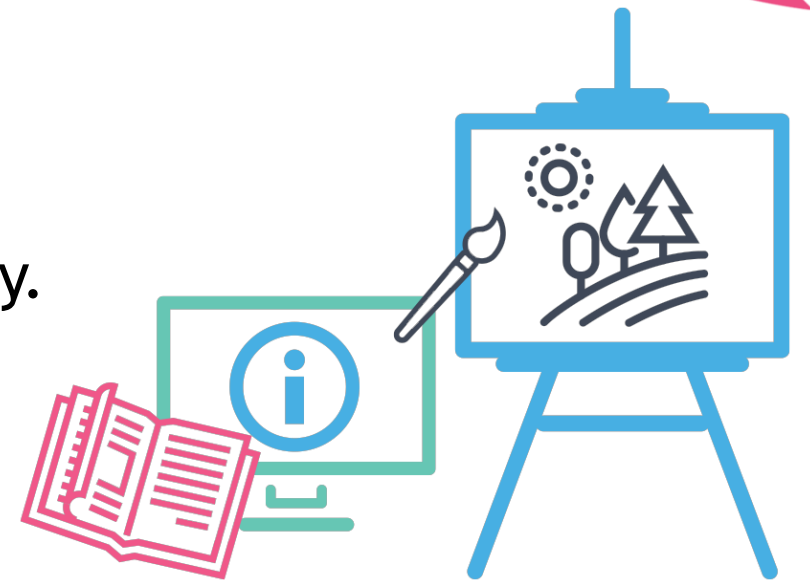




National
Academy
for Social
Prescribing

NASP Webinar Series: Who are the Connectors in your community?

Thank you for joining us. The webinar will begin shortly.



Housekeeping

- Please note we are **recording** this webinar (*you will be sent the slides and the link to the recording, and they will be on NASP's website too.*)
- Please submit questions via the **Q&A function**. We will hold a Q&A session at the end of presentations.
- Please use the **chat function** for introducing yourself and networking. If you have any technical issues, please raise these in the chat, and a member of the NASP team will assist.
- BSL Interpreters will be on screen throughout. **Closed Captions** are available (turn these on at the bottom of your screen)



Chair: Bev Taylor

Speakers:

- Julia Hotz, Author of The Connection Cure
- Jenny Hartnoll, Health Connections Development Lead at Frome Medical Practice
- Dr Helen Kingston, Senior Partner at Frome Medical Practice
- Caroline Blake, Community Connector
- Dr J.R. Baker, Chair at ASPIRE Australian Social Prescribing Institute of Research and Education
- Nicola Marshall, Chief Officer at Knutsford Together
- Desi Gradinarova, Senior Policy Adviser at Historic England and Head of Historic Environment at National Academy for Social Prescribing
- Asiya Odugleh-Kolev, Technical Officer, Community and Social Interventions at World Health Organisation (WHO)





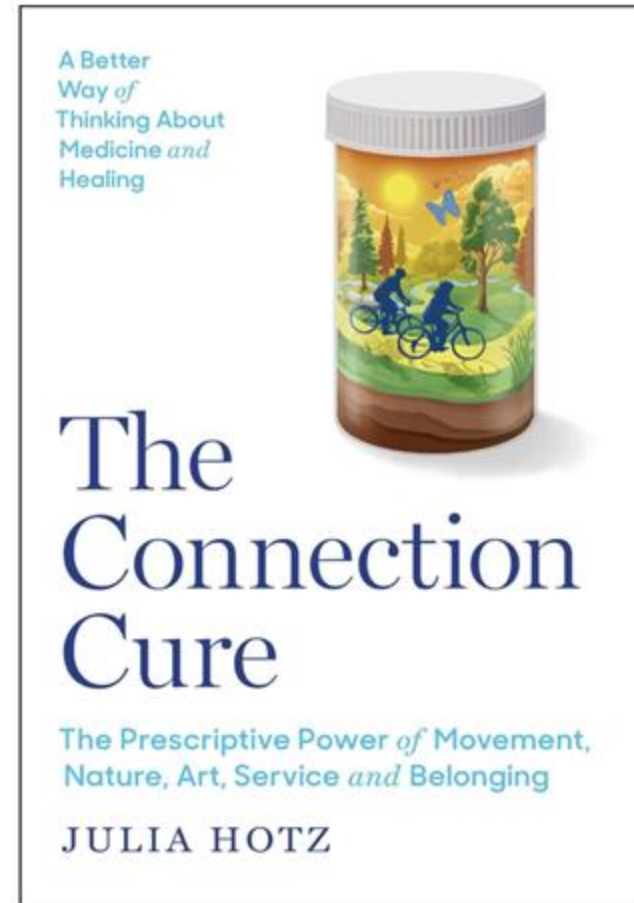
The importance of connection

Julia Hotz, Author of The Connection Cure

The Importance of Connection

Julia Hotz

Author, *The Connection Cure*

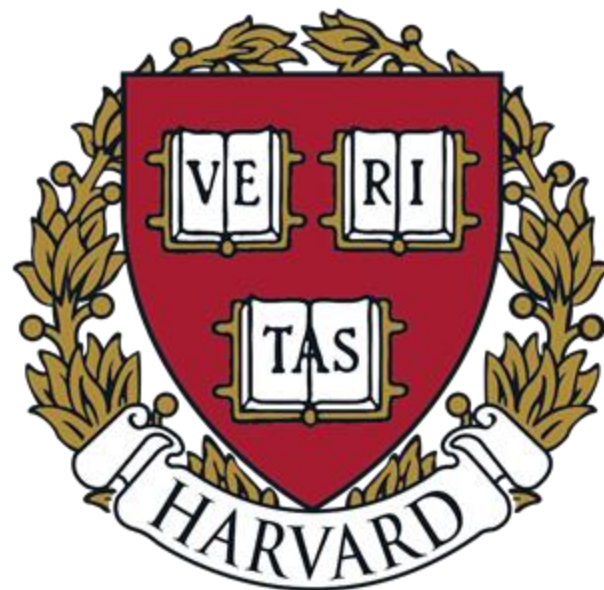


Social Prescribing is “a non-medical resource or activity that aims to improve a person’s health and strengthen their community connections.....”



**(...Because when you strengthen a person's
community connections, you improve their
health.)**

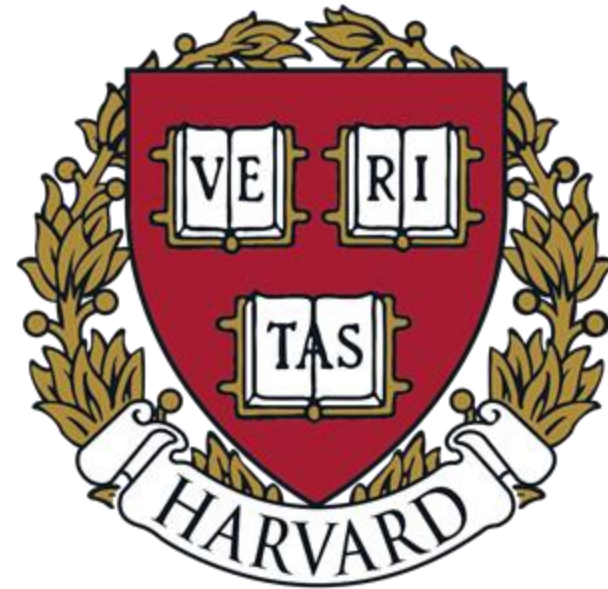
Here's some proof.



80 years + ~700 subjects

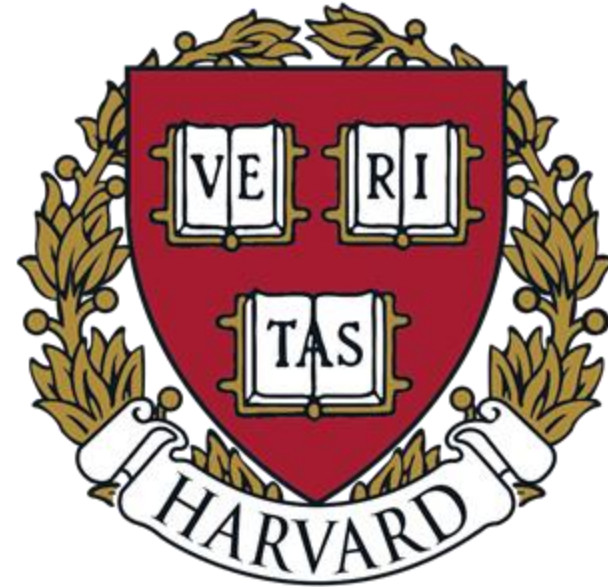


**More than any other
factor, close social
relationships predicted
health and happiness**



80 years + ~700 subjects?

**Close social relationships
can help delay physical
and mental decline...**



“The people who were the most satisfied in their relationships at age 50 were the healthiest at age 80”

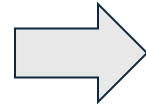
Frank

“WHAT WAS THE MATTER WITH HIM?”:

**Type 2 diabetes,
obese, lonely**

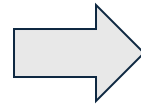


**Tired of getting told
off by doctors,
Bored/ fed up with
life”**



“WHAT MATTERED TO HIM?”:

**Cycling as a child, Being part of a
group/ making people feel special**



**Lost 40 pounds, came off his insulin,
founded an informal cycling group, The
Chain Gang, helping others like him**

**“I’ve gone from a situation where I feel
completely alone to never alone” -
Martin Chain Gang**

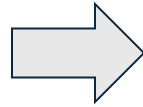
Amanda

“WHAT WAS THE MATTER WITH HER?”:

Major Depressive Disorder, divorced/grieving/unemployed, lo

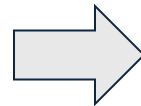


“It feels like you’re enclosed in a deep dark helmet”, “My mind was constant fray of nerves”



“WHAT MATTERED TO HER?”:

Playing as a child, laughing with a group, helping other people



Reduced her antidepressants to minimum

“When I get really bad pains of deep dark feelings, it’s the thought of meeting

Today, both Frank and Amanda continue to organize weekly cycling / sea-swimming meet-ups with the people they met through their social prescriptions.

They keep an active WhatsApp group where they plan non-cycling and swimming activities, too.

Their connections were their medicine.



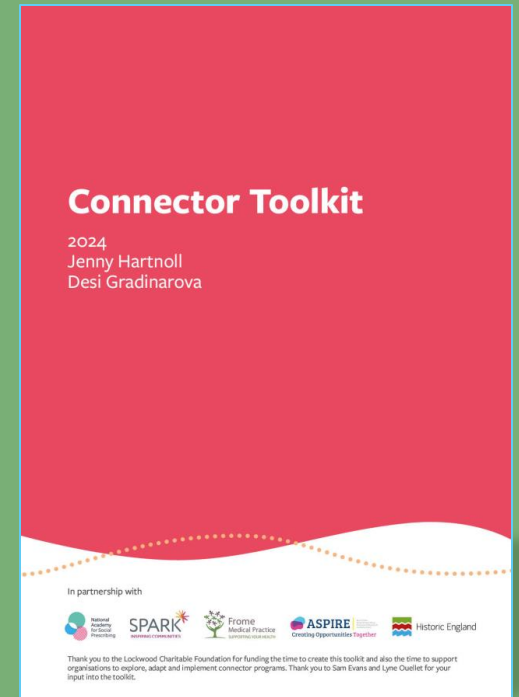
Introduction to Connectors

- Jenny Hartnoll, Health Connections Development Lead at Frome Medical Practice
- Dr Helen Kingston, Senior Partner at Frome Medical Practice
- Caroline Blake, Community Connector
- Dr J.R. Baker, Chair at ASPIRE Australian Social Prescribing Institute of Research and Education

Community

CONNECTORS

Jenny Hartnoll



Things that can improve our health and wellbeing

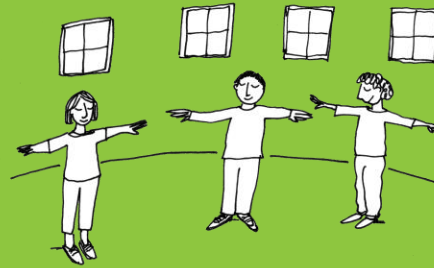
Self



Others



Community



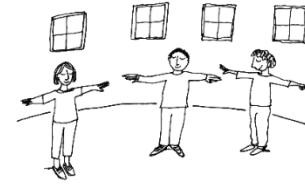
Wider sense of meaning and purpose



Barriers

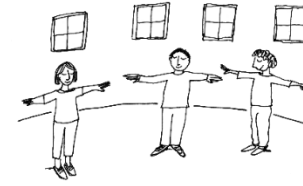


**Help =
wider system, SPLWs,
Champions, Buddies,
friends and family
and.....
Community
Connectors**





**Barrier = not
knowing about
support**



Community

CONNECTORS



 HEALTH CONNECTIONS FROME

Information Access Points

Find out about support, resources and opportunities to improve your health and wellbeing, in a way that suits you.

Visit a Talking Cafe:
Mondays 10–11.30am Cheese and Grain Cafe
Thursdays 1–2.30pm Coffee#1 Westway, Frome

Pass by a Talking Bench:
Fridays 11.30–12.00 noon outside Frome Library

Visit the website directory:
www.healthconnectionsfrome.org

Call: 01373 468368

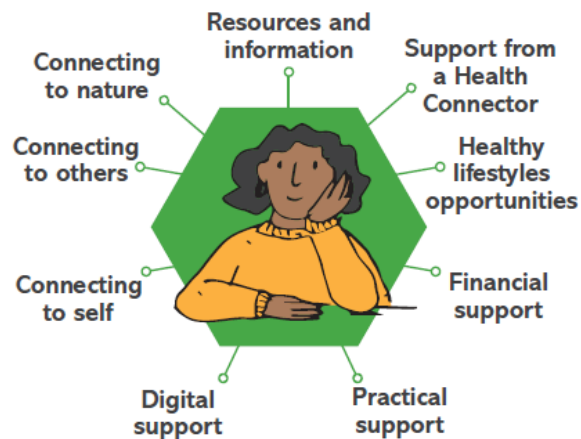
 TALKING CAFE Talking Bench

Information correct as of spring 2024





There are lots of things that can help with your health and wellbeing, for example:



Find out more by visiting a Health Connections Information Access Point



Information Access Points

Find out about support, resources and opportunities to improve your health and wellbeing, in a way that suits you.

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Information correct as of spring 2024

CONNECTORS

What do they do?

Signpost friends, family, colleagues, neighbours and strangers to access points within their own community. It is not an in-depth conversation, just a simple signpost to the access points.

How do they become Connectors?

One hour session, or bespoke, or adhoc

Who are they?

Anyone and everyone can be a Connector

Police, taxi drivers, hairdressers, students, doctors, café staff, supermarket staff, parents, grandparents, homeless people, housebound people, job centre staff and members of the public

Not a formal volunteer. Not just those who are seen to have influence!

When do they connect?

Whenever the opportunity arises and if someone feels it is ok to do so. There is no need to ever connect if someone doesn't want to.

Aim

It's about people saying 'I know how to access support, information and opportunities' rather than saying 'If only I had known that.'

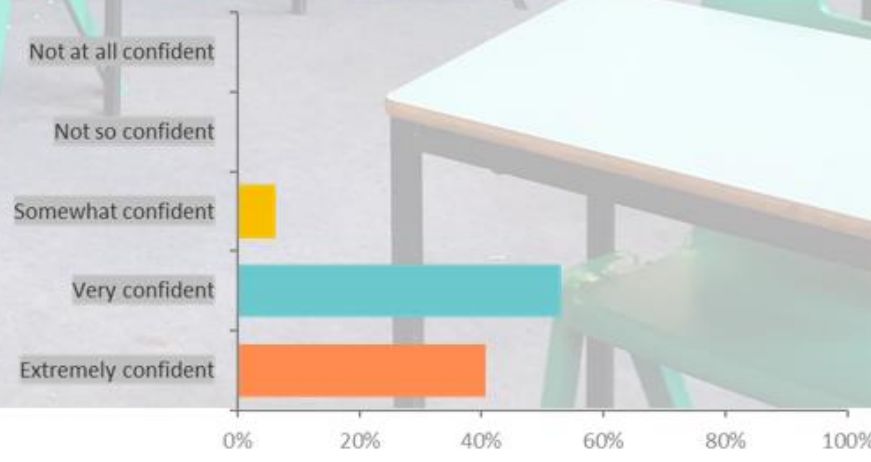
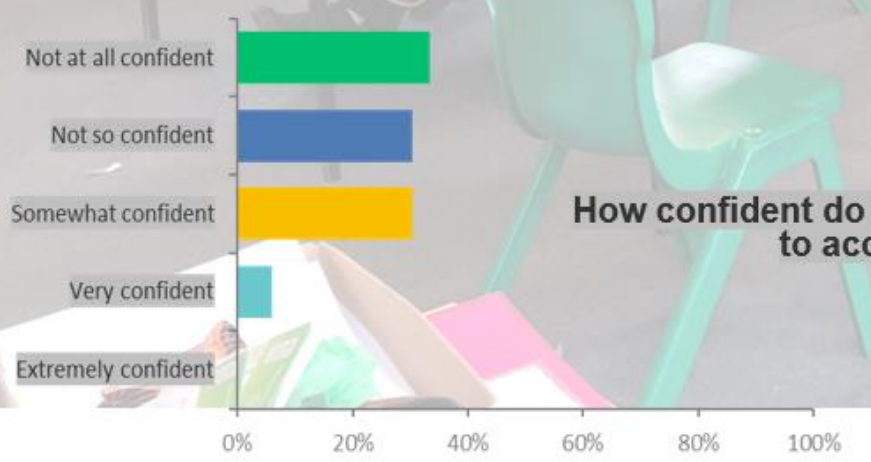




42,000

2,200





Community

CONNECTORS

Connect people to Information Access Points - support, information, resources and opportunities.

Topic Based

CONNECTORS

Connect people to access points around a particular topic eg Heritage, Carers, Pain Management and more.....

Organisation

CONNECTORS

Spread the word about what an organisation does and how to access it eg Library Connectors, Men's Shed UK, Social Prescribing Link Worker Services and more.....



Connector Toolkit

2024
Jenny Hartnoll
Desi Gradinarova

In partnership with



SPARK
SUPPORTING COMMUNITIES



ASPIRE
Creating Opportunities Together



Thank you to the Lockwood Charitable Foundation for funding the time to create this toolkit and also the time to support organisations to explore, adapt and implement connector programs. Thank you to Sam Evans and Lyne Ouellet for your input into the toolkit.

WE ARE CONNECTORS

Connector Toolkit now available to download

www.weareconnectors.org

We will also be having a drop-in Teams session for any further questions after you have read the toolkit.

Thank you to The Lockwood Charitable Foundation for supporting the creation of the toolkit and for funding Jenny's time to support other areas to explore the Connector model





Caroline – Community Connector



Dr Helen Kingston



Goals: Understanding Impact, Identifying Improvements, Ensuring Community Alignment

The Opportunity – Meaningful Change:

- Connector Programmes can create awareness and link community members to supports and resources, fostering a network of aid and information, whilst strengthening communities

The Challenge – Proving it's Working:

- There can be delayed and sometimes indirect effects from a Connector Programme.
- *How do you track and measure the effects and ripple effects of a single signpost in someone's life journey?*



'Start at the End' by Visualising Success

Imagine it's a few years from now.

We're watching a documentary about your community and the impact of your Connector Programme.

What do we see?



If We Made a Documentary *in Five Years...*

... what would we see?

- **Community Engagement / Connection:** More people participating in local activities, increased attendance at community events.
- **Expressions of Wellbeing:** People smiling, interacting joyfully, vibrant public spaces, people talking to strangers.
- **Knowledge Sharing:** Community members easily accessing information about activities through various channels, high levels of awareness, people sharing with each other, higher utilisation of resources.
- **Effectiveness & Scale:** Connectors actively guiding others, frequent and effective training, different communities trained, knowledge dissemination.
- **Community Impact:** Residents discussing how the programme has positively impacted their lives, quotes and data from annual surveys showing improved community satisfaction and connectedness.

What specific scenes or changes would you add to this documentary to show your programme's success?



What Matters Most? Quick Tips

- Define what success looks like
- Choose meaningful indicators that you can directly measure.
- Use simple, accessible tools to gather data.
- Identify data champions to steward collection.
- Don't wait to analyse your data, and don't be afraid to ask for help if you're not sure how to.
- Use the data to improve what you're doing.
- Scale up what's working well.
- Keep going– don't treat it like a one-time thing.



Focus on what matters, don't try to do it all. Start where you are, use what you have, and do what you can. Every step you take is a step towards a more connected and supported community.





Organisation based Connectors: Knutsford Together

Nicola Marshall, Chief Officer at Knutsford Together



Heritage Connectors

Desi Gradinarova, Senior Policy Adviser at Historic England and
Head of Historic Environment at National Academy for Social
Prescribing



What is a heritage activity?

- Visiting museums, historic houses, other heritage sites
- Volunteering in museums, historic houses, other heritage sites
- Walking and enjoying historic landscapes, parks and gardens
- Taking part in a community archaeology dig or learning a heritage craft
- Researching family history using local archives
- Heritage object handling in hospital, healthcare and related settings
- Sharing memories about the place you worked / lived in (reminiscence projects)
- Living in historic places



The power of heritage



Strengthened feelings of **identity** and **belonging** and **decreased loneliness**



Improved brain health, memory and cognitive functioning



Stronger **connection to place** and **pride of place**



insight, resilience and inspiration for the future



Greater **sense of purpose and meaning**

Heritage and Wellbeing - strategic approach

- Historic England's Wellbeing & Heritage Strategy
- Partnership with National Academy for Social Prescribing





Historic England



Heritage Connectors - idea and objectives

Objectives:

1. To increase local knowledge about the wellbeing benefits of heritage;
2. To help people find out about available local heritage wellbeing activities by training community members as Heritage Connectors;



Frome history group

Frome guided history walks

How to find the history of my street

Standing stones

To find out about how to get involved in heritage in your community:



Visit the Heritage Directory

www.discoverfrome.co.uk



Come along to a Heritage Café



Call Discover Frome 01373 465757

Historic England highlights some of the main benefits of engaging with heritage and the historic environment:

- 1 Connection with heritage improves our feelings of identity and belonging and helps alleviate loneliness
- 2 Heritage activities promote good brain health and strengthen our memory
- 3 Exploring heritage and history offers an exciting journey of discovery
- 4 Learning from ours and others past provides insight, resilience and inspiration for the future
- 5 Revealing the past of a place and its historic significance helps us understand it and connect with it better, promoting pride of place
- 6 Heritage shows us that we are part of something bigger – it is inseparable part of us and our own legacy in this time and place



There are lots of ways you can get involved in heritage in your area:

- Visit Discover Frome website: www.discoverfrome.co.uk
- Call Discover Frome: 01373 465757
- Come along to a Heritage Café: third Friday of every month, 11-12 noon, Cheese & Grain



Frome tunnels walks

Weavers and spinners group

Theatre performance about history of women at work in Frome

Dissenters' cemetery

To find out about how to get involved in heritage in your community:



Visit the Heritage
Directory
www.discoverfrome.co.uk

Come along
to a Heritage Café

Call Discover Frome
01373 465757



Bring community orgs together to decide on Heritage Information Access Points



Website and phone line



Build new access points



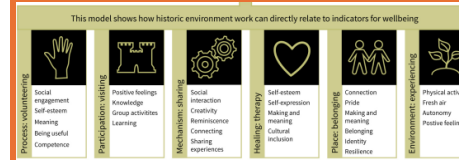
Heritage Cafe



Train Heritage Connectors



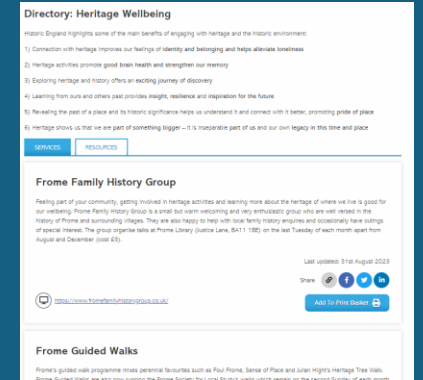
70 Heritage Connectors trained



Training content with an impact



Training content which changed perceptions



Unexpected consequences



Heritage embedded in social prescribing work and also influencing how we explain other areas of social prescribing

Evaluation



Successes

- More than 70 Heritage Connectors trained
- Established points of information access continue to operate in Frome
- Case study with recommendations and lessons learned provided
- Data on wellbeing benefits and potential of scaling up gathered
- Increased understanding of the links between heritage and wellbeing locally
- Potential to increase individual and community wellbeing
- Embedding in SP pathway successfully trialled

"As a team we have definitely noticed [an increased knowledge about wellbeing effects of engaging in heritage]. We now know how to support it, some were a bit cynical about it to start with, but when we went along and saw how people can benefit from it and what is available it really changed our views about it."

Stakeholder Interview

Challenges

- Not enough time for development of relationships with wider range of VCSE organisations and communities
- Need to demonstrate and promote the wellbeing benefit of the heritage activities in advance
- Heritage could be seen as too niche or not a priority when trying to meet high level needs
- Negative perceptions of heritage
- Barriers to access – physical, financial, psychological



Global Perspective

Asiya Odugleh-Kolev, Technical Officer, Community and Social Interventions at World Health Organisation (WHO)



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Get in touch

socialprescribingacademy.org.uk



@NASPTweets



@NASP_insta

Q&A

