



## Messaging & Social Media Guide

### JOIN NLC IN CELEBRATING ARTS & HEALTH DAY ON JULY 25, 2026!

NLC invites you to join the third annual celebration of how the arts contribute to our wellbeing by celebrating the arts in your community! The theme of our 2026 celebration is **Healthy Cities are Creative**. Here's how to join us:

**Proclaim July 25<sup>th</sup> 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.
- ◆ Don't forget to let us know about your proclamation! Email the proclamation PDF to [arts@nlc.org](mailto:arts@nlc.org).

**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 [#ArtHealthDay26](#) to join the national conversation about arts and health.

- ◆ [Visit the official National Arts & Health Day page](#) to download social media graphics.

# 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.

## From the National Endowment for the Arts research

- ◆ The arts are a key resource for helping seniors; seniors experience the most benefit from arts participation in terms of increased social connection and social support.
- ◆ **Free, in-person, group opportunities** to create or experience art are important ways to build social connections and encourage community engagement.
- ◆ Reading is a low-barrier way to experience art that has big impacts on local civic engagement and community health!



#ArtsHealthDay26



## Key Messages

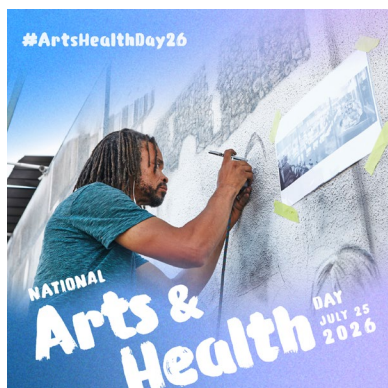
- ◆ Cities that support opportunities for residents to engage with arts and culture are supporting both physical and mental wellbeing.
- ◆ Culturally rooted arts programs can enhance individual and shared cultural identity, belonging, solidarity, and cooperation. ([Source](#))
- ◆ Arts participation in community spaces that includes creative physical or hands-on engagement can build social cohesion. ([Source](#))
- ◆ [Research shows](#) people who participate in the arts are more likely to participate in other civic and community activities, such as volunteering and voting.
- ◆ 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](#)].

## National Arts & Health Day Graphics

**Our graphics toolkit has three kinds of graphics:**

- ◆ **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.
- ◆ **Official Promotional Graphics –** Use these ready-made images to help promote National Arts & Health Day in newsletters, on social media, and across all publications.
- ◆ **Official Look and Feel –** Feel free to use these design elements to create your own graphics that fit your needs. National Arts & Healthy Day is about celebrating creativity, so be as creative as you like!

**[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. **#ArtsHealthDay26**
- ◆ 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. **#ArtsHealthDay26**
- ◆ 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. **#ArtsHealthDay26**
- ◆ 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! **#ArtsHealthDay26**
- ◆ **[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! **#ArtsHealthDay26**
- ◆ Healthy cities are beautiful, and **[INSERT CITY NAME]** has never looked better thanks to the art that makes us shine! **#ArtsHealthDay26**

## How to Engage on Social

**Use Hashtag:** #ArtsHealthDay26

**Tag:** National League of Cities

- ◆ **Twitter/X:** [@LeagueOfCities](https://twitter.com/LeagueOfCities)
- ◆ **LinkedIn:** [@National League of Cities](https://www.linkedin.com/company/national-league-of-cities)
- ◆ **Instagram:** [@LeagueOfCities](https://www.instagram.com/LeagueOfCities)
- ◆ **Facebook:** [@NationalLeagueOfCities](https://www.facebook.com/NationalLeagueOfCities)

