

VicHealth Arts Strategy 2017–19

VICHEALTH

VicHealth is an international pioneer in health promotion. We collaborate across sectors, including the arts and creative industries, to achieve the greatest health gains.

As a creative and innovative organisation, we recognise the central role of arts and culture, and the creative industries in promoting health and preventing illness.

OUR FOCUS

- Look to the arts, culture and creative industries to build our resilience and social connections to withstand and flourish in light of future challenges as predicted in VicHealth's *Bright Futures megatrends report 2015*.
- Develop new partnerships and approaches to build health benefits and bring new ideas and sectors on board to creatively address health problems.
- Focus the arts on addressing complex social problems such as social isolation, youth mental wellbeing, gender equality and local identity and place.



INNOVATE

Trial new approaches to improve health equity and accelerate mental and physical health gains through arts and creative industry partnerships. Examples include:

Social Impact Partnership

VicHealth is co-investing with Creative Victoria and other government partners in the Future Makers for Change program (2017–2019) which supports creative practitioners and social delivery partners to unpack a social issue, prototype and then deliver creative projects that can affect social change. VicHealth's focus is on projects that can build social connection and resilience among young people and women.

This investment stream is part of the Social Impact Program, which is an action of the Victorian Government's Creative State that aims to improve the lives of Victorians through creative experiences and participation, and the application of the creative services.

Victorian Design Challenge

VicHealth has a collaboration with the National Gallery of Victoria (NGV), the Australian Graphic Design Association (AGDA) and Creative Victoria to support a design challenge that can make a significant impact to young people's community wellbeing through design and technology.

The Challenge culminates in a high-profile pitch event where the potential of design and creativity to solve social problems is showcased. Partner organisations are afforded the opportunity to further scale solutions into full-fledged health promoting interventions.

Gamification for health and wellbeing

In partnership with Creative Victoria's Social Impact Program, VicHealth is piloting the use of a game-based app that will support young workers to stay resilient during the transition periods between education and purposeful employment.

**ON TRACK TO:
One million more
Victorians with
better health
and wellbeing
by 2023**

INFORM

Become the voice of evidence for arts and wellbeing in Australia, building new networks, new knowledge and healthier public policy in all sectors and at all levels of government.

Evidence Platform: doing art better

Arts for health practice and policy are limited by lack of evidence of what works and measures. Research about arts participation and its benefits to health and wellbeing is often not regarded as empirically rigorous, or is not readily accessible to those working in the field. This barrier to continuous improvement in the arts is likely limiting the health benefits for Victorians.

VicHealth is a sector leader in both the arts and health fields. Also as a WHO Collaborating Centre and a major ARC/NHMRC industry partner, VicHealth has a unique capacity to create new knowledge about what works in arts and culture to improve mental health and wellbeing and about how to measure and communicate success.

VicHealth will seed, translate and distribute new knowledge through the establishment of a What Works in the Arts, Health and Wellbeing webpage.

Current projects include:

- scoping of creative industry initiatives that could be used to promote gender equality
- evaluation reports of VicHealth's Active Arts program.

INTEGRATE

Multiply and sustain our Active Arts successes by creating supportive environments for health where people live, work and play. Evaluate what works and distribute this knowledge broadly through the Evidence Platform.

Current projects include:

Local Government Active Arts

Continuing to build evidence of promising practice in the arts and its contribution to increased physical activity and social connections, VicHealth has supported three local governments to pilot sustainable initiatives in this area.

Mass participation events

Ausdance and VicHealth will partner to activate communities in both metropolitan and rural areas through Big Dance 2018.

VicHealth will continue its collaboration with White Night and other producers of mass participation events.

The Gallery Workout project

In collaboration with Arts Centre Melbourne, the NGV and Melbourne Museum, VicHealth supports a unique program that reimagines the cultural experience and creates a physical tour for audiences of all ages to engage with art through a curated exercise-based activity, promoting active movement and social connectedness, freedom of expression and artistic creativeness.