



ArtsCare



**Championing the therapeutic value of
creative expression**

mac
Mississauga Arts Council

Why ArtsCare?

- MAC's ArtsCare initiatives began in 2019 when MAC was struck with key resources and findings that recognized the incredible benefits of the arts and arts activities in aiding those with mild to moderate mental health and behavioural issues.
- Interest in how Mississauga, Peel, and Ontario can come together to invest in arts and social prescription programming
- ArtsCare programming not only benefits those with health obstacles, but also provides artists with a new income stream, and saves overall costs in the healthcare system



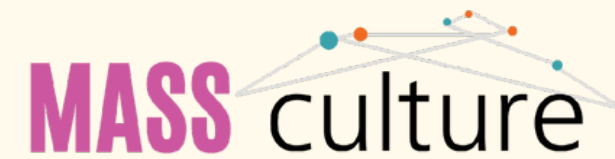
Key Resources

- Impressions of the impact of the arts on quality of life and well-being in Ontario – by Nanos to Ontario Arts Council (2017)
- Creative Health: The Arts for Health and Wellbeing Inquiry Report – All-Party Parliamentary Group on Arts, Health and Wellbeing (2017)
- What is the evidence on the role of the arts in improving health and well-being? A scoping review – Health Evidence Network synthesis report 67- World Health Organization (2019)
- Canadians' Arts Participation, Health, and Well-Being – Hill Strategies (2021)



The Datathon

In partnership with Mass Culture



- In September 2021, MAC partnered with Mass Culture to introduce a virtual Datathon to bring together as much research as possible on the benefits of arts for mental health
- 35 participants were brought into 3 data parties that in total collected 93 resources, tools, research papers, and frameworks with consistent findings that the arts are a benefit to those suffering with mental health obstacles
- Resources can be found at artscare.ca/resources



The Arts for Mental Health Conference

October 6, 2021

- The Arts for Mental Health Conference brought together health care practitioners and creative sector leaders to explore the rationale for, the design and implementation of a pilot program that will deliver and expand arts programs to people living with mental health issues in Mississauga
- 130 participants gathered together for this virtual conference with speakers from the Canadian Association of Music Therapists, Acquired Brain Injury Clinic, Workman Arts, the Alliance for Healthier Communities, and more
- The result was the necessary foundation for MAC to bring research into action, as well as 3 key findings



Key Conference Findings

1

The Need for ArtsCare is Unprecedented

And so is:

- The demand for mental health services
- Awareness for mental health concerns
- Levels of isolation among seniors
- Exhausted healthcare professionals
- Costly healthcare system

2

The ArtsCare Solution

- **Enables** connection, greater confidence, new friendships, hope
- **Reduces** doctor visits, stays in hospital, demand on the healthcare system, dependence on substances, suicide/suicidal ideation
- **Enriches** overall quality of life, engagement, feelings of belonging, learning and brain function

3

ArtsCare Pilot Programming

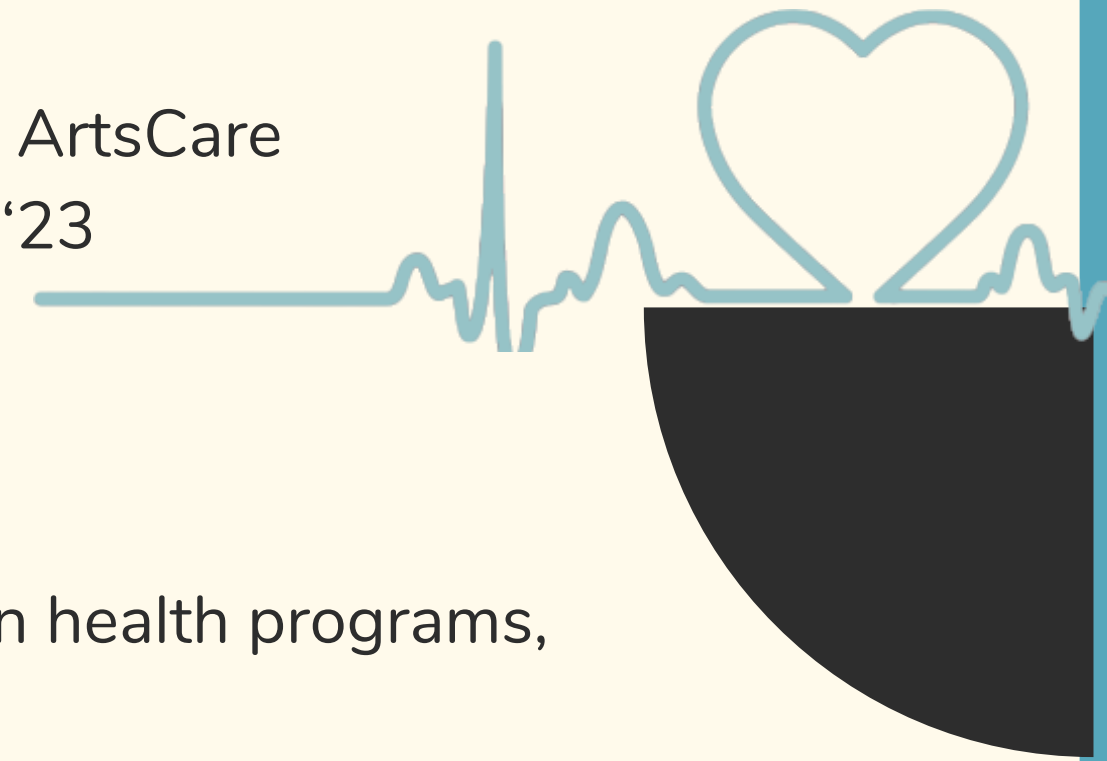
The recommendation:

A 24 month pilot arts care prescription and referral program provides links, coaching and navigation tools, for medical and healthcare professionals, to confidently prescribe popular non-pharmacological therapies and proven treatment options for their clients.



ArtsCare Pilot Program Proposal

MAC enlisted the help of Registered Psychotherapist Haley Toll in the finalizing of an ArtsCare Pilot Program Proposal, presented to Minister Tibollo at the MACsquerade Glam Ball '23



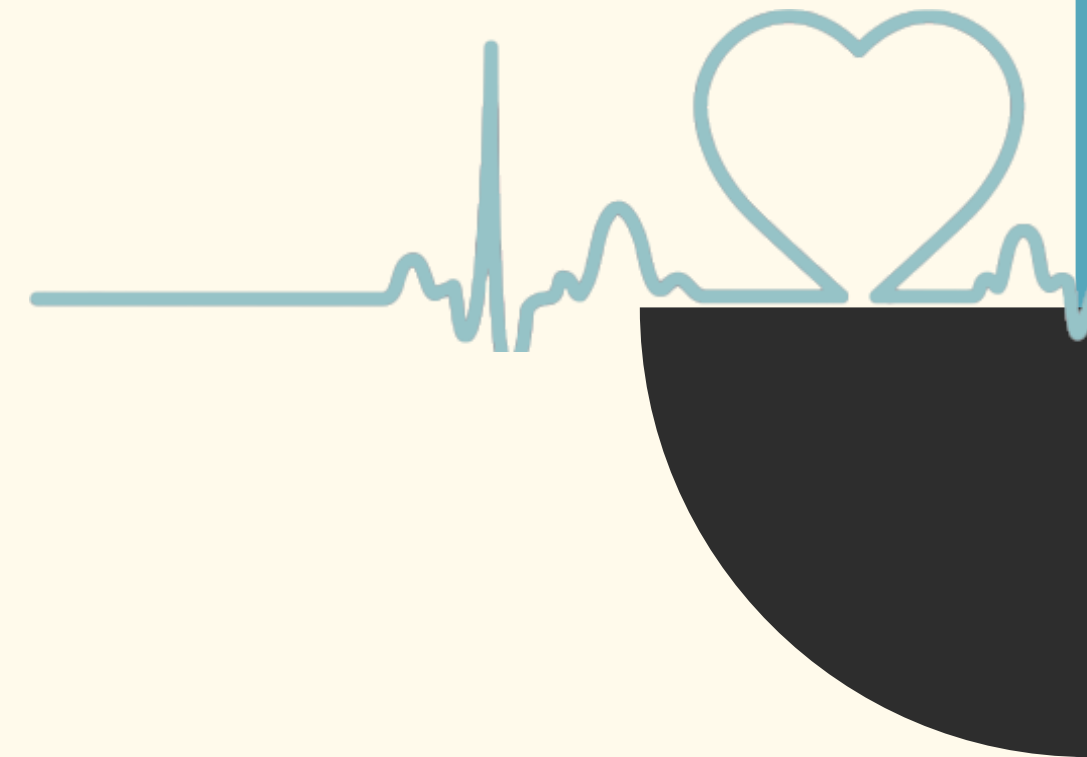
Multi-tiered Arts Prescription Model

1. **An interactive online platform** for personalized social and self-prescribing of arts in health programs, with guidance and support from trained professionals.
2. **Training and education** for medical providers, artists, and participants, led by qualified arts therapy and arts in health professionals.
3. **Multi-tiered arts in health programming** addressing various mental health needs, from symptom prevention for newcomers to complex support for homeless youth, aligned with contemporary community requirements.
4. **Research and promotion** efforts to collect diverse empirical data on arts-in-health program effects, including cost-benefit analysis. Findings will be shared intentionally across multiple platforms to advocate and inform policymakers, researchers, and individuals about the program's benefits and evidence-based outcomes.

MAC ArtsCare MicroGrants

ArtsCare in Action

- In 2023 alone, MAC's ArtsCare Program Development MicroGrant enabled 75 participants to enjoy creative therapeutic programs in 2023 through workshops led by WriteWell, Artists in Momentum, and Visual Arts Mississauga



How You Can Get Involved

Propose an ArtsCare Program

- Propose a Therapeutic Arts Program that employs local Mississauga creatives and provides multi-week workshops that benefit the mental wellness of participants.

Join our Referral Roster

- Does your organization serve people who could participate in and benefit from a Therapeutic Arts Program? Do you run a facility that could host these valuable workshops? Sign up to join our roster at form-can.keela.co/artscare-participant-referral-form





Thank you!

Visit artscare.ca for more information

