

Immokalee Arts in Health (IAH)  
Working Strategic Plan

**Steering Committee**

Committee Coordinator & Evaluation and Research Liaison – Javier Rosado, PhD, FSU College of Medicine

Arts and Health Youth Alliance – Lois Gomez, Take Stock in Children/Immokalee Foundation

Healing Coordinator – Victoria Frehe-Torres, PhD, FSU College of Medicine

Artistic and Cultural Liaison – Rhonda Long, Front Street Art

Public Relations/Marketing - Barbara Brown, The Rushman-Micah Angel Foundation and Donna Charbonneau, HUGS NAMI of Collier County

Secretary – Glendy Perez, FSU College of Medicine

Clinical Liaison – Nancy Frees, Collier County Health Department

Arts in Health Education/Mentoring - TBA

Vision: We envision an Immokalee in which every person is healthy, happy, and enriched through the healing power of the arts.

Mission: The Immokalee Arts in Health partnership will promote and facilitate use of the arts to enhance the health and health literacy of the Immokalee Community through prevention, education, and partnerships.

Core Values:

- Collaboration and inclusion
- Safety and wellbeing
- Prevention and health literacy
- Compassionate care
- Creativity and the healing power of the arts

Program Goals:

- Engage the Immokalee community in arts programs that aim to promote prevention and wellness
- Utilize arts programs to enhance the education and skills of students in healthcare fields
- Cultivate community partnerships with agencies, individuals, professional, and aspiring artists to better meet the health needs of Immokalee

Potential program populations in Immokalee:

- Childhood obesity
- Teen pregnancy
- Performing arts for young people
- Domestic violence
- Meaningful activity for all
- Arts to improve health access

- Men
- Aging adults (Roberts Center)

Potential programming:

- Artists in residence program for peds at CHS (Open Studio in waiting area) (Dr. Smith-Barron)
- STI/IPV health education through theatre
- Youth arts and health alliance (Dr. Smith-Barron)
- Parent education (Dr. Frehe-Torres)
- Zumba (Dr. Frehe-Torres)
- Mom/baby group (Dr. Frehe-Torres)/Research on depression/health outcomes (Dr. Rosado)
- Mosaic/murals

Sustainability plan: Grant writing, healthcare organizational support for FTE/program coordination, children's art auction at the wine festival or other local events in Ft. Myers and/or Naples; Tile Wall (can have a memorial or dedication element)

Next Steps:

- Address Objectives within each goal (should be specific and measurable)
- Create an Organizational Chart
- Engage artists: find, invite, and engage artists through 2<sup>nd</sup> event; often a 'call to artists'; Lee Memorial as mentor