

THE  
JANUARY  
CHALLENGE  
2024

# CREATIVITY CHAMPIONS PACK

For Care Home  
Settings



64 Million  
artists



Supported using public funding by  
ARTS COUNCIL  
ENGLAND

hillcare



Learning  
for the Fourth Age



# What's in the Creativity Champions Pack?

Pages 3 - 5 Welcome!

Pages 6 - 11 - What IS a Creativity Champion?

Pages 12 - 13 - About this year

Pages 14 - 51 - The Creative Prompts

Pages 52 - 54 - Printable Poster, Session plans  
and Survey



**(If you want to save on paper, when in your print settings, select the custom range of pages 15–52)**

# WE ARE ALL CREATIVE

Hello - and welcome to The January Challenge 2024! The January Challenge is 31 days of free, quick and accessible creative prompts - one for each day of January.

Why? Because everybody is creative, and when we explore and use our creativity, we can make positive change in our lives, and in the world around us.

The January Challenge is designed to help you, your colleagues and your residents to kickstart your year, try new things, and connect with people across the UK - and the world! 85% of people who participated in 2023 said that taking part positively impacted their wellbeing. You can read more about that in our [2023 Impact Report here](#).

People take part in The January Challenge in all sorts of ways. Some people sign up to receive a daily email throughout January and share their creativity with family, friends or with our friendly online community.

This is the Creativity Champions Pack for Care Home Settings, which contains all the creative prompts ahead of time. Creativity Champions (like you!) can use this pack to set up The January Challenge in your Home, and engage creatively with the people around you.

Whether you introduce the creative prompts to your colleagues, your residents or their families, we hope to spread The January Challenge word to Care Homes around the country!

Throughout this Pack, you will find top tips on how you could use the creative prompts to nurture a culture of creativity in your Home. We'd love to see how you use it, so keep in touch with us using our contact information (on the last page).

This year we have created four versions of the Creativity Champions Pack. You are here, in a Pack suitable for Care Home staff interested in getting creative with others. We also have one Pack for other workplace leaders, one for staff in library settings, and one in the Welsh Language. All are available for free download at [64millionartists.com](https://64millionartists.com) - please do share far and wide with anyone you think might find it useful!



# This Pack is supported by care sector staff

64 Million Artists have been working with Sharon Lewis and Jules Walker from Hill Care Homes, and charity Learning for the Fourth Age to inform and develop this resource. Throughout this pack you will meet them in two different ways!

1

At the back of this Pack, you will find two example session plans produced by Learning for the Fourth Age to try out in your home.

2

When you see a sign like this, it's a top tip from Sharon, with suggestions as to how you could use the creative prompt in your home.



"I love it as an activity coordinator. To have prompt is just well, It's like a gift. It's absolutely wonderful. I mean, anything, any ideas that somebody can give to an activities coordinator is brilliant. And I do think that every care home should do it. And I mean, the residents just love, they love expressing themselves, you get to know them, you get to know different things about them. It's just brilliant to sort of get the residents to talk and chat."

Sharon Lewis, Activities Coordinator at Hazelgrove Court Care Home, part of Hill Care Homes



@Hill\_Care



@Learning4thAge



**"We believe that you are never too old to learn. Learning for the Fourth Age works with care homes and nursing homes to improve wellbeing through learning. Research shows that learning in the later stages of life can boost confidence, give a more positive outlook on life and delay on the onset of dementia."**



**"Hill Care Care Homes is a group of 38 care settings located across the North of England. We provide residential, nursing and dementia care, personalised for you and your family. Our experienced professional healthcare teams deliver tailored support in safe and comfortable environments. Helping people to live their best lives in a top priority, and our activities coordinators organise stimulating, fun events that ensure everyone has a positive experience every day."**

# What is a Creativity Champion?

A Creativity Champion is someone who promotes and facilitates creativity in their community, whether that's within a team at work or a group closer to home. Anyone can be a Creativity Champion, and 64 Million Artists offer resources, training and sharing spaces year-round to support Creativity Champions to do their great work.

Our data shows that creativity can support us to feel listened to and confident to affect change. When Creativity Champions nurture creativity in social care, library, education, health, workplaces and community settings it impacts the millions of people that interact with them. Creativity can be fun and frivolous, (and often the creative prompts in The January Challenge will offer you a joyful 5 minutes!), but it is also a powerful, necessary ingredient that moves us forward and makes things happen. We hope that the creative prompts in this Pack will offer you, and the people you work with, 31 opportunities to be curious about their creativity.

**"It is almost impossible for most of us to change a system from the top down. But we can change a system one relationship at a time. One idea at a time. One moment of holding hope over despair. And that's what I think creativity does for us. It gives us a moment to believe in something new and imagine how things can be different. And if we practice that skill, we can hold those moments for longer until they become real."**

Jo Hunter, CEO of 64 Million Artists





**"The residents just love doing the creative prompts. I think they look forward to it because I find that they're very different, they're not something that I would do as an activity normally!**

**So it's great to have that sort of different thing, to get away from the usual things that you normally do in care homes. I try to be a bit, you know, out the box with things that I do – I try to keep them away from like bingo, and dominoes and things like that.**

**But with the creative prompts, they're all so different and it's brilliant to read them and think "Oh, yeah, that's a great idea!"**

**And a lot of the things we've sort of done again – and again!"**

Sharon Lewis,  
Activities Coordinator at Hazelgrove Court Care Home,  
part of Hill Care Homes



# Using your Pack

## Sharing the creative prompts

“The only limit is your imagination!”

Have a look through the creative prompts and see what they inspire. Could you share the ideas in a group creativity session? Are some better suited to 1-1 interactions? Do they compliment other activity or celebrations you have going on in your home?

## Getting prepared!

The creative prompts will never rely on things that you aren't likely to have around you (pens, paper, recycling - your imagination!), however you might find it helpful to gather some supplies to help spark conversation and activity. At the end of this pack you will find two example session plans to draw some inspiration from!

## Measuring impact

Knowing who takes part and how it makes them feel is helpful learning for all of us, and means that we can keep co-creating a campaign that works. Keep in touch with us using the contact information at the back of the Pack - and find an accessible survey to share with your groups.

## Accessing support

We are running a free training session from 14.30-16.00pm on 22nd November to support you to use this Pack. Sign up at [64millionartists.com](https://64millionartists.com), (and find a recording on the website after the dates.)

We encourage you to share online using #TheJanuaryChallenge to connect with other Champions.



# Facilitating creative activity



You might like to facilitate group creative sessions throughout January (and beyond!) Here are a few key top tips we've learned along the way!

Creative prompts shouldn't take longer than 5-10 minutes each, but sometimes, people like to spend longer on them. Do you want to factor in social, or relationship-building time? Let participants know what to expect from the session - including timings and breaks (make sure you stick to them!).

Value everyone's contribution. Let all voices be heard and encourage everyone to participate. People feel vulnerable being creative because they don't want to look silly or be judged. Create an atmosphere in which people feel they can trust, take a risk and have a go without making a fool of themselves. We all have different skills, abilities and challenges. Keep open-minded about people's comfort levels around reading, writing and drawing. Allow people to respond to the creative prompt in their own way.

**"There's never any pressure for anyone to complete all 31 daily challenges. Sometimes we choose specific challenges that we think most appeal to our specific community or that tie in with something else that is happening."**



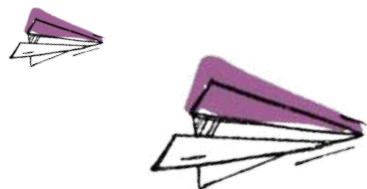
You have the agency over how you use the creative prompts. Pick and choose your favourites, adapt them, switch up the order - make it work for you (and your schedule!)

Work - and life! - is busy and we are navigating challenging times! Try to remove too much pressure or expectation. The creative prompts are warm invitations and not another 'to-do'.



Friendly competition is a winner! How many creative prompts can each staff member or visiting family member complete? Who is the first to complete the creative prompt?

Spread the word! Your Home is taking on The January Challenge - let the world know how much you value creativity and workplace wellbeing. Add it to your newsletters, your social channels and have some fun.



By modeling the activity (and not being perfect) you give others permission to take a risk and not worry about 'getting it right'.

Pool together any materials you might like to use in advance (paper, pens, post-it notes etc), making it easier to get up and go where possible.

Consider creating a gallery space to share responses to the creative prompts. This will get people talking - and encourage positive feedback to those sharing.



### And some top tips!



**"If there was another Activities Coordinator in a care home, who was a bit reluctant about doing The January challenge, what would you say to them?"**

**"I would say, have a go.**



**You'll be surprised and you'll be surprised basically what your residents are capable of doing, and the ideas that they will come up with. You just don't know until you have a go but definitely have a go. There's no right and wrong way of doing the challenge. It's just how it turns out on the day. I mean, we did one of the creative prompts which was a waterfall challenge, which we won't go into that one...but you know, we've done others! It's just been brilliant. Just have a go."**





# Who has designed the creative prompts this year?

All of the creative prompts have been designed by individuals and community groups across the UK (including the residents at Hazelgrove Court!)

Learn more about the people involved throughout this Pack, and at [64millionartists.com/thejanuarychallenge](https://64millionartists.com/thejanuarychallenge).

Many of the faces you see below will be hosting events and workshops throughout January - we recommend signing up to our [mailing list](#) to be kept in the loop of what's happening!





**"When you put something out there, either onto a piece of paper, or what you've actually done, it takes something out of your head and enables you to look at yourself. And that takes you beyond feeling satisfied; it takes you into a kind of serenity. And it may not last, but as you do that moment of looking, there is a kind of peace that comes to you."**

Michael Rosen, speaking on the  
64 Million Artists Podcast "Creativity Is..."



# The Creative Prompts

“I always read through the challenges, normally to decide which ones I will leave for the staff to do when I am off, but they are all so good I cannot decide!  
I just cannot wait to get started...!”





# Day 1

## Poster for a Better Future

It's Day 1 of The January Challenge, and Day 1 of 2024! We have a new year ahead of us - what could happen? What change - big, or small - do you want to see in the world this year?

Think up a slogan or message that captures that change.

Now, take an A4 sheet of paper, and create a poster by filling it with your message. Your message should be bold, short and colourful.

Add drawings if you'd like to!



**I would pre print pictures that might help with this. What do the residents care about? Draw on your knowledge – and take the opportunity to ask them! The residents could use the prepared pictures them to create collages, or to copy from.**



### Today's creative prompt has been dreamed up by: NadinaDidThis

Hello! My name is Nadina and I'm a Graphic Artist from Marseille currently based in London. I chose this creative prompt because I'm all about addressing the issues of our time and thinking about ways to solve them. I believe we all have the power to change things for the better and I want to encourage people to think about what they can change to make their life and the lives of the people they care about better.



@nadinadidthis



[www.nadinadidthis.com](http://www.nadinadidthis.com)

# Day 2

## From my Window

Find a window, perhaps it's at home, on a train, at work, or a shop window.

Take a moment to look through it.

Write a list of words to record your experience - perhaps you write down what you can see or hear, how you might describe the weather, temperature or light.

Use your list to inspire a sentence, short poem or sketch to capture this moment.



"This would be brilliant to do with residents in their beds, looking out of the windows in their rooms."



**Today's creative prompt has been dreamed up by: Sally and Claire, Create Caerphilly Skills**

We are Create Caerphilly Skills and Wellbeing working with local community groups, charities and running events for people to connect and create together. We offer a range of different arts and crafts for all ages, abilities and needs. All our sessions aim to be accessible, affordable and most importantly fun as we believe that art is for everyone.



@createcaerphilly



[www.createcaerphilly.co.uk](http://www.createcaerphilly.co.uk)

## Day 3 Dots

Create a simple 'Pointillist' image, taking no more than 10 minutes.

How...? Use a circular stamp, your fingers, the end of a pencil, a brush or any other round object. Dip into paint, ink, or any other material available to you, and make your dots on a page.

Create a pattern or recreate an image of your choice. Try to use both hands to create the image. You could even try making 2 - one with your left hand and one with your right hand.



**Find a suggested session plan for this creative prompt at the back of this Creativity Champions Pack.**



**Today's creative prompt has been dreamed up by: Helen Brady, Frimley Health Charity**

We are collaborating with occupational therapists at Frimley Health NHS foundation trust to deliver creative activities that encourages use of hands, dexterity, vision, control. The sessions are for Stroke patients in our care. A rewarding exercise that helps assessment, stimulates your mind and aids communication.



[@frimleyhealthcharity](https://www.instagram.com/frimleyhealthcharity)



[www.frimleyhealthcharity.org](http://www.frimleyhealthcharity.org)

# Day 4


## Letter from an Object

Write a short letter to yourself from the perspective of an object that you use, or maybe misuse everyday.


What object? A toothbrush, the car, the kettle, it could be anything.

What would the object say? is it annoyed, under-appreciated, is it running away? Maybe it has some advice for you.

Think like the object, BECOME the object! And give it a personality, a bit of character. You could write a few lines or maybe a whole page. I wrote mine like a poem, you can do whatever you like...



"I would bring in an object of my own to get the residents started. Have a few examples up your sleeve (maybe one that relates in some way to an object or joke amongst colleagues and residents in the Home?)



### Today's creative prompt has been dreamed up by: Alex Wharton

I'm a writer, poet and author. I'm also the Children's Laureate of Wales 2023 -2025. I hope to inspire a positive connection to literature by sharing my own work and encouraging others to explore creative writing for themselves. I visit schools, libraries and festivals throughout the UK, and this has helped me develop workshops that are enjoyable and accessible.



@alexwharton



[www.literaturewales.org](http://www.literaturewales.org)

# Day 5

## Wait a Minute...



"Prepare a box beforehand with whatever you can find!"



Dig into your recycling box, or a messy drawer (I know you have one.) Here, you will find your artist's materials. Create a piece of artwork, using the materials at your disposal.

But before you start, lay out all your materials in front of you and pause for one minute. If you find it helpful, use the theme 'wait a minute' to inspire your creation!

Don't fire in right away, simply take some time to clear your thoughts and have a pause before you start your activity. If you've got the time, wait longer than a minute, take ten or twenty minutes to sit in a meditative state before seeing what creativity will come to mind.



**Today's creative prompt has been dreamed up by: Scott Thomas**

Hiya, I'm Scott Thomas, an artist and theatremaker working in the Southside of Glasgow. I'll be working with a group of creative people at The Wee Retreat CIC, a community wellbeing centre, throughout January to take part in the fun creative prompts. As we're in a peaceful space, we'll be exploring how relaxing our mind and bodies beforehand will affect the work we create and how we approach it.



[@TheWeeRetreat](https://www.instagram.com/TheWeeRetreat)



[facebook.com/TheWeeRetreat](https://www.facebook.com/TheWeeRetreat)

# Day 6

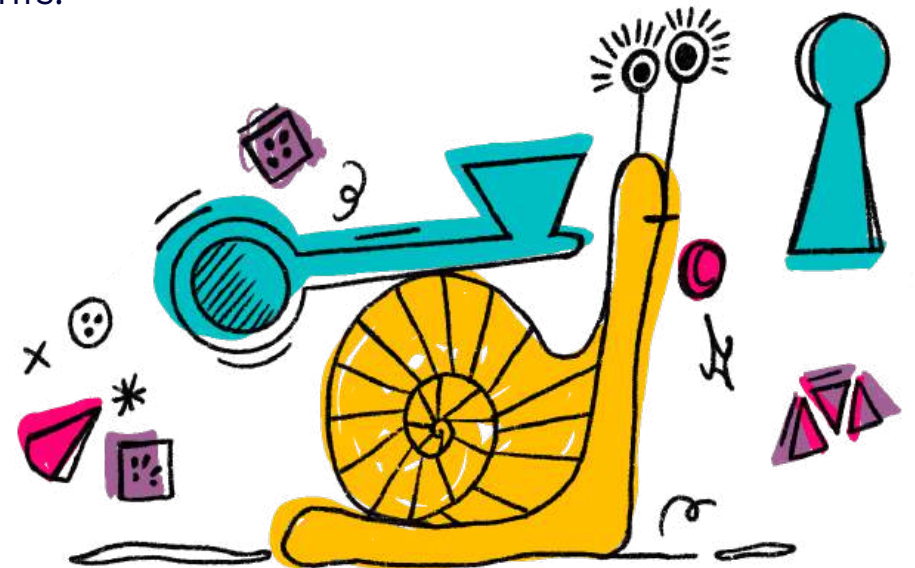
## A Journey with Purpose

Imagine that you are going on a journey with a purpose. It is up to you to decide on what the purpose is, and where, and how you will be journeying.

Draw the bag that you are taking with you, and label its contents.



"I would print out a image of an empty case for residents to write or draw inside what they would take. I think this would be a good conversation starter."



**Today's creative prompt has been dreamed up by: A group of participants at Eden Court, Inverness**

Eden Court Highlands is a cultural venue in the north of Scotland and the largest multi-arts organisation in the country. A group of participants from the varied public programme at Eden Court came together to co-create today's creative prompt!



@edencourttheatre cinema



[www.eden-court.co.uk](http://www.eden-court.co.uk)



# Day 7 (1/2)

## 10 Minute Storytelling

Use the method below to help a story appear - try not to spend longer than the time indicated!

1 minute:

Think up a central character to tell your story through, and any other supporting characters to be in your story. You don't have to get to the 'nitty gritty' - just name and gender is enough for now.

2 minutes:

Choose a location for your story to be told in. Initially write down what it looks like, but then I want you to imagine being in the location with your eyes closed: What can you hear, feel and smell?

3-5 minutes:

Now, build your scene using the DOTS formula designed to deliver the sort of conflict and drama that makes all plays, tv shows and films unmissable! I explain it through a very basic example story on the next page...



**Today's creative prompt has been dreamed up by: Nathan Mann**

I am a gay, autistic writer in London. I am working with other autistic people, teaching them how to create and write great stories! However, for today's creative prompt, it doesn't matter whether you're autistic or not - We all have stories inside us!



@nathangeorge99



[linktr.ee/nathangeorge99](https://linktr.ee/nathangeorge99)

# Day 7 (2/2)

## 10 Minute Storytelling

Desire - What does your central character (your 'protagonist') want? (eg: to make breakfast)

Obstacle - What is stopping them from getting what they want? (eg: the kitchen door is locked)

Tactic - What do they do to try and overcome the obstacle? (eg: kick the kitchen door down to get their food!)

Success? - Often stories work best if they are not successful straight away, because this helps to keep the drama up. Even better - does your tactic not only fail, but create a bigger obstacle? (I've hurt my foot, AND I'm hungry!)

BONUS - 3 mins: If you have time, have a go at creating a scripted scene between 2 or 3 characters that tells your DOTS story. If there is just 1 character - it could be a monologue script.

Remember - it's not about creating a perfect script - but about getting an idea on the page!



"I would use props to inspire a group story. What have you got around you in the office or kitchen?!"



# Day 8

## Act it Out

Act out something you do everyday but in character.

Brush your teeth as a secret agent, pretend to be a strange monster with your family or make dinner as a witch brewing a potion...



**"I cannot wait to do this one. Model having a go, offer plenty of ideas and see what happens. Take videos!!"**



**Today's creative prompt has been dreamed up by: Simon Batchelor**

Hi I'm Simon, Artistic Director of The Drama Geezers, an arts education company championing more drama in the classroom, at home and in the workplace. We immerse children and adults in playful story worlds, turning rooms into safe spaces where everyone can play, explore and create together. We are passionate about challenging the stereotypes about male involvement in play and creativity and believe that there is immense strength in men embracing their playful side.



[@dramageezers](https://www.instagram.com/dramageezers)



[www.dramageezers.com/](http://www.dramageezers.com/)

# Day 9

## Your Warmest Friend



Who is the warmest person you know?

Think about what makes them so warm. Maybe it's their smile.

Draw a simple picture of the warmest person you know, in any style you like.

What colour do they remind you of?  
Add a splash of that colour to represent what makes them such a warm person.



**Today's creative prompt has been dreamed up by: The Warm Welcome Campaign**

Hello, I'm David Barclay from The Warm Welcome Campaign. We provide Warm Welcome Spaces for communities right across the UK. Our campaign began last winter as an emergency response to the worst cost-of-living crisis in 70 years. 7000 Warm Spaces helped over half a million people struggling to keep warm amidst soaring heating costs and inflated prices for food and necessities. We offer endless cups of tea, warmth and welcome to anyone struggling to get through winter alone.



[@warmwelcomeuk](https://www.instagram.com/warmwelcomeuk)



[www.warmwelcome.uk](https://www.warmwelcome.uk)

# Day 10 (Page 1/3)

## Your Earliest Memory



**Today's creative prompt has been dreamed up by: Michael Rosen**

Hello! I'm Michael Rosen. I'm a writer and broadcaster - You might know me from my books for children which include "We're going on a Bear Hunt" and "Chocolate Cake". Younger people seem to know me as "the meme guy", as some lads in America edited a poem of mine about hot potatoes into a meme of me saying the word "Nice" in my North London accent.

What are your first memories?

Can you tell someone what these are and ask them to write them down as you tell them?

Can you write them down as if you're telling them to someone?

These first ways of talking are often the best ways of writing them down - but not always.  
You can, if you want to, use them, as a way of writing poems.

What is a poem?

A poem is a way of writing that makes what the writing memorable.

What does memorable mean? Easy to remember and worth remembering.

Can you make your first memories sound memorable?

One way to do it, is to not write in sentences!

What?

Yes, as we're talking about first memories, these are often like fragments, impressions, blurry sensations.  
Sentences are not very good for expressing that..

# Day 10 (Page 2/3)

## Your Earliest Memory

You might just want to play with these fragments putting them down on the page, one below the other.  
If you can remember what someone is saying, put that down exactly as you remember it.  
You may remember what you said or thought. Put that down exactly as you remember it.

What other ways do you know which can make writing memorable?  
Using repetition to give things a rhythm. Songs do this all the time.  
You can imitate the way songs repeat phrases and lines. (A phrase is two or more words)

Rhythm and rhyme are ways we make things memorable too.  
One way to help you with this is to think of a song you like and imitate how the song uses rhythm, rhyme and repetition. Think of Bob Dylan or Adele or Stormzy or anyone you like.

Another way to work on your first memories, is to pick a word or phrase from that first memory and play with it.  
Play with it? How?

Let's say if your first memory is sitting on a beach. And you remember the sand and the wind.  
You can play with those words and that phrase:

Sand and wind. Wind and sand.  
Sand in the wind. Wind in the sand

There! It's that easy....





# Day 10 (Page 3/3)

## Your Earliest Memory

One thing about memories that's really interesting is that you can write about them as if you are IN the scene from the past, or you can write about them from now, remembering what it was like.

Or you can write about both. I call this 'writing about yourself as if you're looking at yourself in the swimming pool'.

So, you can think of you IN the memory. You can write about it along the lines I've suggested.

But mingled with it, or after it, you can write about, how you think about it now.

Maybe your view of the other people in your memory has changed? Or your view of yourself has changed?

Or your view of time has changed?



Find a suggested session plan for this creative prompt at the back of this Creativity Champions Pack.



@michaelrosenyes



[www.michaelrosen.co.uk](http://www.michaelrosen.co.uk)



**"The creative prompts provide a formal  
framework for people to use as a  
foundation to let their imagination soar."**

Creativity Champion 2023



# Day 11

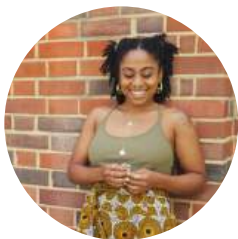
## Using your Voice

Think of a song that you love or that is meaningful to you. Try singing or humming it, alone or with a loved one.

If you like - have a go at singing along with the song in the video, on your own or in a group.



Let this creative prompt inspire some group singing! What music do your residents enjoy? Invite some confident singers to help you.



**Today's creative prompt has been dreamed up by: Ava Riby-Williams**

Hi, I'm Ava! I'm an artist and a creative facilitator living in London, and I feel passionate about using creativity as a form of healing. I've been following this intention in my work for over 7 years, usually with communities who have experienced marginalisation. I particularly love using song and movement to tell stories of culture, belonging, and to express whatever it is that we're feeling.



@avazarah



[avazarah.com](https://avazarah.com)

# Day 12

## FanZine

Today - we are creating a 'FanZine', out of a single sheet of A4 paper. To fold a pocket zine you're going to need a sheet of A4 paper and a pair of scissors. To create your zine, follow this [video tutorial here](#).

Now you have your 'pocket zine', fill it with a list of things that you love - your favourite books, films, people, places, foods. You could do one thing per page, and include an illustration, cut-out picture, or a description of why you love this thing.

"I would have these prepared, ready for residents to fill in. You could also offer some collage cut outs."



### Today's creative prompt has been dreamed up by: Lea Cooper

Lea is a zine maker and zine librarian at Edinburgh Zine Library. They make zines about all sorts of things, like their experiences of mental health and neurodivergence, their love of cycling, or the best places to get vegan food in Kirkcaldy, where they live with their wife and cat. They encourage other people to explore making zines through in-person and online workshops.



@lilethjcooper



[www.zinejam.com](http://www.zinejam.com)

# Day 13

## That Peaceful Place



"This is a nice idea for 1-1 interactions. You could look through residents photos with them, and see if you find one that relates to their peaceful place."



Think of a place that brings you a sense of peace and calm. Find a way to capture that place. Sketch it, describe it in words - or, if you're able to visit that place today - take a photograph of your favourite thing there.

"I like to go hiking with my family whenever we can. This is the ultimate escapism for me, but also allows for me to clear my mind and become unstuck from the challenges in the week. I'm always taking pictures on my phone if the places that we have been hiking and this brings me some inspiration. Let today's creative prompt take you to that peaceful place...!"



**Today's creative prompt has been dreamed up by: Ica Headlam (We Are Here Scotland)**

Hello my name is Ica Headlam I'm a Creative Practitioner based in Aberdeen Scotland. I'm the founder of We Are Here Scotland which aims to amplify the voices of Global Majority artists and creatives across Scotland's creative industries. I'm also a strong advocate for representation across the arts and value the importance of open and honest dialogue.



@weareherescot



[www.weareherescotland.com](http://www.weareherescotland.com)

# Day 14

## Hello, Me

Find a piece of paper, card or anything you can draw on. Close your eyes and slowly take 3 deep breaths in and out. Now ask yourself “How am I feeling in THIS moment?” See if you can feel the sensation in your body and also name it.

Now choose one or two colours that you feel drawn to. Pick up a pen, pencil, crayon, or paint in those colours and draw or paint a shape that represents how you are feeling. (It could be a solid square, a swirl, or a series of connected shapes, for example). Let your intuition guide you.

Your drawing or painting can be as sparse or as detailed and decorated as you want. And you can spend as little or as much time as you want on it. Check to see if what you have drawn feels complete.

Remember, there is no right or wrong way to do this exercise.  
The purpose here is to express yourself in whatever way feels intuitive.



### Today's creative prompt has been dreamed up by: Sonal Taank

Hi, I'm Sonal. I'm a Personal Power Coach and Artist based in London and I'm on a mission to help people break free from stress and live their most fully expressed lives. When I was going through a challenging time, I intuitively turned to the things that brought me joy as a child, and drawing and painting was that for me.



@blissfullysonal



[msha.ke/blissfullysonal](https://msha.ke/blissfullysonal)



# Day 15

## Rainy Day Dance

Get dressed for the weather, go outside, and dance!

If you're staying inside to take part in this creative prompt then open the curtains and enjoy the grey, rainy, sky as you move!



**Today's creative prompt has been dreamed up by: Krystal Lowe**



Hello, I'm Krystal Lowe! I'm a dancer, choreographer, writer, director, and a mum of one. I focus on seeking innovation ahead of perfection while empowering creatives and communities. Today's creative prompt is a Rainy Day Dance! For me, dance and movement are one and the same. All movement is dance and all dance is simply movement!



@krystalslowe



[krystalslowe.com/](https://krystalslowe.com/)

# Day 16

## If I knew then...



Think about a challenge or negative experience that you have overcome or come to terms with.

Write a survival guide for your younger self or for others who are where you once were. What are your 'top tips' for survival?

Perhaps it's a survival guide to losing some - or all - of your hearing or sight; being bullied; facing a scary diagnosis; losing a loved one; having long covid; or experiencing a relationship breakup. You could illustrate your words and create a road map to getting where you are today - highlighting key positive experiences, information gathered, and people who helped or influenced you.



### Today's creative prompt has been dreamed up by: Angie Aspinall

Angie Aspinall is the founder of #HearingLossHour - an online peer support group for people with hearing loss. #HearingLossHour takes place at 1pm on the first Tuesday of the month on Twitter/X. People join in to share support, experiences, and tips about living well with hearing loss. @HearingLossHour now has over 3,000 followers on Twitter/X.



[@hearinglosshour](https://twitter.com/hearinglosshour)



[@aspinallink](https://twitter.com/aspinallink)

# Day 17

## An Important Date



Create a 2 by 4 grid of 8.

In each box, write a number that represents a special date to you. For example, if you were born on the 27th, you might write '27', if you like the month of March, you might write '3' because it's the 3rd month of the year.

Fill the grid with 8 numbers, 1 in each box. Now - connect each number by drawing a line from the end of one to the beginning of the other.

Each number should be connected to another one, and when you're finished you should have an abstract looking design! Add colour over the lines or in between the spaces to create an abstract print, shaped by your special numbers.



**Today's creative prompt has been dreamed up by: FieldLane Primary School and Jo Cox Foundation**

The Jo Cox Foundation makes meaningful change on issues that the late Jo Cox MP was passionate about. Underpinning our work is the understanding that we have more in common than that which divides us. FieldLane School in Batley works with the Jo Cox Foundation. Luckily for us - the year 6 students at FieldLane have designed today's creative prompt!

 [fieldlane.polarismat.org.uk](https://fieldlane.polarismat.org.uk)

 [www.jocoxfoundation.org](https://www.jocoxfoundation.org)

# Day 18

## Your Space

"Prepare your 3D space with a box from the recycling. You could make a large group one, or several smaller ones. Encourage conversation about the things that matter to your residents, and symbolise them with pictures, drawings or written words that you ask them to put in the box,



Imagine a space you can call your own, it has four walls, a floor and a ceiling - what would this look like for you? Today's creative prompt is to craft that space to life!

To create your 3D 'space', you could:

- .. dig through your recycling for a small box to work on
- .. have a look for a cube net online to copy onto paper
- .. find any other container at home to temporarily (or permanently!) use
- .. create the container from materials like clay or plasticine
- .. or if you'd like to work 2D, simply divide a piece of paper into six to represent the walls, floor and ceiling of the 'space'

You can cut and stick, draw, embroider, paint, write on or sculpt your 'space' - whatever is handy to you.

**Today's creative prompt has been dreamed up by: Zesty's Collective**

Hi, we're Zesty's Collective - a group of queer people in Nottingham putting on events (craft afternoons, creative workshops and meets) for other LGBTQIA+ and questioning people. Each event holds queerness at heart, away from loudness, nightlife, and a need for spending.



@zestyscollective

# Day 19

## Word Art

Choose a word that you're drawn to today, for whatever reason. Your creative prompt today is to create that word in calligraphy-style writing, drawing or using any objects or tools you like.

The word calligraphy comes from two Greek words stuck together, kallos, meaning "beauty," and graphein, meaning "to write" — literally "beautiful writing."

How can you create your chosen word in a way that feels 'beautiful' to you?



"I would simplify this one and print out some interesting words, and ask the residents to decorate them. Perhaps you could use their names, or other special words."

### Today's creative prompt has been dreamed up by: HMP Berwyn

This creative prompt is from prisoners in HMP Berwyn, a male Category C prison situated in North Wales. The men in HMP Berwyn have been involved in creative workshops where they have had the opportunity to design creative activities for them to complete in their cells, using the resources available to them. They discussed how these activities could be a source of meaningful connection with their families on visits. Have a go at completing one of the prompts they created.



[www.gov.uk/guidance/berwyn-prison](https://www.gov.uk/guidance/berwyn-prison)



# Day 20

## Poem in a Bottle

Think about your favourite TV show or story. How did it move you, how did it make you feel? Whether you cried or laughed or went on a grand adventure, in some way you were transported and so many of us sometimes wish we could bottle up that feeling. Well, let's try to do just that!

Grab a piece of paper, or hit record on your phone. Write a love letter to your favourite show. To get started, think about a favourite character or an important element in the storyline.

For example, in many asian dramas shoes are important, they foreshadow so much about characters and that's to do with the cultural significance of shoes in asian cultures, particularly giving them as a gift. So, zoom out and apply your culture, heritage and inspirations to your writing! Your writing could be paragraphs long or simply three lines. If it can make you feel the way you did while watching a show, then you have bottled-up that feeling with your words.



"I thought – we could put their poems into actual bottles! We could hide the 'treasure' around the Home."



### Today's creative prompt has been dreamed up by: Pavani Konda

I am midlands based but the community I connect with is online and from all over the U.K. I'm a content creator, a writer and generally a storyteller that also loves to talk about Asian dramas. I'm now trying to connect people who also loved Asian dramas in a more creative space.



@herpoetryplaylist



@herpoetryplaylist



**"Once again the Challenge provided ways into creative thinking and exploration and interpretation of ideas. We use the Challenge as a way to fire up our imagination."**

Creativity Champion 2023



# Day 21

## Card Tower Challenge



Build the tallest tower you can, made from playing cards, in 60 seconds! (If you don't have playing cards, get creative and use something similar - like cards from a game, small pieces of card, or greetings cards.)

If you have more time, build a tower from another material. What can you make?



"One of the advantages of having the challenges before the day for care homes is the preparation you can do before so they run smoothly on the day – ie, ensuring you have cards for the card tower challenge as you can lose residents interest whilst you go looking for the equipment you need."



**Today's creative prompt has been dreamed up by: Nigel Clarke, Dadvengers**

Hi I'm Nigel, Founder of Dadvengers. An organisation rooted in supporting dads on their parenting journey to foster better family outcomes. We have a podcast, run weekly Dad walks, events and a blog.



[@dadvengersofficial](https://www.instagram.com/dadvengersofficial/)



[dadvengers.com/](https://dadvengers.com/)

# Day 22

## Dress Up Day

Dress today as if you were going to a party. It might be a beautiful tie, or scarf, or you might put flowers in your hair. Or pull on your favourite coloured jumper or glittery shoes. Whatever combo makes you smile, go for it.

In other words, don't save the best until last. This world needs people who are feeling passionate, in what they wear and what they do. This is a chance to wear your 'heart on your sleeve'.

Dress today as if you were going to a party and see how the party comes to you. And don't forget stay at home Pyjama Parties. PJs are allowed too!



"I would prepare what the residents wanted to wear the day before, so care staff can dress those that are unable to dress themselves on the day."

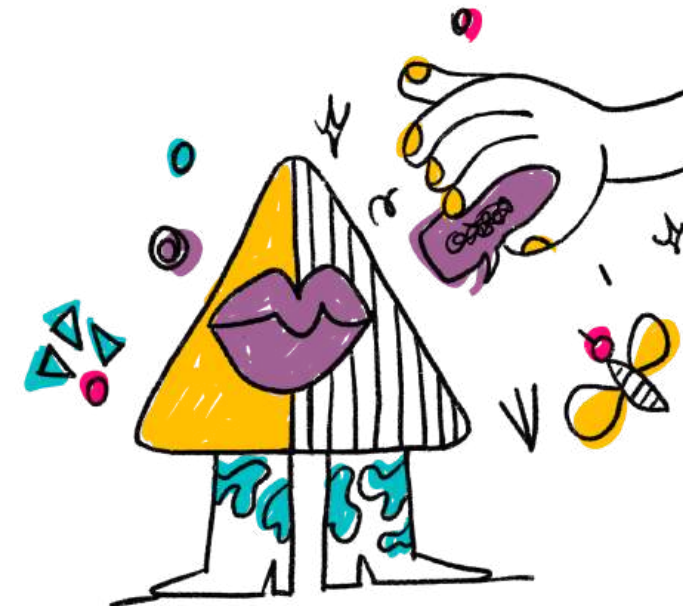


**Today's creative prompt has been dreamed up by: Laura Tan**

Hello, I'm Laura. I live in St Ives, Cornwall. What we wear can change the way we move, how we think and how we feel about ourselves. It's just one way to express our creativity. I'd love you to join me. Who knows, you might find yourself at the start of a magical adventure?



[lauratan5409](https://www.instagram.com/lauratan5409)



41.

# Day 23

## Shape Shifting

"This is a good example of a 'go for it!' creative prompt. Ensure you have plenty of tin foil and magazines, perhaps create an example figure and have a phone ready for pictures.



Create a character using kitchen foil, a toy or magazine cutouts.

Place them on a surface that you like and take a photo with a phone or camera. Move the character a tiny bit and take another photo, try to keep your camera in the same position. Repeat this as many times as you want.

Flick through your photos really fast and see your character come to life!



**Today's creative prompt has been dreamed up by: Deirdre McKenna**

Hello artists and friends, My name is Deirdre and I'm an artist based in Belfast, Northern Ireland. I work for the Black Box on a project called Express Yourself Social Cafe. We are a creative group of disabled people, who meet once a week to enjoy art and togetherness. We have fun and want to share our talents with each other and the world.



[facebook.com/Blackmoonblackbox](https://facebook.com/Blackmoonblackbox)

# Day 24

## Shadow Moments

Today, we're playing with shadows! Use a light (or hopefully, the sunshine!) to create a shadow of something on a piece of paper. You could create a shadow using your hands or your body, a flower, or an object beside you.

Trace the shadow to create an outline, and use this outline to create an abstract print of your object.



**Today's creative prompt has been dreamed up by: Scottish Libraries (CILIPS)**

As the beating hearts of our communities and often the only free-to-access space where diverse groups gather to share ideas and inspire one another, the link between libraries and creativity is stronger than ever today. The team at CILIP Scotland know library-led creativity truly can change lives.



@CILIPScotland



[www.cilips.org.uk](http://www.cilips.org.uk)

# Day 25

## Bring it to Life



Choose an object that is important to you. It can be anything at all - something that has sentimental value, or something you use everyday. Begin free writing whilst thinking about the object and see where your words take you.

Free writing is writing without thinking too much about the contents - just letting the words come as they pop into your thoughts. Some people find that this can help 'creative block'.

The creative prompts below might help get you started;

- Think about what you can See, Feel, Smell, Hear or Taste whilst holding or observing the object.
- Think about how the object prompts additional feelings internally - your heartbeat, muscle tension, a spark in your brain... Spend up to 10 minutes writing.

You can read your words back, or leave them there.

### Today's creative prompt has been dreamed up by: Kate Betty Scott



Hello! With the warmest of greetings. I've chosen today's creative prompt because I was chosen to be one of eight artists who have experienced homelessness in the UK to work for Arts and Homeless international, I have thought a lot about objects I had whilst homeless - their semiotics, their meanings, usefulnesses and how they made me feel.



[on.soundcloud.com/nH48W](https://on.soundcloud.com/nH48W)



# Day 26

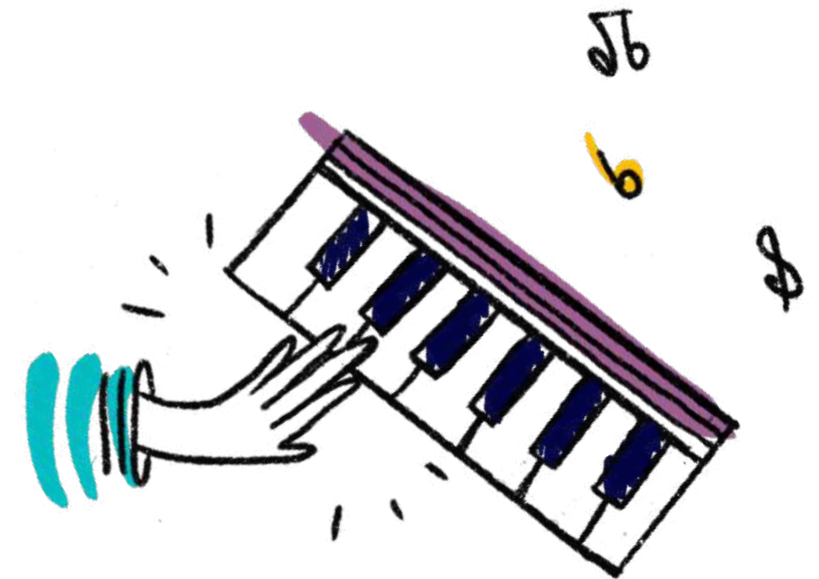
## What Music Inspires

People experience music and sound in different ways. How do you experience music?

[Click here](#) to find and a piece of music I have created.


Your challenge is to create a mark on a page in response to the music, that interprets what you're hearing or experiencing. Think about what textures or shapes it might inspire. Try to allow yourself to create in unison with the music.

Alternatively, tune in to the hum of any noise vibrations, near or far, you can feel around you, what marks would you make in response to them?



**Today's creative prompt has been dreamed up by: Nathan Lawrence**

Hi people, My names Nathan and I'm an artist/musician based in Wolverhampton. I've always worked closely with artist and musician societies within my city but I've never brought both communities together, but I'll be doing just this with The January Challenge! Looking forward to getting creative with you...

 [@neonewonderer](#)

 [facebook.com/neonethewonderer](https://facebook.com/neonethewonderer)

# Day 27

## You Learn Something New Everyday



Find a way to learn something new, today. This creative prompt has come from a workshop at Hazelgrove Court Care Home, and is designed by Betty. Betty first picked up a paintbrush in her 80's and is now learning to garden and grow veggies.

What intrigues you today? Follow your intrigue! Could you learn a new word in a different language, learn a new fact about a country you've been to (or not been to)? Could you learn something new about a friend, by asking 'what is there that I don't know about you?'



"It's us! Enjoy this creative prompt – let the conversation flow...and make sure you're listening! You might pick up some ideas for more activities based on what residents are curious about. For example – one of our residents went on to take part in a British Sign Language course after a BSL prompt in The January Challenge last year."



### Today's creative prompt has been dreamed up by: Hill Care Homes

Hill Care Care Homes is a collection of 36 Residential Care Homes across the North of England. We specialise in providing residential, nursing and dementia care, personalised for you and your family. Planned daily routines as well as stimulating activities and events, create a positive experience for the whole family.



@hill\_care



[www.hillcare.net/](http://www.hillcare.net/)

# Day 28

## Find a Tree

Visit a tree - or trees! - in a park, woods, forest, or find videos or images of trees.

How do you feel? What catches your attention, visually, sound, smell, taste. Stay with the trees or return home to draw, write, express in sound what the experience was for you.

Take a second look. What is different this time?

"You could bring in materials like a bonsai tree, bark or leaves if residents cannot get to a tree."



**Today's creative prompt has been dreamed up by: Sian Williams**

Hi, I'm Sian and work as a Wellbeing Officer for Golygfa Gwydyr, a non-profit group in Llanrwst, North Wales. We are very lucky to have a site up in the local forest to hold a variety of wellbeing sessions from sound baths and foraging to wildlife ID. We currently work with the local community (all ages), housing association groups and veterans.



[facebook.com/GolygfaGwydyrLlanrwst](https://facebook.com/GolygfaGwydyrLlanrwst)



[www.golygfagwydyr.org](http://www.golygfagwydyr.org)

# Day 29

## Self-Portrait



Make a portrait of yourself using a medium that you're drawn to - this could be a drawing, a sculpture, or even a piece of writing or a short film.

It can also be realistic (for example, a drawing that looks like you) or totally abstract (something that represents you without looking in any way similar to you).

Create something as unique as you are!



**Today's creative prompt has been dreamed up by: Ffion Pritchard**

My name is Ffion Pritchard - I'm an artist, filmmaker and facilitator from North Wales! I am interested in how art can benefit society, be it through community-engaged art, art in healthcare or through the cathartic power of storytelling, humour and entertainment.

 [@ffionartist](https://www.instagram.com/ffionartist)

 [@ffionartist](https://twitter.com/ffionartist)

# Day 30

## Reimagine Your Favourites

We're coming up to the end of The January Challenge, and endings are on our mind!

Today, Shilpi invites you to choose your favourite movie or book. If that is tricky - what is the first movie or book that comes to mind? Go with that!

Now - can you recall the ending? Your creative prompt today is to re-imagine the ending of your chosen story.

You could draw or write your new ending...



"Have a list of movies and books prepared just in case. Often childrens stories have the most memorable ending!"




(Shilpi drew the illustrations throughout this Pack!)



### Today's creative prompt has been dreamed up by: Shilpi Sahi

Shilpi is an illustrator & animator who hails from India. Since early childhood, she has been fascinated with illustrated books, animated movies and comics. After working for 3 years as a marketing professional, she pursued her masters in character animation for Central Saint Martins, UAL. Her style of illustration is bright and quirky, in other words, exactly like her.

 [@shilpiness](https://www.instagram.com/shilpiness)



# Day 31

## Creativity Is...



What does 'creativity' mean, to you? That's a big question - we know! Whether you've done 1 creative prompt, or explored every day, today we are inviting you to celebrate YOUR creativity.

Finish the sentence 'Creativity Is...' and share your response. Use the downloadable poster to inspire you or let your creativity do the talking!



**Today's creative prompt has been dreamed up by: 64 Million Artists**

'Creativity' means all sorts of different things to different people and shows up everywhere we look. We are curious about how creativity relates to change - how can we do things differently to create small, and big, ripples of change in our world - and, how can all 64 Million (and counting..) of us, across the UK feel creative, inspired and confident to be a part of that change. Thank you for joining us this January!



# Share what Creativity Is... to you!

Thousands of people take part in The January Challenge and we love connecting with those people online. Join in online by sharing your response to what creativity is to YOU. Who knows, you might just inspire other Care Homes to jump in too! You can print the next page, fill it in and take a picture with it. Post it and tag #TheJanuaryChallenge

## Find us online:



[FB closed group](#)



[@64millionartists](#)



[@64millionartists](#)



[@64M\\_Artists](#)



[@64millionartists](#)



[64-million-artists](#)



[64millionartists.com](#)

## And on email:



[hello@64millionartists.com](mailto:hello@64millionartists.com)



CREATiV!Ty is ...

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#TheJanuaryChallenge

More printables available at [64millionartists.com/thejanuarychallenge](https://64millionartists.com/thejanuarychallenge)

# Example session plans to use, adapt or draw inspiration from...

Thank you to Melissa March and Fiona Smith from [Learning for the Fourth Age](#)! They have put together two example session plans to demonstrate how you could use two quite different creative prompts to inspire a group session.

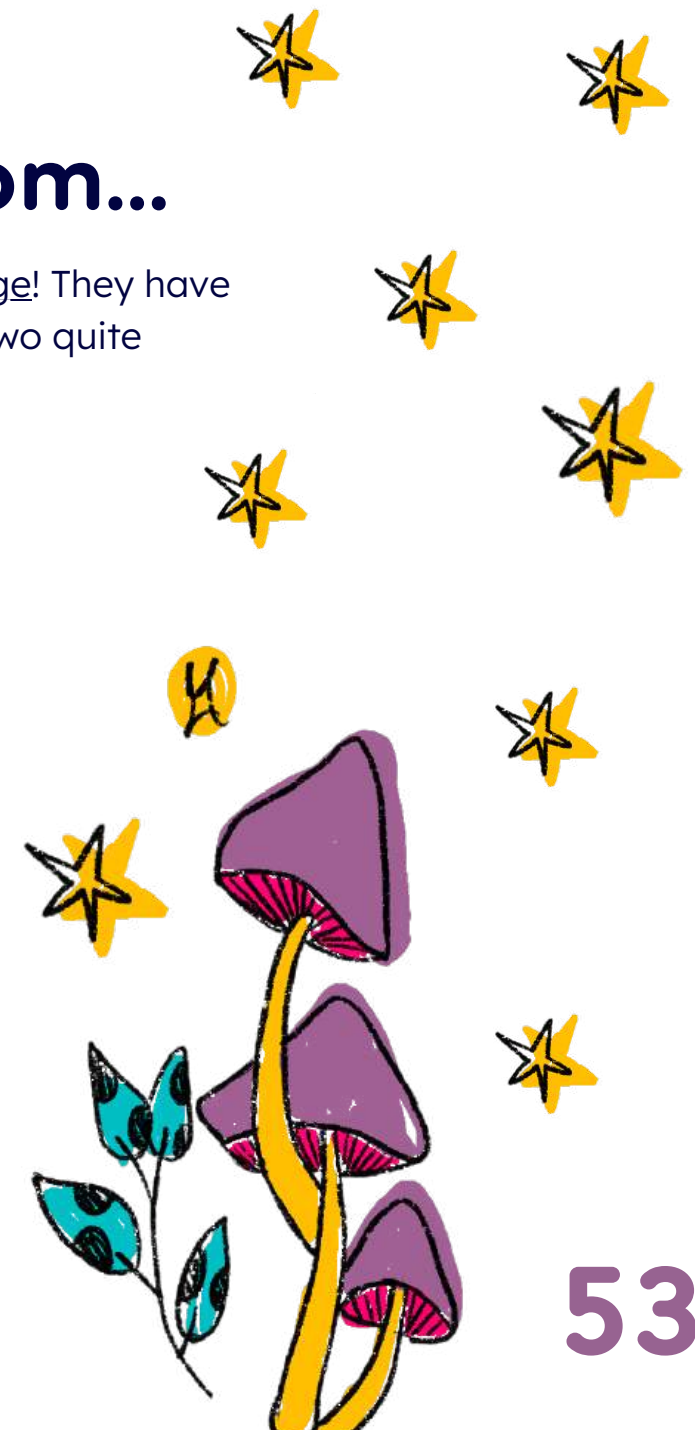
Click on the title to find the plans.

## Session Plan – Dots

“You could even try making two images, one with the left hand and one with the right hand. Doing dots at the same time with both hands, adds an extra dimension that widens the knowledge and learning that people have with affected limbs from a stroke.”

## Session Plan – Your Earliest Memory

“This activity would work best one to one with residents in a care home, including those who have dementia, depending on the person. We have also suggested ideas for groups in a care setting to create a collective poem together.”





# Thank you!

We hope you enjoyed The January Challenge 2024.

We really value feedback - and we really listen to it! Understanding how this Pack has worked for you and your Care Home will help us to continue to reach more people in more places.

Click below for two short surveys that we'd be grateful for you to complete or share. You could be in with a chance of winning a personalised creative hamper!

[A survey for Creativity Champions using this Pack](#)

[A survey to share with participants you engaged and took part](#)

Remember to [sign up to our mailing list](#) for creative prompts, resources and opportunities, all year round. See you soon!

