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NEW TECHNOLOGIES AND SOCIAL CHANGE

Objective 1: Have creative expression identified as a human right that is valued and accessible to all
- Lobby and write policy paper
- Create opportunities for engagement and participation in the arts using technology

Objective 2: Increase awareness of arts organizations nationally
- Develop centralized location/repository of information about organizations employing technology in art and art in technology
- Develop list of POA attendees with summary of organization and web-links
- Establish “POA minutes” similar to “heritage minutes”

Objective 3: Use art and technology as a mechanism to enable, and mobilize around implementing positive social change.
- Develop community-based participatory action research projects that use arts and technology to engage Canadians in a dialogue to identify social priorities
- Develop research project with organizations and institutions (government, private sector, etc.) to identify priorities using art and technology for social change
CITIZENSHIP AND DEMOCRATIC PARTICIPATION

Objective: Enact Beautiful City.ca model nationally

- Mobilize young business professionals associations for the arts in 8 Canadian cities to advocate for the arts
- Have Devon Ostrom and Che Kothari speak at the Business for the Arts Young Leaders Summit in November 2013
- Document the advocacy work that was done to draw best practices and lessons learnt
- Draw from and harness the lessons from existing research, policy and data
- Identify cross-sectorial stakeholders and potential partners
- Develop online toolkit for action.
- Establish a national core team with regional representation
- Galvanize the Arts Councils across the country
- Develop at a national level the ArtReach Toronto collaborative funding model (government, industry and individuals)

3. ANTICIPATED OUTCOMES

- **Outcome 1:** Mobilized community power, participation and co-creation
- **Outcome 2:** Partnerships facilitated across silos
- **Outcome 3:** Influence on policy, curriculum, funding
- **Outcome 4:** Spaces for creative activity established
- **Outcome 5:** Artistic literacy and recognition of the importance of the arts established
ECONOMIC DEVELOPMENT AND SOCIAL ENTERPRISE

- **Objective 1:** Learn to think and communicate social innovation in the creative sector
  - Develop partnerships with public and private organizations and institutions outside of the creative sector.
    - Implementer: ASC project, Law Society of Canada, Ad agencies, Business for the Arts, SIG (Social Innovation Group),
  - Offer young entrepreneurs, workshops in schools, and connections with the private sector
  - Integrate arts based practice into other sectors
  - Create collective voice to talk to partners, and a virtual meeting place

**Objective 2:** Ensure sustainability of the sector (mission, ethics, values, politics, economics)
- Build on existing initiatives and determine what other organizations are doing.
- Empower underrepresented voices, different sectors, regional representation to make sure everyone is involved

**Objective 3:** Facilitate the exchange of knowledge, co-creation, and sharing
- Define social enterprise, potentially using Quebec as a model
- Share, communicate and exchange knowledge to bring organizations and people together with a logo or model
- Use ASC-SSHRC project to ensure findings are available

3. **ANTICIPATED OUTCOMES**
- **Outcome 1:** National voice
- **Outcome 2:** Recognition and credibility in the community at large
- **Outcome 3:** Synthesized resources
Objective 1: Share practices and research
- Create a database for groups to establish and maintain contact and share resources and practices
  - Implementers: Michaëlle Jean Foundation (perhaps with “ArtBridges”, etc)
- Through the Power of the Arts Forum, ensure that there is a day dedicated to discussing research and translating research into practice
  - Implementers: Michaëlle Jean Foundation (modelled on practices from Centres of Excellence)

Objective 2: Integrate the arts into national life, including honouring indigenous cultures and the land
- Ensure more sustainable support for the arts in education
COMMUNITY AND URBAN RENEWAL

Objective 1: Create Power of the Arts for social change (FMJF) mechanism/network
  - Develop database, apps, regional satellites, connecting with existing networks

Objective 2: Embed the arts in existing and emerging spaces as a source of vitality
  - Work with local government and partners to ensure accessibility and remove legislative barriers
  - Collaborate with all sectors of society for buy-in
  - Secure funding

Objective 3: Foster knowledge at community level about importance of the arts and materials available to agitate for change
  - Advocate for return of long-form census
  - Build infrastructure to support community development of the arts
  - Identify local champions
  - Work with existing advocacy groups to get information to communities
DIVERSITY AND SOCIAL INCLUSION

Objective 1: Promote education and public awareness about diversity that is supported by research
  - Online petition circulated widely in favor of diversity, social inclusion and the arts.

Objective 2: Build partnerships between social agencies and the arts, actualizing diversity and social inclusion
  - Promote partnerships between Canadian public institutions and the arts community and their institutions to ensure that the ethics and values of Canadian public institutions promote diversity and social inclusion
  - Advocate for more space, funding, time, partnerships and mentorships to enhance diversity and social inclusion.

Objective 3: Engage and acknowledge diverse forms and sites of art performance and practice as valid.
  - Refine petition and circulate using database
  - Create a database linking social services with arts groups
MENTAL AND PHYSICAL HEALTH

Objective 1: Raise awareness about art as a social determinant of health and a basic human right
  • Get arts more actively and consistently delivered in schools
    o Increase teacher training (# of hours, focus on arts)
    o Engage community (parents, students, groups, etc.) to support delivery
    o Encourage co-curricular teaching
  • Develop coordinated awareness campaign
    o Gather/develop repository of projects/data and promote
    o Write articles in different publications in arts/health sectors and more
    o Develop coordinated government relations strategy
  • Make art (making of and appreciating) accessible in communities (diverse and relevant)
    o Translate existing knowledge to accessible language
    o Incorporate research within these projects to build evidence base
  • Take every opportunity to make connections
    o Cross-sectorial exchanges
    o Develop new links
    o Ask participants (this weekend’s forum) to incorporate arts/health tactics in their strategic plan
    o Create video testimonial about the arts/health connection by prominent Canadians and youth
  • Art is included in the “well-being index”
  • Endorsements from healthcare, corporate, professionals, politicians, educators and ARTISTS
  • Coalesce health and Arts groups (and other sectors)
    o Identify stakeholders (MAP this)
    o Local community groups and their networks
    o Government (all levels and sectors)
    o Discipline-focussed advocacy groups (music, dance, visual, etc)
    o Artists
    o Education/training institutions
    o Corporate buy-in (e.g. become part of their CSRs)
    o Insurance co’s (EAPs = Employee Assistance Programs)

Objective 2: Focus on building capacity
  • Integrate a holistic view with health professionals
    o Implementer:
      ▪ Health professionals, educators + govt ministries for education, artists, businesses, community, funding bodies
      ▪ Timeline:
  • Create a national / central repository
    o Can know what others are doing
    o Can find partners
    o Contains research
    o Implementer:
- Health professionals, educators + govt ministries for education, artists, businesses, community, funding bodies
- Create collaborative spaces in communities (studio spaces)
  - Implementer
    - Health professionals, educators and government ministries for education, artists, businesses, community, funding bodies

**Objective 3: Prove the need for art as an intervention tool**
- Evidence. Document, evaluate and measure the outcomes of any initiatives
- Communications: Disseminate the information
  - Enable people to know what interventions are being done now.
  - Ensure the information is available through collaboration of the medical domain, the media and artists.
  - Share the evidence with health practitioners.
- Education/experimentation. To include arts in the curriculum of health practitioners and seminars to provide direct experience the benefits of creative expression.
PUBLIC SAFETY AND ACCESS TO JUSTICE

Objective 1: Provide access to intergenerational, culturally and gender-sensitive arts-based measures for people inside prisons and those involved in the criminal justice system

- Identify, connect, and establish partnerships with gatekeepers of prisons and the criminal justice system
  - Implementer: Jails and justice committees of religious groups, John Howard Society, Inmate Welfare Committee, Elizabeth Fry Society, Remix Project, Blueprint for Life, Pact Films
- Engage those who are incarcerated in developing arts-based measures in a spirit of respect and trust
  - Implementer: Pact Films, Operation Springboard, Manitoba – Elders in the Prisons, LOV, friendship centres
- Create a national arts based social marketing campaign to mobilize communities to support arts based measures in prisons
  - Implementer: Michaëlle Jean Foundation

Objective 2: Promote social justice, including promoting community oversight of law enforcement agencies and the criminal justice system

- Work with the media and utilize alternative media to articulate different narratives about the incarcerated and underserved communities
- Advocate for the transformation of police oversight committees and parole boards to make them more reflective of the constituents being served
  - Implementer: CRARR, African Canadian Legal Clinic, National Aboriginal organizations, Dalhousie University Legal Aid, Tribal Councils

Objective 3: Deliver intergenerational, culturally and gender-sensitive measures that prevent the school to prison and community to prison pipelines

- Create and transform spaces to enable the provision of asset-based programming and measures that reconnect marginalized groups with their history and culture
  - Implementer: House of Paint, Each One Teach One, Black Cultural Centre, Art City, The New Black, Antyx
- Ensure sustainable funding and opportunities for people to create art that challenges the school to and community to prison pipelines
  - Expanding the Artreach Toronto collaborative funder model nationally, Arts Express
  - Organization(s)/Individual(s)/group(s) responsible for implementation: Michaëlle Jean Foundation,
- Create a national network of arts programming for parents to prevent domestic violence and child abuse
  - Implementer: women’s centres, community centres, immigrant and refugee organizations, Native Women’s Association of Canada, community health centres, Coalition of New Canadians for Arts and Culture
- Incorporate the arts and engaging the community in urban design and neighbourhood planning
Implementers: architecture/engineering firms, urban planning departments, municipal administration, arts councils, cultural administrators

Objective 4: Establish and enhance alternative forms of justice that are intergenerational, culturally and gender-sensitive, within institutions and communities

- Map the existence and location of arts and social justice organizations that can provide alternative justice measures
  - Implementer: Michaëlle Jean Foundation, Arts Network for Children and Youth, ArtBridges
- Publicizing a cost/benefit analysis for alternative justice measures
- Empower parents to advocate for different expulsion policies at the school board level
  - Implementer: Grassroots level
CULTURAL INSTITUTIONS AND COMMUNITY INTEGRATION

Objective 1: Ensure cultural institutions are responsive to the community
- Invite people into cultural institutions, particularly diverse audiences
- Outcome – Bring people in to process
- Communicate more broadly with the public
- Outcome – Events better known
- Distribute literature/market institution; heritage does not have to be old
- Outcome - Local history of institution becomes known

Objective 2: Promote innovation in outreach efforts
- Diversify stakeholders/governance/representation membership
- Education efforts to increase market
- Create programs that encourage outreach
- Train staff for greater participation of the community
- Use art to communicate in outreach
- Share the wealth
- Create graffiti parks

Objective 3: Enhance collaboration with community stakeholders
- Increase presence of art within schools/youth
- Work with non-cultural institutions to conduct outreach work and innovate on programming