It has been crucial to build trust and a mutual interest among the two sectors. The main common aim is to secure the cultural rights of elderly people.

The main lessons are:

- 1) to underline the importance of understanding creative ageing broadly and therefore cross-sectional co-operation at all levels is crucial. The commitment should be clearly stated in the city organisation and cross-organizational objectives should be defined and written together
- 2) innovation acts are needed on a wide array of change levers; to accelerate the change movements have to be made from different angles. The service path is also essential – it is not enough to focus on the artistic input and content – we have to think also of issues such as accessibility and communication.
- 3) It is also important to develop skills and shared understanding, to create more possibilities for professionals to come and learn together and create new shared knowledge and understanding about creative ageing from various perspectives

It takes time and consistency to implement strategies and make structural changes. One crucial success factor has been the creation in 2010 of the post of a development specialist responsible of creative ageing. The job is divided 50/50 between the culture sector and the social sector and the salary comes from both departments. This unique and innovative permanent post has enabled to concretely build bridges and understanding between the two sectors.

Now when the mutual co-operation ground has been created, new services and initiatives are easier to implement. The latest initiatives that could be replicated in other cities are:

1) the shift in the cultural instructor's work. In almost every city-owned elderly care home there is a cultural instructor who work as part of the elderly care homes' staff. These cultural instructors used to be social workers, but since recently professional artists are hired for the job – this has enabled artistic approaches to be implemented more deeply into the social and health sector, the artistic work is spread largely into other units as well.

2) Funding tools, since 2021 Helsinki established a new grant of 1,4, million euros targeted for activities increasing the well-being of elderly residents of Helsinki. It is common grant with the social department which emphasizes on projects that highlight participation, accessibility and innovative partnerships. The objective is to enhance the opportunities of elderly people living at home to live a high-quality life full of experiences in which they are active operators. The Social Services and Health Care Division funded 15 projects to promote the physical activities of the elderly people and the Culture and Leisure Division funded 22 projects to promote cultural activities for the elderly people.

Creative Ageing forum in Leeds

How the Creative Ageing forum was set up: the 2017 All Party Parliamentary Report on Creative Health, urged greater alignment between the culture and health sectors.

Local strategic drivers including the developing Leeds Culture Strategy and Leeds 2023, the forthcoming year of culture. Leeds' Health and Wellbeing Strategy and Inclusive Growth Strategy, and the Living With Dementia in Leeds Strategy, which has arts and creativity as one of its 13 key principles. The Forum closely works with a wider Network from culture and health sectors in the city.

Example of activity: collaborative and open spaces created by the Creative Ageing Forum members to champion good practice in achieving ambitions of local Dementia Strategy and adaptation to pandemic restrictions. Sessions are developed and delivered in partnership, making new connections and offering support. Impacts of the work includes strengthening arts and care relationships at times of increased pressures on both sectors.

Next steps/future: the Forum might maintain momentum, because of:

- the impact of the pandemic on the health and care landscape.
- how the Forum can better reflect lived experience, taking advantage of existing frameworks in Leeds and the wider region.
- The role of the forum in providing a nexus for the excellent arts and health work with and for older age groups that happens in Leeds
- Possibility to keep up with and inform local and national strategy and policy and initiatives such as the National Centre for Creative Health, which has a West Yorkshire and Harrogate Hub and the work of the Creative Ageing Development Agency.

Some tips for replication:

- Be relevant - Ensure the initiative is linked to long term ambitions from the outset

- Inclusive – Develop a broad group to agree objectives and what impact looks like with engagement from decision makers, and champions from all stakeholders
- Sustainable – Commit resources from the outset ensuring interest and energy increases through tapping into strengths, passion, commitments and openness to innovation

Erasmus + Creative Ageing – Cultural Participation instead of Social Isolation

As part of the Erasmus+ project “Creative Ageing – Cultural Participation instead of Social Isolation”, the Berlin Senate Department for Culture and Europe in cooperation with the Institute for Cultural Participation Research conducted an online-survey in 2021. The aim of the survey was to find out how the topic of “cultural participation of elderly people” is anchored and implemented in other European cities.

Six key takeaways were identified based on the survey results: 1) the definition of “older people” is not always clear; 2) the promotion of cultural participation of older people will gain importance in the future; 3) “older people” are often “lumped together” with other age groups; 4) the most important barriers for older people’s cultural participation are: social isolation, digital content, and economic barriers; 5) digital participation is a barrier and an objective, but not a main objective; 6) planning/strategy documents in cities, which mention older people, mainly focus on libraries, inclusion, and public spaces.



How can culture supports the wellbeing and resilience of families?

Family dynamics are one of the most important aspects of wellbeing of children. Could culture be the key to strengthen the interaction between family members?

- The importance of not stigmatising some families and children when offering cultural activities.
- Culture does not only bring families closer together but it also brings families from different backgrounds together
- Culture can bring families together to share joys and sorrows, and it may help families to bond with their children on a deeper level, and support a number of skills (language, social skills etc.)
- Importance of the culture and education sectors working together in the public administration

Some examples from our cities:

Cultural prescription in Tampere

Cultural prescription is a tool for healthcare professionals to guide families into cultural activities, that improve their wellbeing. Prescription was created by a group of professionals from Children’s Cultural Center Rulla and child welfare clinics, in order to find families with need of support, and who do not normally use cultural services. Criteria for prescription has been defined together, and they include

things like deficiencies in early interaction, parent's loneliness, need of support in fatherhood etc. With prescription, families with small children (0-6 years) can attend circus, dance or visual art courses free of charge. Agenda of the courses includes – in addition to learning to do art – things like working together as a family, improving father's confidence etc. All this aims at wellbeing of the families by strengthening family cohesion, and enhancing social interaction between families, by doing something fun together. A total of 300 prescriptions are handed every year to child welfare clinics, and about 100 of them are used. Unfortunately, it is hard to know how many prescriptions are actually handed to families, and why some families fail to use them.

Customer feedback and feedback from child welfare professionals is very promising, the impacts vary from preventing divorce to learning how to be a father. No more precise impact study has been made so far. The Finnish institute for health and welfare (THL) is about to do an evaluation of Cultural prescription as part of evaluation process for operating models promoting wellbeing in Finland. The report will be translated in English (available in 2022). Similar models for counselling to cultural services are now created all over Finland.

Helsinki Culture Kids

Every child born in 2020 or after and living in Helsinki is sponsored by a cultural operator who will invite the child and their family to arts events every year until the child starts school. The events are free of charge and designed to support the child's development and the well-being of their family. The programme aims to reduce inequality between different socio-economic groups.

New-born children are invited to the programme through the maternity clinics who are also involved in developing the programme with early childhood education experts and art specialists.

The Culture Kids programme guarantees every child their equal right to art and culture but at the same time it gives the 31 cultural operators who act as sponsors, a chance to adjust their work to correspond to the fast-changing demographics of Helsinki. By bringing new audiences close to arts institutions the city helps the institutions to evolve as the cultural and linguistic diversity of the city increases.

Children unite parents. The experience of having a baby shakes a person in the same way whatever your cultural background. Offering groups of young families a fun and relaxing moment with high quality music, paintings or theatre, can help in creating common ground and kinship.

The Culture Kids programme started at the beginning of 2020 and almost immediately Covid-19 forced all the actors in the programme to change their plans. Most of the artistic events had to be cancelled, but not all, and according to the parents who could take part, the events were very important to the well-being of the families especially during this difficult time.

The original target was to get 3,000 families involved in the programme during the first year. 2,800 signed in, which was a good result under the circumstances. Culture Kids events for 2021 and 2022 have been designed to scale up or down easier in terms of sizes of audience and numbers of events to adjust to changing Covid-19 situations.

Culture for Social Inclusion and Integration: Exit strategy; MIA - Open Inclusive Museums in Bologna

The City's Culture and Promotion Department has promoted an integrated local action strategy using culture as a lever for inclusion, social innovation, integration, community welfare and employment growth. Different projects have been implemented while others are starting now with the REACT EU funds.

Two projects are devoted to support in a direct way the most fragile youngsters and indirectly their families, focusing on the process that has been followed to design the interventions and to help the collaboration between different departments, services and actors involved in the implementation:

1) MIA - Open and Inclusive Museums: training and employment of 18 young adults as cultural mediators specialized in education processes dedicated to youngsters with fragilities and implemented both into museums and in the different neighbourhoods.

2) Exit strategy: an integrated project involving social, health and educational services aimed at offering cultural opportunities to the most fragile youngsters: Hikikomori (acute social withdrawal) and minors kept away from their own family owing to serious family problems.

One of the most challenging point has been the capacity to build an effective working process among different departments, services and organization levels. The goal is to have a matrix organization including operators, with different skills, working together and speaking the same language, despite of where their working in.



Why should the social and healthcare sector employ artists?

If art supports our wellbeing, should we have more artists working for the social and healthcare sector? Which sustainable models exist that enable art to be a source of good life for the clients of social and healthcare services?

- Artists can support people at critical moments of transition. They can teach methods of citizenship, humanity and empathy. Arts can share what cannot be easily expressed.
- Enjoying culture and living your creativity is a basic right for all, for the elderly and for people with disabilities too. Art can help develop confidence, dignity and new skills, creating new links between worlds. We need to provide dignity also for the artists who have mental health issues.
- We need more human perspective to the social and health care service. Art is an equal environment, and healthcare workers also need art in their lives!
- Artists are not a luxury - there is an economic argument to their work with the social sector because of the impacts they have. It is important to have artists in house working with the patients regularly

Some examples from our cities:

Sointu Senior Services and Culture Centre PiiPoo and Tampere Adult Education Centre

Taiteella kotiin ja yhteiskuntaan - To society and home through arts is a cooperation project between Sointu Senior Services and Culture Centre PiiPoo and Tampere Adult Education Centre. The project's art interventions support social and cultural inclusion and integration of individual new members in communities such as homes for the elderly and communities of immigrant students. The purpose of this project is to build permanent arts-based operating models to be incorporated into social welfare, health care and education services in the future.

In Sointu Senior Service's project three community artists develop arts interventions and methodology to be included to the legal bases of personal service and care plan process. According to the Finnish law, care plans have to be done within six weeks when a person moves to a care home. The artistic interventions aim to support real encounter, individual recognition, humanity-based knowledge and the feeling of belonging to a new community.

Cooperation with culture and health care sectors is important in-order to develop humanity based social and health care structures. You need to have courage to develop the core not just the surface with art. You need to be committed and have resources to use art professionals in order to have results. By using arts as a part of health care services you get better quality, implement your value base, create communities where people have higher level of wellbeing and more possibilities to live together the way they individually wish. Arts professionals with a wide knowledge of arts genres and methodological competence guarantee the quality of the services. Artists have the ability to see, hear, identify and understand the wishes, cultural identity and capacity for artistic agency of customers in the health care sector. By having long term cooperating models with culture institutions you get vivid and genuine in house art and culture life.

Madhouse in Lisbon

The art project 'Madhouse' is based in a psychiatric hospital in Lisbon. The Madhouse is the first Creative Atelier, Social Hub and Raw Art gallery to promote the works of artists with mental health issues. It was created in March 2019, in Beato, a neighbourhood of Lisbon, to ensure that these artists benefit from the recognition and dignity they deserve. With no working hours, the Madhouse offers the best therapy: Freedom. [Read more.](#)

Manicomio: [instagram.com/manicomio.pt/](https://www.instagram.com/manicomio.pt/) [facebook.com/manicomio.portugal/](https://www.facebook.com/manicomio.portugal/) Creative agency: [instagram.com/theagenciamanicomio/](https://www.instagram.com/theagenciamanicomio/)

Performing Medicine in London

https://socialprescribingacademy.org.uk/southwark_and_merton_pilot/

Performing Medicine led a successful pilot project across the London boroughs of Southwark and Merton in which they scoped, designed and delivered a workforce development programme for the three professional groups involved in social prescribing of arts and culture, including artists, link workers, and GPs.

Some tips for replication:

- Move at the speed of trust but build a compelling vision;
- Acknowledge the work that has gone before;
- Importance of evidencing and communication of the journey in order to build critical mass and influence beyond authority

Nuovo Forno del Pane, Museum of Modern Art of Bologna

<http://www.mambo-bologna.org/en/mostre/mostra-295/>

Contemporary museology confronts us with a radical rethinking of the functions and responsibilities of the contemporary art museum which, from a place of conservation and enhancement of artistic heritage, becomes today a centre of cultural production open to citizens. Looking at the Nuovo Forno del Pane, the new project of MAMbo - Museum of Modern Art of Bologna which offered working spaces to local artists, the contribution will trace the characteristics of a new proposition: the museum presents itself as a site of creative processes, and as a home for the artistic community and promoter of its growth.

The project is based on three key concepts, designed to overturn the museum's canonical "scheme" of action and present a "sign", a different model from the canonical one revolving around exhibitions and collections, more open and with artists and spaces at the centre of the creative process: the production of art as an operational and research tool, the construction of a community of reference, self-training as a shared practice of growth and provision of equipment and skills.

After six months of activity and experimentation, of visits, meetings, collaborations, new works and public programmes, the Nuovo Forno del Pane has become a model that other institutions are also looking at and thanks to its ability to think about the future, we are aiming to establish it into a fixed activity of the museum —an additional department to which an exclusive location can be dedicated.

Diversity of knowledge and a sense of community were the driving forces behind this project, which ushered in a new way of engaging museum audiences and rethinking itself as an institution. This propulsion comes primarily from an active confrontation with the artists who live in the museum, in order to transform them into activators for future reflections.

The method of the Nuovo Forno del Pane was simple: there's a worldwide pandemic, we have no way to open to the public, and we have no resources. We start from the only certainty we have left: space. Without partitions or superstructures, we put the (public) space of the museum at the disposal of the artists in order to start over together. This approach hasn't to be restricted only to uncertain times but needs to become a driving principle of public institutions: thinking of available places to be reconverted in workspaces for the artistic community, in order to offer both a protected area to build new projects, and a unique experience of peer-to-peer connections. [Watch](#).

Cultural recovery in European cities: a political discussion during the culture forum

A total of 14 mayors and deputy mayors responded to the invitation of Annekatriin Klepsch, mayor for culture and tourism from Dresden and chair of the Eurocities culture forum to discuss cultural recovery in European cities.

Key messages from the discussion are:

- There will be no sustainable recovery in cities without culture.

In 2020 the sector lost 31% of its turnover (one of the most affected economic sectors in Europe). In Stockholm 20% of local companies work in the cultural sector. There will be no re-start without the cultural sector! The closing of cultural places impacted on the venues and their staff and hit a huge range of businesses behind the scenes. In cities, culture is the foundation for relaunching prosperity, social cohesion and people's wellbeing.

- Cities provide new types of support to the cultural sector.

While many cities have increased financial support since the beginning of the pandemic, through direct funding or loans, others have also developed new ways of supporting culture: by supporting capacity building for local actors (for example in Tampere, supporting digitization or in Chemnitz as part of the preparation for European Capital of Culture 2025), by facilitating local networking, or by commissioning local organisations to develop new projects for the community, including outdoor ones.

- Local politicians see hope after the pandemic and the main feeling is now positive.

Cities such as Liverpool (Without walls programme) and Stockholm (Re-start programme) are launching large scale communication and marketing campaigns to relaunch the cultural activities. The pandemic accelerated the development of cooperation projects between culture and other policies, including health and wellbeing.

- However, challenges remain.

These include finding a new balance between the online and the physical cultural offer, lowering thresholds to support cultural organisations and developing accessible support programmes.

Resources

Further reading

Clod Ensemble and Performing Medicine, London:

- [Clod Ensemble - multi-award winning interdisciplinary performance](#)
- [Performing Medicine](#)

University College London Launched the first ever Creative Health MASc today (30/9) with a cohort of 26 really enthusiastic and interesting students – they are from very diverse backgrounds many of whom already have experience from the field. Prof Helen Chatterjee is the convener. [Creative Health MASc | Arts Sciences - UCL – University College London](#)

[Museums on Prescription](#) - Museums on Prescription is a three-year research project (2014-17) funded by the Arts and Humanities Research Council in the UK investigating the value of heritage encounters in social prescribing.

Greater London Authority Culture and Creative Industries Unit – activities and resources. [Creative health and wellbeing | London City Hall](#)

Culture, Health and Wellbeing Alliance – national UK organisation and pioneers working with the APPG Culture, Health and Wellbeing - [Culture Health and Wellbeing Alliance](#)

Artists Practising well – the importance of self care. [Artists Practising Well — Nicola Naismith](#)

[What is the APPG? \(culturehealthandwellbeing.org.uk\)](#) The All Party Parliamentary Group, inquiry and report set up 2014 and published in 2017.

Arts Council England – Delivery Plan. [Themes & actions | Arts Council England](#) now includes strands for culture, health and wellbeing, as well as focus on social justice.

International engagement – Culture and Creative Industries Unit leading:

World Cities Culture Forum [World Cities Culture Forum](#) – membership forum working together to support and strengthen the culture sector. Health and wellbeing insight session scheduled at upcoming forum.

European funding projects and initiatives:

- [ForwArt](#): Urban Innovative Action – Moving forward with the power of arts.
- [Art and Wellbeing](#): exploring the relationship between art and wellbeing.
- ACCESS [Culture for all | Access \(urbact-access.eu\)](#) Exploring equity of access to culture for all across 8 capital cities.

Further examples on culture, health and wellbeing

[Theatre of Wandering](#) is a performance that draws upon a community's experiences and reflections about what it is to live with dementia.

[ENO Breathe](#) - A breathing and wellbeing programme for people recovering from the effects of COVID-19

[Southbank Art by Post](#) - Created originally for those most isolated by social distancing measures, Art by Post delivers free poetry and visual art activities direct to your door.

[The Reader](#) - Through a growing movement of 1,000 volunteers and partners, this charity brings thousands of people together each week to share and discuss great novels, short stories and poems. They call this Shared Reading.

[Dance for Parkinson's](#) - offers internationally-acclaimed, research-backed dance classes for people with Parkinson's disease online

Book: [The Body Keeps the Score](#) is the inspiring story of how a group of therapists and scientists— together with their courageous and memorable patients—has struggled to integrate recent advances

in brain science, attachment research, and body awareness into treatments that can free trauma survivors from the tyranny of the past.

Next events on culture, health and wellbeing

The next Culture and Wellbeing Forum 2021 organised in Cluj next October: <https://art-wellbeing.eu/culture-and-well-being-forum-2021/>

The 4th International Social Prescribing Network Conference on 'local and global triumphs and tribulations of social prescribing', March 10th-11th 2022, Virtual format. Book your seat [here](#).