

THANK YOU!



[monadnockartsalive.org](http://monadnockartsalive.org)

# THE MONADNOCK REIGION'S ARTS ACCESS PROJECT



**PRESENTED BY ARTS ALIVE! IN PARTNERSHIP WITH ANTIOCH NEW ENGLAND**  
This project was funded in part by National Arts Strategies with support from the National Endowment for the Arts, The NH Charitable Foundation, and NH State Council on the Arts



# ORIGINATING QUESTIONS

the arts are medicine.  
get healed.



CAN THE ARTS BE A TOOL TO IMPROVE COMMUNITY HEALTH?

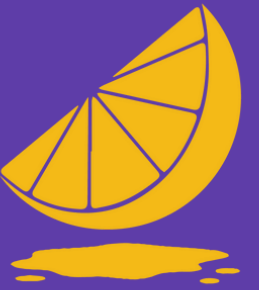
WHAT ARE THE BARRIERS TO ACCESSING THE ARTS?

CAN PEOPLE... OR DO PEOPLE WANT TO

"TAKE THEIR ART MEDICINE"?

# LANDSCAPE OF LONELINESS

the arts are juicy.  
taste it.



## PREVALENCE AND PERVASIVENESS

Gen Z, or young people ages 18 to 22, are **significantly more likely to be lonely than any other generation** in the U.S. About 2 in 3 feel shy, feel like others don't understand them, and feel that people around them are absent ([Cigna](#)).

## MENTAL HEALTH RISKS

Before the pandemic, "60% of U.S. students felt 'overwhelming' anxiety, while 40% experienced depression so severe they had difficulty functioning... Suicidal thinking, severe depression and rates of self-injury among U.S. college students more than **doubled** over less than a decade" ([American College Health Association](#)).

## ACADEMIC IMPACT

In 2019, **27% of U.S. based students** reported that feelings of anxiety had caused them to achieve a lower grade on an exam or in a class, while 20% of students said that feelings of depression were the cause of worse academic performance ([American College Health Association](#)).

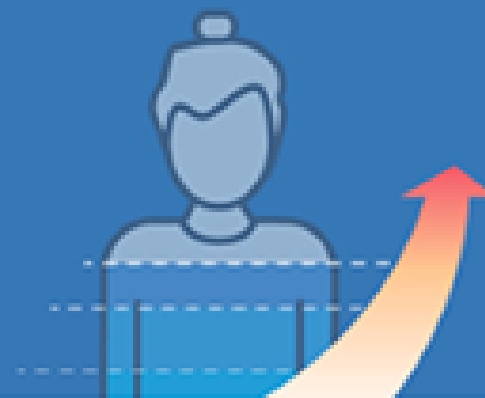
43%  
of seniors<sup>1</sup>

feel lonely  
on a regular  
basis.



There is a  
45%  
increased  
risk of  
mortality<sup>1</sup>

in seniors  
who report  
feeling  
lonely.



Similar to  
smoking  
15  
cigarettes  
a day<sup>2</sup>



Loneliness is more dangerous than  
**obesity** and as damaging to health  
as **smoking 15** cigarettes a day.



## HOW LONELINESS IMPACTS YOUR HEALTH.

Loneliness can cause the same  
amount of damage to your  
lifespan as smoking **15**  
cigarettes a day.

SOURCE: CIGNA



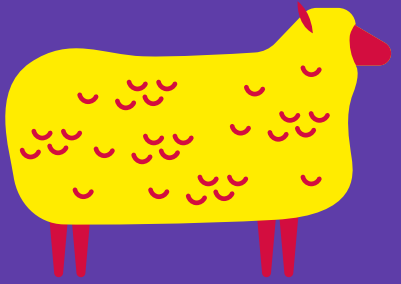
Loneliness is recognized as  
a significant threat to  
**physical** and **mental** health.

SOURCE: SOCIAL SCIENCE & MEDICINE



# LONELINESS IN OUR REGION

the arts are a sheer delight.  
ewe should try them.



Adults experiencing frequent mental health distress **12%**

Youth experiencing sadness or hopelessness **34%**

# THE WORLD SINCE THE QUESTION

the arts are fresh.  
breathe it in.



## POLITICAL DIVIDES

2020 Elections shift country to Democratic control. Events of January 6, 2021.

## COVID 19 PANDEMIC

US has had  
71,100,000 Cases  
868,000 Deaths

January 2022 Data

## SOCIAL JUSTICE MOVEMENTS

National conversations around race, equity, gender, safety, and voting rights



Photo by Elizabeth Frantz, August 2019



Photo by Lisa Scoville, April 2020

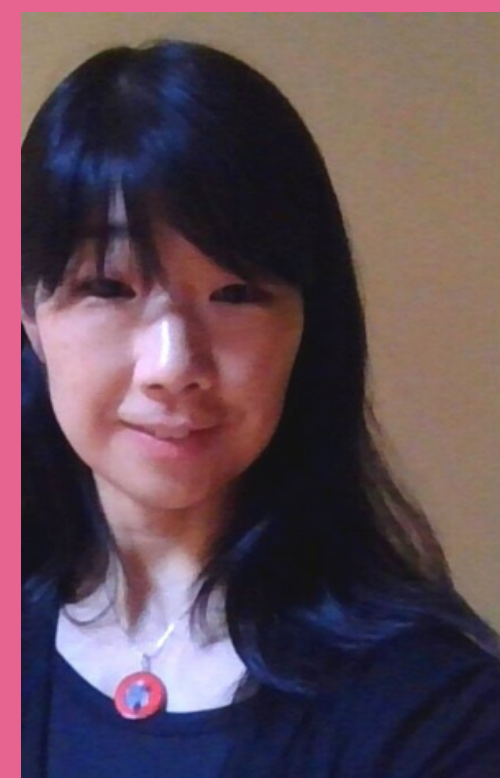
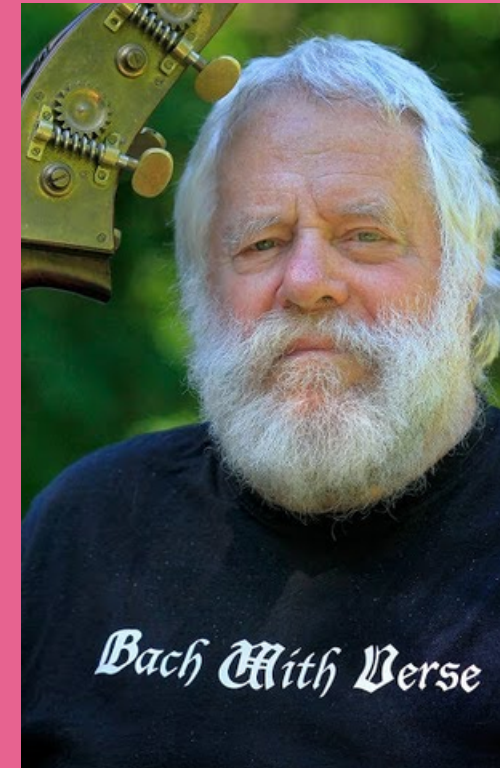


Photo by Lisa Scoville, June 2020

# CONDUCTING THE STUDY

## SURVEY & FOCUS GROUPS

the arts are sweet.  
savor it.



# COMMUNITY & CONNECTING

the arts are here.  
discover monadnock arts.



**97%**

agree that a  
connected community  
fosters wellbeing

**90%**

agree that community  
events are an effective  
means to connect people

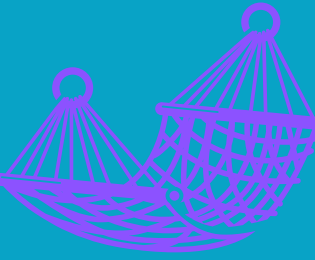
**80%**

responded they would  
like to be more  
connected to community



# DEMOGRAPHICS OF SURVEY

the arts are swingin'.  
climb in.



**AGE**

**OLDER**

**HOUSEHOLD  
INCOME**

**ON PAR WITH MEDIAN**

**FAMILY  
SIZE**

**SLIGHTLY  
SMALLER**

**EDUCATIONAL  
ATTAINMENT**

**SIGNIFICANTLY  
SKEWED**

**RACE**

**SLIGHTLY  
MORE DIVERSE**

# RANKING HEALTH & LONELINESS

the arts are fly.  
swoop in.



# 1-10

PHYSICAL HEALTH

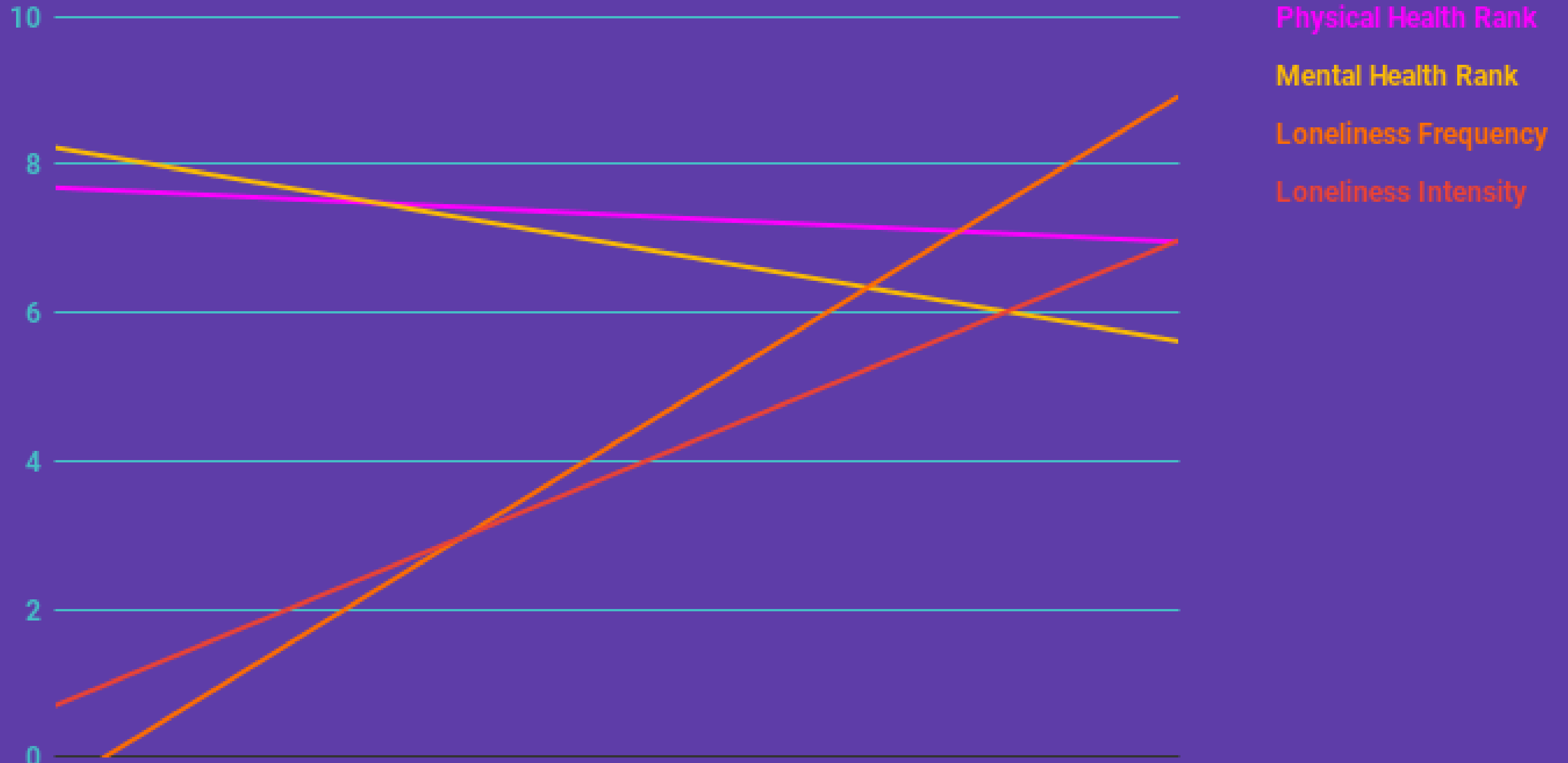
MENTAL HEALTH

LONELINESS FREQUENCY

LONELINESS INTENSITY

# RANKING HEALTH & LONELINESS

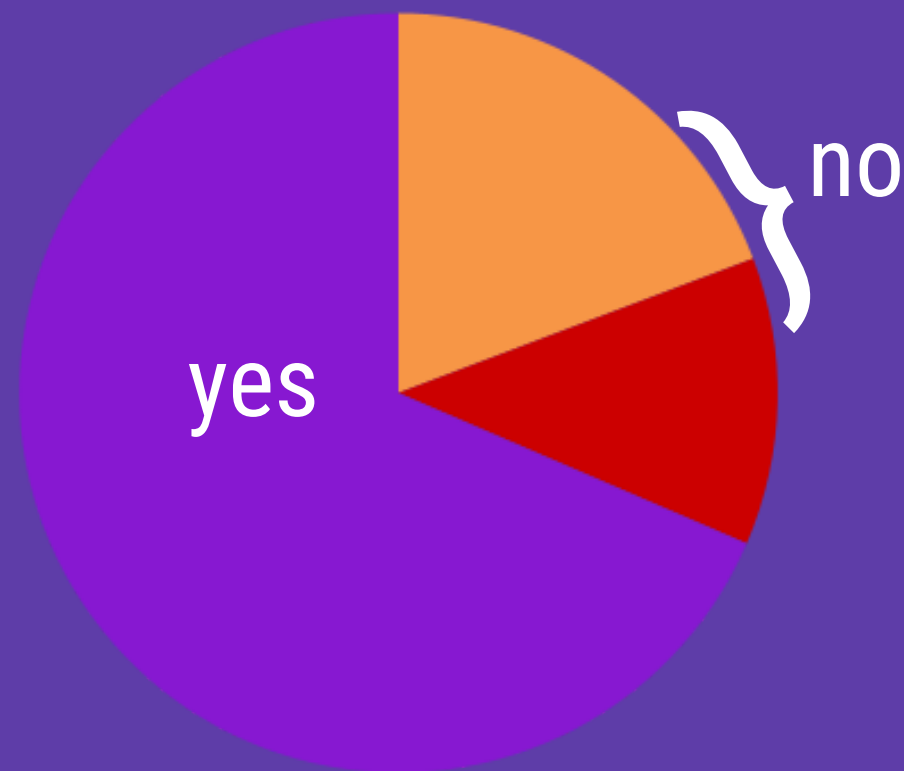
the arts are restful.  
take shelter.



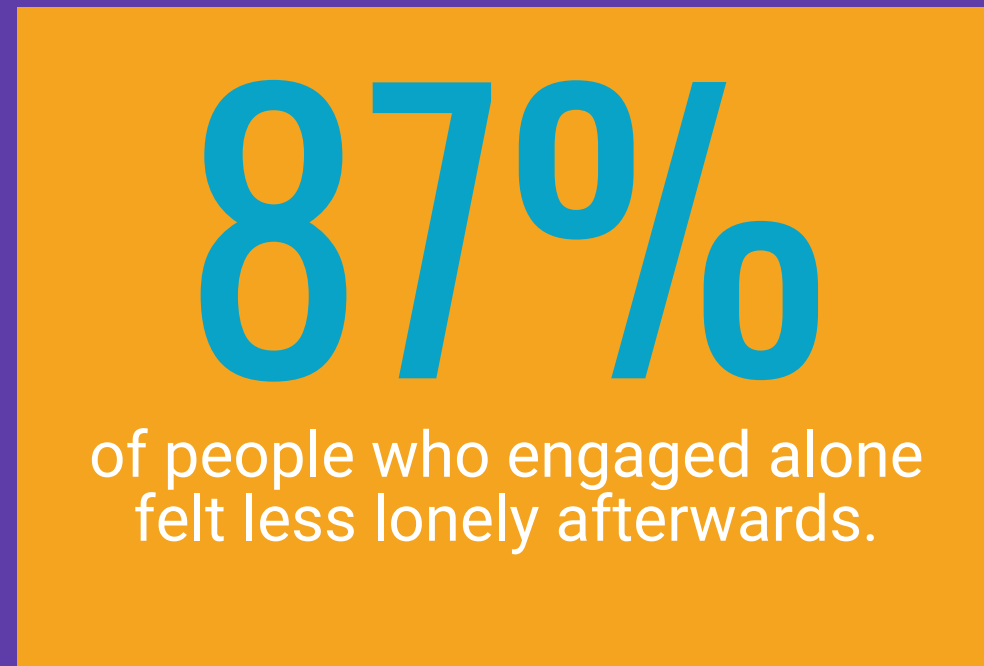
# LONELINESS & THE ARTS

the arts are grounding.  
dig it. 

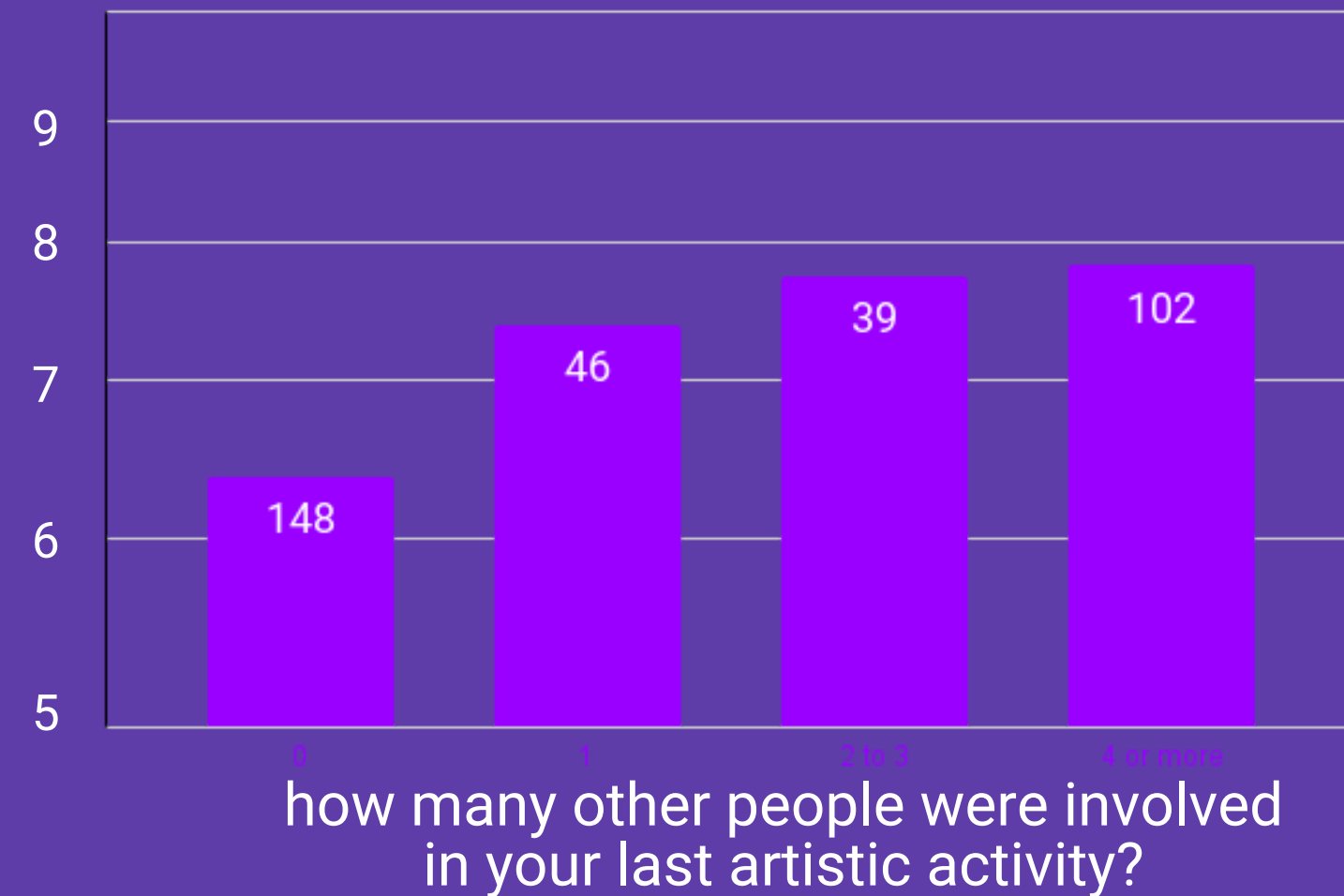
## USING THE ARTS TO MANAGE LONELINESS



## IMPACT OF LAST ARTISTIC ENGAGEMENT ON LONELINESS

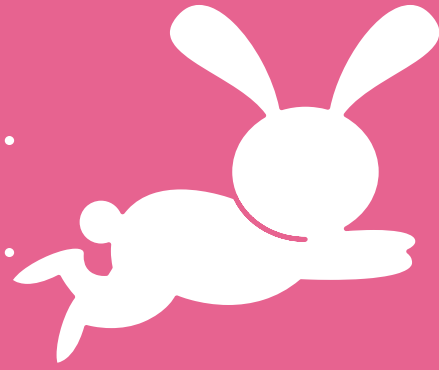


## IMPROVEMENTS IN LONELINESS WHEN INCLUDING OTHERS

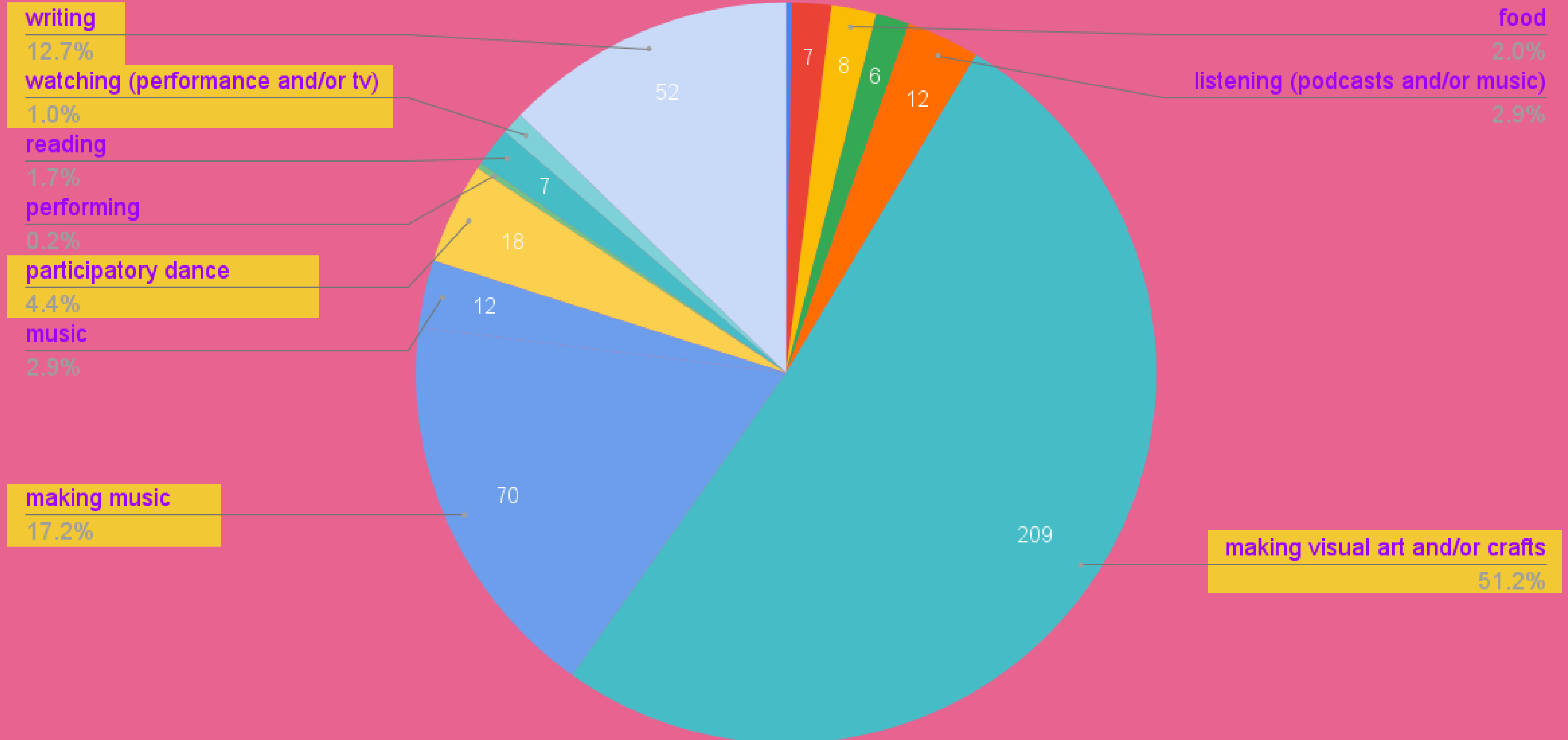


# WHAT HELPS?

the arts are hoppin'.  
jump in.



## ACTIVITIES IN THE LAST 3 MONTHS (11/2020-2/2021)

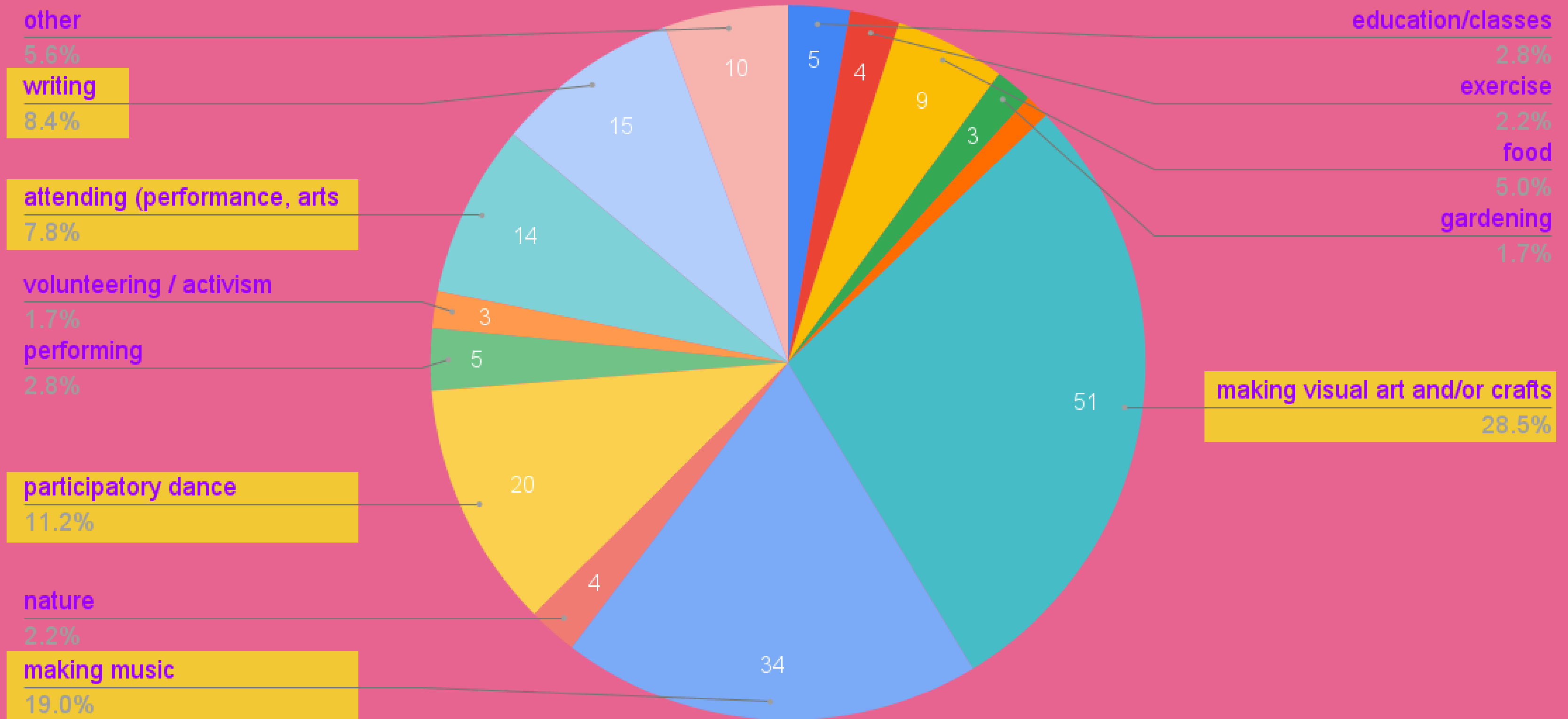


# WHAT HELPS?

the arts are evergreen.  
tree-t yourself.



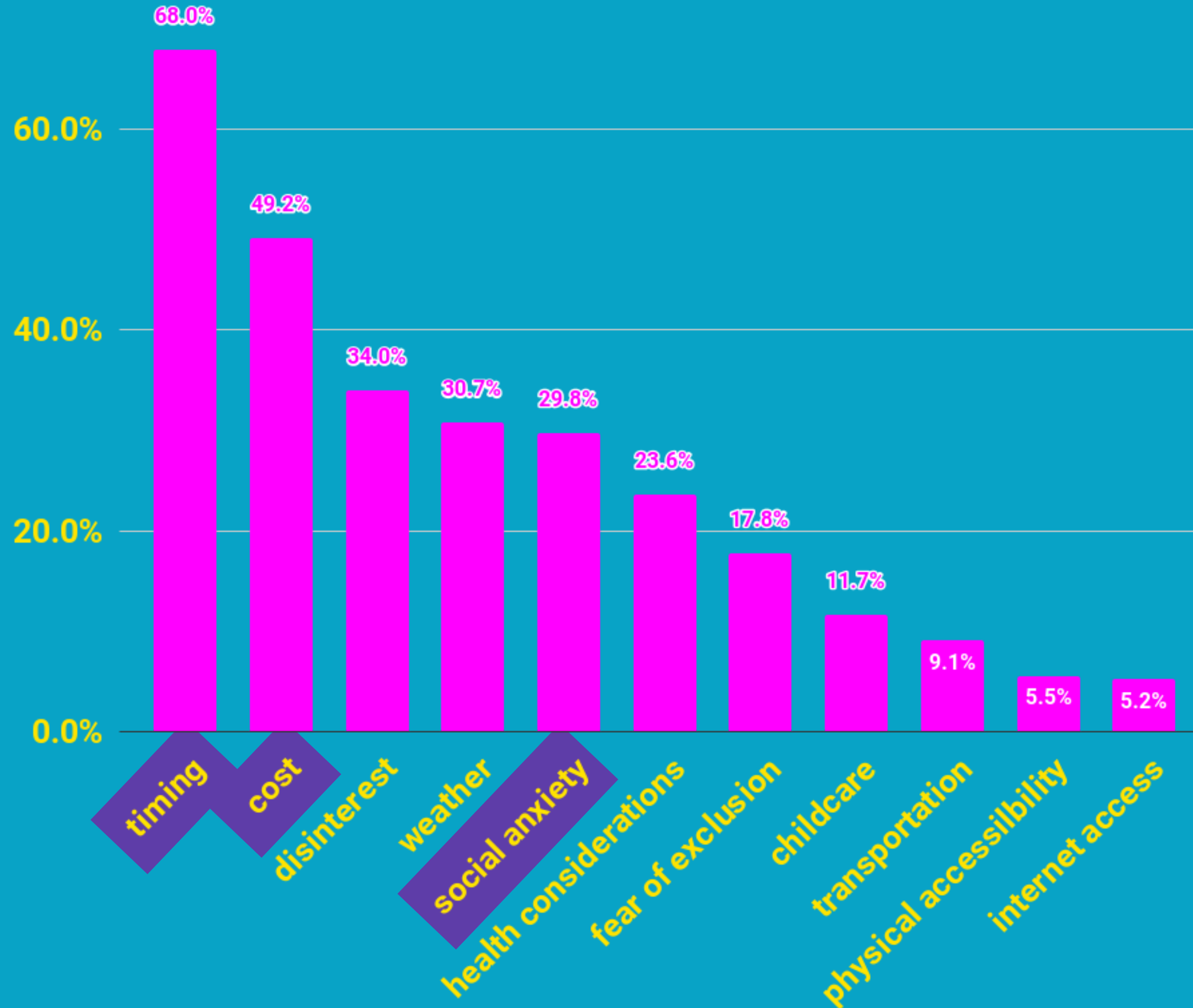
## ACTIVITIES TO MANAGE LONELINESS BEFORE THE PANDEMIC





# BARRIERS TO ACCESSING EVENTS

the arts are an oasis.  
find it.



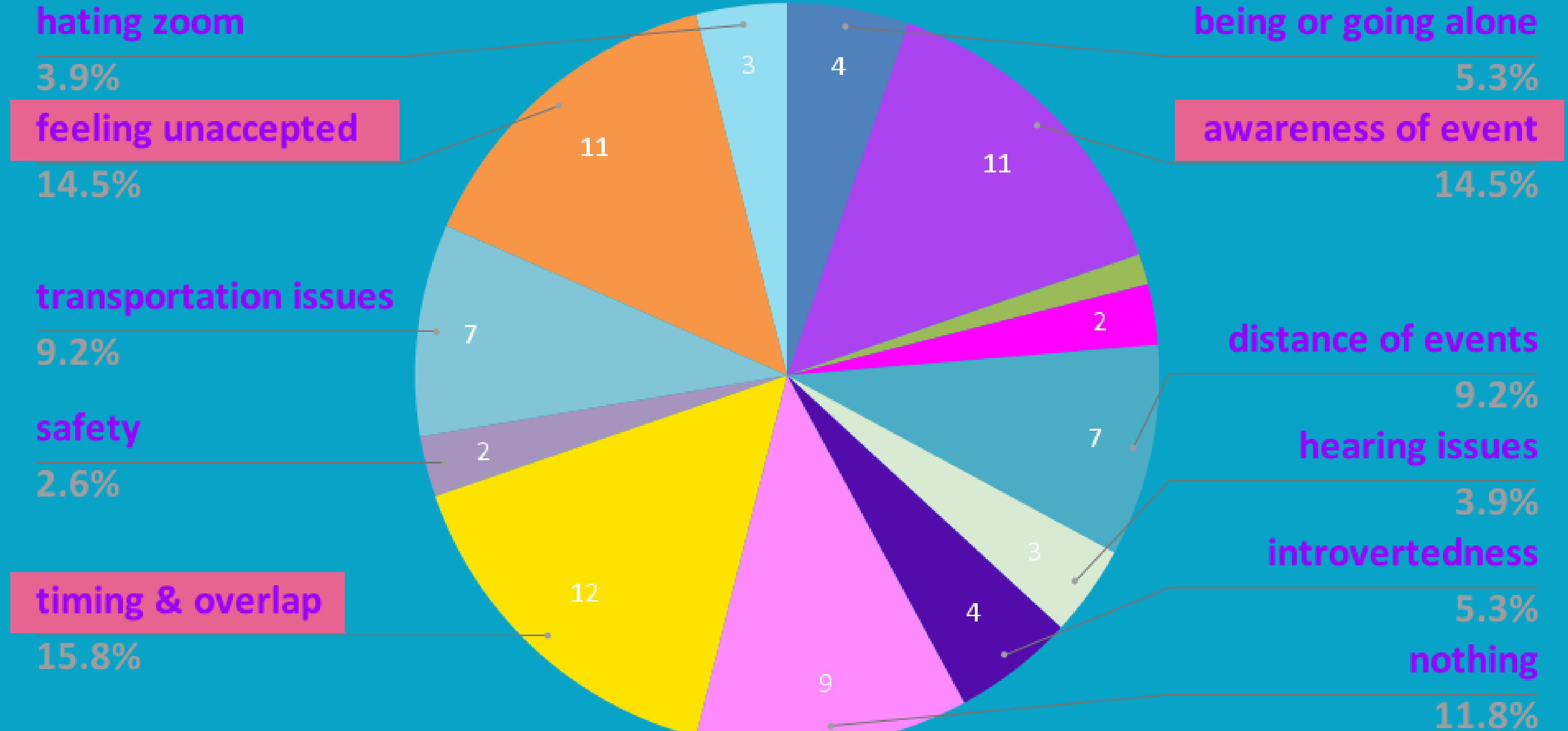


# BARRIERS TO ACCESS

the arts are restorative.  
drink up.



## OPEN-ENDED RESPONSES



# FOCUS GROUP FEEDBACK

the arts are illuminating.  
light up.



## A MOMENT FOR LITERAL "ACCESSIBILITY"

Parking

Bathrooms

Seating

Sound

Vision

- Helpful signage around the space
- Information in marketing and on website
- And knowing there's someone to talk to for help with accessibility!



# FOCUS GROUP FEEDBACK

## SOCIAL ANXIETY - WHAT DOES IT LOOK LIKE:

- Being judged by others.
- Being embarrassed or humiliated.
- Accidentally offending someone.
- Or being the center of attention.

the arts are out there.  
go explore.



for those under 30

**63%**

named social anxiety as  
a barrier to participating

# FOCUS GROUP FEEDBACK

the arts are comforting.  
slip into them.



## BRINGING FRIENDS

- Friends are unsure about new experiences
- "BOGO" would help me bring friends
- I don't have friends that like to go out and do the same kinds of events as me
- I wish I was better at being outgoing and making friends at events



# WHO IS AFRAID OF EXCLUSION?

the arts are bountiful.  
harvest them.



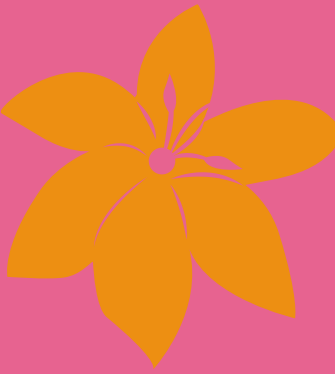
**1 in 5** that make less than avg per capita income

**1 in 4** that are under 30 years old

**1 in 3** that do not identify as white

# CREATING WELCOMING SPACES

the arts are blossoming.  
breathe deep.



2 2 Creating Welcoming Spaces Copy link

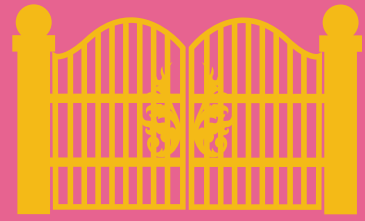
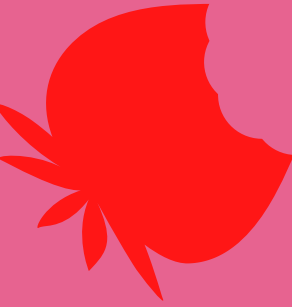
## THE MONADNOCK REIGION'S ARTS ACCESS PROJECT

creating welcoming  
spaces

Watch on YouTube

# OPENING THOSE GATES

the arts are tasty.  
eat it up.



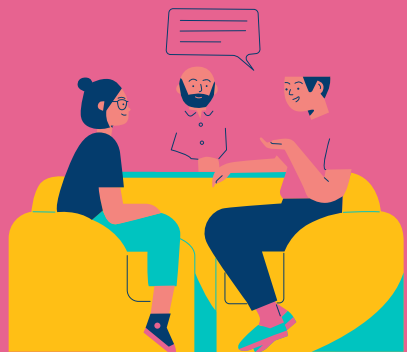
- How can you educate your staff about “gatekeeping”?



- How can you provide information in your marketing that doesn't cut out those who don't have an arts background?



- How can you inclusively elevate the community's arts education?



- How can you make informed decisions about your approach by engaging non-experts in the community?



- Are your “audience culture” expectations in line with the culture of the communities you'd like to engage?

# OTHER CONSIDERATIONS

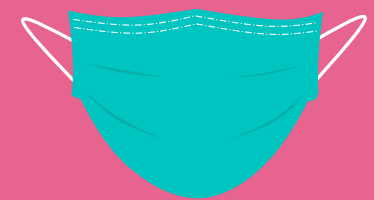
the arts are steamin'.  
dig in. 



- What is the space like?



- Will participants be engaged passively or actively and what will be expected of them?



- What do participants need to bring or know in advance, and how do you share that info?



- Will people's diverse needs be accommodated? And where can they get information or ask questions about that?



- Will participants feel that people like them belong at your event?



# THE VIDEOS

the arts are our power.  
use it.



3 VIDEOS ON  
ARTS, LONELINESS, AND COMMUNITY HEALTH

3 VIDEOS ON  
ARTS ACCESS IN THE MONADNOCK REGION

the arts are uplifting.  
take a ride.



# QUESTIONS

**HOW TO GET  
INVOLVED**



# SUPPORT GROW AND CONNECT



a sustainable arts landscape in the Monadnock Region.

**MAKE A DONATION TO ARTS ALIVE**

[supportartalive.org](http://supportartalive.org)





art is made of love  
it is a fabric that flies free  
it's every color in every space  
it's in every new day that we see

see art is simple

it's simply mending the great divide  
it's the antidote to the poison  
and it's the reflection in your eyes

WORDS BY

ADAM ARNONE

**BECOME AN ARTS AMBASSADOR**

[monadnockartsalive.org/arts-ambassadors](http://monadnockartsalive.org/arts-ambassadors)

**\$25-\$50**

you are monadnock arts.

tune in.



**BECOME AN ARTS ALIVE! MEMBER**

[monadnockartsalive.org/join-us](http://monadnockartsalive.org/join-us)

**\$15-\$100**