



Arts on Prescription in Saldus

Strengthen the Cultural Sector

The #ArtsOnPrescription programme in Saldus is organised by Saldus Municipality, in close cooperation with local artists, craftspeople and cultural organisations such as museums. The programme focuses on adults experiencing mental health challenges such as depression, anxiety, stress, or loneliness. It places particular emphasis on early intervention, especially for **groups with limited access to mental health services** – such as working individuals and families with children – who may not belong to any recognized social risk group. These groups often face mental health challenges in their daily lives, even if these issues have not yet developed into diagnosable illnesses.



A wide range of **art and cultural activities are provided**, such as, nature inspired ceramics, gastronomy culture, culture walks, sound baths, or creative design. **Referring institutions** included general practitioners and mental health professionals. Self-referral was also available for individuals seeking emotional support through non-medical means.

“ It is great that there is such an #ArtsOnPrescription programme and special art and cultural solutions that can be used.

Elīna Tolmačova, Head of Environment, Health and Community Participation Department, Liepāja City Administration





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Bringing Value to the Cultural Sector

As a community-driven initiative, #ArtsOnPrescription (AoP) supports cultural organisations, artists, and craftspeople in engaging new audiences and exploring **untapped market opportunities**. The programme also builds the capacity of facilitators and organisations by developing their skills in inclusive practice, mental health awareness, and participatory approaches. This, in turn, enables them to design cultural activities that are more accessible, sustainable, and responsive to the needs of diverse – often underserved – communities. Ultimately, AoP contributes to stronger professional practice and reinforces the sector's ability to **deliver lasting, socially meaningful impact**.



Building on these foundations, AoP not only strengthens the cultural sector but also contributes to wider societal objectives. By **promoting innovation and resilience**, it highlights the essential role of arts and culture in **enhancing community well-being**. Following a successful pilot phase, Saldus Municipality is now working to extend AoP to other municipalities and to develop long-term strategies for its integration into national healthcare systems.



Arts on Prescription
in the Baltic Sea Region

Saldus

“Undoubtedly, the experiences offered by art and culture – including museums – are invaluable for those who seek them. [...] I warmly encourage everyone working in the fields of culture and art to get involved in such projects and to create programmes specifically designed to support those who may need it.

Inna Kisliina, Deputy Director, J. Rozentāls Saldus History and Art Museum