



PICTURE IT!

DAY OF ART THERAPY IN EUROPE

24th September 2023

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 to raise and enhance awareness of art therapy and the profession of art therapist. Actions and events must take place free of charge.

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** was 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 2023 is: “**Picture It!**” *

*as in

picture verb [T] (IMAGINE)
to imagine something in a particular way

picture verb [T] (SHOW)
to show someone or something in a picture

(source: <https://dictionary.cambridge.org/dictionary/learner-english/picture>)

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 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.
- It is possible to propose events outside the pre-established day as long as they fall within the week of 24 September.
- Depending on your actions / events you can play with this DATE's motto and/or translate it to your language.

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).
- Access EFAT's templates (banner, social media ad, social media frame) via the links provided in the box further below**). Make a copy of each folder, so that you have one for your own use and another for your association's members' use.
- You will find placeholders for inserting your logo, photos 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 own action(s):

- Use to announce and inform the public about your DATE activities.
- Announce on your organisation's website.
- Use the hashtag **#PictureIt!** 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.

<https://www.arttherapyfederation.eu/date-2023.html>



4. Disseminate the information about DATE to your members together with the links to the material that you have adapted with your own logo for their use.
 - Retrieve the links for the templates to be shared with your members and include in the information to be sent to them ***)
 - 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.
 - Share the information below ***)
5. Document your and your members' actions/events (photos, texts) and post on your website and/or share for posting with communications@arttherapyfederation.eu.

***)

Information to be shared with the members of your national art therapy association (can be used by way of copy-paste):

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 and/or translate it to your language.
2. Adapt EFAT's visual material shared with you via the national association:
 - Create a free account at www.canva.com (the design platform we have used to create the promotional material).
 - Access EFAT's DATE templates (banner, social media ad, social media frame) via the links provided by the association. 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 **#PictureIt!** 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.

Insert links !

**)

Links to promotional material for the DATE on Canva

Flyer / Poster

https://www.canva.com/design/DAFoDNLJFw4/jA8iPezwEAlnC9VL7mY97A/view?utm_content=DAFoDNLJFw4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Blog banner

https://www.canva.com/design/DAFsGGv91o8/ATxCVleFN1l_0QqokNcdg/view?utm_content=DAFsGGv91o8&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Social Media ad & Social Media frame

https://www.canva.com/design/DAFoDNLJFw4/jA8iPezwEAlnC9VL7mY97A/view?utm_content=DAFoDNLJFw4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview