



Arts on Prescription in Westpomeranian Region

Immerse into Musical and Theatre

The #ArtsOnPrescription programme in Westpomeranian Region is organised by the Marshal's Office of the Westpomeranian Region. It focuses on improving young people's mental well-being through regular participation in art-related activities.

The programme called **Musical Vertigo** introduces participants to the world of theatre and musicals. Participants explore expressive dance techniques, acting workshops, stage photography, make-up artistry, character development, and activities that build mental resilience through art.



The workshops are organised in cooperation with **secondary schools** and **local cultural institutions**, including the START Foundation and the Polish Theatres in Szczecin and Bielsko-Biała, and are led by local actors, make-up artists, hair stylists, and photographers.

“ I've learned how to feel more comfortable around strangers, how to relax my body through breathing and dancing, how to read others people emotions. I feel better about myself.

Voices from young participant





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Adding Strategic Value to 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.



Building on its foundations, AoP reinforces the cultural sector while contributing to broader societal goals. By promoting **innovation and resilience**, it highlights the value of arts and culture in supporting community well-being. Following a successful pilot, the Westpomeranian Region is now seeking partnerships with scientific, cultural, and public organisations to boost health, cultural participation, and mental well-being. A key focus is developing long-term strategies to integrate AoP into national healthcare systems, demonstrating its potential as a scalable, sustainable approach to cultural and public health.

AoP benefits both sectors

For Health: Expands service options, eases system burdens, and promotes prevention.

For Culture: Highlights art's role in well-being, attracts new audiences, and creates funding opportunities.

Arts on Prescription
in the Baltic Sea Region

