



We have a **DATE!**

DAY OF ART THERAPY IN EUROPE

24th September 2022

What is DATE?

The **Day of Art Therapy in Europe (DATE)** is a day on which art therapists and national/local art therapy organisations all over Europe organise events that raise and enhance awareness of art therapy, as well as of the profession of art therapist and its practitioners in Europe by planning public actions and events.

Art therapy is a mental health profession that also has application in social, educational and medical fields. Art therapists enlist the creative process of art making to enhance the mind/body connection, foster personal development and improve psychological, and/or affective, cognitive and relational well-being of individuals, groups and families of all ages and backgrounds. Art therapy is based on the premise that the creative process generated in artistic self-expression, when practised by a professionally trained art therapist, fosters the growth and development of the agentic sense of self. This art-making process involves personal exploration with visual/tactile art materials (drawing, painting, sculpture, and other expressive art forms, etc.) where imagery may or may not result.

The **24th September** has been chosen as *the date for the DATE* in remembrance of the first meeting of the Network of European Art Therapists (NEAT) which led to the creation of EFAT - European Art Therapy Federation.

A DIFFERENT MOTTO / THEME FOR THE DATE WILL BE CHOSEN EACH YEAR

The **THEME** of 2022, in honour of the very first DATE, is: “**You (We) Have a DATE!**” *

*A **date** is an appointment to **meet** someone or **go** out with them, **especially** someone with whom you are having, or **may** soon have, a **romantic relationship**. :-) (<https://www.collinsdictionary.com/dictionary/english/date>)

WHO CAN PARTICIPATE?

Visual art therapists and art therapy organisations that are members of EFAT together with their organisation’s members.



HOW CAN YOU PARTICIPATE?

As an Individual member of EFAT or a member of your national art therapy association:

1. Plan your action:

- Think of ways you can raise awareness of art therapy and plan a workshop, lecture, seminar or other activity.
- Depending on your action / event you can play with this DATE's motto, f.ex. "You Have a DATE ...*with art therapy*", "You Have a DATE ... *with art therapist (your name)*", "You Have a DATE ...*at the art therapy centre XY*", "You Have a DATE ... *with colours*" - Get creative!

2. Adapt EFAT's shared visual material to your needs:

- Create a free account at www.canva.com (the design platform we have used to create the promotional material).
- Adapt and download EFAT's templates (= banners for websites, blogs ..., social media ads, social media frames **) and use them to announce and inform the public about your DATE activities. You will find placeholders f.ex. for inserting your logo, photo or text, and you can add text boxes for additional information in your language where needed.
- However, **DO NOT** change the colour palette of the design or alter any other features in such a way that the original design is rendered unrecognisable. *It is in everyone's interest to keep a unified visual identity for our DATE actions across Europe.*

3. Advertise your action:

- Announce on your own website (if applicable).
- Use the hashtag #WeHaveADATE to disseminate your participation in DATE on social media.
- Share the information about your planned activity/ies (links, flyers) with EFAT's Communications Committee at communications@arttherapyfederation.eu. EFAT provides a dedicated page on its internet site for posting information *before, during and after* the DATE.

<https://www.arttherapyfederation.eu/day-of-art-therapy-in-europe.html>

4. Document your action/event (photos, texts) and post and/or share for posting.



As an Organisational member of EFAT:

1. Plan your action(s):

- Think of ways you can raise awareness of art therapy and plan workshops, lectures, seminars or other activities.
- Depending on your actions / events you can play with this DATE's motto, f.ex. "You Have a DATE ...*with art therapy*", "You Have a DATE ... *with art therapist (your name)*", "You Have a DATE ...*at the art therapy centre XY*", "You Have a DATE ... *with colours*" - Get creative!

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3. Advertise your action(s):

- Announce on your organisation's website.
- Use the hashtag #WeHaveADATE to disseminate your and your members' participation in DATE on social media.
- Share the information about your planned activity/ies (links, flyers) with EFAT's Communications Committee at communications@arttherapyfederation.eu. EFAT provides a dedicated page on its internet site for posting information *before, during and after* the DATE.

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4. Disseminate this information about DATE to your members.

- Inform them about your organisation's communication strategy regarding the DATE and/or your planned events/actions and/or
- Coordinate and/or collect your members' planned activities to support dissemination of their activities.

5. Document your and your members' actions/events (photos, texts) and post on your website and/or share for posting with communications@arttherapyfederation.eu.

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Links to promotional material for the DATE on Canva

Banners

https://www.canva.com/design/DAFG17mD250/o48wrVug8UGEUyGVzEHy7g/view?utm_content=DAFG17mD250&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Social Media ads

https://www.canva.com/design/DAFG1935sxc/lpJ99vfWhgOw27rrilmuNQ/view?utm_content=DAFG1935sxc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Social Media frames for Art Therapists

https://www.canva.com/design/DAFG16OmWYk/75EhUGDXVApzNaF2vLwThg/view?utm_content=DAFG16OmWYk&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview