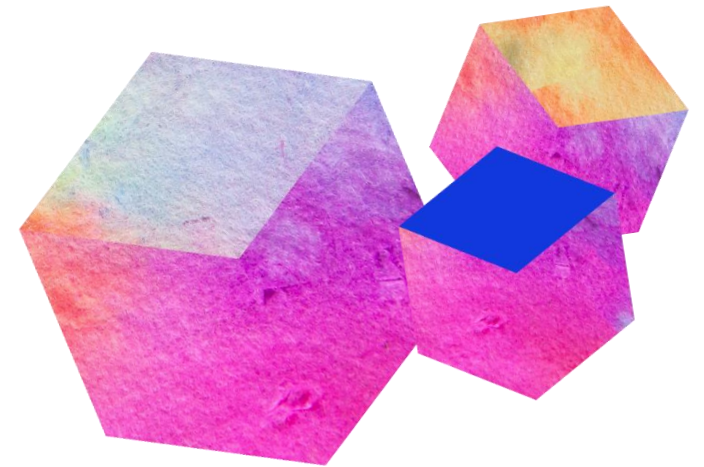


CULTURE & HEALTH

A joint plan for Aarhus





Vision and aims

Aarhus has a solid foundation within culture and health

Aarhus is a city with a professional and strong cultural life, a solid citizenship, a diverse association life as well as a strong business life and educational and growth environment. It provides a unique starting point for supporting and developing the strengths between culture and health in Aarhus.

Both national and international research shows that there is much to be gained at the crossroads between culture and health, and there are therefore good arguments for incorporating art and cultural activities into welfare tasks. Many stakeholders are already working in the field and there are good experiences to be gained.

Art and culture are essential elements of our understanding of the concept of cultural wellbeing.

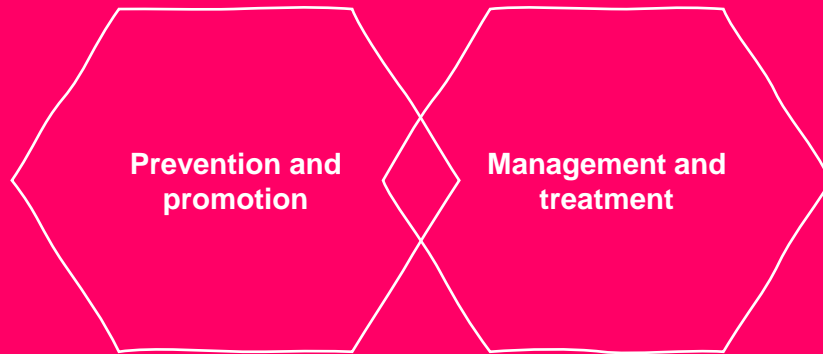
The aim is to integrate art and culture through initiatives that promote health and well-being among citizens in Aarhus.

Aarhus' Health Policy and Cultural Policy form the framework for the joint plan for Aarhus within culture and health which branches out across welfare areas.



The area of culture and health

Following the international model, the joint plan for Aarhus within culture and health focuses on the use of art forms within two broad themes:



The themes will naturally overlap, but the division must make it clear that efforts with art and culture operate in both fields.

While there is both a tradition and experience of integrating culture in a health promotion and prevention context, the use of culture in a rehabilitation and treatment context moves on more untrodden land.

It calls for different approaches, and it is this consideration that is the driving force behind the individual initiatives in the joint plan for culture and health.



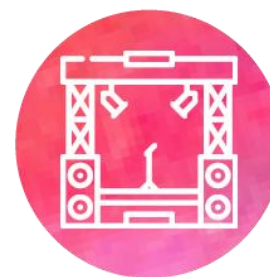
**Performing
arts**



**Visual arts, design
and craft**



Literature



Culture



**Online, digital and
electronic arts**



The joint plan for Aarhus

The good cross-disciplinary collaboration is crucial for establishing and strengthening the culture and health area.

In recent years, the focus has been on documenting, gathering and disseminating knowledge about the culture's health-promoting potential and relevance in welfare.

More and more initiatives with culture for health promotion are being tested, also in Denmark and Aarhus - we must support this.

To build a strong cultural and health field, we work with **three main tracks**:

1

**Knowledge,
experience and
network**

2

**New models for
collaboration and
practice across
disciplines**

3

**Development of
new welfare
solutions**





Knowledge, experience and network

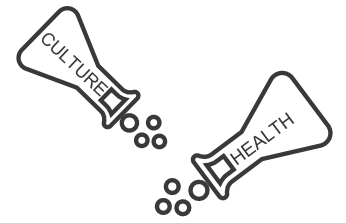
Development and dissemination of new initiatives must be based on knowledge of what works, and we must use experience from other municipalities, countries and domains.

It is about making existing knowledge available, and about spreading experiences.

We want to inspire the use of art and culture through knowledge sharing and at the same time support and contribute to knowledge building.

Thus, we recommend:

- The City of Aarhus participates in **partnerships and networks for knowledge sharing**. Including looking for opportunities to join international initiatives such as **EU-based knowledge**.
- **Developing a communication strategy to support knowledge sharing on the benefits of participating in cultural activities**. Part of the strategy incorporates citizen-oriented health communication.
- **The City of Aarhus priorities the evaluation and research within culture and health initiatives** with the aim of building knowledge on the benefits for society. This also encompasses knowledge which can be incorporated within long term investment models (in the area) which further support an active and value creating cultural environment.



New models for collaboration and practice across disciplines

It is essential for the development of the area of culture and health that we develop models which strengthen partnerships across disciplines.

A common practice between culture and health requires joint effort which both is based on and mandates common interests.

We will also be working strategically with how trials and projects with good results can proceed to implementation and operation.

All with the goal of integrating culture and health in practice.

Thus, we recommend:

- **Developing a joint model with financial and organizational structures**, which clarifies the co-production and that it is not a provider/recipient situation.
 - **Working with a targeted aim of building bridges between municipal activities and specialized cultural events.**
 - **Increase accessibility** of culture and health initiatives for all.
 - **Supporting a targeted implementation and long-term dissemination** of the cultural interventions that are well-founded by the research, so that art and culture become an integrated part of the welfare services. This applies, for example, to music therapy in dementia care.
 - Working with a **specialized area of competence** within welfare and culture.
-



Development of new welfare solutions

In Aarhus, there are already many projects and initiatives where the city's stakeholders create welfare for the citizens within art & culture*.

There are both initiatives where art and culture can increase the welfare of the general population, but also targeted efforts for, for example, children with autism, dementia sufferers, lonely citizens or citizens with mental vulnerability.

The city's broad field of stakeholders reflects a willingness to cooperate, which is also a good platform for testing new, innovative links between culture and health.

We will support this potential by developing and testing new welfare solutions for the citizens based on art and culture.

Thus, we recommend:

- **Focused investment in the existing movement and the local engagement**, which develop and test target cultural and health initiatives to citizens.
- **Test the cultural effects on three chosen welfare areas**. The areas represent themes of great societal relevance, where a targeted use of art and culture has a potential in creating value for citizens:

Children and teenagers

Rehabilitation

Employment

*Examples from the Mapping: The mapping is a collection of cases with (so far) 81 projects that apply art and culture in a welfare context in different ways. The survey is published as a publication that you can explore and be inspired by.

Culture & health. A joint plan for Aarhus.

City of Aarhus

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References: WHO; *What is the evidence on the role of the arts in improving health and well-being? A scoping report (2019)*. Knocks; *En systematisk gennemgang af den internationale litteratur om Kultur og Sundhed (2017)*.

DK Juni 2020 / UK August 2021.