



Key Messages & Social Media Suggestions

Suggested Headlines for Newsletters, Websites, etc.

- Imagine. Make. Play. Thrive.
- Join #352Creates and create a healthy community.
- Promoting health and thriving communities through creativity.
- Take a moment, be creative, feel good.
- Creativity can be fun for everyone - anytime, anywhere.

Key Messages

- Join 352Creates to help demonstrate that creativity can engage and promote healthy communities.
- 352Creates invites everyone to join in participatory art-making throughout the 352 area code in Gainesville and North Central Florida. Get creative and join the 352Creates movement using #352Creates.
- 352Creates is a network of individuals, organizations and businesses united by the idea that creativity connects our community and makes us healthier and stronger.
- At University of Florida Health Shands hospitals, artists-in-residence with the Arts in Medicine program provide patients, their loved ones and care providers with activities that promote creativity. They transform the hospital experience with visual, literary and performing arts and connect with the UF Center for the Arts in Medicine on clinical studies to understand the effect of creativity on health, wellbeing and quality of life.

Create in Place

- Create wherever you are, whenever you want. 352Creates 'Create in Place' is the second Friday of every month - take a photo or video and post on any social media outlet using hashtag #352Creates.
- We're seeking local cultural groups, artists, community agencies, businesses and individuals to encourage creativity at home, at school or in the workplace. Co-workers, students and neighbors can get together and enjoy a hands-on creative project. You don't have to be an artist to have fun making art!
- Sample social media posts:
 - #352Creates: Celebrate the creativity in everyone
 - Free art-making for your health #352Creates
 - #CreateInPlace
 - #WhyICreate

Create in Community

- For the past two years, 352Creates events held each spring have helped unite our communities with participatory art-making throughout Gainesville and North Central Florida. Community-wide “pop-up” art activities and participation by individuals, groups, schools, libraries, hospitals and businesses have promoted health and community engagement in unexpected ways and diverse locations.
- For spring 2018, 352Creates ‘Create in Community’ event will be in partnership with the Active Streets Alliance. Active Streets is a well-established 501(c)3 focusing on building community around and in our streets and by partnering in a community day-long event, the partners will reach even more members of the community. The event is free and open to anyone in the community.
- All activities must be free and open to the public to become part of the 352Creates community experience. All participants will be listed on the 352Creates website.
- Sample social media posts:
 - Make art, be healthy: Join us on February 25 to Create in Community #352Creates
 - Get creative with #352Creates on February 25! Find us at [details on your location, event and time here].
 - #CreateInCommunity
 - #CreateTogether

Quotes

Are you writing an article about 352Creates for your website, publication or other platform? Feel free to include any of the approved quotes below.

- **Thomas A. Pearson, M.D., Ph.D., UF Health Executive Vice President for Research and Education**
 - “We welcome opportunities to engage our communities in health-promoting activities that improve quality of life. 352Creates allows us to work with local partners to bring healing, interactive arts to people throughout north central Florida. We’re building on last year’s success to show that everyone can participate and have fun for their health.”
- **Tina Mullen, UF Health Shands Arts in Medicine Director**
 - “At UF Health, we see the power of spontaneous and unexpected creativity every day as artists engage all kinds of people whose lives have been interrupted by injury or illness. What we witness is that everyone’s inherent capacity to create is the single most powerful tool we have to restore our own sense of well-being.”
- **Jill Sonke, Director of the UF Center for the Arts in Medicine**
 - “352Creates is an opportunity for everyone in the 352 area code to let their creativity shine, and to help make our community healthier. Research shows that participating in creative activities not only makes us healthier, but it can even help us live longer. This event is about everyone joining in, sharing their own creativity in their own way, at home, at work, or in the community. 352Creates is for everyone. It’s designed to showcase and celebrate the incredible creativity in our community and at the same time to build a more vibrant, thriving community for everyone.”
- **Lucinda Lavelli, Dean, UF College of the Arts**
 - “352Creates is a wonderful day that helps remind us of our uniquely human quality – creativity. This special event allows people from across the community to be engaged with the arts, and it gives them the opportunity to tap into their creative side. We

encourage everyone across the 352 area code to join us for this community-wide day of creating.”

- **UF President Kent Fuchs**
 - “What I love and admire about 352Creates is how it seeks to inspire people to enjoy, appreciate and become a part of making art, whatever their background or profession,” said UF President Kent Fuchs. “This is a great way of encouraging everyone to learn about and become involved in the arts, helping to ensure that our university community continues to blossom as a place with rich and diverse educational and cultural opportunities.”
- **Russell Etling, City of Gainesville Division of Cultural Affairs Manager**
 - “At its core, the mission of 352Creates mirrors the mission of the City of Gainesville’s Parks, Recreation and Cultural Affairs Department... to make Gainesville a great place to live, work and play. Beyond what it will accomplish for our long-term health, the 352Creates initiative will also realize a number of the key aims of the 352ArtsRoadmap, a cultural plan for Gainesville and Alachua County which was developed with the input of 3,200 citizens. These aims include using the arts to: engage and inspire; bridge and connect communities and residents; and create spaces throughout the region for cultural activity. The City is thrilled to be a part of this important effort.”

Social Media Suggestions

- Use the hashtag #352Creates
- Use the buzzwords: “Imagine. Make. Play. Thrive.”
- Share photos and videos on Create in Place days and on February 25
- Download the 352Creates logo found in the resources section of www.352creates.com and use them on your social media platforms
- Share the 352Creates Facebook Page (www.facebook.com/352Creates)
- Plan ahead! Outline a series of social media posts in advance of February 25 to promote 352Creates in general and your event specifically