



Dear participant,

Thank you for attending the conference "[Acting on Health: The Role of Arts in Well-being](#)" on 13 November in Vilnius, Lithuania. This event marked the successful conclusion of the Interreg BSR-funded [Arts on Prescription in the Baltic Sea Region](#) project. The NDPHS Secretariat team thanks to each and every one of you for making this event a day to remember. To relive the atmosphere, watch the [highlight video](#) and browse through the [photo gallery](#).



Acting on Health: The Role of Arts in Well-being

"I believe and know that Arts on Prescription (AoP) and Social Prescribing contribute to building a healthy and resilient society", in her opening words said **Marija Jakubauskienė**, Minister of Health of Lithuania. Ms Jakubauskienė emphasized Lithuania's dedication to innovative public health strategies, such as AoP, and recognised the role of culture in improving mental health. The event was moderated by **Nils Fietje** from the WHO Regional Office for Europe and hosted by the improv comedy theatre **Ruutu10** from Estonia.



Acting on Health Conference, Vilnius, Lithuania © Lelde Goba

The day highlighted the growing momentum of social prescribing. Insightful discussions, presentations, and artistic engagements, reflected the AoP project's achievement of developing a transferrable and adaptable AoP model. We share with you the various perspectives discussed during the conference:

- **Voices from the Field:** Compelling personal stories and experiences from AoP participants and implementers that underscore the real-world impact of the programmes.
- **Pilot Project Insights:** Lessons learned and best practices from pilot initiatives carried out across the Baltic Sea Region.
- **Research & Evaluation:** Key research findings on the effectiveness of AoP, including insights from the project's quantitative and qualitative evaluation.
- **The Broader Perspective:** Insightful presentations emphasizing the need to involve mental health specialists in training for AoP implementers, pointing out possible avenues for funding AoP initiatives, and reflecting on the Lithuanian nation-wide social prescribing model.
- **A View to the Future:** A diverse panel of representatives from health, culture and policy making reflected on the event and engaged in discussions focused on strategies for the long-term financing and integration of AoP programmes into existing health and social care systems.
- **Hands-On Arts:** Artists from different disciplines and from across the region gave the audience a taste of the healing and empowering nature of the arts.



Acting on Health Conference, Vilnius, Lithuania © Lelde Goba

Ülla-Karin Nurm, Director of the NDPHS Secretariat, wrapped up the event by noting that mental health issues pose a more substantial and enduring burden than cardiovascular diseases in the Baltic Sea Region. Evidence shows that community-based AoP programmes can effectively improve wellbeing, decrease healthcare use, and reduce economic losses. Incorporating AoP into national health and social systems can lead to significant benefits, including improved health, higher productivity, and stronger local economies.

A collective enthusiasm that defined the day confirms the growing recognition of the AoP concept and the readiness of stakeholders to continue the work across sectors and borders.



Acting on Health Conference, Vilnius, Lithuania © Lelde Goba

Thank you once again for being with us!



Our joint work on the intersection between culture and health continues. In this regard, **you are invited to the first open meeting of the ArtWell Net project on 12 December 2025, 10:00-12:00 CET.**



ArtWell Net
Arts for Health and
Well-being Network

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The hybrid event will provide an overview of ongoing culture and health initiatives and identify ways for them to cooperate.



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