



Arts on Prescription in Szczecin

Putting Youth at Centre Stage

The #ArtsOnPrescription programme in Szczecin is organised by the Media Dizajn, a cultural association active in creating social innovation, strategies and business solutions. It focuses on **young people** age 16-25 who are dealing with mild to moderate mental health problems, such as stress, anxiety or depression.

A wide range of **art and cultural activities** is offered in partnership with local institutions like INKU Creative Industries Incubator, Radio Szczecin, the Marine Science Center, Castle Opera House, Water Factory Edukatorium, Pionier Cinema and the Polish Theatre in Szczecin.



Promoted through **social media**, young people learn more about the programme and can apply via self-referral for a programme spot. **Link workers** at Media Dizajn serve as key contacts for participants, offering guidance, course advice, and group reflection sessions.

“ This project allows you to stop and calm down and temporarily escape from this overstimulated world

Voices from young participant



Arts on Prescription in Szczecin at Media Dizajn

<https://mediadizajn.pl/sztuka-na-recepte-w-regionie-morza-baltyckiego/>





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Strengthen the Cultural Sector

#ArtsOnPrescription (AoP) is a community-based programme that helps cultural organisations reach new audiences, including those not typically engaged in the arts. This expands cultural participation and **unlocks new market potential**. By tailoring activities to diverse groups, AoP sparks innovation and creates fresh income opportunities — boosting both relevance and economic resilience in the cultural sector.



AoP also encourages **capacity-building** within the cultural field. Facilitators and organisations involved in AoP programmes gain valuable skills in inclusive practice, mental health awareness, and participatory methods. These competencies enable the development of **more accessible and sustainable cultural services** tailored to diverse and often underserved groups. As a result, AoP not only enriches professional practice but also strengthens the sector's ability to offer long-term, socially impactful cultural programming.

Arts on Prescription
in the Baltic Sea Region



“Through Arts on Prescription, we’ve not only reached new audiences but developed vital skills in inclusive practices and mental health awareness. It’s a transformative process — for our participants and for us as cultural professionals.

Monika Klein, President of Media Dizajn Association