

“Social Prescribing – here to stay”

CLOA Annual General Meeting

Tuesday 26th June 2018, City Hall, London

Dr Michael Dixon

National Clinical Champion for Social Prescription (NHS England),
Co-Chair of National Social Prescribing Network and Chair of
Council College of Medicine

Recognising that an individual and community's health depends upon good access to physical and cultural activities.

Realising CLOA's vision that
“Every Locality has a thriving,
high quality and distinctive
cultural and leisure offer”.

- What is Social Prescribing?
- What is the evidence for it?
- What is its relevance to the leisure sector?
- What's happened so far?
- The Future

For Who?

- 20% of patients presenting with primarily a social problem
- High users of hospital and GP services
- Those with the worst health risks

What is Social Prescription?



The Prescriber

- GP
- Anyone in the GP Practice
- Secondary Care
- Patient Self-referral

The Link Worker

(Aka Social Prescribing Facilitator, Health Advisor,
Community Connector, Village Agent....)

- Non-clinical
- Good personal skills
- Motivational training
- Supports patient until social prescription activated

Patient Activation

Level 1

Disengaged and overwhelmed

Individuals are passive and lack confidence. Knowledge is low, goal-orientation is weak, and adherence is poor. Their perspective: "My doctor is in charge of my health."

Level 2

Becoming aware, but still struggling

Individuals have some knowledge, but large gaps remain. They believe health is largely out of their control, but can set simple goals. Their perspective: "I could be doing more."

Level 3

Taking action

Individuals have the key facts and are building self-management skills. They strive for best practice behaviors, and are goal-oriented. Their perspective: "I'm part of my health care team."

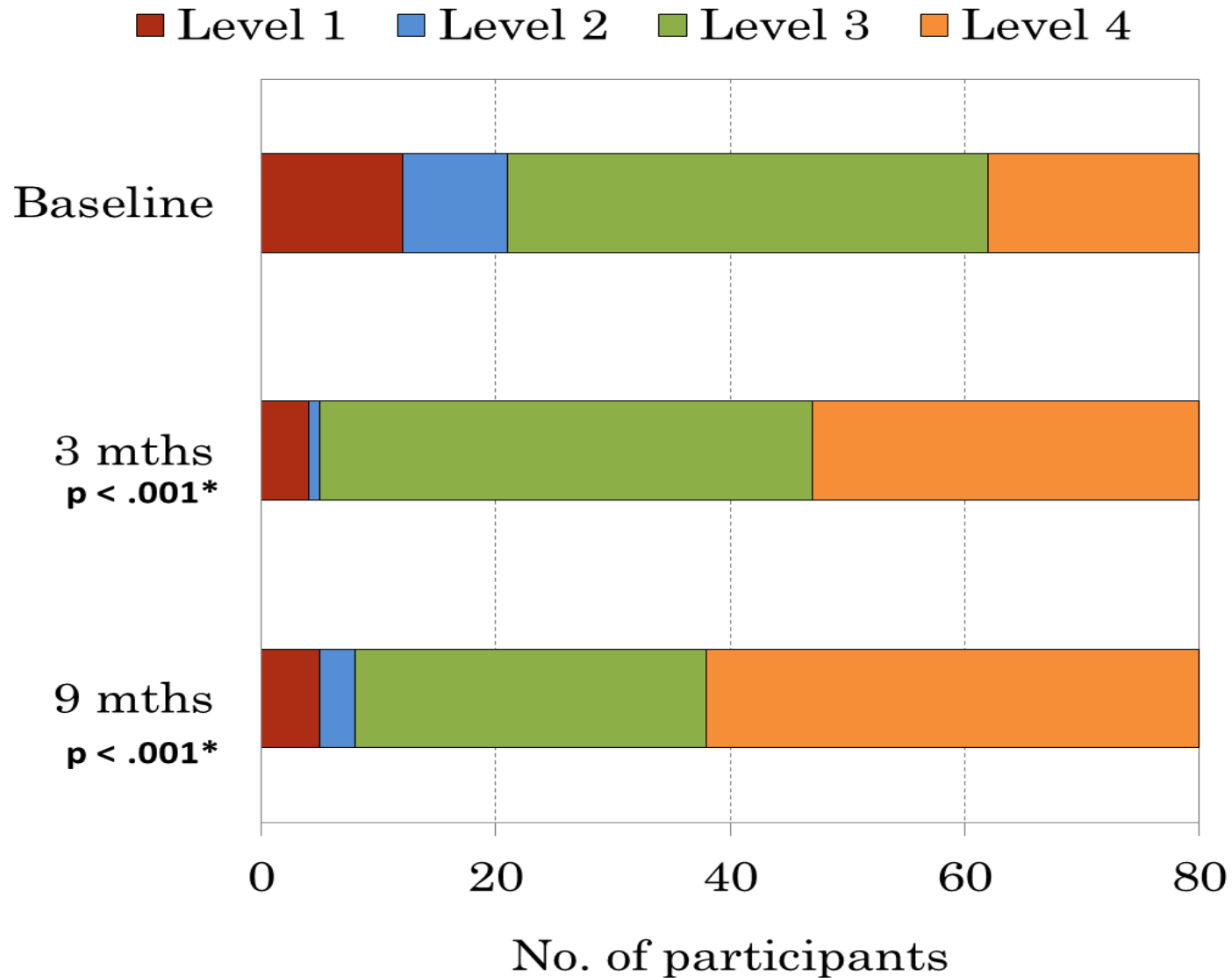
Level 4

Maintaining behaviors and pushing further

Individuals have adopted new behaviors, but may struggle in times of stress or change. Maintaining a healthy lifestyle is a key focus. Their perspective: "I'm my own advocate."

Increasing Level of Activation 

Patient Activation



Menu of Activities

- Exercise – Green Gym/Blue Gym/Gardening/Walk and Talks
- Arts Interventions – reading/singing/dancing groups/museums
- Benefits advice/housing/job experience and occupational support
- Public sector, voluntary and volunteer organisations
- Information needs to be available in “real time” – e.g. Crawley Catalogue

What is it doing?

- Personalised care – hand line versus drift net
- Addressing inequalities
- De-medicalising
- Activating
- Increasing social capital and the potential for a health creating community

Building the Evidence

- Rotherham/Gloucestershire/West London = 20% reduction in GP consultations and hospital attendances.
- Rotherham suggests £2 in year saving for each £1 spent.
- National Prescribing Network summary of evidence (Salford Research Conference 14th June 2018).
- NHS England initiative to strengthen the evidence base using a common evaluation framework.
- What works best, how, where and for whom?

Whose Doing It?

- CCGs.
- Local Authorities.
- Individual and Collectives of GP Practices.
- STPs/ACO.
- City and regional initiatives.

Whose Leading Social Prescription?

- November 2015 – First Leadership Group meeting.
- January 2016 – first National Network meeting – 100 attendees.
- March 2016 – House of Commons Launch.
- June 2016 – National Social Prescribing Network links with NHS England – creating a new model of the centre working with the frontline.
- May 2017 – First National Conference on Social Prescription at the King's Fund.
- Today – Over 2,000 members, conferences and leaders in all the regions and development of implementation team at NHS England with National Clinical lead.

Where has Social Prescribing got to?

- 60% of CCGs providing some access.
- 200,000 referrals last year.
- Mayor of London's strategy aims for universal access within two years.

NHS CHIEF'S HEALTH PLEA

By NICK McDERMOTT, Health Editor

MUSEUMS GOOD FOR YOUR ART! GPs 'should prescribe trips out'

ALL GPs should be prescribing museum visits, art classes and fishing instead of "a pill for every ill", claims the head of the NHS.

Simon Stevens says family doctors must stop automatically doling out drugs to sick Brits.

Instead, he wants every medic to consider community-based therapies to boost well-being. It comes as new evidence suggests "social prescribing" can slash GP demand as well as visits to A&E.

Rolling out such schemes nationally would cost the NHS £100million, according to experts.

But they claim referring patients to clubs and classes reduces reliance on medication and could save billions.

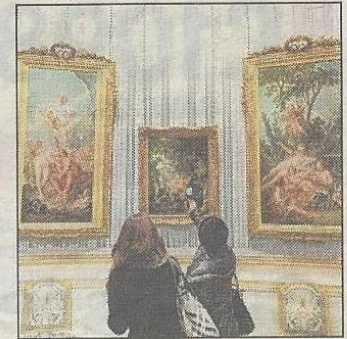
One in five patients visits their GP for loneliness, anxiety, depression, housing worries and debt.

Mr Stevens, chief executive of NHS England, said: "Rather than 'a pill for every ill', social prescribing is a new way of helping people get better and stay healthy."

"It would be good to see all GPs considering whether their patients might benefit."

Currently, only a fifth of GPs regularly refer sick Brits to social prescribing services.

Last year a record 1.1billion prescriptions were dispensed, a seven per cent rise in three years. And NHS data shows anti-depressant demand has more than doubled in ten years to 64.7million scripts in



Picture of health . . . a gallery

2016. Speaking at a meeting of fitness body ukactive, Bev Taylor, NHS England's social prescribing programme leader, said a national roll-out would be "transformational".

She added: "On average it is reducing GP consultations by about 28 per cent and A&E attendance by an average of 24 per cent."

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The Sun Says — Page Ten

Prescribe pastimes,

Tuesday 26 December 2017 *The Daily Telegraph*

not pills, doctors urged

GP and A&E visits cut by more than quarter when older people are told to take up tango or gardening

By **Laura Donnelly** HEALTH EDITOR

GPs should start prescribing activities such as gardening, dancing and fishing instead of doling out a pill for every illness, health chiefs say.

Family doctors are being urged to take up "social prescribing" after research found it cut GP visits and trips

to accident and emergency units by more than a quarter.

Officials involved in pilot schemes say encouraging older people to be more active and sociable improves health and reduces frailty – keeping pensioners independent for longer.

Simon Stevens, head of the NHS, last night urged every GP to consider prescribing lifestyle changes instead of automatically turning to medication.

Research shows half of pensioners now take at least five drugs a day – with levels quadrupling in two decades. The numbers of people taking antidepressants has more than doubled in the last

10 years, while reliance on common painkillers has increased by 40 per cent.

Mr Stevens told *The Daily Telegraph*: "Rather than 'a pill for every ill', social prescribing is a new way of helping certain people get better and stay healthy.

"Family doctors tell us the best help they offer some patients is connecting them with local sports, arts and voluntary organisations.

"For people who are stressed or depressed, who have chronic pain, or with other long-term health problems, social prescribing is often worth trying

either in place of drugs or alongside other usual care," he said. "It would be good to see all GPs considering whether their patients might benefit."

One in five doctors has referred patients for some activities, with 40 per cent keen to do so, research suggests. In Halton, Merseyside, GPs offer gardening, Nordic walking and tango dancing on prescription, along with confidence classes and stress management.

NHS services across the North West have backed reading groups as a route to help those with depression, while a "Green Dreams" scheme led by GPs in east Lancashire has 40 GPs referring

patients to take part in voluntary work in outdoor gardens. Around 27 per cent of patients reported a benefit to their mental or physical health, with a 20 per cent drop in GP appointments, research found.

Several areas have begun referring patients for charity work, including a scheme at the Imperial War Museum which offers "volunteering for veterans". GPs in Cumbria are among those offering exercise on prescription, with others offering arts, fishing clubs and knitting groups.

Health officials said the roll-out of such schemes across the country could

prove "transformational" in preventing a slide into ill health on retirement, amid concern that much of Britain's increasing life expectancy is spent in frailty. Bev Taylor, leader of NHS England's social prescribing programme, said: "We are working to embed social prescribing across the NHS.

"For us, what we are seeing around the country is a fantastic movement."

She said every area should create a "connector service" linking family doctors to such groups, with all GPs in Gloucestershire, Leeds and South Yorkshire now offered access to the schemes.

A Potential role for those working in Local Government and delivering services on behalf of the public sector

- Creating universal offer of activities.
- Maximising awareness and information nationally and locally.
- Influencing commissioning.

Where Next?

- Developing link workers and the menu of activities that they can connect to. (Equals ?health and Local Authority roles respectively).
- Universal access for every patient and GP.
- Creating awareness amongst the prescribers (GP in particular).
- Avoid dumbing down the model (e.g. excluding link workers).
- Ensuring that commissioners give this a priority.

NHS England Support

- Development of regional networks and leaders.
- CCG survey – mapping and uptake.
- Developing the training and quality control of link workers.

GP in Practice!





Culm Valley Integrated Centre for Health



Culm Valley
Integrated
Centre for Health



COLLEGE
SURGERY









DRINKS MENU

COFFEE

LATTE	2.40	2.60
CAPPUCCINO	2.40	2.60
FLAT WHITE	2.35	2.55
PACCA	2.10	2.30
MACHO	2.10	2.30
ESPRESSO	1.10	1.30
AMERICANO	2.10	2.30
Hot chocolate	2.40	2.60

TEA

Breakfast Blend	1.10
Lemon & Lime	1.10
Dunk Tea	1.10
Hot Chocolate	2.40









