

The Art of Staying Healthy:

Can culture improve our well-being?

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Arts and Culture for a Better and Healthier Life: Open Call for Projects

The recent [WHO report](#) on the role of the arts in improving health and well-being highlighted the important role of the arts sector in promoting good health, preventing mental and physical health challenges and supporting the treatment of acute and chronic conditions. Engaging in arts and cultural activities can reduce loneliness and isolation, increase social cohesion, strengthen individual and group identity and help to address social inequalities.

The project “The Art of Staying Healthy” aims to develop collaboration between the arts and health sectors and to pilot arts interventions on the health and well-being of people and communities in the Northern Dimension (ND) area, which covers Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia and Sweden.

In the Open Call, we invite organisations to submit ideas that explore the possibilities of integrating arts and cultural activities into the provision of health and social care services. The proposals should engage specific target groups, for example, vulnerable populations, different age groups or patient groups. Definitions of arts and health can be found in section 1.1 of the WHO report. Use these as a reference, but notice that other creative, cultural, or health care areas are also included in the Open Call.

The successful applicants will be offered workshops and mentoring to develop their ideas and will receive a grant to pilot the methodologies and implement project activities.

Project applications must be submitted by **19 July 2021**. The project call and the application forms can be found [here](#).

“The Art of Staying Healthy” is a joint project between the [Northern Dimension Partnership on Culture](#) (NDPC), the [Northern Dimension Partnership in Public Health and Social Well-being](#) (NDPHS) and [EU National Institutes for Culture](#) (EUNIC), supported by the [Arts Promotion Centre Finland](#). The project is co-funded by the European Union.

Further information about the Open Call:

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