

National Arts & Health Day

Messaging & Social Media Guide

Join NLC in celebrating Arts & Health Day on July 26, 2025!

NLC invites you to join the second annual celebration of how the arts contribute to our wellbeing by celebrating the arts in your community! Here's how:

- ◆ **Proclaim July 26th to be Arts & Health Day in your city!** Join cities across the country in recognizing how the arts build community cohesion and help us heal and thrive.
 - [Download the proclamation template](#) and tailor it for your city, town, or village.

- ◆ **Highlight a work of art or an arts program in your city on social media!** Download the Arts & Health Day social frame graphic and use it to highlight how the arts contribute to wellbeing in your community. Show off a mural, sculpture, performance, or other form of artistic expression. Use the hashtag #ArtHealthDay25 to join the national conversation about arts and health.
 - [Visit the official National Arts & Health Day page](#) to download social media graphics.

Key Messages

- ◆ Cities that support opportunities for residents to engage with arts and culture are supporting both physical and mental wellbeing.
- ◆ Culturally rooted arts programs can enhance individual and shared cultural identity, belonging, solidarity, and cooperation. ([Source](#))
- ◆ Arts participation in community spaces that includes creative physical or hands-on engagement can build social cohesion. ([Source](#))

- ◆ Artwork in hospital rooms is associated with patients requiring less pain medication, resulting in major healthcare savings annually. ([Source](#))
- ◆ Arts and culture are major drivers of economic health in cities, towns, and villages. [Find data specific to your city or region [here](#)].

Arts & Health Facts

(From the [EpiArts Lab](#) at the University of Florida's Center for Arts in Medicine)

- ◆ Taking part in the arts improves physical and mental health.
- ◆ Participating in 1–3 hours of weekly arts activities can help prevent cognitive decline in older adults, similar to the benefits of 1 hour of exercise.
- ◆ Taking part in the arts can reduce the risk of cardiovascular disease.
- ◆ Taking part in the arts about 3 times per week lowers your risk of dementia by 63%.
- ◆ Taking part in the arts improves mood and feelings of connectedness.
- ◆ Older adults who do creative hobbies at least once a month have 20% lower odds of depression.
- ◆ For teens, frequent arts participation helped to improve social connections and enhance flourishing.
- ◆ Across populations, ongoing cultural engagement like arts, crafts, volunteering, and community groups was associated with fewer emergency room visits and shorter hospital stays.
- ◆ Older adults who did creative hobbies at least once a month were 20% less likely to feel depressed than those who didn't.
- ◆ Being part of community art groups has been linked to feeling happier, more satisfied with life, and having a stronger sense of purpose.

How to Engage on Social

- ◆ **Use Hashtag:** #ArtsHealthDay25
- ◆ **Tag:** National League of Cities
 - **Twitter/X:** [@LeagueOfCities](#)
 - **LinkedIn:** [@National League of Cities](#)
 - **Instagram:** [@LeagueOfCities](#)
 - **Facebook:** [@NationalLeagueOfCities](#)

National Arts & Health Day Graphics

- ◆ Our graphics toolkit has two kinds of graphics:
 - **Arts Icons** – these graphics, both in 1080x1080 and 1080x1920 help build excitement for National Arts & Health Day. Find the design that works for you and don't forget to direct your audience back to the official event page. [\(https://www.nlc.org/events/national-arts-health-day/\)](https://www.nlc.org/events/national-arts-health-day/)
 - **The Official Arts & Health Day Frame** – Every great photo needs a frame! Insert a photo of a work of art or of a local art institution and post it to social media on Saturday, July 25.
- ◆ [Download the graphics toolkit here.](#)

Sample Social Media Posts

- ◆ It's National Arts & Health Day! Today, we're celebrating the power of the arts to heal, connect, and uplift. Across the country, creativity is improving health outcomes and transforming lives. **#ArtsHealthDay25**
- ◆ The arts are an integral part of what makes **[INSERT CITY NAME]** a great place to live, work, visit, and thrive! This National Arts and Health Day, we're proud to spotlight the essential role the arts play in our community's wellbeing. **#ArtsHealthDay25**
- ◆ Creative expression reduces stress, combats isolation, and supports mental and physical health. From hospital halls to community centers, the arts are part of the healing process. **#ArtsHealthDay25**
- ◆ Arts-based programs support veterans, older adults, children, and caregivers — helping people heal and connect. Let's keep creativity at the heart of health with National Arts & Health Day! **#ArtsHealthDay25**
- ◆ **[INSERT NAME OF LOCAL ARTWORK]** isn't just beautiful to look at — it's a part of what makes us feel connected as a community. This National Arts & Health Day, we're shining a light on all of the art that makes **[INSERT CITY NAME]** strong! **#ArtsHealthDay25**
- ◆ Healthy cities are beautiful, and **[INSERT CITY NAME]** has never looked better thanks to art that makes us shine! **#ArtsHealthDay25**