SOCIAL PRESCRIBING DAY

TOOLKIT



www.socialprescribingacademy.org.uk

CONTENTS

Thanks for downloading the Social Prescribing Day Toolkit. This is a useful resource to help you celebrate Social Prescribing Day on Wednesday 24th March 2027.



What is social prescribing?..... 2
What is Social Prescribing Day?..... 3
Download promotional materials..... 4
How to get involved..... 5
Promotional guidelines..... 6

WELCOME



WHAT IS SOCIAL PRESCRIBING?

Many things that affect our health cannot be treated by doctors or medicine alone, like loneliness, isolation or stress due to problems with debt or housing. Social prescribing connects people to non-medical support to address these issues and other unmet needs.

This could involve a Social Prescribing Link Worker or an equivalent role:

- Helping someone who is isolated to join a befriending group, an art class or a community gardening project, based on what matters to them.
- Connecting someone struggling with financial stress to a service that helps with managing debt or claiming benefits.
- Working with someone with high blood pressure to take up a form of exercise that they're comfortable with.

Social prescribing involves understanding the complexities of people's lives and the inequalities they may face. It can help change the circumstances that make people unwell, and empower people to manage existing health problems. It can help people to connect and to grow in confidence.



SOCIAL PRESCRIBING DAY



WHAT IS SOCIAL PRESCRIBING DAY?

Social Prescribing Day is an annual celebration of social prescribing, recognising Social Prescribing Link Workers, local community groups and regional and national organisations which support people's health and wellbeing.

This year Social Prescribing Day is on Wednesday 24th March. On the day a wide range of individuals and organisations will be sharing resources and hosting events relating to social prescribing.

HOW TO GET INVOLVED

In the weeks prior to Social Prescribing Day, make some noise by using the promotional materials below on your social media and the hashtag #SocialPrescribingDay where applicable.



On #SocialPrescribingDay share your case studies and stories of social prescribing in action. You're most welcome to organise an event together with colleagues and nearby local communities or join an event that's happening during the day.

PROMOTIONAL MATERIALS

We would be delighted if you join us in celebrating social prescribing this year using the below social media assets. We want to thank all the incredible people and organisations involved with developing and implementing social prescribing nationally and internationally. We want people to share their stories, their involvement with social prescribing, join events, host events and make as much noise as possible on Social Prescribing Day.

Please use our social media resources and share them from your profiles to ensure that as many people as possible know about #SocialPrescribingDay.

Update: We have added some additional explainer videos and promotional assets to use. You can view the videos here and new assets here, and download below:



Download Now

Find us on on social media:

National Academy for Social Prescribing: @NASPTweets

National Academy for Social Prescribing

@nasp_insta

National Academy for Social Prescribing

How to make some noise



1. Download resources

Download the resources and use them in your social media posts, bios, or anywhere you communicate with your audience/followers about Social Prescribing Day. You can make your own images and use the Social Prescribing Day logo.



2. Use #SocialPrescribingDay

Whenever you mention Social Prescribing Day online (social media posts, event links, emails, etc) make sure you include the hashtag #SocialPrescribingDay



3. Set up an event

Create an event or challenge for Social Prescribing Day and let people know how they can get involved. For example inviting a community to meet up for a walk or coffee morning, or joining one that already exists.



4. Share your event

Share your Social Prescribing Day event with other organisations so they can promote it on their website, socal media, etc. You can also look for opportunities to collaborate with others.



5. Be inspired

Need some inspiration? You can find thousands of examples of activities, blog posts, articles and events from previous years. Simply Google 'Social Prescribing Day' or search '#SocialPrescribingDay' on X/Twitter, Instagram or LinkedIn



PROMOTIONAL GUIDELINES

If you have any questions please reach out to the NASP communications team communications@nasp.info

SP Day Font is Filson Soft Bold

SP Day Logo is:

Social Prescribing Day 24TH MARCH '27

Logo Colours:

#15B998	#FFD603
#9FC245	#F37951
#ED6662	#CE1F4C
#6C5491	#3FB3D7