

# Arts-Focused Approaches to Public Health Communications



Art is one of the most powerful ways that ideas, feelings, imagination, and abilities find their way into the world. It's also a critical pathway through which we acquire information and learn. By collaborating with artists, public health communicators can share culturally resonant, memorable, and trustworthy messages with their communities. When developing your next campaign, consider how building relationships with artists can enhance your public health impact.



**Invite** artists from diverse backgrounds into your community research and outreach programming

to add perspective and context that can lend important credibility to your messages. Local artists are often trusted and institutionally independent community members who are uniquely positioned to offer insight into cultural values, beliefs, symbols, and traditions that can strengthen messaging and resonance.



**Use** visual and oral storytelling like community murals, street art, plays, or musical performances as communication tools.

Dynamic storytelling connects health messages to audiences in more accessible and relevant ways. Artists can offer imaginative approaches to public health communications. New creative concepts for messaging can make your calls to action more memorable and help them stand out.



**Enlist** collaborators from local arts programs who have experience creating art for or with your priority audiences.

Performance artists who have developed a social following and community trust can be unexpected public health messengers. Interactive and arts-based communications increase engagement in person, online, and on social media with diverse audiences. Creative communications can also support multi-generational dialogues about public health.



**Partner** with community organizations like libraries, concert or orchestra halls, theaters, museums, parks and gardens, art galleries,

or festivals to host public health outreach programming. Cultural organizations and artists are primed to integrate public health messaging into their community engagement. Leverage their reputation, relationships, venues, and outreach channels to connect public health and arts.



**Request** artistic input to transform complex health data into digestible and colorful videos, infographics, charts, and maps to promote equitable access to information.

When conducting community-based research and preparing to share technical or complicated findings, collaborate with artists to explore information-sharing approaches that appeal to different learning styles. When working with artists, always compensate them for their time and expertise.

**PUBLIC HEALTH COMMUNICATIONS COLLABORATIVE**

For additional resources and messaging guidance, visit [publichealthcollaborative.org](http://publichealthcollaborative.org).