

Power of the Arts National Forum



Forum national Le Pouvoir des arts

ADVANCING SOCIAL CHANGE

NATIONAL ACTION PLAN

**Drafted by and for the Participants at the Power of the Arts National Forum
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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**

VOICE AND IDENTITY

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
 - Increase teacher training (# of hours, focus on arts)
 - Engage community (parents, students, groups, etc.) to support delivery
 - Encourage co-curricular teaching
- Develop coordinated awareness campaign
 - Gather/develop repository of projects/data and promote
 - Write articles in different publications in arts/health sectors and more
 - Develop coordinated government relations strategy
- Make art (making of and appreciating) accessible in communities (diverse and relevant)
 - Translate existing knowledge to accessible language
 - Incorporate research within these projects to build evidence base
- Take every opportunity to make connections
 - Cross-sectorial exchanges
 - Develop new links
 - Ask participants (this weekend's forum) to incorporate arts/health tactics in their strategic plan
 - 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)
 - Identify stakeholders (MAP this)
 - Local community groups and their networks
 - Government (all levels and sectors)
 - Discipline-focussed advocacy groups (music, dance, visual, etc)
 - Artists
 - Education/training institutions
 - Corporate buy-in (e.g. become part of their CSRs)
 - Insurance co's (EAPs = Employee Assistance Programs)

Objective 2: Focus on building capacity

- Integrate a holistic view with health professionals
 - Implementer:
 - Health professionals, educators + govt ministries for education, artists, businesses, community, funding bodies
 - Timeline:
- Create a national / central repository
 - Can know what others are doing
 - Can find partners
 - Contains research
 - 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

