# Building Healthier Communities Through the Arts

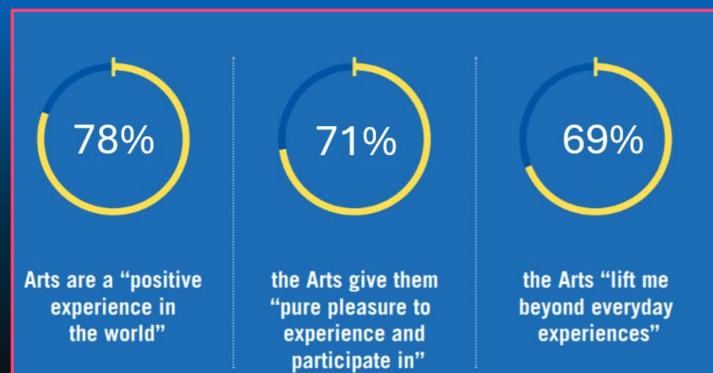
Arts + Health Symposium Regional Arts Commission of STL

October 22, 2024

@ArtsInfoGuy

Randy Cohen Americans for the Arts

## **Arts Bring Joy to Our Lives**



## 

## We Value Arts & Culture Attendees at Greater St. Louis Arts Events

81% "... Pillar for me within my community."

## 89% "... Inspires a sense of pride."

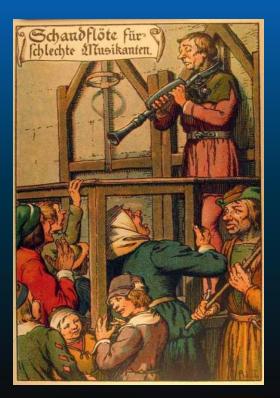
### 86% "... Preserved for future generations."



# **Stone-Aged Flute**



## **The Shame Flute**





## We Seek Out Arts Experiences

79% MOST OF US SEEK OUT ART EXPERIENCES.



## 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!

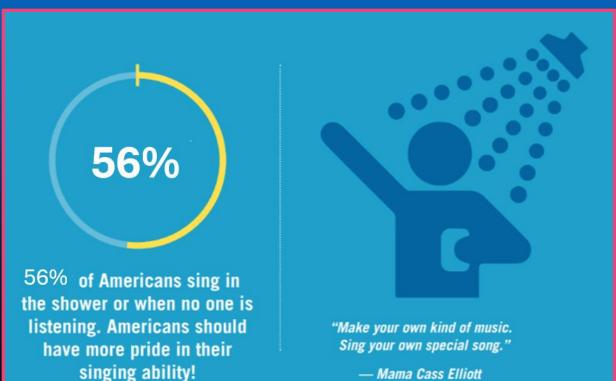


## 60% "... helped me cope during times of mental or emotional distress."



"... positive effect on my overall health and well-being."

## We Got A Stat for That, Too . . .





NO

### 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.

### @ArtsInfoGuy

## **Empathy, Understanding & Inclusion**

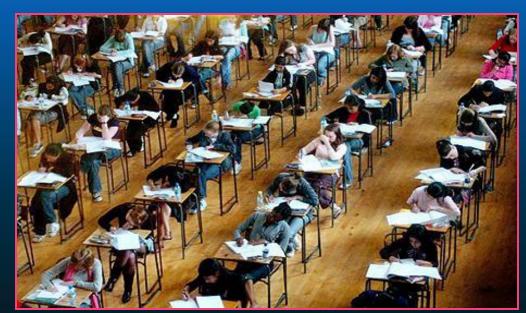
**72%** 

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



"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?

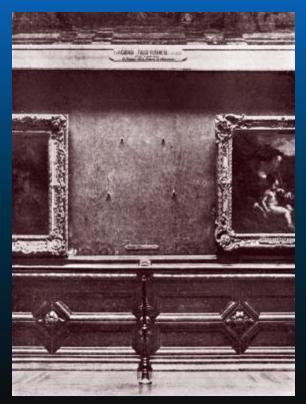
2. Who gets the message?

3. Who delivers the message?

<u>Golden Rule</u>: No story without a number, and no number without a story!

@ArtsInfoGuy

## **Appreciating Arts and Culture**



@ArtsInfoGuy



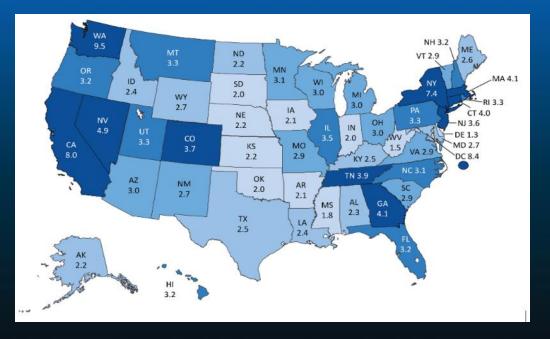
## **AmericansForTheArts.org**

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

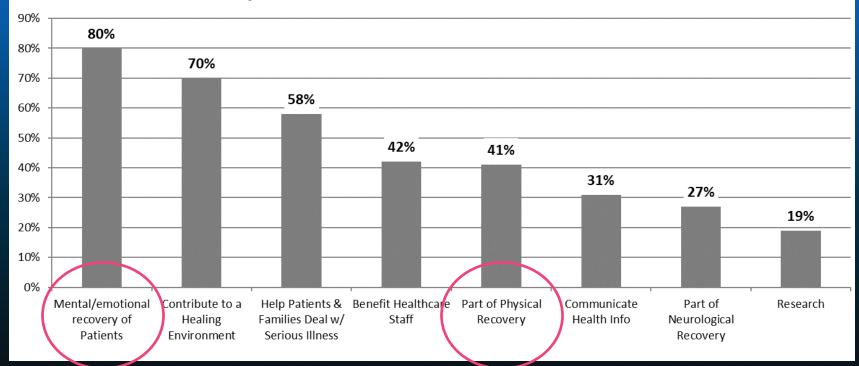
## Our Epidemic of Loneliness and Isolation 2023



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



### Why Healthcare Institutions Invest in the Arts



upke 7th Moon (Peter Reno) Kama Chameleon (C ; Song Let's GiveThem Something to Talk About You Were on My Mind These Boots are Madefor llowing In the Wind Leaving on a Jet Plane Lemon d Off Fannie (The Band) The Garden Sinz All W

(Culture Gub) On My Darling, Clementine 2 & 2 are 4, 4&4 area State Fair Summertime, When the Moming Comes (Hall & Gub). Got a Horse Right Here: Garden Song (inch by inch). X's and it of the Bardingth Pail on the Device the Come of th

es Theme Partit CoarUnction Theme Ti Had a Hammer On Top of The World (Cargenters) Daisy, Daisy Edelweise Doe, a Deer Raindrops on Roses Take MeOut to the Ballgame Alon & the Chipmunks Song Cet Well (Beaver English) Country Roath da National Anhem. God Bless Keep Falling on my Head This Train is Bound for Glory. My Strange Nation (Susan Werner). The Green Crass Grows All Around Song, Skteen Tons. Amazing Grace. You are my Sunshine: They Call The Wind Mariah. It's Raining It's pouring Happy Birthday (Instituday (Instituday (Instituday Instituday)), pider Rain, Roa Away, Little Johnnie Wantsto Play. In the Early Morning Rain. Singing in the Rain On Ikley Moor Baht'at. Rain, Roa, New Orleans. The Phone Hour (Bye Bye Birdie). Operator (Jim Croce) Why Do Fools Fall. In Los Singing in the Rain American (West p) (Van Halen). Covita (Lincoln Project). Swallow the Fly—guese she'll die. I Can See Clearly Now (Johnnie Nash death). Detta Dawn (Helen Reddy death). Autumn Laaves (Nat King Cole). Zipidre doo-dah. This Old House (Rosemary Clooney). The a Little Kindhess. Commander in Chiel Reast Great American Dynasty (Taylor Swift). Tender Shepherd. Tonight (West Side Story). Yesterday (Beatles). Our Favorite Son (Will Rogers Follies). What's Good for General Bullmoose (LilAbner). Mr. Bejangles (Nitty Gritty Dirt Band). Mr. Bejangles (Sammy Davis Jr.). Sun Will Com

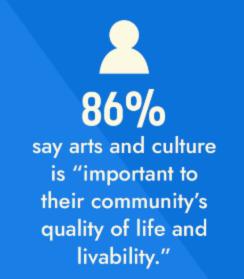
Signed, Sealed, Delivered I'm Yours (ballots delivered) ka A Silt (LEO) America (Simon and Garluket) Over the sealaus Dominick The Donkay Santa Tell Mc (Ariel Cranc ing to look a lot like Christmas Forever fruitcake Heard d Loome all ye faithful Silent Night Rudolf the Reindeen e Yourself a Menry Xmas Blue Moon (3 VERSIONS: Elvis) rein to Georgin Happy Birthday Gimme Three Steps Mis Nothing Yet You Make My Dream Come True Lovely Da at a spoonful of augo i helps the medicine go down. Mag s) Miningit Train to Georgia (Jim Weatherly dies) IK Raat Siles Penny Lane Walking in Stonshine Bitch Is Back artus, Lucy in the Sky with Diamonds. Mother's Helps II (On (Wilson Phillips) Drink, Drink, Drink (Marie Larzo) C olday Hitch Hells the Gang SAL Here. Chay Van Why Do Runt) (Bay City Rolera) Fiday (Resea cablack) Louis, L 2repte. How Many Times(Tray Sang) Other's site of Arine ina colada) Abitens My Old Kentucky Home Froetbeese Rittel's Gignettee and Whiley Cricket Cole Courtry Joe Mac). Red Rabin sang. Trip Anound The Gently Weep In The Heights Cricket Lovely Cricket Old in Gord Frinch in Me Political Science American Cir(1/o rer and Rancher Should Be Friends (OK) One of These II (Marcon Five) Mexico (James Taylor) South of the Bord Sovy Theme Love Reign on Me. So Very Hald to Go Tes Pi



wer of the Book Book (English + Spanish) Happy Birthal Song Silent Night Cheathurts Roossting Over Open Fire Child is This?(Josh Graban) You're a Mean One, Mister C Bir Ilia behene for Christmas Felis Navidad Tis The Seas is This? Do You See What I See Frosty The Snowman W otes" (Rent song about Trump's Georgia call) Epiphany at tomorrow Don't Worry. Behappy. This Land Is Your I iden Train, Hams Train) Goto Give the People What Th My Thumb offst raking about fingen prins). Reflections (Cruz files to Mexico during the TX freeze). Fire and Rain Dog (2: Elve & Hg.) My Shot You Ain Tsean Nothing Yo Alive Don't Stand Sc Cleas to Me Medicine (J.Lo.) Gos tion). The segure! TakeHa Oxi to the Baligame We Have Apal Come She Will Gool Microing, Baltimize 11,2600 We are family (Maya's satoption). Fire To Be You and Me ). Streats of Lando LittleNeck (Reba). Escence (Julia Igles in the USA (Miley Cyrus) Timor (Shakira). Blood on the Twice, It's All Right The Pharmacy Song. Beatable's Song I (Aluolson). Hotel California Reprocenting Data. Song SI (Shallone's 7eth). Suney with the Ininge on top. Bern File to file Vine. The Mango Song (Gen. Zooz). We Will Rosk umming on Emply (Jackson Brown). Take I Essay Happy Bop Belleving. The DogSong Many Tyter Moore Show them

movine the fuel here benefits of the response of the response

## We Value Arts & Culture





@ArtsInfoGuy

# Thomas Südhof Nobel Prize for medicine: "I owe it all to my bassoon teacher"



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