

A decorative border surrounds the central text area. It features a repeating pattern of icons in shades of blue, orange, and pink. The icons include musical notes, paint palettes, houses, dollar signs, and abstract shapes, symbolizing the intersection of art, community, and economics.

Building Healthier Communities Through the Arts

Arts + Health Symposium
Regional Arts Commission of STL

October 22, 2024

Randy Cohen
Americans for the Arts

@ArtsInfoGuy

Arts Bring Joy to Our Lives



Arts are a “positive
experience in
the world”



the Arts give them
“pure pleasure to
experience and
participate in”



the Arts “lift me
beyond everyday
experiences”



We Value Arts & Culture

Attendees at Greater St. Louis Arts Events

81% “. . . Pillar for me within my community.”

89% “. . . Inspires a sense of pride.”

86% “. . . Preserved for future generations.”

Stone-Aged Flute



The Shame Flute





We Seek Out Arts Experiences

79%

**MOST OF US SEEK OUT
ART
EXPERIENCES.**

73%

**WE ENJOY THE ARTS IN
UNEXPECTED
PLACES.**

We Will Find a Way to Engage in the Arts!

- 37% tried a new art or craft during Pandemic
- Reduced depression and anxiety
- Increased life satisfaction
- Decreased ill effects of loneliness and isolation



Arts Promote Physical and Emotional Healing



- ✓ Shorter hospital stays
- ✓ Fewer medical visits
- ✓ Reduced medications
- ✓ Lowers depression
- ✓ Strengthens mental health
- ✓ *Saves money!*





We've Got a Number for That!

60% “... helped me cope during times of mental or emotional distress.”



69% “... positive effect on my overall health and well-being.”



We Got A Stat for That, Too . . .

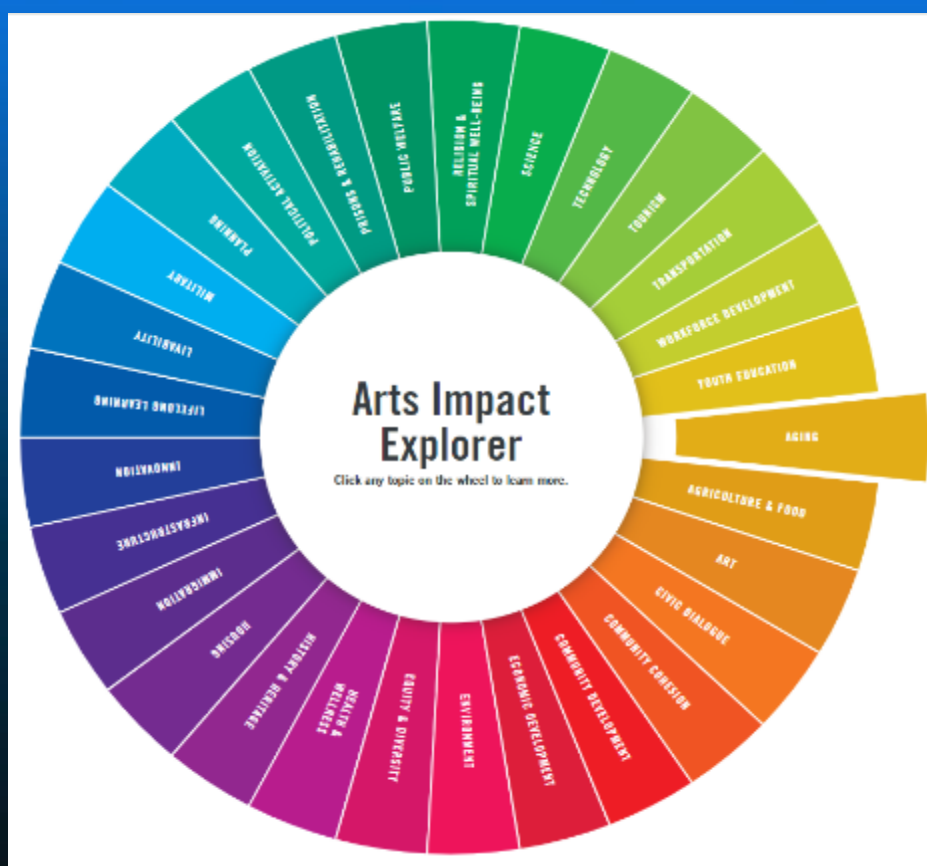


56% of Americans sing in the shower or when no one is listening. Americans should have more pride in their singing ability!



*"Make your own kind of music.
Sing your own special song."*

— Mama Cass Elliott



ww2.americansforthearts.org/explorer



Arts and Culture Unifies Communities

72%

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.



Empathy, Understanding & Inclusion

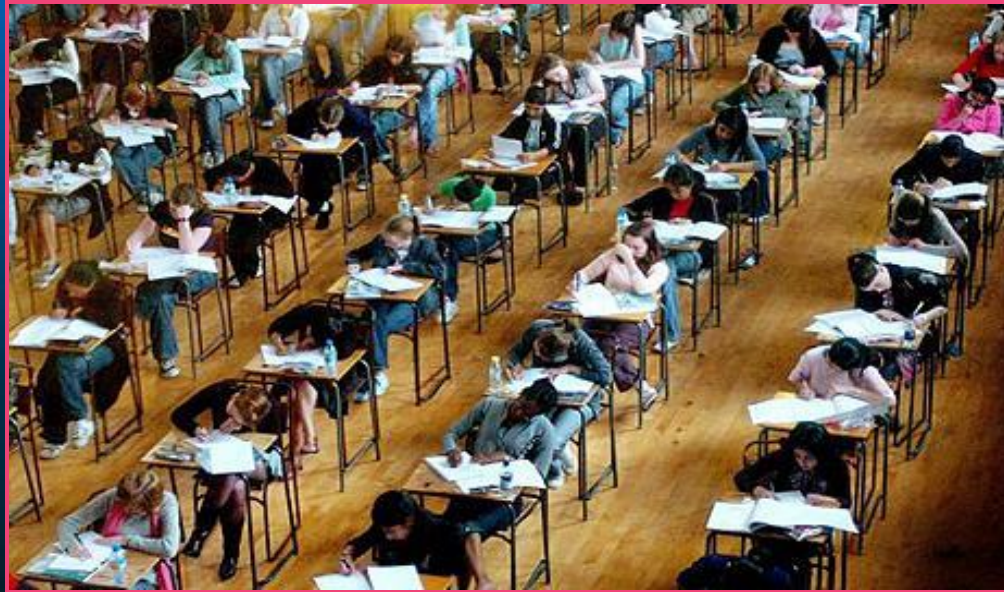
72%

“Arts events ... safe spaces to share ideas, thoughts, and passions, even when others have different views.”

39%

“I have changed an opinion or perception based on an arts experience.”

Improved Academic Performance





Americans Support Government Arts Funding with Community Impact

82% Returning military service members and families

81% Older adults to help with loneliness and isolation

81% Improve mental health

78% Healthcare and healing



Claim Your Impact

1. What is the message?
2. Who gets the message?
3. Who delivers the message?

Golden Rule: No story without a number, and no number without a story!

Appreciating Arts and Culture





AmericansForTheArts.org

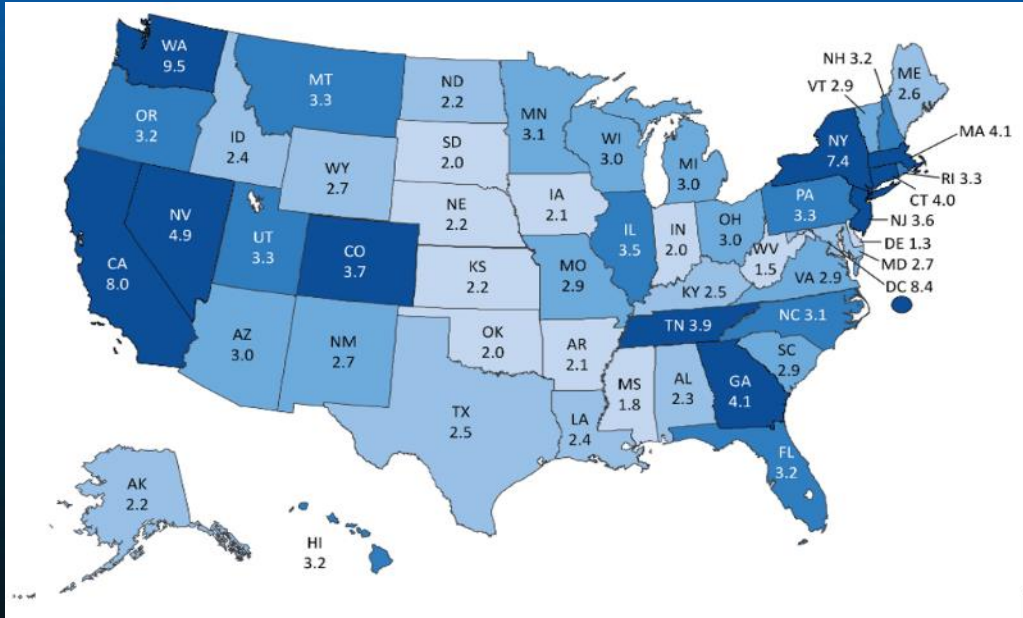
rcohen@artsusa.org





Arts & Creative Economy in Missouri

\$11.5 Billion — 2.9% of GSP — 94,009 Jobs



- Bigger than Agriculture, Utilities, and Education.
- Diversifies economies and Stimulates job growth.
- Source: U.S. Bureau of Economic Analysis

U.S.: \$1.1 Trillion — 4.3% of GDP — 5.2 Million Jobs (2022)



Our Epidemic of Loneliness and Isolation

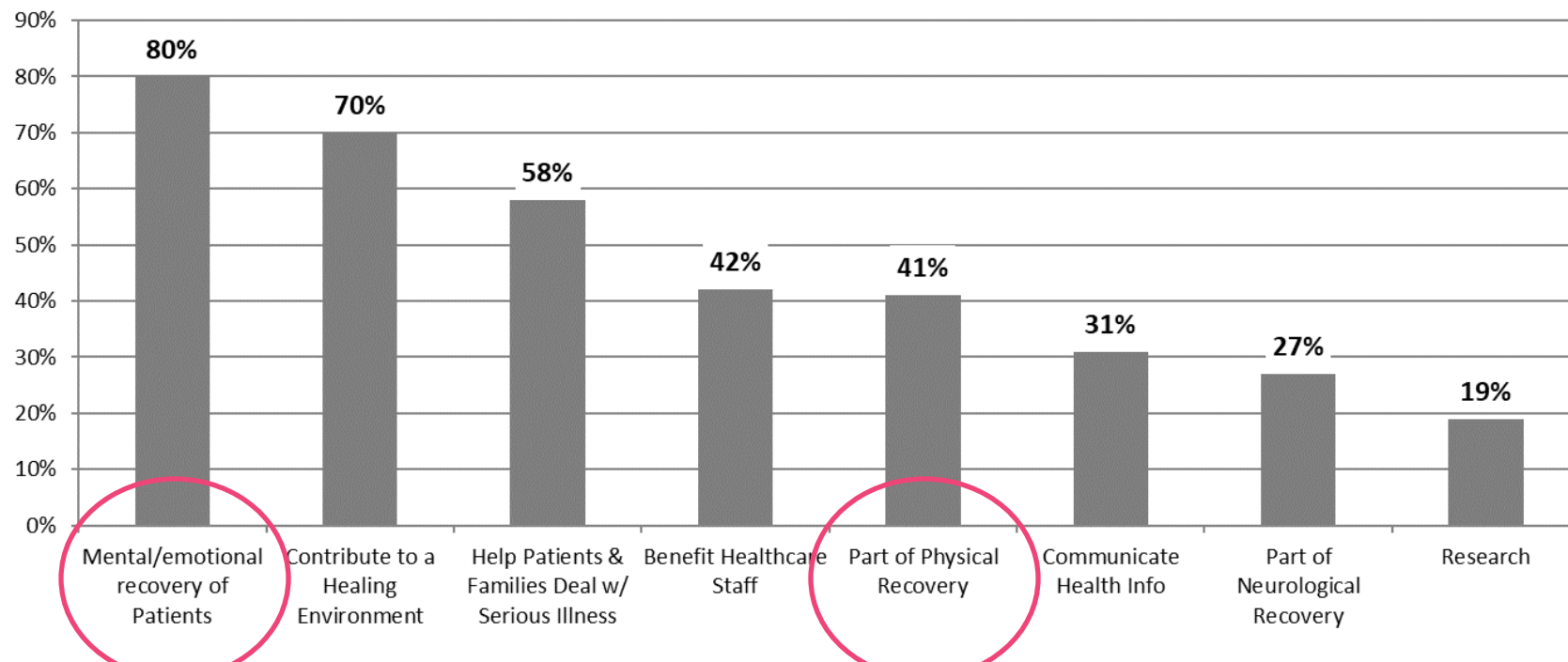


2023

The U.S. Surgeon General's Advisory on the
Healing Effects of Social Connection and Community



Why Healthcare Institutions Invest in the Arts



We Value Arts & Culture



86%

say arts and culture
is “important to
their community’s
quality of life and
livability.”



79%

believe arts and
culture is “important
to their community’s
businesses,
economy, and
local jobs.”



Thomas Südhof

Nobel Prize for medicine:

“I owe it all to my bassoon teacher”



- Drive for excellence
- Visual thinking
- Pattern recognition
- Problem solving
- Perseverance

