
Evaluation of the NHS Social Prescribing Champions Programme

2022-2023



The Programme

The NHS Social Prescribing Champions Programme was launched in the Spring of 2022. It is a new programme, hosted by the National Academy for Social Prescribing (NASP) with funding from NHS England. The aim is to foster enhanced peer networking and effectiveness in raising awareness and optimising the use of social prescribing in the NHS.

Participants in the programme were offered a range of opportunities to connect with their peers and to develop their skills in championing change. These were coordinated by NASP, with input from NHS England and NASP staff, alongside invited influencers and experts. Evaluating the experience and the impact of the programme was important, especially to help inform decisions regarding future developments.

“It has never been a better time to champion the wonderful work of our social prescribing link workers, care coordinators and health & wellbeing coaches.

With health inequalities worsening as an effect of COVID, we all have an important role to play in enabling people to live a happier healthier life.”



Charlotte Leonharsden - Regional Associate and GP, Greater Manchester

Being a Social Prescribing Champion - what does it actually mean?

Social prescribing champions are NHS staff members in England (clinical and non-clinical) working across community, primary, and secondary care to raise awareness of social prescribing within their workplace or profession. They support social prescribing link workers, consistency of messaging, and ensure busy practitioners consider social, emotional and practical support needs alongside biomedical interventions for patients.

The Evaluation

A multimodal approach was adopted for evaluating the programme, with the aim of providing a comprehensive view of its quality and outcomes. Capturing this level of detail makes it easier to develop lessons for the future as well as to assess the value of the programme's first year. The evaluation was therefore informed by [realist principles](#) and used [Kirkpatrick's model](#) for evaluation of professional development interventions.

Four areas were studied: the activity, the experience, the growth, and the impact of the programme. Both narrative and quantitative methods were used.



Activity

What activities is the programme providing?

What has the programme delivered?

Measures in activity in online networking connect & share events and coaching webinars.



Experience

How do participants rate the programme?

Quality & relevance of what was provided.

Engagement metrics. Surveys on experience of each aspect of the network. Identification of additional needs.



Growth

How are knowledge, skills and behaviours changing?

Benefits to the participants and their work.

Measures of growth in capability.



Impact

How is this impacting work?

What is being achieved in participants' work?

Reports of the new work participants have been doing champion social prescribing.

Activity

Applications to join the programme were received by over 200 people. After eligibility review, 70 were appointed as champions in May 2022. Participants were from a wide range of backgrounds and roles including both clinical and non-clinical staff members representing 22 different disciplines. Participants worked in all 7 regions of the country. The official cohort was complemented and supported by an extra 32 national champions involved in the 2021-2022 Champions Pilot.

Organisation type	Champions
Acute trust	21%
Community/mental health trust	16%
General practice	30%
National/regional agency	13%
Primary care network	15%
Voluntary sector	5%

Region	Champions
East of England	10%
London	6%
Midlands	6%
North East and Yorkshire	16%
North West	34%
South East	10%
South West	18%



Link Worker Advisory Group

When reviewing the applications for the NHS Champions Programme, it was found that there was a number of link workers who had applied. The aim of the champions programme was to recruit multidisciplinary team members that would support link workers and therefore the programme was not open to link workers themselves. These link workers expressed an interest in supporting the champions work and their seasoned backgrounds made a compelling case to form a Link Worker Advisory Group.

This group currently comprises of nine social prescribing link workers who meet on an ad-hoc basis to discuss issues at local level regarding workforce support and development. The group is currently co-designing a practical induction resource for new link workers. Our organisation intends to grow the group in 2023/2024 where its function will service to feed into our wider programmes.

The programme provided six streams of activities for champions to engage with. All of these streams proved popular with champions.

1. Community of practice

A regular webinar providing updates from national leaders in social prescribing, case study examples and peer networking for champions. 4 webinars were held over the programme, with a total of 78 attendances. Information-sharing emails were also sent after each webinar to all participants in the programme.

2. Online forum

Champions were included in the national forum for social prescribing hosted on the Future NHS platform. This community of over 5,400 people connects those within and outside of the NHS who are working to spread, deliver and optimise social prescribing in England. Over the period of the programme, 240 conversations have been held in the forum, with approximately 1,100 engagements.

3. e-Learning

All champions were encouraged to complete the nationally approved eLearning for Health training module on social prescribing, to ensure they were fully aware of the background, methods, and policies for social prescribing in England.

4. Social media training

The NASP communications team hosted a series of workshops sharing best practice tips and examples for ways of growing and using social media influence. A total of 3 workshops were held, with 59 attendances.

5. Confident public speaking

Nationally and internationally recognised influencers in policy and practice were invited to talk about their approach to engaging audiences to talk about social prescribing. They shared their personal journey of development and engaged in conversation with champions about ways of developing

Overall, the programme hosted 13 nationally accessible online meetings with a total of 264 attendances.

effectiveness and confidence with speaking at meetings of all types and size. A total of 3 workshops were held, with 51 attendances.

6. Change agents

A series of training workshops to introduce champions to tools and techniques for influencing change in complex situations with real-life examples, as well as group coaching in applying proven approaches in participants' own work as champions. A total of 3 workshops were held, with 76 attendances.

Non-attendance

Although all champions received detailed information updates and access to the online forum, some were unable to attend the live webinars and workshops. In total 63% of participants did join one or more of the streams.

Twenty respondents did not attend any of the meetings or workshops. Among non-attendees, all but two reported receiving and using the information resources and found them relevant and helpful in their work. The chief reasons for non-attendance were scheduling clashes (45%) and competing work priorities (45%). Of non-attendees expressing a preference, two-thirds would have found it easier to attend meetings scheduled during the day rather than the evening. One respondent had been on long term sick leave, and one had misapprehended the purpose of the programme.

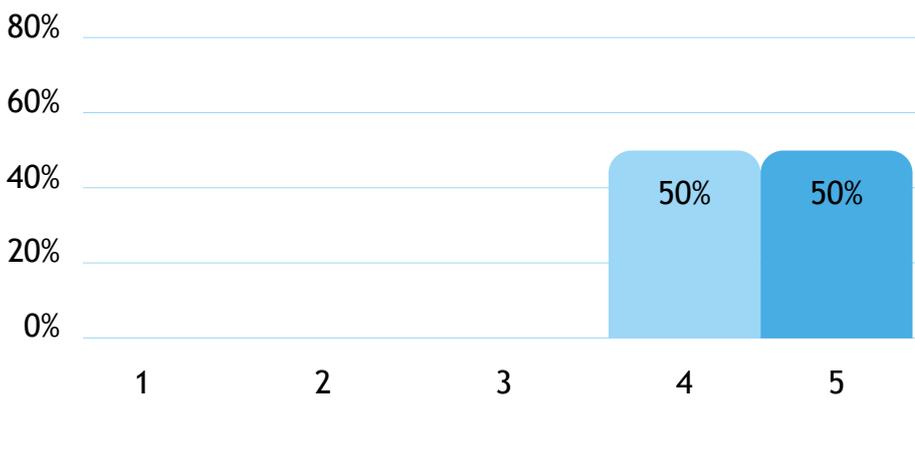
Experience

The quality and relevance of the activities run by the programme were assessed through both quantitative and qualitative means. This provides a rich understanding of how well the programme addressed champions' needs and what lessons should be considered for the future.

Champions joining each of the training-related workshop streams were asked to rate their quality and relevance.

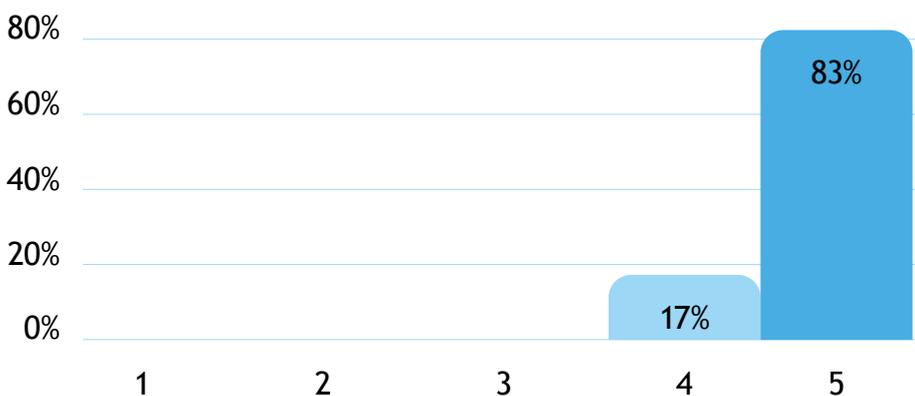
Social Media

The average rating was **4.5 out of 5**, with **100%** of attendees saying they would recommend the session to a colleague.



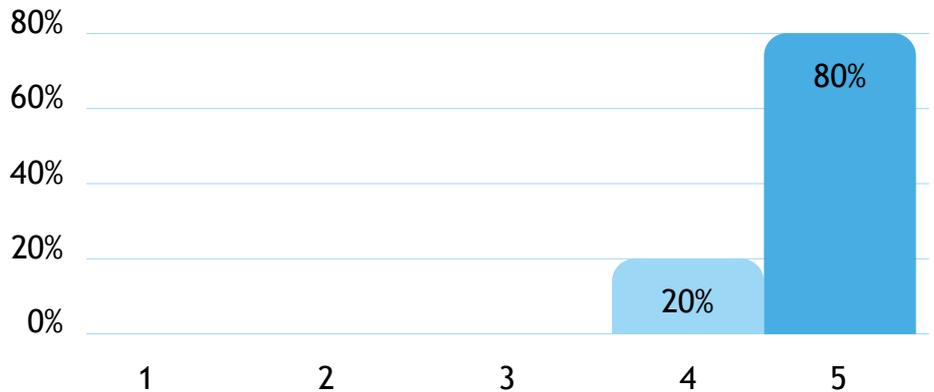
Public speaking

The average rating was **4.8 out of 5**, with **100%** of attendees saying they would recommend the session to a colleague.



Change agents

The average rating was **4.8 out of 5**, with **100%** of attendees saying they would recommend the session to a colleague.



Best aspects

The following features of the workshops were most consistently cited as contributing to a rating of high quality:

- Speakers with extensive knowledge and an engaging style
- The introduction of new ideas
- A focus on practical ways to apply proven ideas in practice
- Opportunities to discuss the topic with other champions

Suggestions for improvement

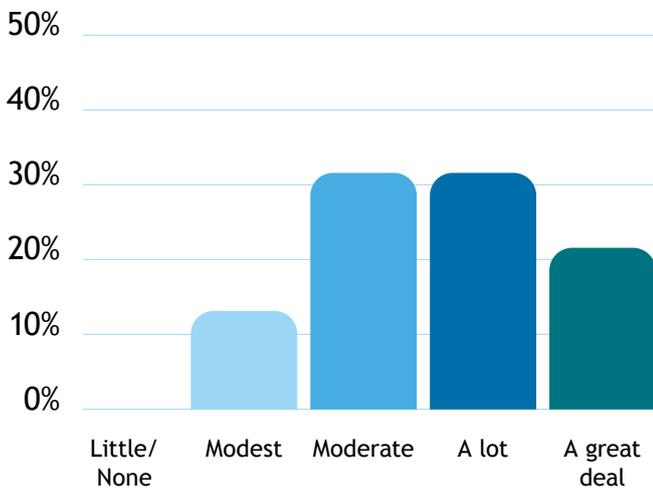
Ideas for improving workshops were suggested by 13% of attendees. These included:

- Making workshops longer, to allow more time for attendees to discuss their questions with the presenter and share their experiences with peers
- Offering additional workshops in the series, to build on the learning gained thus far
- A stronger focus on developing leadership and influencing skills in the programme overall
- Running workshops at different times of the day (with an equal split between those wanting daytime and those wanting evening sessions)

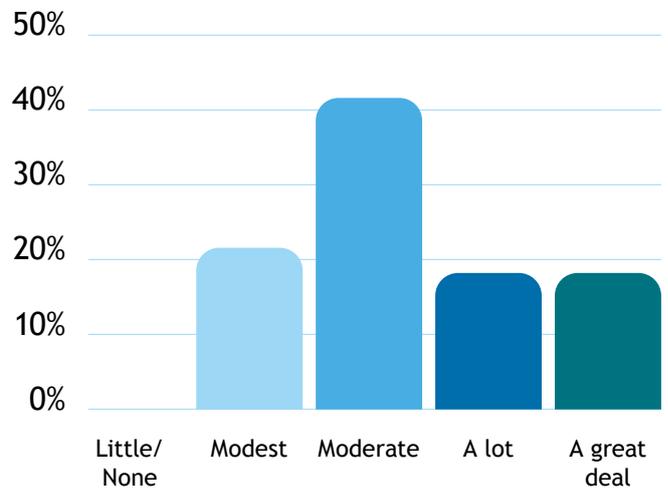
Growth

As seen in the charts below the ratings were high, with all attendees saying the sessions were helpful. These positive responses are further broken down below.

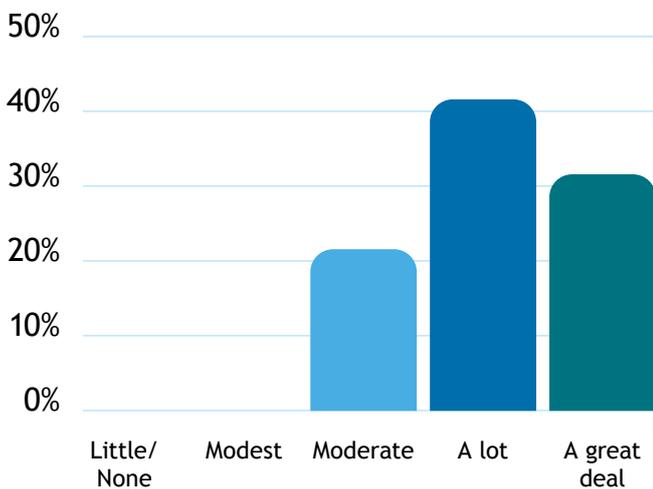
Learning community calls: how helpful have these been to you?



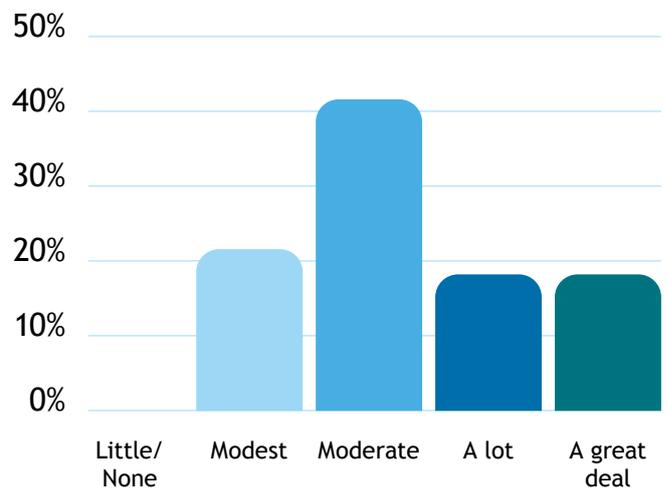
Social media training: how helpful has this been to you?



Confident public speaking sessions: how helpful have these been to you?



Change agent workshops: how helpful have these been to you?



Champions were asked to describe their personal developments as a result of the programme's input. The responses aligned closely with the programme's aims, which was an important finding. The range of areas cited were as follows:

- Belonging to a community of practice
- Career development opportunity
- Greater knowledge about social prescribing and success factors
- Improved morale
- Improving local connections
- Increased confidence to act
- Increased effectiveness to champion social prescribing

The number of specific examples given of each of these benefits is illustrated below:

01

Improved morale

05

Increased confidence to act

24

Increased effectiveness to champion social prescribing

30

Greater knowledge about social prescribing and success factors

01

Career development opportunities

03

Improving local connections

19

Belonging to a community of practice



Impact

The impact of the programme was evaluated by champions' assessments and by studying the actions they took as a result of participating.

Champions' assessments

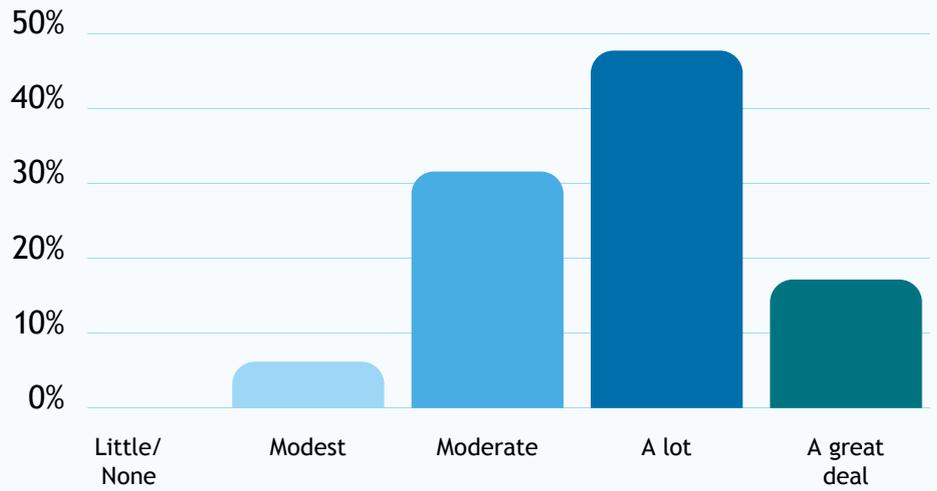
After each development workshop champions were asked to assess the extent to which the coaching had impacted their effectiveness to champion social prescribing. Across all the workshops, 96% of champions reported a significant impact on their efficacy.

This is a high rating of impact, which was seen too when examining the three individual series of workshops. No differences in impact were found when comparing respondents from different backgrounds, indicating that the workshops were successful in addressing a variety of experiences and needs.

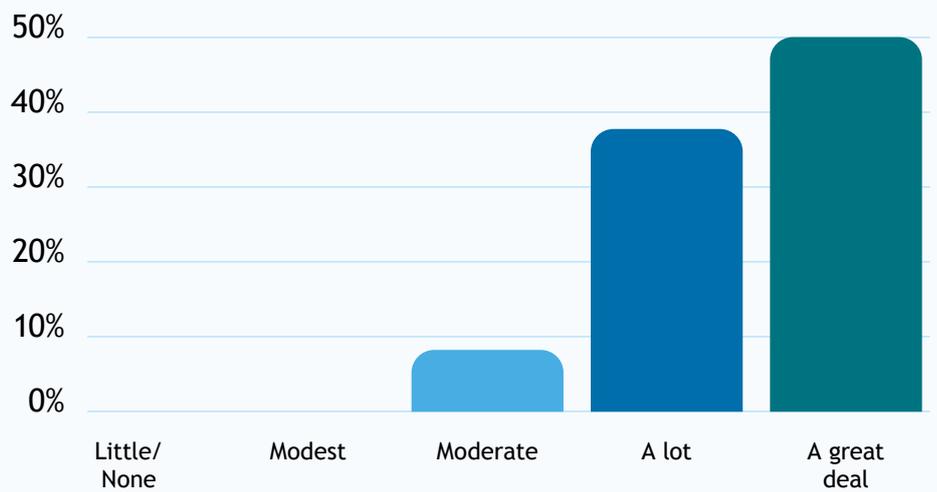


Impact of workshops overall

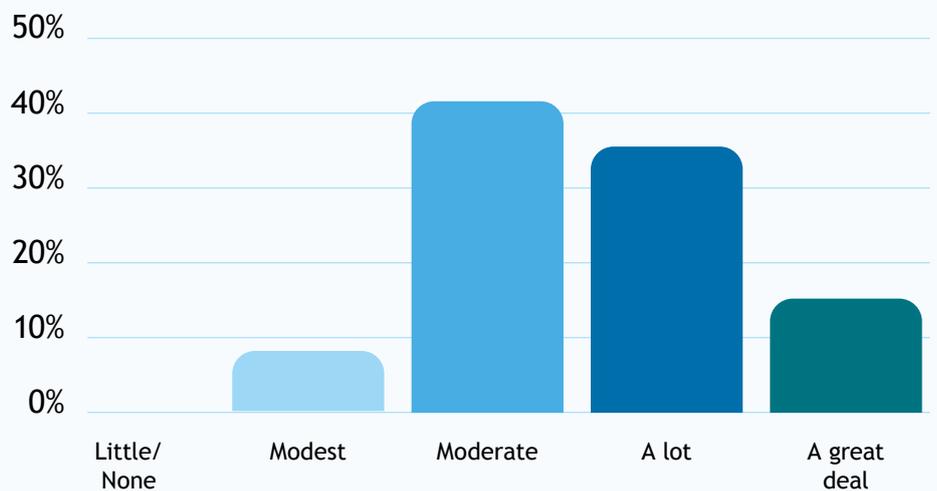
Learning community calls: how helpful have these been to you?



Impact: Change agents series



Impact: Social media series



Actions taken

Champions were asked to report briefly on up to 3 significant actions they had taken directly as a result of their participation in the programme. A total of 110 examples were given, covering 10 different areas, ranging from running professional development events for colleagues to engaging with the public to raise awareness of wellbeing opportunities.

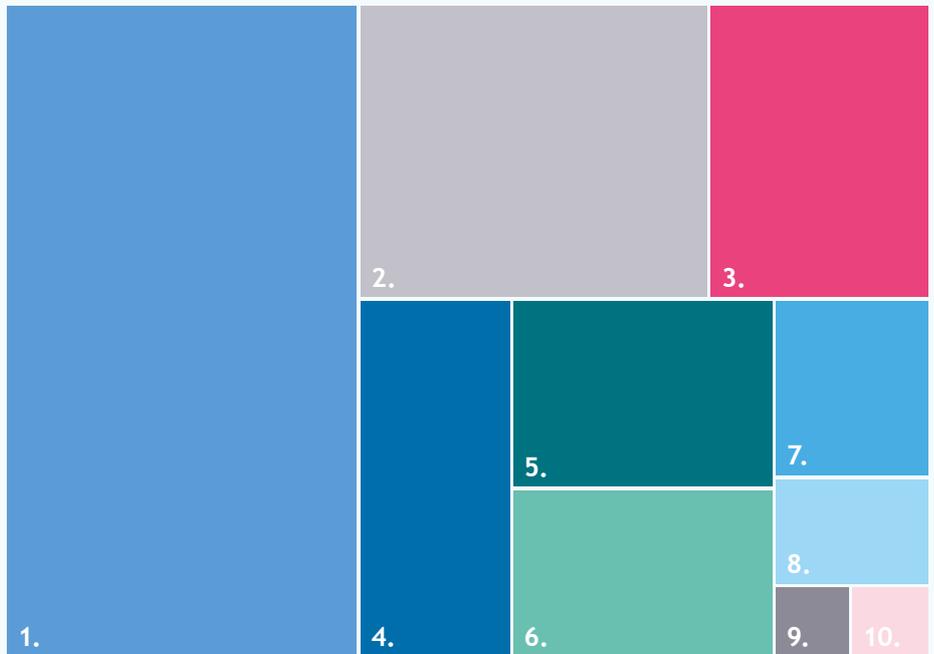
Actions taken	Examples
Changed personal practice	12
Connecting with local link workers	10
Events to raise awareness among professionals	42
Making connections with leaders and influencers	5
Messaging to raise awareness among professionals	19
Patient and public engagement	8
Personal participation in wellbeing activities	1
Providing training for link workers	1
Service redesign to increase use of SP	9
Sourcing additional local funding for social prescribing	3

“The Social Prescribing Champion Programme has been a catalyst for change, empowering multi-disciplinary clinical and non-clinical staff to take significant actions that positively impact the health and wellbeing of communities. The breadth of examples, from personal practice changes to service redesigns, and the diversity of activities, from professional development events to public engagement, are truly inspiring.”



Dr Bogdan Chiva Giurca

Social Prescribing Champion Programme Lead



Actions taken by champions

- | | |
|--------------------------------------|----------------------------------|
| 1. Events for professionals | 6. Patient and public engagement |
| 2. Messaging to professionals | 7. Connecting with influencers |
| 3. Changed personal practise | 8. Funding support |
| 4. Connecting with local linkworkers | 9. Personal wellbeing activities |
| 5. Service redesign | 10. Training linkworkers |

The most common actions were hosting or speaking at continuous professional development (CPD) events and disseminating messaging for professionals through means such as newsletters and social media. Fifteen percent of actions involved establishing new connections between leaders, influencers, professionals, and link workers at regional and local level. In two cases, champions led an initiative to secure new funding for social prescribing services locally.

An illustrative selection of examples is given below, with a series of case studies also presented towards the end of this document.

"I created a programme to encourage A&E clinicians to engage in health promotion - resulting in increased referrals to local health promotion service."

"I distributed information packs to all GP practices and pharmacies in our locality - resulting in a sharp increase in referrals."

"We have already seen improved utilisation of the social prescribing service, and fewer inappropriate referrals."

"I had a discussion with legal teams involved in healthcare about the role of social prescribing in living with a spinal cord injury in the community - it is now likely that a new post will be funded to support this."

"I do practice newsletters and have added sections for [social prescribing] several times in recent months - more and more people are actively asking us for social assistance and to be referred."

"I included social prescribing and young people into the agenda at a national learning event - colleagues are now asking for more information about social prescribing."

"I set up an Information Stall on social prescribing at the hospital - this increased awareness and more staff are now referring [patients] to social prescribing."

"I taught medical students about healthier habits and social prescribing."

“The Social Prescribing Champions Programme is a great opportunity; it supports people to develop their skills and increase their confidence when talking about social prescribing. No matter your role or your involvement in primary care this is an opportunity to share with others the amazing difference that can be made through a holistic person-centred model like social prescribing. It helps spread the word and improve everyone’s understanding of what is meant by social prescribing and how it can help. It opens up opportunities for self-development and enables you to help others.”



Christine Marmion
Deputy Chief Executive York CVS

“I made a leaflet to attach to computers in consultation rooms - the numbers of patients being referred by the GPs and nurse has increased, not just for link workers but for health coaches as well.”

“I talked about [social prescribing] on Twitter - I have been contacted to share further learning.”

“I worked with another service to develop a volunteering offer.”

“I presented at a Grand Rounds Forum, resulting in new referrers and more people talking about social prescribing.”

“I have worn my social prescribing lanyard and had lots of questions about it - it’s opened discussions with colleagues about this amazing resource.”

“I established networking among link workers - lots of good practice has been shared between colleagues.”

Additional Feedback

Additional comments were provided by some champions regarding the impact of the programme overall.

“As a long serving NHS professional, it has been refreshing to take part in the Champions Programme as it signals a return to the type of healthcare that we used to be able to provide back in the day!”

“The best leadership programme I’ve ever been part of. And I’ve done several from people like King’s Fund and NHS Leadership.” (Regarding the Change Agents workshops)

“Sense of purpose, and shared vision, with like-minded individuals.”

“The programme has supported me in being able to host the largest [regional] SP Network meeting recently and to produce and share more information on the success of the social prescribing delivery and movement.”

“The public speaking and Change Agents workshops have been amazing. I’ve heard people speak about these things in the past, but especially with the Change agents, it’s never been done so clearly or inspiringly before. I have already seen my confidence and effectiveness much improved. I could listen to Robert Varnham all day, and he’s helped me so much.”

“There is clearly quite a way to go when it comes to changing people’s attitudes to their health but programmes like this do help in increasing awareness and getting the word out there.”

“The resources and Change agents training that I have been able to access have been fantastic and I am championing social prescribing within our practice.”



Conclusion and future direction

The Social Prescribing Champions Programme has successfully contributed to the continuous professional development of its participants, raised awareness of social prescribing, and facilitated the development of resources, materials, and events relevant to social prescribing. The champions involved in the programme have become advocates for social prescribing, promoting a more holistic approach to health and care within their locality and place of work.

Our intention is to continue the programme and build on its success by improving it based on the feedback received (subject to funding availability). Our future direction is to ensure that the programme remains a valuable resource for those involved, providing ongoing support and development opportunities. We believe that by doing so, the programme will continue to make a positive impact on the health and wellbeing of individuals and communities across the country.

Amber Henthorn

Programme Support Manager, Personalised Care Tameside,
Tameside & Glossop Integrated Care Foundation Trust



I became a Social Prescribing Champion to support as many people as possible across my local area to become aware of and receive access to social prescribing for support around the wider determinants of health and connection to services to help address non-medical needs.

My ambition was to work with Hospital teams and services to train them on what social prescribing is, case studies, the benefits, how they could refer patients via Elemental and how people can self-refer into the service.

How I spread the word of Social Prescribing

1

The Social Prescribing Teams and I ran 'Grand Rounds', a lunch and learn session for clinicians and other hospital staff, with all information on the services sent to staff across the hospital.

2

We implemented an information stand at the hospital entrance for a day to let people know about social prescribing, self-referral and everything they can offer.

3

I have chaired monthly Elemental meetings with all services who use Elemental as a referral system, to ensure collaborative learning and best practice between Social Prescribing Teams, Macmillan Information & Support Service, Active Tameside and more.

Plus:

4. At the Junior Doctors Induction Event, I shared information on social prescribing, including the benefits and how to refer, and send follow up information to those in attendance.

5. I designed a training package alongside Action Together Tameside and tested this with teams across the hospital. The training has been delivered both face to face and virtually, depending on the

preference of the team and individual. I have trained over 200 people on what social prescribing is and how to refer into the service. The people I have trained include clinicians from mental health teams, cancer care coordinators, addictions service, admissions avoidance team, occupational therapist teams and many more. This has resulted in 205 referrals from hospital staff over the last 12 months.



I have built some brilliant relationships with the teams and work with them consistently to ensure the messages I am sharing are always correct and in line with their social prescribing offer.

6. We run monthly Taster Sessions which share a quick overview of social prescribing and how to refer. The Taster Sessions run for 30 minutes and provide regular drop-in sessions for anyone to join. These are advertised monthly via our Personalised Care Resource and Twitter page.

7. I have shared self-referral leaflets with all services and staff that I have trained.

8. I designed and sent out promotional packs to all Pharmacies across Tameside & Glossop.

9. We develop and share promotional communications and materials in our weekly communications to all hospital and community staff.

10. I shared a video that one of our Social Prescribing Teams developed of a resident who has been supported by social prescribing into our local newspaper.

11. I designed a personalised care resource focusing on Social Prescribing theme and shared with the Personalised Care Team contacts of 600+ people.

12. Working closely with the Social Prescribing Officers (SP Officers are similar to Link Workers, but they are not based in surgeries) from across Tameside and Glossop and the Social Prescribing Administrator and Community Wellbeing Project Coordinator from Tameside has been a great experience.

Stats

- 205 referrals from Hospital staff in the last 12 months (February 2022 - February 2023). In the previous year there were only 135 referrals received, showing an increase of 151%
- 35 people reached through the Grand Rounds lunch and learn session
- Hospital information stand ran for 1 day in front of the hospital entrance, with heavy footfall and engagement. The top 4 referrers visited the stand to meet the teams in person and build further connections

Future ambitions

One of my ambitions is to work with Primary Care and Primary Care Networks to increase the referrals into social prescribing from all GP staff in my area. I will undertake this by supporting to share information with GPs at Practice Manager meetings, TARGET educational afternoons, informative screensavers, running our hospital information stand quarterly, GP screens, and much more!

Any Challenges?

A challenge recently has been the Social Prescribing Teams capacity as the referrals have increased due to the increasing need which has been brought about by the raising awareness champion work and targeted communications that the team have undertaken.

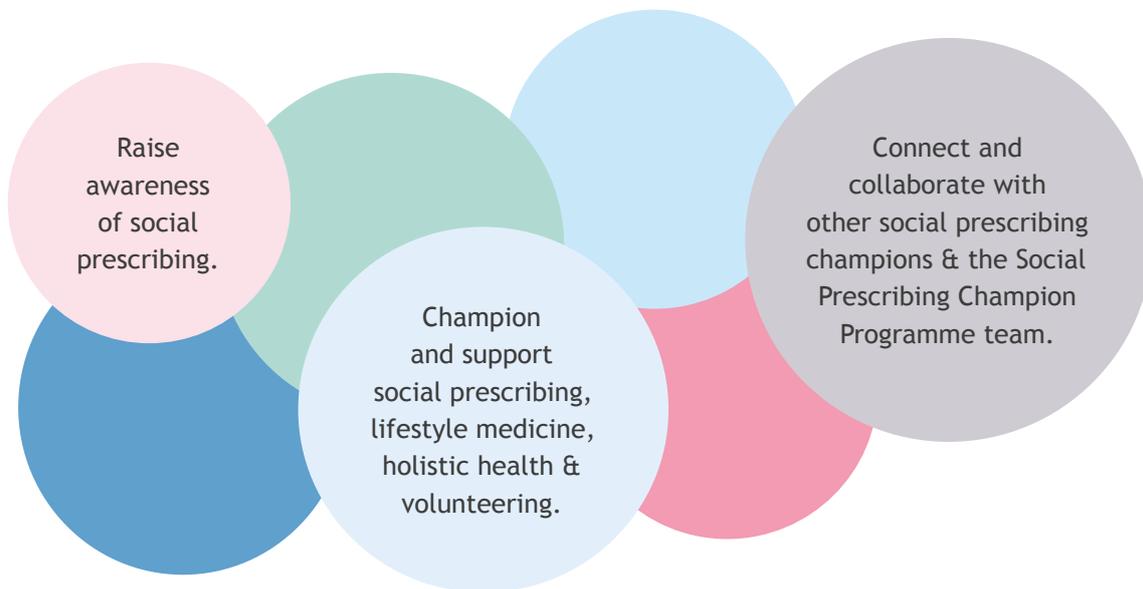
NASP Champion Case Study

Dr Dimple Devadas

NHS GP, Lifestyle Medicine Physician,
Psychological Coach, award winning multi-media
social impact artist, Educator & serial volunteer



I initially applied to join the
Champion Programme to:



How I spread the word of Social Prescribing

My social impact poem and multi-media art health film - 'Stand for Health' was featured at the Geneva Health Forum & United Nations, Geneva 'Art to be Alive' Health Art exhibition - with the World Health Organisation, National Academy for Social Prescribing, United Nations Geneva & Partners.

'Health is our uniting universal goal, Health is our cause'

'Stand for Health,' the original social impact poem by Dimple Devadas & Dorothy Oger

Being invited to be part of Elevate, the UK's largest trade show dedicated to fitness, sport and physical activity, to speak at the thought leaders conference, 'Prevention better than cure: embedding physical activity in social prescribing'.

My talk - 'The 6 pillars of Lifestyle Medicine in action - community engagement, how to be a serial vol-entrepreneur' and social impact community film was part of the British Society of Lifestyle Medicine annual conference 2022 at the Tottenham Hotspur Stadium.



[Click here to view the video](#)



One of the top highlights of the year has been the opportunity to collaborate with a team of social prescribing champions to co-create: ‘Social Prescribing in Rhyme’ - the sonnet, original music sound track and film for the Social Prescribing Show on the 9TH March at the Southbank Centre in London.

My new campaign combining Movement, Meditation and Creativity was launched with the British Society of Lifestyle Medicine on National Fitness Day.



[Click here to view the campaign](#)

Other highlights include being invited to be a self care champion with the charity Self Care Forum, volunteering and co-creating art with the charity - Self Care Forum, Volunteering and co-creating art with the Charity Nova New Opportunities at the Queens Platinum Jubilee Celebrations 2022 at Kensington Palace and The Great Get together - Grenfell anniversary

An invaluable experience

It has been a great opportunity being selected to be part of the champions programme. I have valued the support, the very useful reports around the evidence and impact of social prescribing, our regular online educational engagement events and connecting with like-minded people all supporting the same vision.

Social prescribing and holistic health makes sense and there is great enthusiasm for its integration into healthcare. There is lots of wonderful social prescribing happening, the challenge is to join up the dots and ensure good quality training, with systems and processes to ensure access and sustainable practices.



Future ambitions

I look forward to another fantastic year ahead - where I will be speaking at health events - locally, nationally and globally, creating new educational health films, multimedia art, volunteering and collaborating with wonderful people and communities across the UK and globally and to “Stand for Health, for everyone, everywhere.

“Here’s to building our diverse and inclusive communities together. Inspiring, empowering, supporting, and celebrating everyone, everywhere. So that we may all live our best life with connection, contribution, purpose, health, vitality, and... We can do this together, let’s do it.”

NASP Champion Case Study

Karen Whitehead

Senior Recovery Nurse & Non-medical Prescriber. Stockport Drug & Alcohol Services.



I applied for the role, as I have always believed in a 'more than medicine' approach to behaviour change.

People need to feel valued, not judged, have a sense of purpose, and be treated with dignity and respect, whatever their walk of life.

Working in substance misuse services for the past 15+ years has taught me that relationships are the fundamental factor in positive change and recovery.

How I spread the word of Social Prescribing

In my current role, I manage the criminal justice aspect of the service, working with people released from prison, subject to probation or arrested by police, thus working in a non-judgemental manner is probably one of the most important aspects of my role. I have been able to incorporate social prescribing into the care plans I create with the people I support. Often going with them along to first meetings to assist with a warm introduction to positive activity. I recently accompanied a person I am working with to a local Men's Shed group for the first time, as he was incredibly nervous about attending alone.

In my role in Stockport Drug & Alcohol services, I have linked in with our 'Ambassador programme'. Sign-posting clients to further training, enabling them to train towards becoming an ambassador themselves, or working with people who have already undergone the training and are now able to support others in recovery.

One of the people I support was able to share with me a poem that he had written in prison many years earlier. I agreed to type the poem for him, so he could have this framed and linked him (via our service manager) with a company called the 'Bad



As part of our recovery services an annual event is arranged whereby people who utilise our services and staff, volunteers share lunch, positive activities and generally celebrate recovery. This year's event was well attended by both people who use the service and staff, with activities such as karaoke!”

Kamra Production Company'. They worked with him to film his poem, and this has been shared nationally via the National Probation Service and globally on YouTube. When I speak to him about his experience of filming this, he reflects that this has enabled him to “feel proud” that his past drug use was not all negative and that something positive has come from a time in his life that was dark and depressive. He has acknowledged that he feels that he has something to share with his family, which helps them to understand his past addiction.



[Click here to view the video](#)

Future ambitions

Moving forward, we plan to utilise our ambassadors to support our clients into community social prescribing groups. Ambassadors are volunteers of our service who mostly have lived experience and they are often better placed to support our clients with social activity and recovery focused interventions.

What went well

I feel privileged to work in a service whereby recovery and the notion of social prescribing are second nature to our interventions with people who use our services. I want to continue to embed social prescribing into structured treatment and recovery, to enable people who use our services to feel valued, supported and cared for, and to integrate people who access specialist drug & alcohol services into the wider community.

Any Challenges?

The challenges we face are always in relation to ensuring that people who use drug and alcohol services are not discriminated against. Having greater oversight into the wider social prescribing framework has enabled me to utilise other support groups and service for my clients which can be of benefit to their own recovery. I have been able to accompany some clients to other social prescribing groups to be available to advocate, should the need arise.

NASP Champion Case Study

Julie Pollard

Social Prescribing Co-Ordinator - VCSE - Cornwall



I am based in Truro, Cornwall, and employed by Volunteer Cornwall, who are the Lead Partner in the original Department of Health and Social Care pilot project, alongside Public Health, Cornwall Council, to develop the social prescribing link worker role (SPLW) in GP surgeries. There were six other charitable organisation partners in the original model.

As a coordinator, my role is to develop and monitor the model across the county, train and induct the SPLWs and ensure there is ongoing support

and development for the team to share via a community of practice approach, highlighting successes, challenges and provision updates etc. As well as to coordinate the SP Network with Public Health and arrange at least two meetings per year and regular newsletters.

I joined the champion scheme to be able to refresh and update my skills and knowledge and to share with others across the country. Although we are in our fifth year here, there is always something new to learn.



It is a pleasure and a privilege to be able to work in this successful field of health and wellbeing, to be able to reassure social prescribing link workers what a huge difference they are making, and to see the growth not only locally, but nationally and internationally of the social prescribing movement.”

Activities

I coordinated an original pilot Social Prescribing Team of 8 full-time link workers covering 29 surgeries, which expanded to countywide ARRs roles to ensure learning, training, sharing and networking continued, and to join together link worker's work.

I developed a newsletter for the Social Prescribing Network and the meetings, both face to face and online (during Covid times), to encourage providers, practitioners, and anyone with an interest in social prescribing to come together.

I developed infographics highlighting the success of the social prescribing role, enabling these to be distributed far and wide to support and influence further funding and development of the link worker functions countywide. Being able to report and show a successful partnership with primary care networks and all our charitable partners has meant further funding from commissioners over the last couple of years, including an extension for the original team.



[Click here to view the newsletter](#)



[Click here to view the infographics](#)

What went well

1

In 2019, we developed a [website](#) that included case studies for patients to try to understand what social prescribing is, a professional's page and a map for the public to see where and how they can access a social prescribing link worker. This has been a consistently useful resource.

3

I have been working closely with partners and commissioners. Public Health passionately believe in the social prescribing movement and I believe collaboration is key.

2

We hold 2 main Social Prescribing Network events per year, and create 3 - 4 newsletters.

4

Infographics, case studies, reports, and a separate website all helped with the messaging and credibility of the service.

5. Successful partnership of social prescribing and the subsequent trial of a hybrid role - social prescribing development workers, has led to the voluntary sector being asked to lead on a new project to address health inequalities in central integrated care area. This has given me the opportunity to manage this programme for the next three years, building on the SPLW model implementation. This belief in the social prescribing work, partnership delivery and its achievements, in addition to how the induction, training and development has ensued since 2018, has led to this further funding and continuation of a successful model for our communities.

6. We tried out different geographical areas for the face-to-face meetings and to keep things fresh. We invited a range of speakers on different topics, for example a NASP Regional Lead was able to give a local audience a real up to date picture of what's going on elsewhere. It is also important to ask audience and teams what they would like.



Cornwall Social Prescribing Network meeting - November 2022. Over 75 people attended and it was our first face to face event for 3 years.

Any Challenges?

It is important to try and include as many providers as possible and to have a range and balance for all. This can be difficult with over 4,500 charities in our county. Ensuring the messages for training and development are well communicated is absolutely necessary for VCSE partners and PCNs to work closely together. Perseverance is the key. We have used case studies, attended MDTs, and placed articles in NHS GP bulletins, as well as making the most of opportunities such as National Social Prescribing Day, creating displays, and website features to get more people aware and hopefully engaged.

Some resistance encountered was due to space being an issue, which can take careful approach and negotiation. The necessity for a confidential space must be highlighted to surgery teams.

Early on, a couple of surgeries resisted having a social prescribing link worker. We needed to prove to them the success through case studies, feedback, infographics, wellbeing scores and other professionals' input etc.

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Niamh Lynch, Admin Assistant, National Academy for Social Prescribing
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Richard Ohurogu, Link worker, Age UK Lambeth
Dr Shahid Hina, General Practitioner
Siân Brand, Co-Chair, Social Prescribing Network
Tessa Basson, Link Worker, South Crawley PCN
Tim Anfilogoff, NHSE Regional Associate, Social Prescribing, East of England

