



toolkit

A Movement for Creatively Engaged Communities

Why

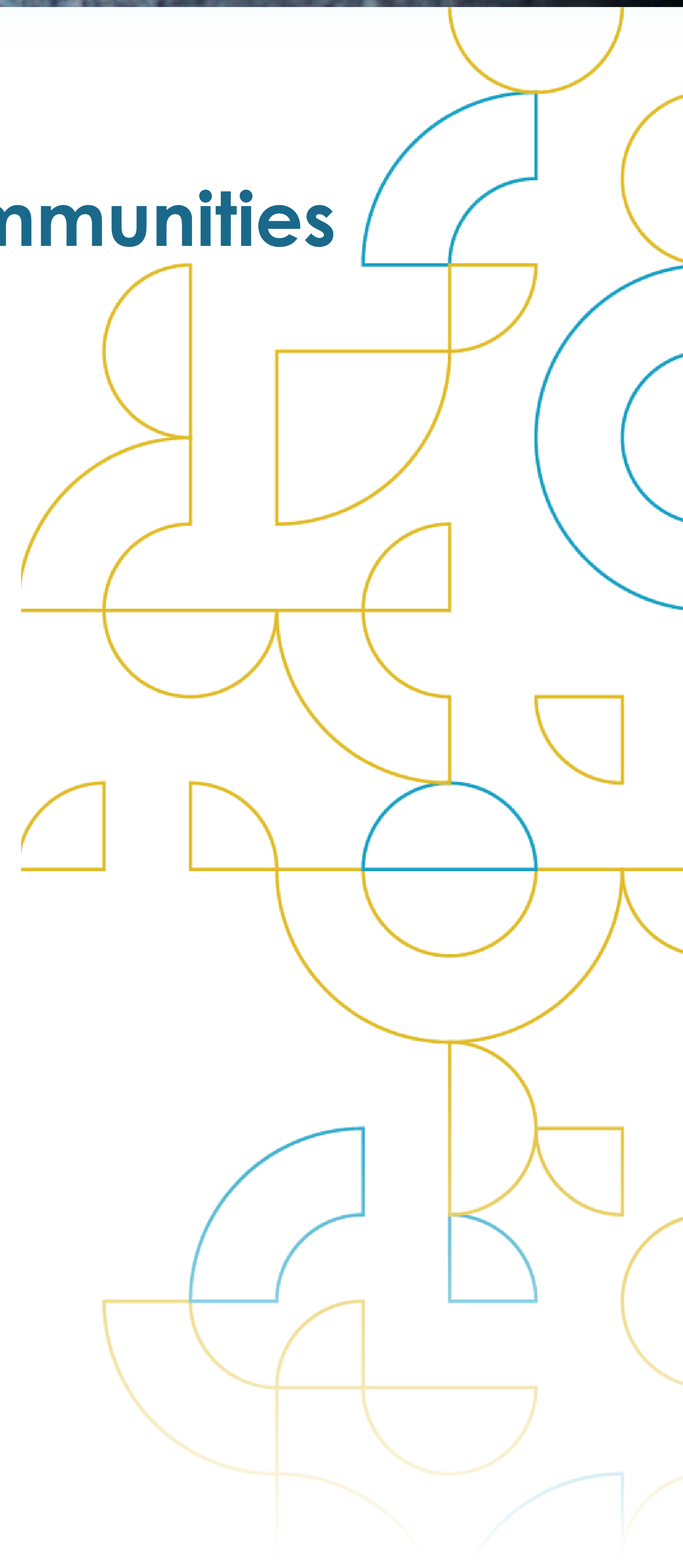
In recent decades there is a growing understanding of the effects of arts and cultural participation on health. Epidemiological studies in the United States and United Kingdom have shown that arts engagement is associated with better mental health, lower risk of depression, enhanced health behaviors, reduced loneliness, fewer childhood adjustment problems, and reduced engagement in adverse health behaviors. Arts and cultural participation have also been associated with lower risk of physical illness, including onset and progression of chronic pain, frailty, age-related disability, dementia, and premature mortality. (1)

This toolkit is designed to help any person in any community start a movement of creativity that inspires connection, joy and well-being. It is filled with our steps and processes but designed to be adaptable to where you live and help you create a program that serves your community in the best way possible.

What

UF Health Shands Arts in Medicine developed **352Creates** with a goal of building a healthier community in alignment with national public health goals through local cross-sector collaboration. The mission is to promote creativity to improve community health and well-being. 352Creates is a program operated by a network of individuals, organizations, and businesses united by the evidence that creativity connects our community and makes us healthier and stronger. Open to all residents in the 352 area code, the goal is to engage citizens through everyday acts of creativity in unexpected ways that can happen in unexpected places.

These activities can be as simple as gathering friends or coworkers to create “coffee-cup mandalas” (drawing a circle using a cup and coloring it in) or convincing old friends to “get the band back together” for an informal public concert. Host a sing-along, a poetry reading, a dance party or sidewalk chalk contest. What if everyone who checked out at the grocery store was given something as simple as a colors sheet with health messages regarding nutrition? In the process, citizens will have fun, make personal connections, reduce stress and increase their wellbeing. Collectively, they will contribute to the excellent quality of life that makes their community unique.





There are two distinct avenues for promoting citizen engagement in this creativity movement: Create in Community and Create in Place. This toolkit will outline each and provide a roadmap of how to do both

Create in Community

A day of creativity - Community-wide “pop-up” style art activities will help promote health and community engagement in unexpected ways and locations.

On a single day, activate a wide network of local businesses, artists, cultural organizations, service agencies, and healthcare providers cultivating a healthy, thriving community through creativity. Allow each organization or individual to develop their own creative activities

that best suit their own ideas of inclusion. For example, on a determined date, over 60 different presenting partners including UF Health, the University of Florida, and the City of Gainesville Department of Parks, Recreation, and Cultural Affairs, hosted more than 80 different creative public activities—free of charge—around the 352 area code.

Communities that held events during 352Creates included Alachua, Bronson, Cedar Key, Gainesville, Hawthorne, and High Springs. Throughout the day, the 352Creates team communicated with all community partners and tracked participation. An interactive map lived on the 352Creates website and was available for citizens to see where they could go to create in community.

Things to consider when hosting events:

- Who feels welcome at the selected location?
- Is the location easy to access?
- What barriers might exist, and how might they be addressed?
- Who has a voice in determining what gets created?

Festival of Creativity
Building a healthier community through art & culture

Free Community Events - March 21-27th, 2022
Monday - Thursday, in-person and online workshops
events at 352creates.com/festival

Friday, March 25th 5pm-8pm
Community Concert
Cypress & Grove
Live music & live art

Saturday, March 26th 12pm-5pm
Create with the Community
Curia on the Drag & Auk Market
Live music food trucks, arts and
craft vendors, free art workshops

Sunday, March 27
Depot Park
Yoga in the Park

Visit www.352creates.com/festival
for a full calendar listing of events

352creates
GROW HUB

A group of people, mostly young adults, are posing for a photo in front of a wooden structure with a sign that says "GROW HUB". They are outdoors, and some are sitting on a bench.

A row of icons typically found in social media posts: a heart, a speech bubble, a paper plane, a progress indicator, and a bookmark.

352creates During our Festival of Creativity, you can attend a free workshop where you'll be making a mixed-media mural with others at GROW HUB

UF Health Shands Arts in Medicine is hosting this free workshop on Tuesday, March 22 from 10am-12pm. Join us in this community art-making experience, as we continue to beautify the grounds.



Create in Place

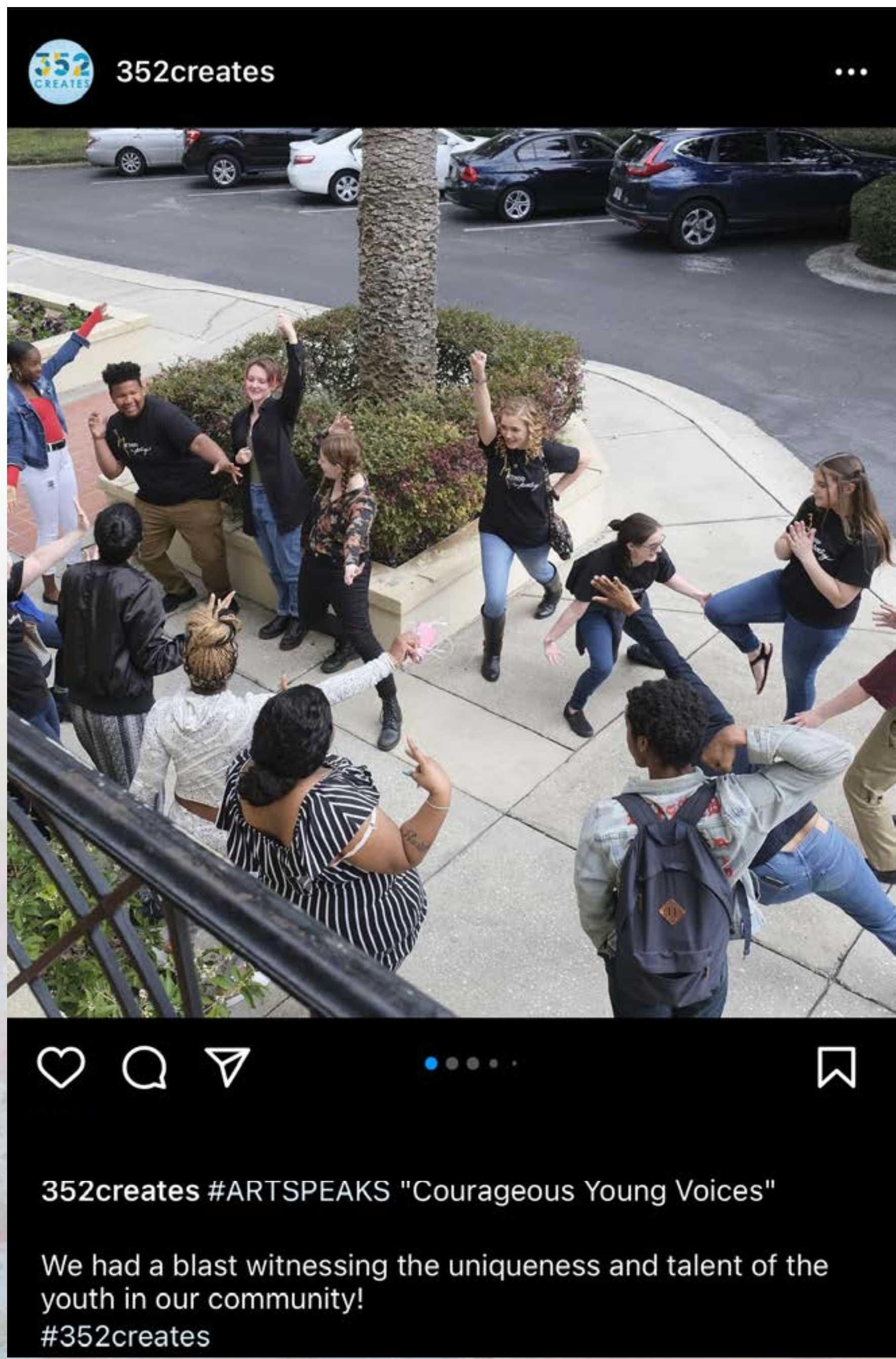
Create on your own and with others anytime, anywhere.

352Creates promotes the second Friday of every month as “Create in Place” day.

Driven largely by social media, citizens are encouraged to invite creativity into their everyday lives – at home, school, work or wherever they routinely would be.

Participants are invited to use prompts available on the website, Instagram, and Facebook pages to engage in creative activities. While a “Create in Community” event happens once or twice per year, “Create in Place” can happen regularly, year-round to establish a constant flow of connectivity to the movement.

How will community members feel connected to the movement? Encourage participants to upload their creative work to their social media and connect through a common hashtag. This way, no matter where they are or when they create, they can be part of the movement.



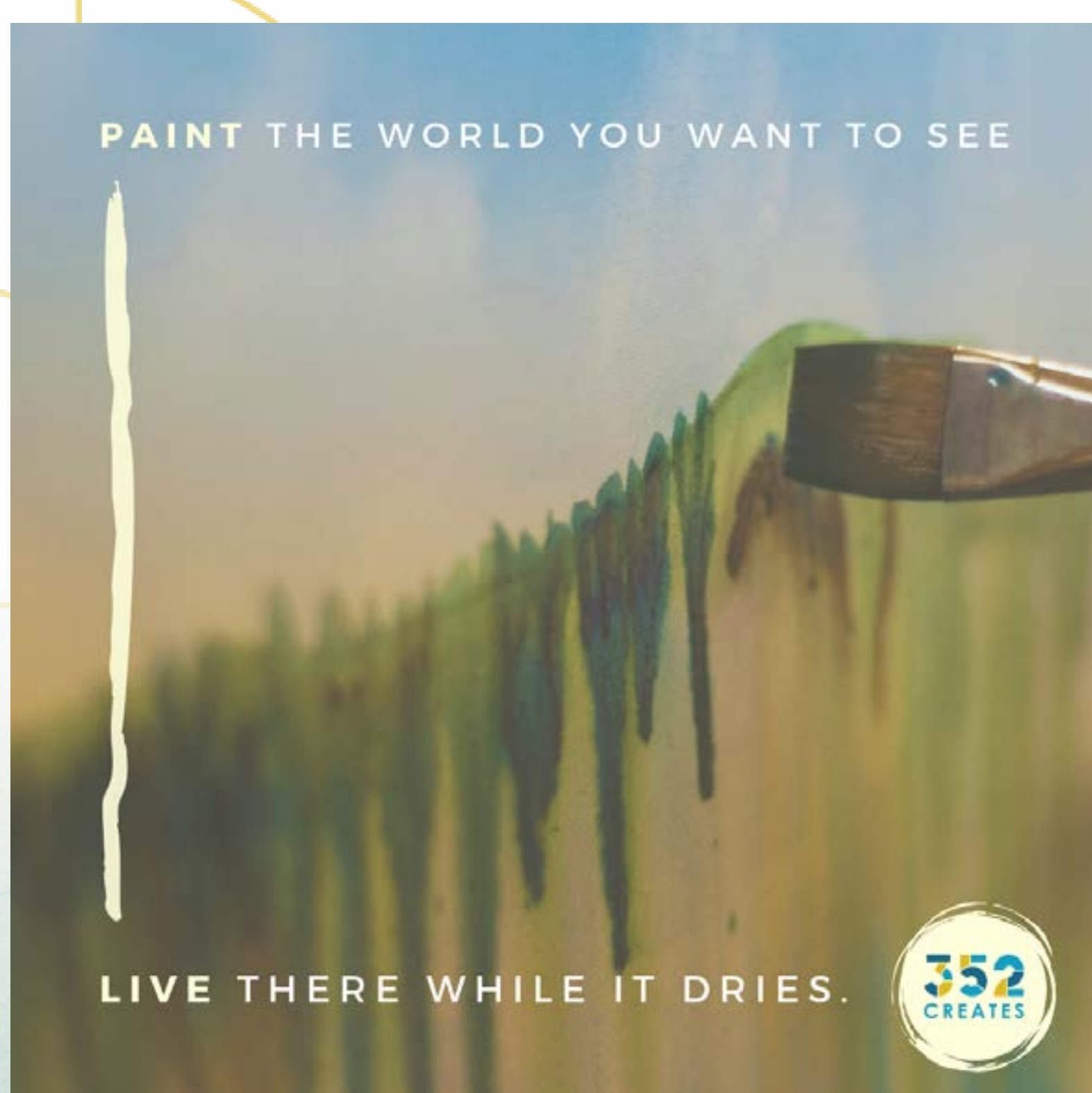


The movement in practice

Creating a Team

Any good movement starts with a handful of committed people who believe in the mission. First and foremost, the movement needs a leader. This can come in the form of a coordinator who will promote the mission and goals of the movement through excellent communication and persuasion skills. The coordinator is the connector. They will build and maintain relationships with the movement's cohort of community partners by listening to their needs and helping design a pathway to participation.

Next, a media/communications manager will develop and maintain social media platforms that act as the on-line meeting place for everyone to share their creative activities. The media manager will also create press releases about events and communicate with media outlets. The Media manager can track participation and create reports demonstrating how the movement impacts the well-being of the community, identifying who is represented and ensuring a diversity of perspectives.





Volunteers

Volunteers are an essential workforce for a community arts engagement program.

They serve many functions essential to the success of your events including disseminating information, helping with program surveys, acting as a welcome team, photographing the event and much more. The size of your volunteer staff will depend on the scale of your event.

Searching your community for volunteers can be daunting. Think about the activities that need volunteers and reach out to affiliated organizations. For example, if you are looking for volunteers to help with marketing or communications, reach out to local educational institutions that have business or public relations colleges.

Engaging Community Partners

Host informational forums and listening sessions in neighborhood gathering locations like community centers, schools, businesses, and churches. Share the goal and allow space for community voices to develop their own ideas that connect to the people who live and work in their neighborhoods. Community forums can help identify what skills, resources, and initiatives already exist in the community allowing community partners to take ownership of their own process of participation that will help build bridges between local community groups and businesses, uniting disparate segments of the community by driving toward a common goal of citizen well-being.

Examples of key partners include community artists and activators, arts organizations, business owners, health partners, educational partners, faith leaders, civic partners, and local government agents.



Participation through Marketing and Networking

Develop common communication resources and tools and share in a centralized online hub for presenting organizations to use in raising awareness and engagement/participation in your arts in health program. This tool allows any participant or organization to deliver the same message with the same goal. 352Creates starter kit is an example of centralized messaging for your program.

[352Createsstarterkit](#)

Resources

A movement built on evidence

- [1. What is the evidence on the role of the arts in improving health and well-being?](#)
- [2. The arts and the social determinants of health: findings from an inquiry conducted by the United Kingdom All-Party Parliamentary Group on Arts, Health and Wellbeing](#)
- [3. Social prescription in the US: A pilot evaluation of Mass Cultural Council's "CultureRx"](#)
- [4. Creating Healthy Communities: Arts + Public Health in America](#)
- [5. Op-ed by Ferdinand Lewis, PhD](#)





Press release



FOR IMMEDIATE RELEASE

ACTIVE STREETS + 352CREATES 2018 COMING UP FEB 25

352Creates and Active Streets Alliance to host free community event celebrating creativity and movement for health and wellbeing

GAINESVILLE, Fla. – 352Creates’ ‘Create in Community’ event will join the fun at Active Streets’ fifth annual event. The combined event will bring culture, art and movement through various activities. Active Streets + 352Creates 2018 is scheduled for Sunday, February 25 from 11 a.m. – 3 p.m. in Depot Park and surrounding streets in downtown Gainesville, Florida. The event is free and open to the public.

352Creates promotes the idea that creativity benefits us as individuals and as communities, and Active Streets Alliance builds community around and in our streets by promoting healthy, active lifestyles. This will be the first time their respective community events are combined.

Businesses, organizations and individuals were invited to lead activities and/or any group activity that will engage attendees in a healthy, active lifestyle. Activities will include sand art, participatory dance, string painting, storytelling, watercolor activities, postcard creations, yoga and fitness classes and more.

Mestrando Mico, director of Allied Capoeira League Gainesville, said “As capoeira blends art and movement, this is a match made in heaven. Having participated in and enjoyed both events in the past, I think joining forces will make for an even better experience for the people of Gainesville.”

“We as a community can do amazing things but only if we work together, so seeing two great events come together for one event means it’ll be twice as amazing as it already was,” Brandon Telg of Self Narrate said.

352Creates is a community initiative of UF Health Shands Arts in Medicine and Active Streets Alliance is a registered 501(c)(3).

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For more information about 352Creates and Active Street Alliance’s Chimera Fest weekend visit www.352creates.com or www.activestreetsalliance.org.



Timeline of Activities for Create in Community

Start Time	End Time	Event	Location	Sponsor
5:30 PM	10:00 PM	Charles Bradley Reopens Bo Diddley Plaza	Bo Diddley Plaza	frank2016
5:30 PM	10:00 PM	352Draw! at Bo Diddley	Bo Diddley Plaza	Arts in Medicine Programs at UF
12:00 AM	12:00 AM	Drawing Through Alachua		Alachua County Emerging Leaders
8:00 AM	3:00 PM	352FAB	Facilities Administration Building, 1281 NW Newell Dr.	UF Health Facilities
8:00 AM	6:00 PM	352Draw! Atrium	UF Health Shands, 1st floor atrium (1600 SW)	Arts in Medicine Programs at UF
8:00 AM	7:00 PM	Coffee Art at Know Where Coffee	Know Where Coffee, 1226 W University Ave	Know Where Coffee
8:30 AM	10:30 PM	7th Annual Head Start Dance Day	Kimball Wiles Elementary School, 4601 SW 75th St	Sun Country Dance Theatre
9:00 AM	5:00 PM	Adult Coloring Sheets	Alachua County Library: Millhopper	Alachua County Library: Millhopper
9:30 AM	11:00 AM	Parkinson's Exercise Program	5701 NW 34th st	Alachua County Senior Recreation Center
9:30 AM	12:00 PM	Bingo for 352Creates	5701 NW 34th st	Alachua County Senior Recreation Center
9:45 AM	3:45 PM	What Does Consent Look Like?	Turlington Plaza	Arts in Medicine Programs at UF
10:00 AM	11:30 AM	Yoga for 352Creates	5701 NW 34th st	Alachua County Senior Recreation Center
10:00 AM	12:00 PM	Plein Air Painting	3450 E University Ave	Morningside Nature Center
10:00 AM	2:00 PM	Create a Miniature Stone Mandala	Student Health Care Center 280 Fletcher Dr	UF Student Health Care Center
10:00 AM	4:00 PM	AnArtists at the Headquarters Branch	Alachua County Library: Downtown Headquarters	Alachua County Library: Downtown Headquarters
10:00 AM	4:00 PM	Hope Mobile	The Doris, 1315 S Main St, Gainesville, FL 32601	Epilepsy Foundation
10:00 AM	4:00 PM	X-Press Yourself Butcher Paper Murals	The Doris, 1315 S Main St, Gainesville, FL 32601	The Doris
10:00 AM	5:00 PM	Adult Coloring Sheets	Alachua County Library: Cone Park District	Alachua County Library: Cone Park District
10:00 AM	5:00 PM	Cedar Keyhole Art Gallery	457 2nd St, Cedar Key, FL 32625	Cedar Key Arts Center
10:00 AM	8:00 PM	Coloring for Grown-Ups	Alachua County Library: Newberry	Alachua County Library: Newberry
11:00 AM	12:00 PM	Improving Your posture easily and effortlessly	901 NW 8th avenue suite C-6	Anne Andrews
11:00 AM	1:00 PM	Doodle Day at the Cade	Cade Museum for Creativity+Invention	Cade Museum for Creativity+Invention
11:00 AM	1:00 PM	Community Jam Out Session	Grace Marketplace	Arts in Medicine Programs at UF
11:00 AM	1:30 PM	352Draw!	UF Health Shands, 3rd floor café (1515 SW)	Arts in Medicine Programs at UF
11:00 AM	2:00 PM	Chalk the Walk	Rails-to-Trails in front of UF Health Shands	Arts in Medicine Programs at UF
11:00 AM	2:00 PM	Drawing at Lunch	3801 N Main St, Gainesville, FL 32609	Home Sweet Kitchen Cafe
11:00 AM	3:00 PM	Music Jamboree and Sidewalk Drawing	SoMa, 601 S Main St	SoMa
11:00 AM	5:00 PM	352Creates: Framing Nature	The Harn Museum of Art	The Harn Museum of Art
11:00 AM	5:00 PM	Our Favorite Tales	Alachua County Library District Alachua Branch	Alachua County Library District Alachua Branch
11:30 AM	12:30 PM	Tai Chi for 352Creates	5701 NW 34th st	Alachua County Senior Recreation Center
11:45 AM	2:45 PM	352Creates Calm and Peace	Alachua County Library District Tower Branch	Alachua County Library District Tower Branch
12:00 PM	1:00 PM	Show us Your Chops!	North Tower Atrium	Arts in Medicine Programs at UF
12:00 PM	2:00 PM	Botanical Prints	The Doris, 1315 S Main St, Gainesville, FL 32601	Jenna Weston
12:00 PM	3:30 PM	Dollies without Borders	UF Health Shands, RM 1302 CCRC	Arts in Medicine Programs at UF
12:00 PM	4:00 PM	Yarn Bombing!	Volta Coffee, Tea & Chocolate	Volta Coffee, Tea & Chocolate
12:00 PM	4:30 PM	Adult Coloring Sheets	High Springs Library	High Springs Library
12:00 PM	5:00 PM	Dragon Rises College Open House	1000 NE 16th Ave	Dragon Rises Oriental College of Medicine
12:00 PM	5:00 PM	Food Therapy	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
1:00 PM	2:00 PM	Zumba Gold for 352Create	5701 NW 34th st	Alachua County Senior Recreation Center
1:00 PM	2:00 PM	Chaya's Ayurveda Principles for Holistic Living Class	YMCA, 5201 NW 34th Blvd	Chaya's Synergies in Healing and Dance Lab
1:00 PM	2:00 PM	Clinic Tour and Cupping Demonstration	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
1:00 PM	3:00 PM	Innovation Academy, BeDrawn Into Art with Botsy	Infinity Hall, 978 SW 2nd Ave, Gainesville, FL 32612	UF Innovation Academy
1:00 PM	3:00 PM	i-Pad Sketching	The Doris, 1315 S Main St, Gainesville, FL 32601	Dave Deeter
1:00 PM	4:00 PM	Pollinate the Museum with Your Creativity	Florida Museum of Natural History	Florida Museum of Natural History
1:00 PM	4:00 PM	Scrabble Club for 352Creates	5701 NW 34th st	Alachua County Senior Recreation Center
1:30 PM	2:30 PM	Chinese Brush Painting and Calligraphy	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
1:30 PM	4:00 PM	352Draw!	5701 NW 34th st	Arts in Medicine Programs at UF
1:30 PM	4:00 PM	Young at Heart	5701 NW 34th st	Arts in Medicine Programs at UF
2:00 PM	3:00 PM	Dance for Life: for People Living with PD	5701 NW 34th st	Alachua County Senior Recreation Center
2:00 PM	4:00 PM	Drum Circle w/ Flash Silvermoon	Alachua County Library: Hawthorne	Guylene Resue/Flash Silvermoon
2:00 PM	4:30 PM	Acupressure Point Location for Common Remedies	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
2:00 PM	7:00 PM	Chalk It Up!	Corks & Colors, 3415 W University Ave	Corks & Colors Canvas and Pottery Studio
2:15 PM	3:15 PM	Chaya's Stree Free Fridays	YMCA, 5201 NW 34th Blvd	Chaya's Synergies in Healing and Dance Lab
2:15 PM	3:15 PM	Stress Free Fridays	YMCA, 5201 NW 34th Blvd	Chaya's Synergies in Healing and Dance Lab
2:30 PM	4:00 PM	Qigong	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
3:00 PM	4:00 PM	Year of the Monkey Ballon Animals and Face Painting	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
3:00 PM	4:00 PM	Poetry Group	5701 NW 34th st	Alachua County Senior Recreation Center
3:00 PM	5:00 PM	Get Creative with your Health	HealthStreet, 2401 SW Archer Rd	UF HealthStreet
3:00 PM	5:00 PM	Chekhov Technique Theatre	The Doris, 1315 S Main St, Gainesville, FL 32601	Paul Gabbard
3:00 PM	5:00 PM	Decoreat - Cookie Decorating	Blue Gill Quality Foods	Tom Pearson and Blue Gill
3:30 PM	4:30 PM	Chaya's Tap Dancing Class	YMCA, 5201 NW 34th Blvd	Chaya's Synergies in Healing and Dance Lab
3:30 PM	4:30 PM	Sidewalk Chalk	Alachua County Library: Cone Park Branch	Alachua County Library: Cone Park Branch
4:00 PM	5:00 PM	Ear Therapy	1000 NE 16th Ave, Bld F	Dragon Rises Oriental College of Medicine
4:00 PM	6:00 PM	Pride Community Center	Pride Community Center, 3131 NW 13th St, Ste 62	Pride Community Center of North Central Florida
4:00 PM	7:00 PM	Rangoli Art	Lot 10, Downtown Gainesville	Anupama Priyadarshini
4:00 PM	7:00 PM	352Draw!	Lot 10, Downtown Gainesville	Arts in Medicine Programs at UF
4:00 PM	7:00 PM	352Creates at Lot 10	Lot 10, Downtown Gainesville	City of Gainesville & UF Health
4:00 PM	2:00 AM	Open Poetry Mic Haiku with Storydice	The Bull, 18 SW 1st Ave	The Bull
5:00 PM	7:00 PM	C. Cambrea @ CordaRoy's	CordRoy's, 3417 West University Avenue	CordaRoy's
5:00 PM	9:00 PM	352Creates @ Tbe Midnight	The Midnight, Downtown Gainesville	Cerridwen Works
5:45 PM	6:45 PM	Hippodrome State Theatre	Hippodrome State Theatre, 25 SE 2nd Pl	Hippodrome State Theatre
6:00 PM	8:00 PM	Science Club Family	Wilhelmina Johnson Center, 321 NW 10th St	Cultural Affairs Coalition
6:00 PM	10:00 PM	352Creates: Community Mural	First Magnitude, 1220 SE Veitch St	First Magnitude Brewing Company
7:00 PM	8:30 PM	"Beta Group" Pop-Up Folk Dance	The Doris, 1315 S Main St, Gainesville, FL 32601	June Littler
7:00 PM	9:00 PM	Improvise with the Stars	The Doris, 1315 S Main St, Gainesville, FL 32601	The Doris
7:00 PM	10:00 PM	Menagerie in Motion at ArtWalk	Power District Warehouse, 625 SE 5th Avenue	Active Streets Alliance
7:00 PM	10:00 PM	Live Painting at neutral7	neutral7, 618 S Main St, Ste C,	neutral7
8:00 PM	11:00 PM	UF Hip Hop Collective for 352Creates	The Woolly, 20 N Main St, Gainesville, FL 32601	UF Hip Hop Collective
8:00 PM	12:00 AM	Friday Night Swing Dancing	Unified Training Center, 809 West University Ave	Florida Swing Dancing Club



Map of Presenter Layout for Create in Community



352Creates at Depot Park on March 25th
352Creates.com || #352Creates

Please note that the map is NOT to scale.

1. Girls Rock Camp
2. Chewbox Catering / Jay
3. AnARTists
4. Arts in Medicine
5. Jordan Smith
6. Hippodrome
7. GFAA/Artwalk
8. AMSA
9. Poetry Circle
10. Outreach3d
11. Jonathan Bensenhaver
12. Capoeira Academy
13. Monument Quilt
14. Milagros Ruiz-Taylor
15. Ignite Applied Theatre
16. Self Narrate
17. ChayaVeda
18. Charles Martin
19. Capoeira Gainesville
20. Tavaris Randall
21. WAG
22. Journey Daybook
23. Hip Hop Collective
24. Be the Match
25. IA Serve
26. Master Builder Camp
27. Tone Def A Capella
28. The Original Cast
29. Theatre Strike Force
30. Inisheer Irish Dancers
31. English Country Dancers
32. MASS Visual Arts
33. Imagination Station
34. SAW
35. Stella Hartmann
36. Christopher Brown
37. AIGA
38. Jennifer Hill
39. Revolt
40. Before I Die wall
41. Anu Priyadarshini
42. Searchlight Yoga
43. Physics
44. ACEL



Editorial 1

Why the Arts Matter

Art makes us happy. Art challenges us. Art helps us to express our greatest triumphs and lowest points of despair. But do the arts really matter to each and every one of us?

I submit that the answer is a resounding YES! When we invest in the arts, we not only invest in the quality of life in our community, we invest in the health and well-being of every resident as well. According to extensive research, the following outcomes result when arts and health are woven into community treatment and prevention initiatives:

- Reduced lengths of hospital stays
- Decreased need for multiple medical visits
- Reduced reports of pain and anxiety related to illness and invasive treatment
- Increased self-esteem and reductions in stress
- Reduced healthcare-related infection rates
- Decreased need for use of sedatives during medical procedures
- Reduced levels of depression and improvements in quality of life

To these ends, I invite you to join me and the many other residents and organizations participating in 352Creates. 352Creates is two days of community art-making and creative activities throughout the 352 area code on March 24-25th. We are asking that people participate in workplace activities on Friday, March 24th and then join us for a community-wide celebration at Depot Park on the 25th from 10am-2pm. 352Creates promotes the idea that creativity benefits us as individuals and as communities. This shared sense of community health through the arts is what makes 352Creates unique. 352Creates is a network of individuals, organizations, and businesses united by the idea that creativity connects our community and makes us healthier and stronger. All activities are free, fun for the whole family and you can find inspiring ideas for getting involved at 352Creates.com. Creativity is a key element of any thriving community. It has been my experience that the more open and creative an environment, the more productive, efficient and satisfied the people doing the work. If I have constantly tried to surround myself with creative types because I know they will challenge me, inspire me and show me new and unexplored ways to a greater future. The new strategic framework of the City of Gainesville is anchored in magnifying our community's creativity. So too the University of Florida Strategic Development Plan depends on the creative explorations of their excellent faculty and staff. All of this creativity grows and permeates our culture through shared experiences in music, visual and performing arts.

So whether doodling at your desk, singing in the shower or sculpting the next David, share your art with your friends, neighbors and co-workers. Join me for 352Creates 2017 on March 24 at work and March 25 at Depot Park and share all of your creative experiences on social media using the #352Creates hashtag. You will make new friends, learn something new about the friends you already have, heal your body and mind and have a great time doing it!

Lauren Poe

Mayor, City of Gainesville



Acknowledgements

352Creates is a community movement that took a community to create.

The following organizations and individuals were instrumental to the development and success of 352Creates:

Jill Sonke, PhD and Ferdinand Lewis, PhD spearheaded the creation of 352 Creates in 2016. Tina Mullen developed the organizational structure and the following 352 Creates team members operationalized the movement: Jeffrey Pufhal, Charlotte Kesi, Erin Beardslee, John Kieslich, Camilo Reina-Munoz, Akinlola Yai, Tyra Jefferson and Sarah Hedges

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