

Culture and Wellbeing

Driving cultural innovation through Arts on Prescription



Arts on Prescription in the Baltic Sea Region

What is Arts on Prescription?

Arts on Prescription (AoP) is a non-therapy and community-based programme for people with or at risk of developing mental health issues. It offers group-based culture and arts activities to promote mental health and social belonging.

Group size: typically 10-12 participants

Programme length: typically 8-12 weeks

Genres: visual, performing, digital, literacy arts and culture activities

Culture matters

Facilitating an Arts on Prescription programme is deeply rewarding, as it:

- improves psychological wellbeing among various age groups
- increases participants' energy levels, reduces stress and builds self-esteem
- strengthens social connections through shared creative experiences

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Arts on Prescription is a way to make our museum more relevant. With constant budget cuts, it helps us show politicians and the municipality that we matter – locally and nationally – by supporting people through initiatives like this.

Mathias Rude, Arts Facilitator, Brandts Art Museum, Odense (DK)

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RESPONSIVE PUBLIC SERVICES

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A cultural gamechanger with economic benefits

Arts on Prescription (AoP) programmes benefit both people who regularly enjoy arts and culture and those who have none or little experience in the arts. This means that Arts on Prescription can:

- attract new and diverse cultural audiences
- create income streams for cultural professionals, boosting culture innovation and economic resilience in the sector

Gain new skills as a culture and arts facilitator

Developing and facilitating AoP activities requires motivation and dedication. As arts facilitators and cultural organisations, you need to design activities tailored to the programme's target audience. AoP offers new skills, methods, and practices, you can use to help create inclusive and sustainable cultural and arts activities for people with mental health issues.

“ Sharing cultural heritage is an uplifting experience—it helps people flourish, become more open, and develop a stronger sense of self-worth and belonging within society

Andra Ķīse, Director of E. Veidenbaums Museum, Cēsis (LV)