

**Cre-health** is a result from a project about culture and health as a possibility to broaden the market for entrepreneurs within the field of CCI, Cultural and creative industry’.

The project is a cooperation between the County Council of Dalarna, Department of Culture and education, the non- profit organisation of Skådebanan Dalarna and Finsam which includes different public bodies as the county council, municipalities and the labour office and aims at bringing people on long term sick-leave or unemployment closer to education or labour-market.

The project was financed by EU:s regional fund and the county of Dalarna department for culture and education.

**Cre-health is based upon advanced studies and research** and is

inspired by “Kulturhälsoboxen” (The Culture-health-box), a box containing six books with research and studies on culture and health, written by a research – team led by Eva Bojner Horwitz, Doctor of Medicine, University of Uppsala, Sweden



*“The brain is a muscle that gets stronger, like all other muscles, the more it is trained, The more the brain is doing exercises the better the health and cultural activities is the best and most important way of exercise. For this reason culture should be included in the tool-box of medical professionals.*

Quote: Gunnar Bjursell, Professor of Molecular Biology, university of Gothenbourg

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# Cre-health

*A kick-start to empowerment and social inclusion by culture and creative activities*

Creative processes and expressions strengthen your well-being and increase the ability to manage stress, feelings of futility



Photo P-O Söderlund



## Cre-health kick-start:

### 5 arts x 2 times x 3 hours

10-12 participants already participating in a program for people far from employment or on long-term sick leave.

Certified process-leader in the Cre-health method, "the red-thread" participating in all ten meetings

Certified artists in Cre-health method. Each artist is working with the group twice.

One of the staff from the program in which the group-members already are participating, is with the group all ten times to give stability to the group as well as to the artists.

Cre-health is including five art-fields; voice, movement, photo/film, drama and painting. Added to this five areas is mindfulness and reflection, led by the process-leader.

It's favourable if the participants take part of all different forms of art, as different expressions develop different parts in the brain and the body.

To become certified, all artists and process-leaders have gone through a program about culture and health according to the Cre-health-method, which consists of theoretic and practical studies.

## Cre-health - A well-working tool to improve empowerment and social inclusion

It is today an undoubtable fact that cultural activities have a good impact on health. This is the reason why and how the idea of Cre-health as a method once came up.

Cultural activities have a good impact on a physical, biological and emotional level, as they increase creativity, give a feeling of meaning and context, strengthening the memory, enhancing the ability of learning, making new links



Photo: Marja Fiander, Mirrorpainting

between the brain's right and left part, stimulate feelings and promote behaviors that make life easier "the cultural-health box".

The process, the flow and participation are the aims of Cre-health, not the production of art-items.

## From the evaluation of the pilot-tests,

by Malin Lindberg, assistant professor, Gender and Technics at Luleå university

The tests of the workshop concept were perceived as contributing to a positive development in the participating group of unemployed and people on sick-leave and the concept was esteemed to be a valuable complement to the ordinary activities of Finsam.

The artists showed an increased ability to understand other participants' perspectives and made them interested to take part in the activities.

A reflection from Finsam about one of the daily activities is that some of the participants showed new sides and expressed themselves in another way than in other activities arranged by Finsam. They seemed to open-up, participate in many different activities and go beyond their comfort-zone.

Personal development seems to be the most obvious effect of participating in Cre-health, an increased self-confidence, trust in their own abilities and the winning of daring. Trying these new and unknown activities made the participants - as they said - feel braver.

Some of the participants have made further progresses, i.e started working as interns or tried other activities within or outside the field of art.