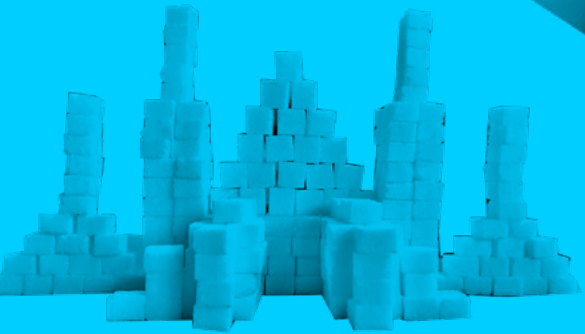
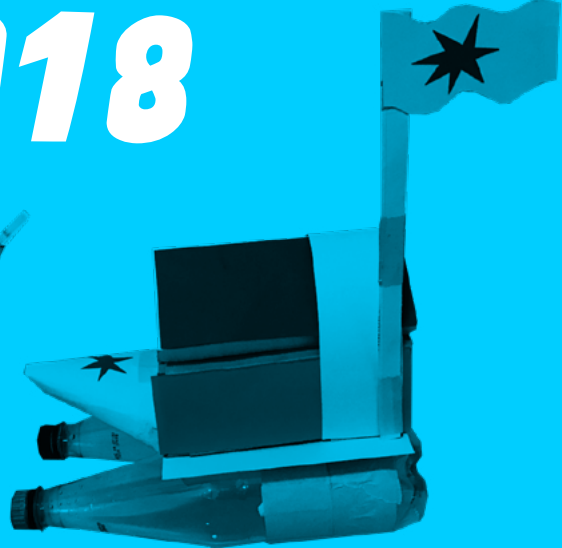
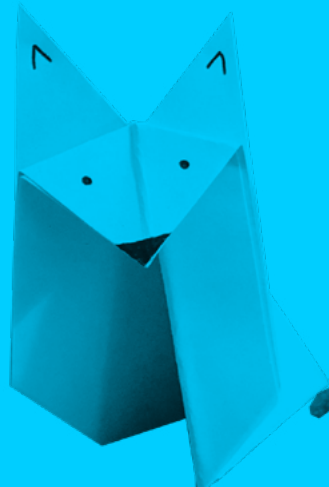


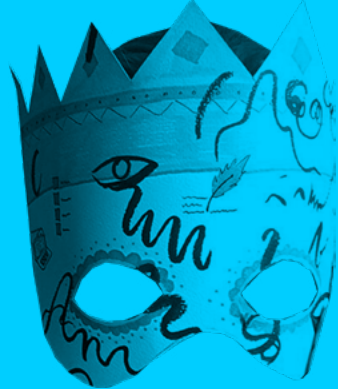
THE JANUARY CHALLENGE 2018

Case study



64 Million artists!

THE JANUARY CHALLENGE 2018



What is it?

At 64 Million Artists we believe that everyone is creative, and that when we are creative we can make positive change in our lives and the world around us.

We use a simple, fun and free process: Do, Think and Share to support people who'd like to use creativity to express themselves, get a bit more of a spring in their step, or connect better with others. We aim to catalyse the creativity of everyone in the UK.

2018 was the 4th time we ran The January Challenge. The idea is simple. Each day in January we sent out a short creative challenge which only takes 5 or 10 minutes to complete, it's free for anyone to participate and any materials should be easy to find (a pen, paper, random junk in your recycling bin, a sense of humour, etc). The challenge might be writing a poem or drawing a picture, or it might be thinking your way around a problem or going on a mini-adventure. Participants are encouraged to follow our Do Think Share model: they Do the challenge, Think about what it was like, and Share that with other people.

What happened?

This year we crowdsourced the challenges - and had a fantastic response.

Popular challenges included Make up and play a game with others, blackout poetry (creating a poem from blacking out words in a piece of text) and creating an award for yourself for something you wanted to achieve in 2018.

"It was good to play and loosen up to try some different forms of creativity"



Day 23

BLACKOUT POETRY

Black out words on a page, leaving out certain words to make a poem

STATS

Participants

7500+

Posts on Facebook

4340+

Posts on Instagram

1700+

Posts on Twitter

4850+

#TheJanuaryChallenge hashtag

Impressions

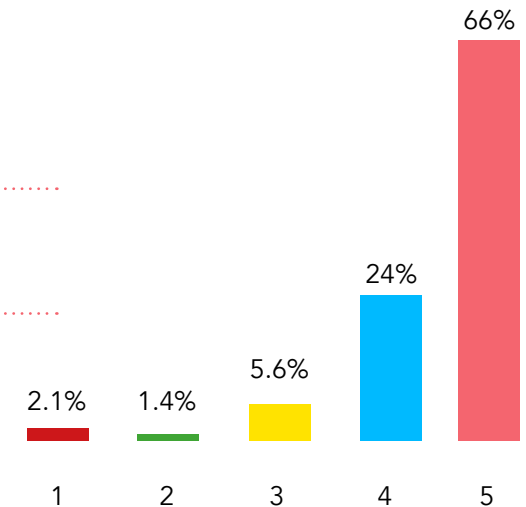
8m+

Reach

2.5m+

Enjoyment

We asked people if they enjoyed the challenge - and they said yes!



How much people enjoyed the challenge out of 5



90%+



found the challenge had a positive effect on their wellbeing

"Since recovering from depression I've found making is one of the most effective and enjoyable ways of keeping myself grounded..."

The challenge is perfectly timed for a difficult time of year and when January resolutions can stem from negatives this felt like a gentler way to try something new and ease into the year with improved focus. I have loved seeing others interpretations and sharing online, it's brilliant to connect in such a simple way and celebrates the positives of social media in building a sense of an online and inclusive community."

"it was fun, a possible catalyst to doing more creative things, and way to just play - a neglected part of my life..."

Very importantly it helped with my wellbeing/mental health after a major bereavement in September - it has been a great bit of January which can be a dismal time of year and worse with grief going on. Something new of my own as I work my new version of life out. I also found I got a buzz from being part of the online FB community. "

"It made me want to get out of bed in the morning..."

I chose to explore my surroundings more and get up off the sofa. It made me laugh and smile and reflect. Small chunks and little steps showed that I can achieve. And support from the community gave me a massive boost of positivity towards myself and others. "

Who took part?

Our January Challengers are a super committed and friendly bunch. Here is what we learned:

- Ages ranged from under 12 to over 75
- At least 87% of challengers came from outside of London and participants were spread all across the UK as well as the US, Canada, Europe, Africa and South America.
- Around 77-87% of participants were women (this varies depending on platform)
- 14% of participants would consider themselves to have a disability
- Between 12-15% of people taking part were from a Black or Minority Ethnic Background
- A large number of people said that they were experiencing mental health difficulties or dealing with issues around grief, separation, caring responsibilities or just the January Blues.
- We engaged people from a broad range of socio-economic backgrounds, covering all of the Index of Multiple Deprivation deciles. (IMD ranks all postcodes in England by deprivation)

What about next year?

We learned some great lessons this year and we are keen to improve again next year. Here are some of our top tips and top learnings!

- Giving away ownership to people helped. We more than doubled our numbers from last year and people really enjoyed sharing with friends
- Challenges that encourage interaction are great and we should do more of them. The game challenge saw huge numbers of reactions and comments and posts - with one game getting 645 reactions in just one day
- We want to broaden the range of participants. Although we see a huge range of locations, ages and socio-economic backgrounds, we are keen to widen our reach by engaging with a more diverse set of ambassadors.
- As always.. We need to start earlier! We run the whole challenge without funding so are managing it all on top of our day to day workloads. This year we want to find resource to develop more partnerships, focus on recruitment and reach over 10,000 participants



Day 4

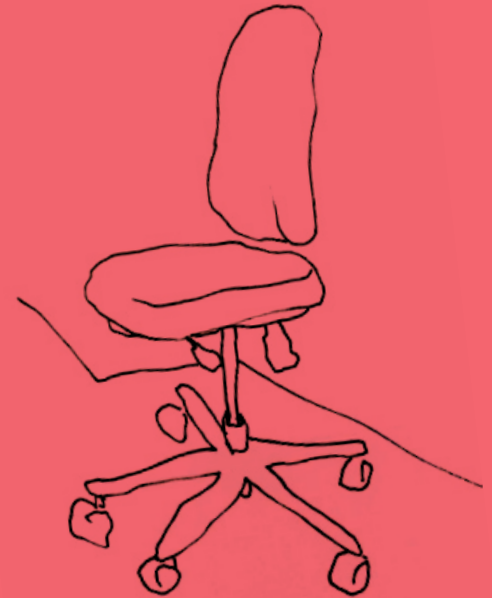
CASTLE CREATION

Build a castle, with whatever you have available to you

"Daring to have a go without embarrassment."



THANK YOU FOR TAKING PART IN THE JANUARY CHALLENGE 2018.



Join us next year by signing up here:
dothinkshare.com/sign-up/



If you want to find out more about the January Challenge or how 64 Million Artists can help you, contact: Jo Hunter, jo@64millionartists.com

64 Million
artists!

No. 365

Jamie Wick

