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 the 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?
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.


4. Creating Healthy Communities: Arts + Public Health in America

5. Op-ed by Ferdinand Lewis, PhD
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).

###

For more information about 352Creates and Active Street Alliance’s Chimera Fest weekend visit www.352creates.com or www.activestreetsalliance.org.
<table>
<thead>
<tr>
<th>Start Time</th>
<th>End Time</th>
<th>Event</th>
<th>Location</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM</td>
<td>1:00 PM</td>
<td>Adult Coloring Sheets</td>
<td>Alachua County Library: Millhopper</td>
<td>Alachua County Library</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>3:00 PM</td>
<td>Plein Air Painting</td>
<td>Morningside Nature Center</td>
<td>Morningside Nature Center</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>7:00 PM</td>
<td>352FAB</td>
<td>Facilities Administration Building, 1281 NW Newell Dr</td>
<td>UF Health Facilities</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>4:30 PM</td>
<td>352Draw! Atrium</td>
<td>UF Health Shands, 1st floor atrium (1600 SW)</td>
<td>Arts in Medicine Programs at UF</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>6:00 PM</td>
<td>Science Club Family</td>
<td>Wilhelmina Johnson Center, 321 NW 10th St</td>
<td>Cultural Affairs Coalition</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>4:00 PM</td>
<td>352FAB</td>
<td>1281 NW Newell Dr</td>
<td>UF Health Facilities</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>7:00 PM</td>
<td>352Creates: Community Mural</td>
<td>First Magnitude, 1220 SE Veitch St</td>
<td>First Magnitude Brewing Company</td>
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<tr>
<td>5:00 PM</td>
<td>9:00 PM</td>
<td>352Creates @ The Midnight</td>
<td>Downtown Gainesville</td>
<td>Cerridwen Works</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>6:00 PM</td>
<td>352Draw!</td>
<td>Atrium UF Health Shands, 1st floor atrium (1600 SW)</td>
<td>Arts in Medicine Programs at UF</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>7:00 PM</td>
<td>Rangoli Art</td>
<td>Lot 10, Downtown Gainesville</td>
<td>Anupama Priyadarshini</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>6:00 PM</td>
<td>Pride Community Center</td>
<td>Pride Community Center, 3131 NW 13th St, Ste 62</td>
<td>Pride Community Center of North Central Florida</td>
</tr>
<tr>
<td>3:30 PM</td>
<td>4:30 PM</td>
<td>Sidewalk Chalk</td>
<td>Alachua County Library: Cone Park Branch</td>
<td>Alachua County Library</td>
</tr>
<tr>
<td>3:00 PM</td>
<td>5:00 PM</td>
<td>Chekhov Technique Theatre</td>
<td>The Doris, 1315 S Main St, Gainesville, FL 32601</td>
<td>Paul Gabbard</td>
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<tr>
<td>2:30 PM</td>
<td>4:00 PM</td>
<td>Qigong</td>
<td>1000 NE 16th Ave, Bld F</td>
<td>Dragon Rises Oriental College of Medicine</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>3:15 PM</td>
<td>Stress Free Fridays</td>
<td>YMCA, 5201 NW 34th Blvd</td>
<td>Chaya's Synergies in Healing and Dance Lab</td>
</tr>
<tr>
<td>2:15 PM</td>
<td>3:15 PM</td>
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<td>YMCA, 5201 NW 34th Blvd</td>
<td>Chaya's Synergies in Healing and Dance Lab</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>7:00 PM</td>
<td>Chalk It Up! Corks &amp; Colors</td>
<td>Corks &amp; Colors Canvas and Pottery Studio</td>
<td>Corks &amp; Colors Canvas and Pottery Studio</td>
</tr>
<tr>
<td>2:00 PM</td>
<td>4:30 PM</td>
<td>Acupressure Point Location for Common Remedies</td>
<td>1000 NE 16th Ave, Bld F</td>
<td>Dragon Rises Oriental College of Medicine</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>4:00 PM</td>
<td>Scrabble Club</td>
<td>5701 NW 34th st</td>
<td>Alachua County Senior Recreation Center</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>3:00 PM</td>
<td>Pollinate the Museum with Your Creativity</td>
<td>Florida Museum of Natural History</td>
<td>Florida Museum of Natural History</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>3:00 PM</td>
<td>i-Pad Sketching</td>
<td>The Doris, 1315 S Main St, Gainesville, FL 32601</td>
<td>Dave Deeter</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>3:00 PM</td>
<td>Innovation Academy, BeDrawn Into Art with Botsy</td>
<td>Infinity Hall, 978 SW 2nd Ave, Gainesville, FL 32612</td>
<td>UF Innovation Academy</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>2:00 PM</td>
<td>Clinic Tour and Cupping Demonstration</td>
<td>1000 NE 16th Ave, Bld F</td>
<td>Dragon Rises Oriental College of Medicine</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>10:00 PM</td>
<td>352Draw! at Bo Diddley</td>
<td>Bo Diddley Plaza</td>
<td>Arts in Medicine Programs at UF</td>
</tr>
</tbody>
</table>

**Timeline of Activities**

**352 Creates**
Map of Presenter Layout for Create in Community

Please note that the map is NOT to scale.

1. Girls Rock Camp
2. Chewbox Catering / Jay
3. AnARTists
4. Art in Medicine
5. Jordan Smith
6. Hippodrome
7. GFAMA/Artwalk
8. AMSA
9. Poetry Circle
10. Outseachild
11. Jonathan Bensenhaver
12. Capoeira Academy
13. Monument Quilt
14. Milagros Rubin-Taylor
15. Ignite Applied Theatre
16. Self Narrate
17. ChayaVeda
18. Charles North
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. MAD Visual Arts
33. Imagination Station
34. SAW
35. Stella Hartmann
36. Christopher Brown
37. AGIA
38. Jennifer Hilly
39. Revolt
40. Before I Die wall
41. Anu Priyadarshini
42. Searchlight Yoga
43. Physics
44. ACEL

352Creates at Depot Park on March 25th

352Creates.com | #352Creates
**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
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 Kesl, Erin Beardslee, John Kieslich, Camilo Reina-Munoz, Akinlola Yai, Tyra Jefferson and Sarah Hedges

352Creates initiative would not have been possible without the support of,
Florida Division of Arts and Culture
UF Health Shands Arts in Medicine
UF Health Communications
City of Gainesville Division of Parks and Recreation

Toolkit Edited by Tina Mullen, MFA
Toolkit Design by Ricky Kendall