



Arts + Advocacy

07.15.26





Agenda

- Intro + Overview
- Case Study 1
- Case Study 2
- Arts + Advocacy Impact
- Scenario Building
- Next Steps



Overview + Examples



How Arts Affects Policy Change

Arts Impact

- Policy follows culture: laws, regulations, and formal rules are downstream of a society's or organization's shared beliefs, habits, and values.
- Artistic expression is proven as an effective tactic to build grassroots and grassroots education and support for policy advocacy
- Public health organizations can empower artists to build movements that in turn drive tobacco control policy

How Arts Affects Policy Change

Opportunities

- Arts can take overly technical concepts and make them easier to grasp.
- Arts activities can provide new/better opportunities to pitch to media and engage journalists.
- Artists are now sharing their pieces directly with the public through digital channels and tools.
- Public art can engage new audiences, like young people.

Arts Partnerships in Action



Film

Youth film contests, film festivals, public showings, etc.



Illustration

Visual art exhibits, meeting leave behinds, online partnerships, etc.



Comedy/Satire

Cartoons, comedy showcases, short videos, collaborations, etc.



Music/Dance

Dance contests, thematic songs, influencer actions, etc.



“Guerilla” Public Art

Postering, visual , chalk art, etc.



Fashion

Fashion influencers, collaborations, etc.

Types of Artist Partnerships



Influencer Relationships

Partnership with an artist that can be shared on both the organizational and artists social media channels.



Public Engagement

“Guerilla-style” arts that can be cheaply reproduced to be placed across cities to drive awareness and action. Can be paired with QR codes to drive online action.



Events

Event featuring arts (gallery of photos/illustrations, film festival, or public demonstration of song/dance) that key decision-makers and media can attend and share online.



User-Generated Contest/Campaigns

Contests and campaigns that ask the public to create their own art in support of a policy campaign. Winners/results can be displayed online or publicly to increase impact.

How Arts Affects Policy Change

Style Without Substance

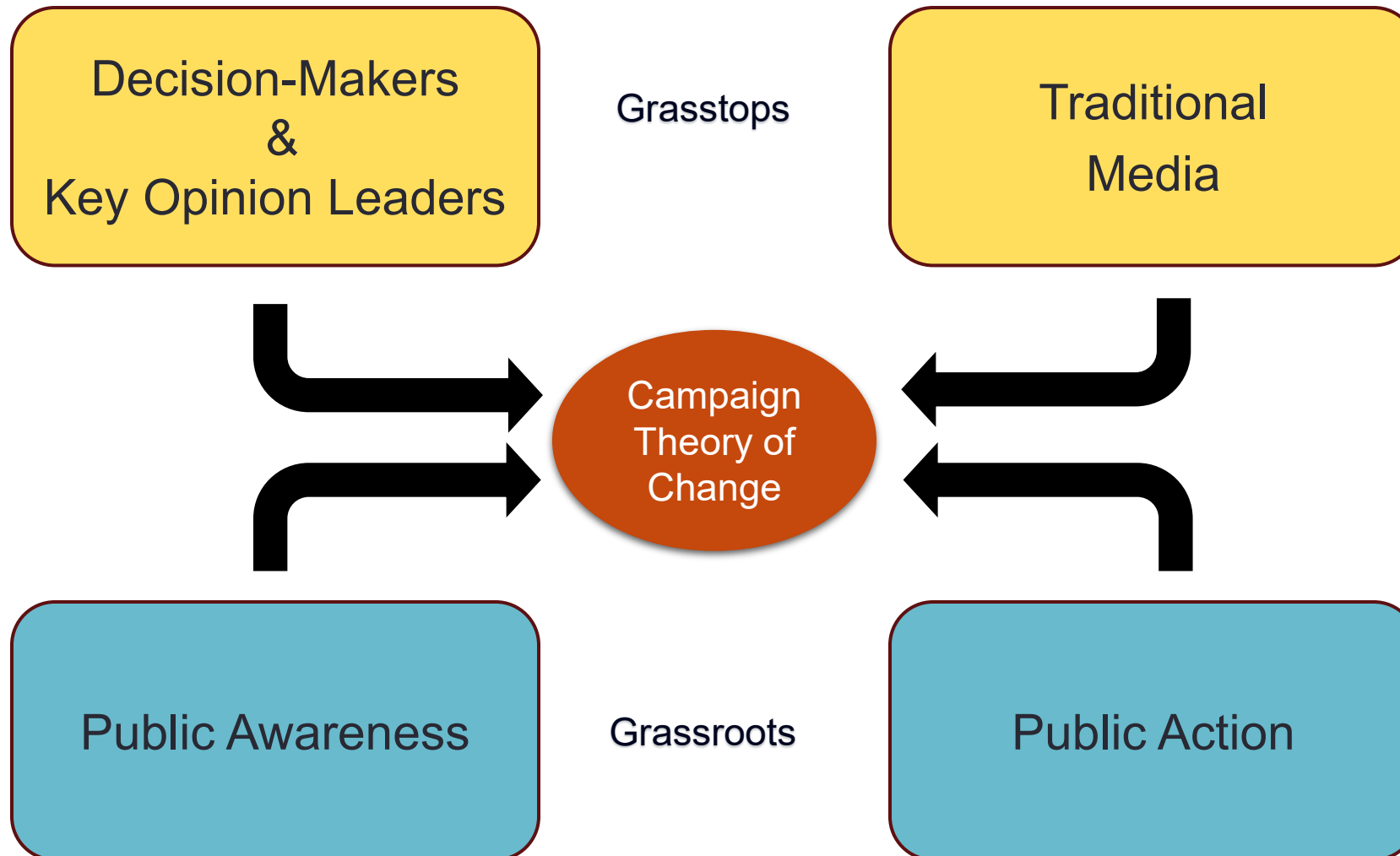
- Some arts activities can be flashy with little impact on policy advocacy goals.
- Public events are a great way to connect with new audiences, but it's important to ensure that you have a clear strategy for how the event supports your advocacy goals.
- Media presence and online engagement can elevate online and offline events to engage key stakeholders.
- Think about whether there are ways to incorporate the art into closed-door meetings as giveaways, print-outs, talking points, etc.



Arts + Advocacy Impact

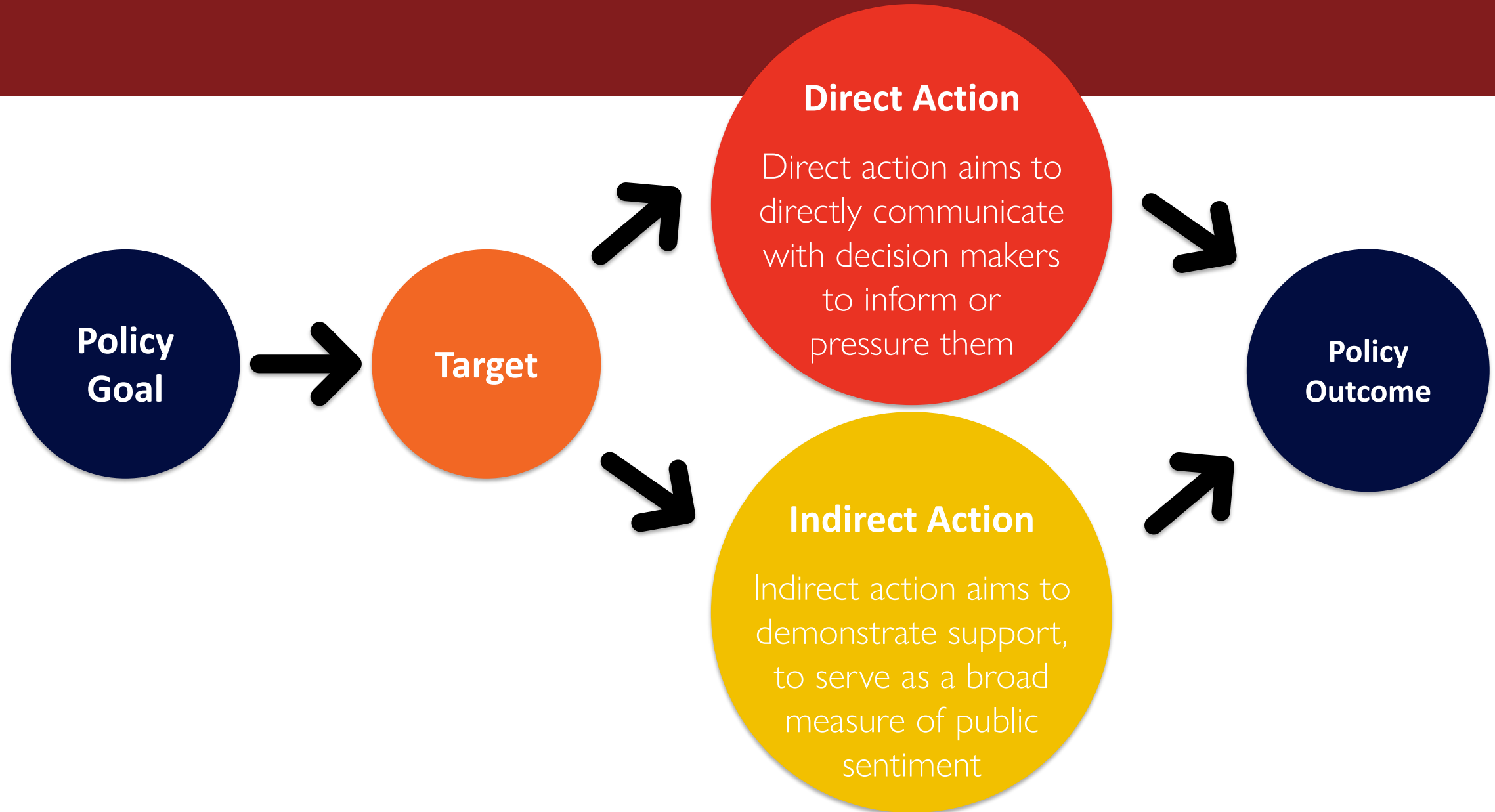


Digital Strategy Pillars





How Arts Can Impact the Policy Process



Digital Strategy Pillars

Decision-Makers
&
Key Opinion Leaders

Grasstops

Traditional
Media

Campaign
Theory of
Change



Digital Strategy Pillars



Campaign
Theory of
Change

Public Awareness

Grassroots

Public Action

Examples: Grasstops



Media Coverage of Film Festival



Cartoon Satirizing Policymakers



Cartoon Gift at Mayoral Visit

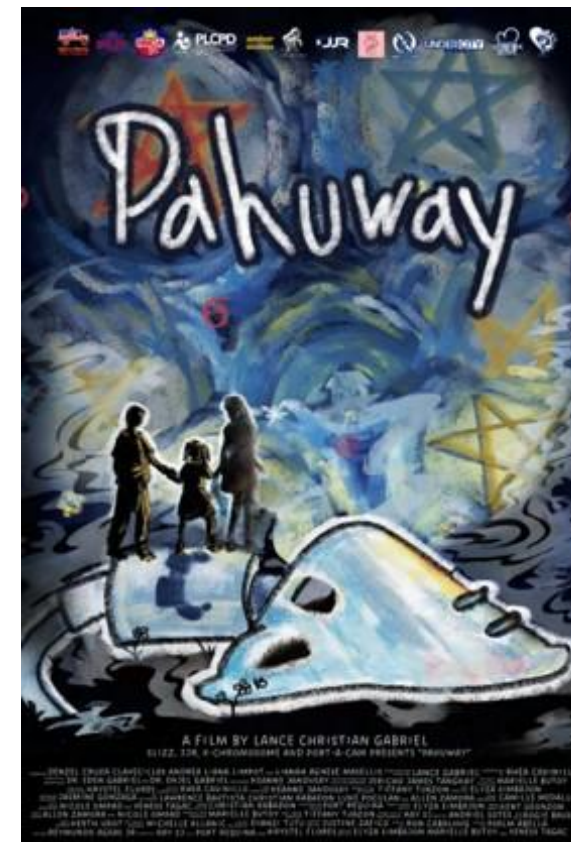
Examples: Grassroots



Public Postering



Illustration



Youth-led Film



Building a Plan

1. What is the policy goal?
2. Type of Activity?
3. Direct or Indirect Action?
4. Partnerships Needed?
5. Resources Needed?
6. Desired Outcome?



Scenario Example

1. What is the policy goal? New Products Ban
2. Type of Activity? Youth Arts Contest and Exhibit Event at Congress
3. Direct or Indirect Action? BOTH: Policymakers will be invited to event as well . Event will be publicized online.
4. Partnerships Needed? Campus/Youth artist collectives
5. Resources Needed? Stipend. Paid media funding to promote contest and event.
6. Desired Outcome? Increased issue visibility will pressure relevant policymakers to



Thank You!

If you are planning an arts activity and need support or want to share your results with the group, please reach out to the DAC team at trainer@globalwavedigital.com.