



National Academy for Social Prescribing

Exploring social prescribing across the life course, from childhood to ageing well.

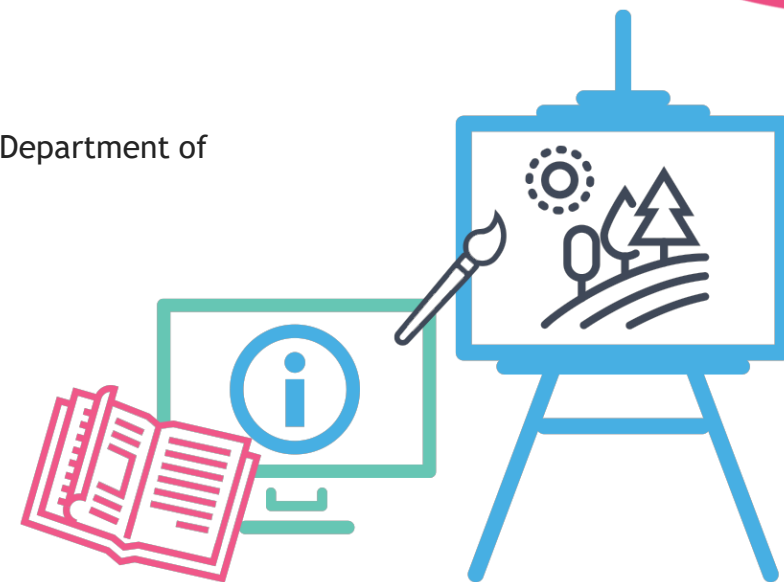
Elaine Rashbrook - Public Health Consultant Specialist, Office for Health Improvement and Disparities, Department of Health and Social Care

Bethan Nicholson and Sammy Fitton-Marshall - LINK, Barnardo's and Eden PCN

Hannah Beck - Corporate Affairs & Projects Manager, NASP

Lucy Baginskis - Sports Development Officer, Active Together

Dawn Carroll - House of Memories Yemenite project at Museum of Liverpool



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.)
- Presentations, then a **Q&A session** at the end.
- Please **submit questions via the Q&A feature**.
- Please use the chat for introducing yourself and networking.
- Please stay on **mute** and **camera off**.



Accessibility

- **Closed Captions** are available – turn these on at the bottom of your screen
- **BSL interpretation** is available – the interpreters will be spotlit
- Please put any technical questions into the chat



Overview of session

- Intro: Elaine Rashbrook - Public Health Consultant Specialist, Office for Health Improvement and Disparities, Department of Health and Social Care
- Young People: Bethan Nicholson and Sammy Fitton-Marshall - LINK, Barnardo's and Eden PCN
- Working age: Hannah Beck - Corporate Affairs & Projects Manager, NASP
- Older people: Lucy Baginskis - Sports Development Officer, Active Together
- Intergenerational: Dawn Carroll - House of Memories Yemenite project at Museum of Liverpool
- Q&A - 30 mins



Elaine Rashbrook

**Public Health Consultant Specialist, Office for Health
Improvement and Disparities, Department of Health and
Social Care**



Office for Health
Improvement
& Disparities

A life course approach to social prescribing

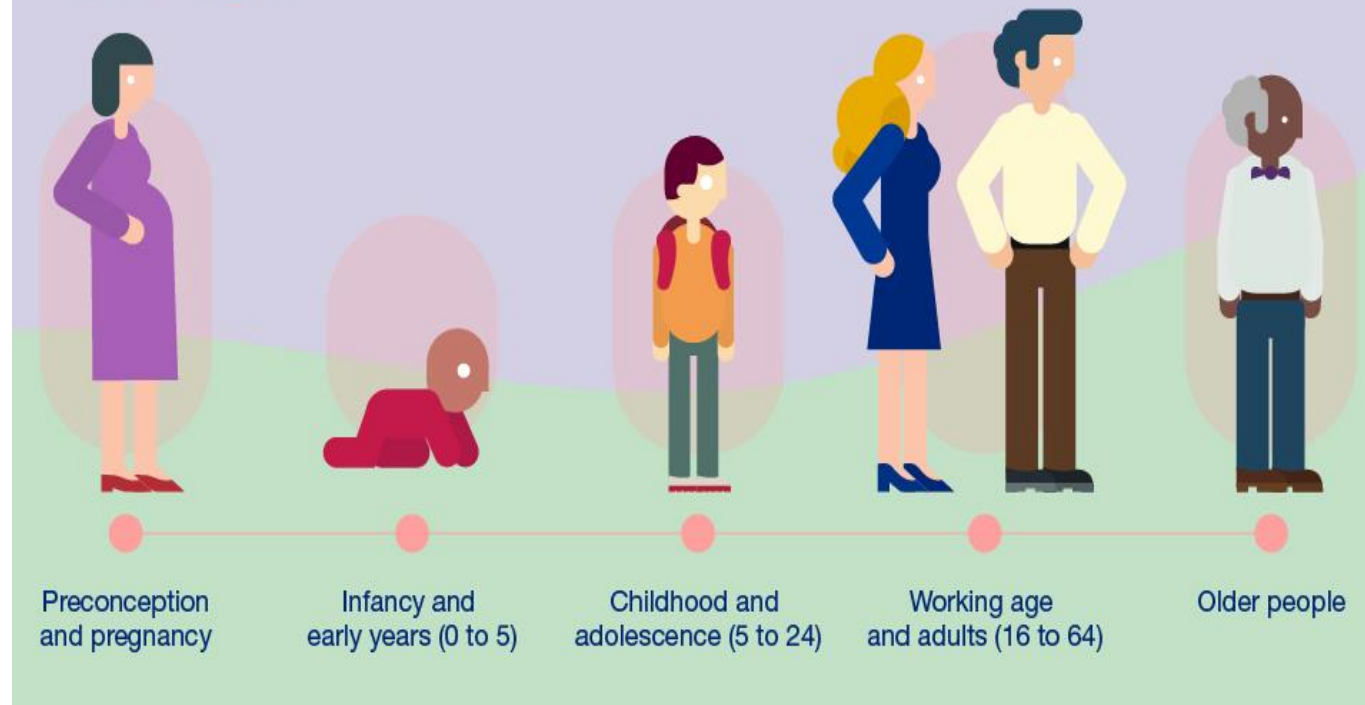
NASP webinar, 28th March 2023

Elaine Rashbrook, Public Health Consultant,
Office for Health Improvement and Disparities,
London region.

What is the life course?

The life course approach

Life stages



- A life course approach values the **health and wellbeing of both current and future generations**
- It means identifying opportunities for **minimising risk factors and enhancing protective factors** through evidence-based interventions at important life stages
- There are opportunities to **reduce health inequalities** from generation to generation and improve conditions of daily life

Focus on what influences our health across the life course

Positive and negative influences across the life course

Protective factors:

- having a healthy and balanced diet
- an environment that enables physical activity
- good educational attainment
- being in stable employment with a good income
- living in good quality housing
- having networks of support including friends and family



Risk factors:

- smoking
- adverse childhood experiences
- crime and violence
- drug and alcohol misuse
- poor educational attainment
- poor mental health



- We want to maximise the protective factors across the life course and minimise the negative factors
- Some risk factors can cluster together in certain populations
- Intervening early prevents problems escalating
- Health benefits can accrue across the life course
- It's never too late to take action to address risk factors

Spotlight on children



- Investment in pre-conception, early years and childhood can yield a large benefit in health, social and economic benefits.
- It can also reduce rates of mental health disorders and noncommunicable diseases in later life
- Intervening in the [first 1,000 days of a child's life can make a difference over their whole lifetime.](#)

Spotlight on social isolation

Being connected with other people matters for your health

Research shows that **lacking social connections** is bad for our mental and physical health

Loneliness increases the likelihood of premature mortality

by **26%**

- Loneliness can affect people of all ages and at different life stages
- Social isolation is a risk factor for [dementia](#) and accounts for 4% of preventable dementia cases in later life
- [Evidence](#) is developing for what works to reduce loneliness

How can social prescribing play a role in a life course approach?

- Take account of **key transitions** and **life stages** as the different transitions present opportunities to intervene and support people
- Seek opportunities to **make connections** across life stages rather than see the life stages in isolation from each other
- Promote **positive factors** rather than focus on the negative
- It offers a **holistic way** of helping a person address risk factors across the life course
- Social prescribing role is to work on **non clinical issues** such as housing , and linking to activities for employment, as well as connecting to local community support.
- Social prescribing can help **signpost** people to health and social care services, thus **promoting health** and wellbeing and **intervening early** to prevent escalation of ill health across the life course.
- Social prescribing can support at **different life stages** and is part of the solution alongside other interventions at individual, community and societal levels
- In later life, the **environment becomes increasingly important** to help maintain independence. Social prescribing has a role to play in engaging older adults to maintain wellbeing and social connections.



Resources

Lifecourse

Public Health England resources : <https://www.gov.uk/government/publications/health-matters-life-course-approach-to-prevention/health-matters-prevention-a-life-course-approach>

World Health Organisation: Our work: life course (who.int)

World Health Organisation Europe <https://www.who.int/europe/publications/i/item/9789289053266>

Life course approach to non communicable disease (BMJ) <https://www.bmj.com/content/364/bmj.l257>

Case Studies

Barnet Age UK Digital Inclusion project and Age UK Islington Lego Toy project (for adults)

Behaviour change support

For adults: [Better Health](#) - NHS (incorporates weight loss, nutrition, physical activity, smoking cessation, drink less) and <https://www.good-thinking.uk/>

For adult mental health [Every Mind Matters](#) – NHS. Includes advice, quizzes, guidance.

For families - [Healthier Families \(eat well and move well\)](#) and [Start for Life](#) (pregnancy, babies, young children)

Training resources

Thrive LDN <https://thrivedn.co.uk/>

Cost of Living resources

Information on benefits, grants and discounts from the [GLA](#)



Sammy Fitton-Marshall

Barnardo's – LINK, Barnardo's and Eden PCN

LINK Cumbria

Social Prescribing for
Children and Young
People



Believe in
children
 Barnardo's



LINK

Building local links that
matter to you

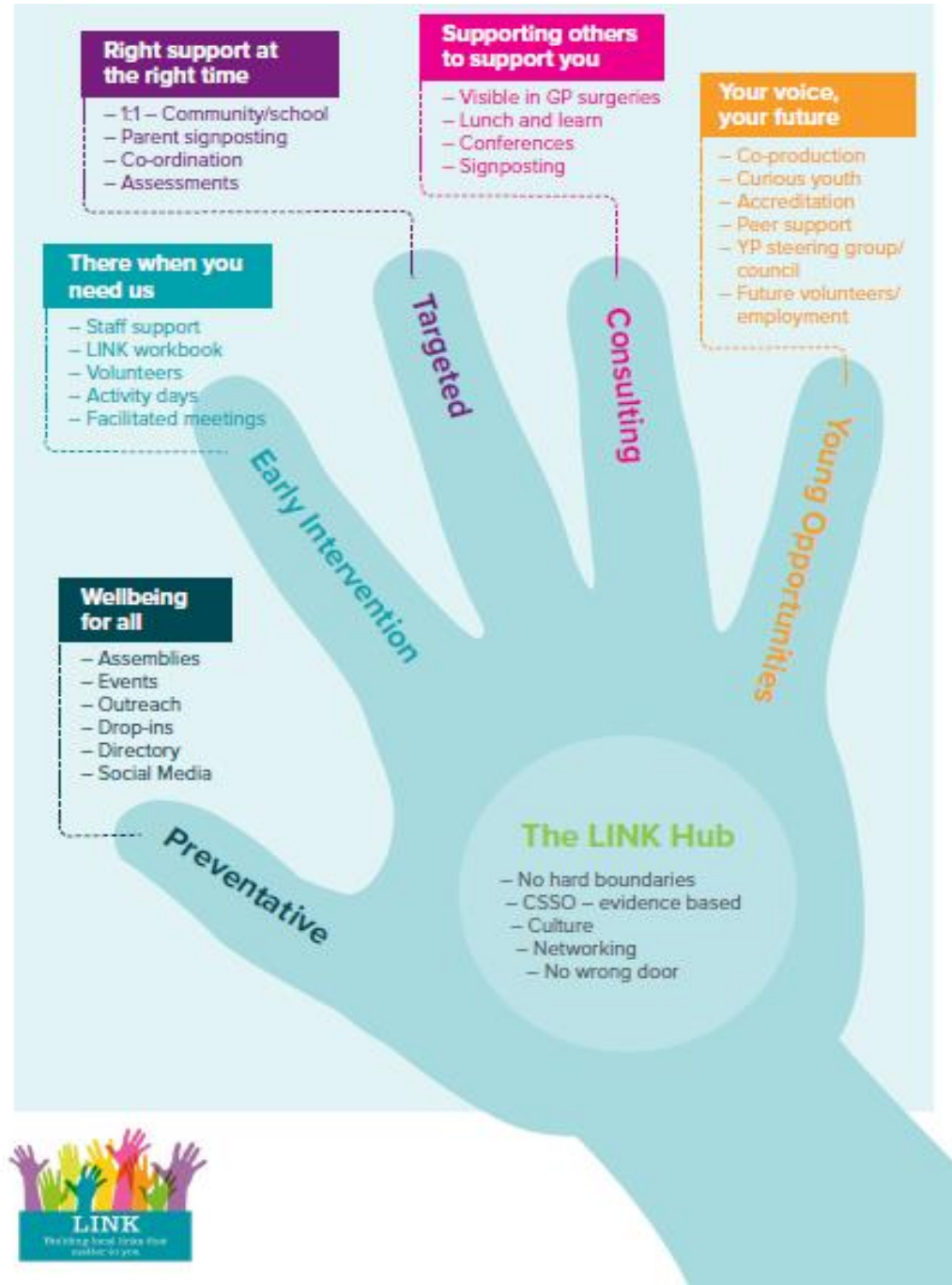


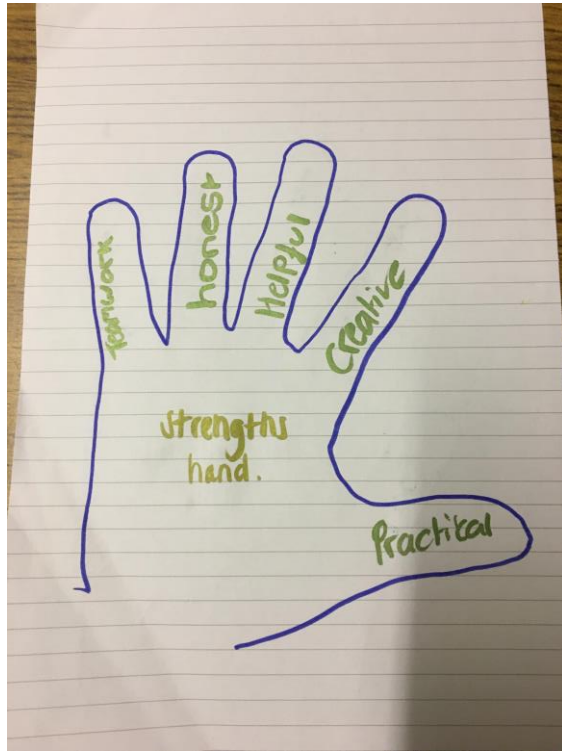
Who are we?

LINK works alongside GP practices in North Cumbria - Eden, Keswick & Solway, Longtown & Brampton and selected Carlisle practices to support children and young people with their emotional health and well-being.

LINK is a personalised service where every child and young person works with a link worker to establish what is important to them as individuals and to find a solution that works for them.

What is our service offer and model?

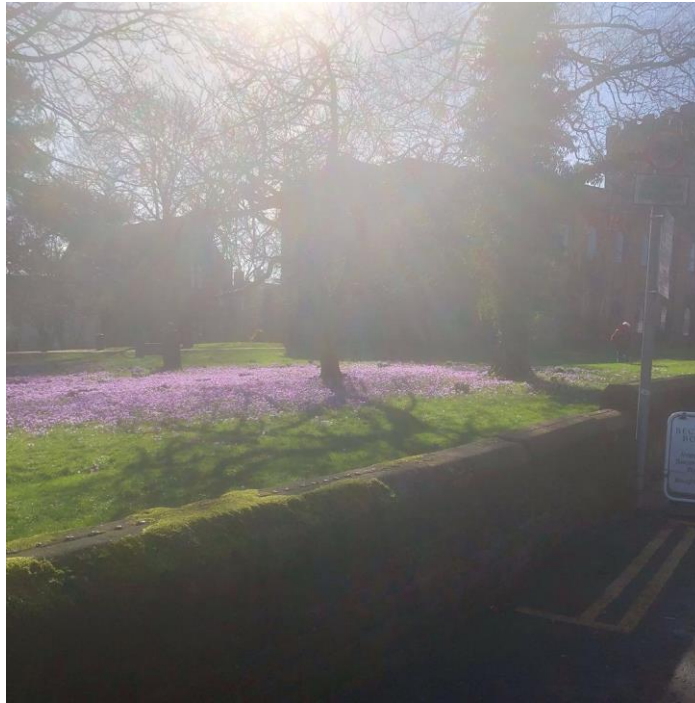




Images from Young People's Sessions



Images from Young People's Sessions



Images from Young People's Sessions



Images from Young People's Sessions

How we measure impact



LINK uses evidence-based and Barnardo's endorsed ways of collecting outcomes from the young people regarding the direct support they are offered

Young people:

- **experience improved relationships** with peers/family members/statutory services
- **have increased self-awareness** about the issues that affect their emotional wellbeing
- **feel confident** in their own judgements and make better decisions relating to their wellbeing
- **become more resilient** in responding to challenges in their lives
- **know where to go for help**
- **increase their level of positive engagement** with services outside of the project
- **feel listened to**
- **learn to respond productively to positive challenge**
- **feel able to reflect on and address issues** affecting their quality of life
- **feel empowered to create change** in their own lives.

...This is an opportunity to support children and young people to feel empowered and to engage with support services and activities that will improve their health and wellbeing. We hope that the impacts of the service will have benefit for children and young people now, which will continue into adulthood.

*Dr Richard Massey,
Clinical Director of the Keswick and
Solway Primary Care Network*

feedback friday

"The sessions with you have been incredible and it has really helped me control my anxiety and help others with it too. I feel a lot better after speaking about it. Thank you so much for all your help."

January, 2022

feedback friday

"[Young Person] has found the sessions very helpful, we have felt so proud that she has really taken part in the sessions, as this is very unusual for her. I would like to take this opportunity to say a massive thank to the team who have been running the sessions.

We feel that [Young Person] would benefit from further support and would be grateful for any further sessions she can be part of. Due to her level of dyslexia myself or my wife have been with her throughout the sessions standing back and letting her lead as much as possible. I think it is fantastic that people give their time to support young adults in this way."

feedback friday

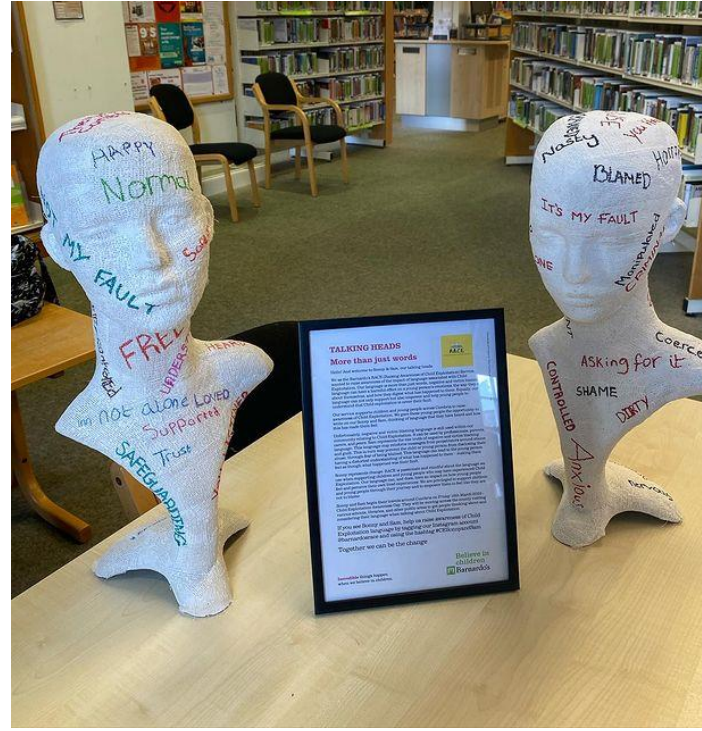
"I found the support really good and having you there to talk to honestly meant the world. I feel so much better than I did from when you first came and I feel so much better with my mental health and myself in general. Thank you so much for being there for me and helping me."

January, 2022

Feedback from Young People and Parents



Images from Silloth and Carlisle Pride



Community/School Drop Ins



New LINK service wins the regional Excellence in Primary Care and Community Care Award

Published: 17 June 2022

LOCAL Primary Care Network (PCN) teams are celebrating after being recognised for supporting children and young people living with emotional wellbeing issues.



Best Children and Young People's Social Prescribing Project in the UK 2022

Excellence in Primary Care and Community Care Regional Award



Instagram: @linkcumbria

Facebook: LINK Cumbria

Hannah Beck

Corporate Affairs & Projects Manager, NASP



National
Academy
for Social
Prescribing

Social Prescribing & Working Age Adults

Hannah Beck

Coporate Affairs & Projects Manager | NASP





The Working Age

16

64

As of January 2023, the employment rate in the United Kingdom was highest among 35 to 49 year olds, with 85.4 percent of that age group employed. By contrast, 11.1 percent of over 65 were employed, and just over half of 16-to-24 year old's.

Over 50s have left the workforce in record numbers since the pandemic, with ill health being a major contributor. Of those who have left, 58% would consider a return to work, but cite mental health and disability as barriers to return.

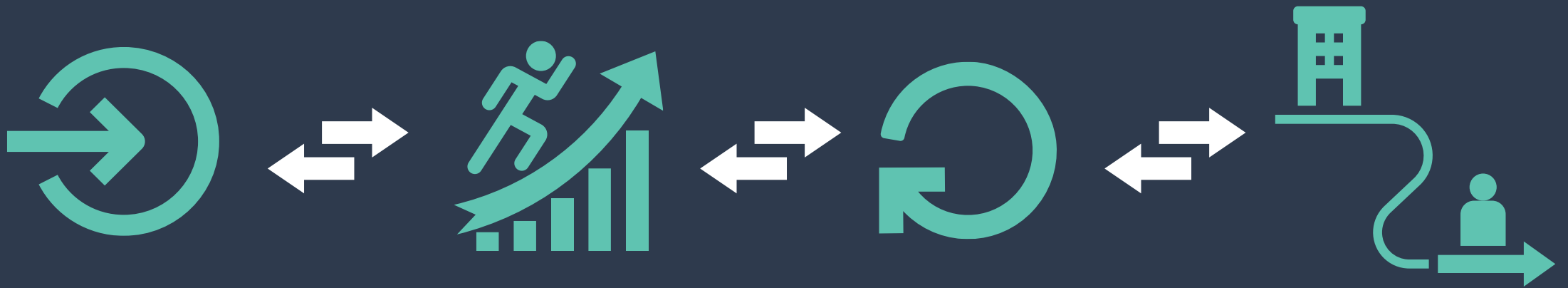
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Transitions



Joining the workforce

Thriving at Work

Returning to Work

Leaving the workforce

- Mental Health & Wellbeing
- Financial Wellbeing
- Housing
- Caring Responsibilities
- Belonging & Community

Having a job is the third biggest contributor of good wellbeing, after mental health and good relationships.



Wider Impact





Workplace Wellbeing

Reactive



Preventative

Collective



Individual

Medical



Holistic

By engaging the workforce in accessing social prescribing, we can equally engage the workforce in supporting social prescribing.



Social Prescribing at Work

Aims to improve wellbeing and performance by strengthening social relations at work through shared activities and mutual support and connection among staff.

Strengthen Existing Offer

Works alongside organisations existing wellbeing offer and provision, using a SP approach to boost engagement.

Community Approach

Using a community approach and applying it to workplaces to increase sense of belonging and connection.

Support Transitions

As an individual approach the programme aims to support workplace transitions including returning to work through tailored VCSE activity.

Provide Evidence

Increase the evidence for SP impact on wellbeing and apply to other sectors and organisations.



Our USP

Why Social Prescribing at Work?

■ Holistic Approach

Many Workplace Wellbeing Programmes are focused on a clinical perspective of mental and physical health. This is a holistic approach focused on prevention.

■ Co-Creation

The programme allows employees to take ownership of wellbeing initiatives and shape them to their own needs.

■ Asset Mapping

Connecting to existing assets in the workplace, wider community and national organisations with tailored activity.

■ Connection & Belonging

These roles are more tangible than some roles, with a clear structure and support from NASP. They will connect across organisations and connect existing initiatives together.

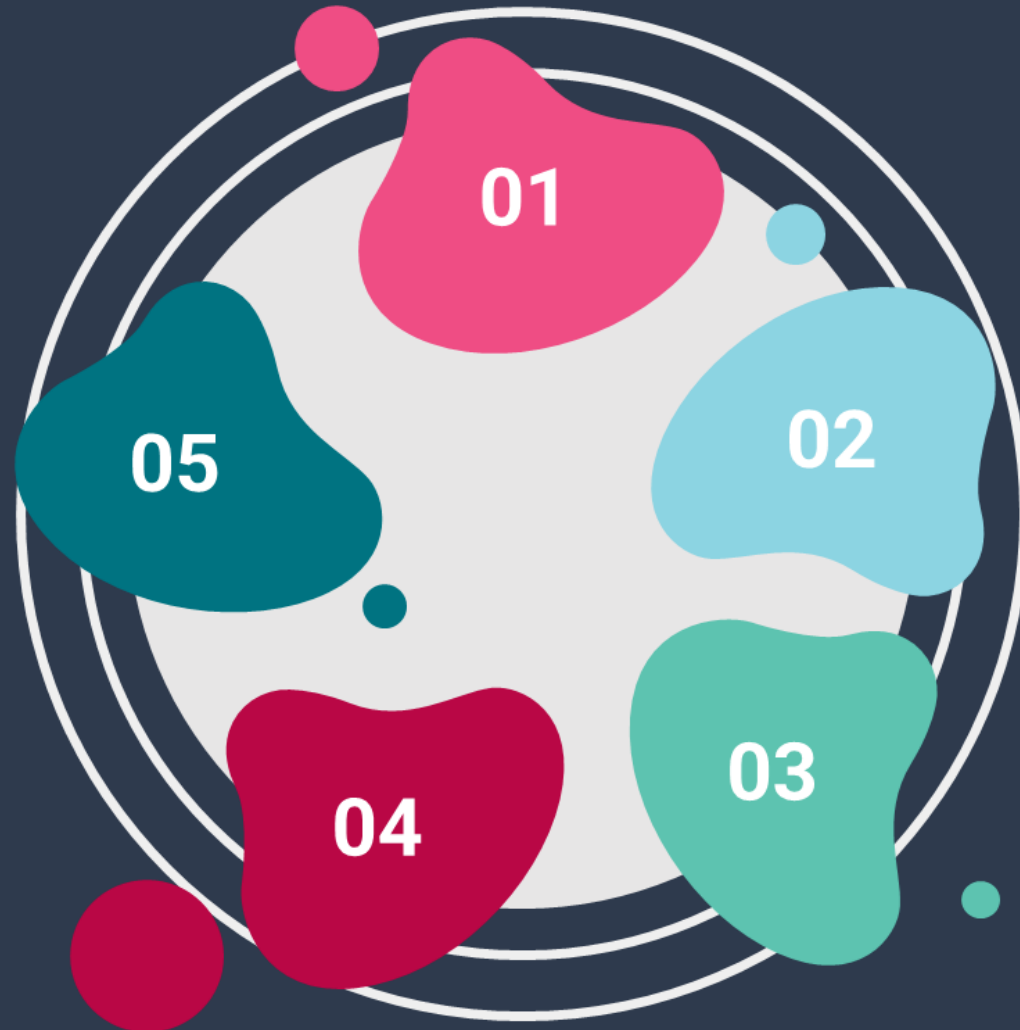
Elements of social prescribing at work

05 Experts

NASP and partners provide expertise, training, and design of the project activities and evaluation. Supported by sector leaders.

04 Providers

Specialist national organisations who provide bespoke activities for your employees, as well as local community groups who wellbeing connectors can signpost to.



01 Sponsors

Senior organisational support for the approach, connecting to others through Social Prescribing Business Council

02 Co-ordinators

Key staff organising and driving the project and embedding the approach (e.g. HR or ESG teams)

03 Connectors

Employees across the company who champion the project and help refer people to activities and support – trained as part of the programme

Social Prescribing at Work Journey

Wellbeing Connectors

Wide community of connectors, who champion Social Prescribing. Opportunity to develop activity as well as connect.



Analysis and Motivators

Embedding a 'What Matters to You' approach to staff wellbeing data. Exploring staff 'motivators' to understand needs.



Training Modules

Improving sector knowledge of Social Prescribing.



VCSE Activity

Work with and fund VCSE organisations to provide specific activity, and asset mapping.



Sustainability & Community

Strengthen community connectors and bring funding and resource into community and voluntary sector.





Lack of resource means wellbeing is unable to be embedded. This programme identifies and makes use of existing resource, as well as funding and supporting the creation of additional activity.



Staff at full capacity with little time to engage with wellbeing. This programme allows employees to shape the offering to their own needs and structure as well as supporting staff to identify these.

Lack of engagement creates a culture where wellbeing initiatives are unable to thrive. Taking a community approach the programme is continually adapting to the needs of the employees, shifting to a more connected culture

Lack of recognition and reward for action taken. This programme provides ongoing reward and recognition for wellbeing connectors and allows individuals to make an impact in their own community.

Staff uncertain of skills needed, and unable to develop wellbeing roles. This programme allows ongoing development and growth for wellbeing connectors and the programme itself.





National Academy for Social Prescribing

Get in touch



hannah.beck@nasp.info



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

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



Lucy Baginskis

Sports Development Officer, Active Together

NASP

Older People presentation

Lucy Baginskis



www.active-together.org

Who are Active Together?



- Local Active Partnership for Leicestershire, Leicester & Rutland
 - *Re-brand from Leicester-Shire & Rutland Sport in Nov 2021*
- Active Partnerships have been set up as the delivery system for sport and PA to ensure national resources have local reach
- Active Together is here to make physical activity and sport more accessible and part of our everyday lives.
- Partnership working
- Programmes from Early Years to older adults



OUR PARTNERSHIP: STRATEGIC PRIORITIES

People

Developing physical activity opportunities across the life course

Building a skilled and representative workforce

Develop leaders to address the diversity challenge

Place

A place led approach to delivery

Developing an Active Environment

Reducing our Carbon Footprint

Partnerships

Raising the profile of our sporting assets

Working with system partners to facilitate physical activity opportunities

Extending and strengthening the reach our partnership

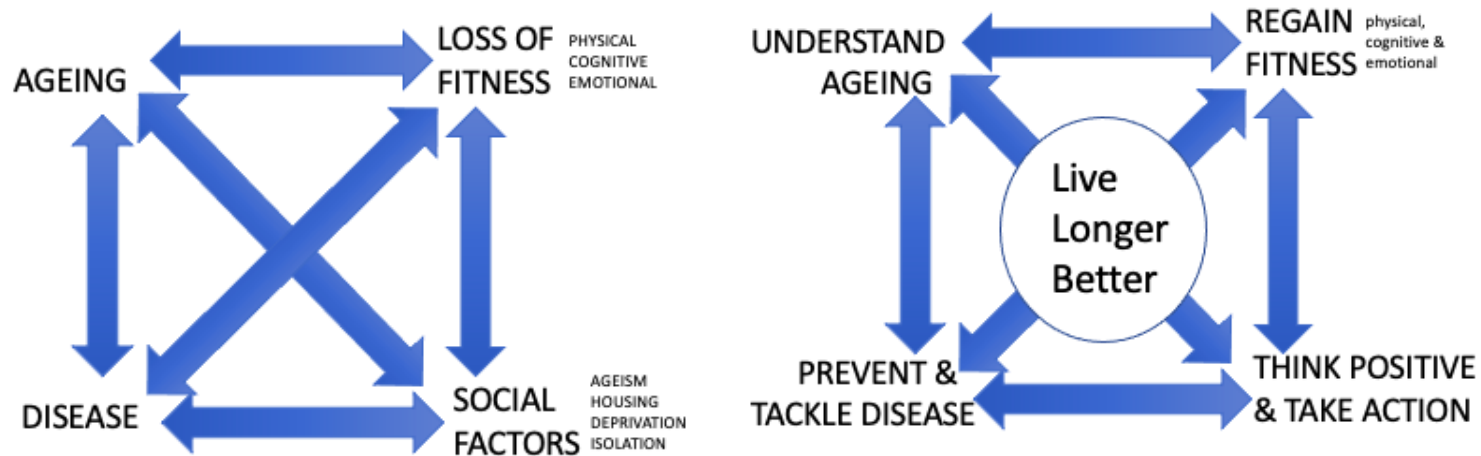
Physical activity supporting Health, Economic Prosperity and Inclusive Growth

Live Longer Better

Mission: to provide five extra years of healthy life expectancy by 2035 and close the gap between the richest and the poorest.

Four Purposes;

- Improving population health and healthcare
- Tackling unequal outcomes and access
- Enhancing productivity and value for money
- Helping the NHS to support broader social and economic development



<https://www.livelongerbetter.uk/>

ACTIVITY FOR OLDER ADULTS (65+ YEARS)

LET'S
GET
MOVING

HOW MUCH PHYSICAL ACTIVITY SHOULD OLDER ADULTS BE DOING?



Aim to be active for 150 minutes of moderate intensity activity per week. Moderate intensity means your heart rate increases, but you can still hold a conversation. Aim for strength and balance activities on 2 days a week.

6 KEY BENEFITS OF MOVING MORE:



Improves quality of life and independence



Opportunities to meet new people



Improves mobility and balance



Increases strength of bones and muscles



Helps prevent falls



Decreases age related cognitive decline

DO WHAT'S RIGHT FOR YOU 3 TOP TIPS

1

MOVING MORE

Try to avoid long periods of inactivity, remember - every movement matters

2

BUILDING HABITS

Build up activity levels gradually, start with what you enjoy

3

JOIN A LOCAL GROUP

From seated exercise to swimming, get active with like-minded individuals

GO! Turn over for activity ideas

EVERY MOVEMENT MATTERS

Build physical activity into your daily routine...

START WITH THESE...

Join a local activity group

Daily walk

Take the stairs where you can



Carry and unload the shopping bags



BUILD UP TO THESE...

Try a swimming or aqua class

Use resistance bands



Join a local walking group

Try a dance class



GREAT FOR HOME...

Stretches and seated exercises whilst watching the TV

Walk the dog



Visit the park with grandchildren

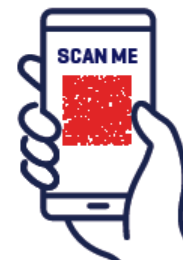


Gardening



active-together.org/letsgetmoving

@ActiveLLR





The **Golden Games** is an activity bag combining traditional games with physical activity. Every move enables better strength, stamina, skill and suppleness through simple and fun group or individual activities.

Benefits:

- An opportunity to try something new in a safe and supportive environment
- The chance to meet new people
- Achievable and fun activities
- Activities that fit around your routine – get active in your regular settings and groups
- Increased motivation to move more and be less sedentary
- Improved physical health – coordination, strength, balance, mobility
- Improved mental health - positivity, engagement, connection
- Greater independence and better quality of life



Jess Hazell j.hazell@active-together.org

www.active-together.org/goldengames



www.active-together.org

Steady Steps

STEADY STEPS

A GROUP EXERCISE PROGRAMME TO HELP DEVELOP STRENGTH AND BALANCE

- 1 Are you over 65?
- 2 Do you feel unsteady on your feet?
- 3 Would you like to improve your balance?
- 4 Have you previously fallen or worry about falling?

free of charge



FaME

Falls Management Exercise



STEADY STEPS 24-WEEK ACTIVITY DIARY

Your Name:

Instructor:

Course Location:



ACTIVE TOGETHER GENERAL FIDELITY AND QUALITY POINTS

- Include the purpose and ADL's
- Explain the component aims and how that type of activity should feel – Educate them on intensity and self monitoring
- Manage and observe all transitions
- Set the chairs up as you want them for the whole class – clients should not be moving chairs
- At any stage of Steady Steps all participants must have support available
- No music
- Offer exercise tailoring – know your clients
- Maintain a highly progressive approach with exercises and components



COMPONENT INTRODUCTION

This offers support in delivering a full and thorough introduction to the evidence based components found in Steady Steps.

This information should be built into the delivery every week for reinforcement and education increasing participants knowledge and understanding.

Offering this information allows you and the participants to understand and fully apply the aims of the component and of each exercise and be able to recognise the following:

1. What they are experiencing is normal depending on the body systems and component they are working in.
2. When to progress or regress giving autonomy and informed choices to participants and PSIs.
3. How it relates to their daily life, giving purposefulness to the exercises and components.

<https://www.active-together.org/steadysteps>

Impact

- Steady Steps became something I looked forward to, I started to speak and to enjoy the company of class members. This increased my confidence to start a conversation outside the class, answer the phone or the door more readily and not to panic if I had to walk through the town. We all see and feel our own level of improvement.
- The Steady Steps programme has tremendously helped with my confidence. I now only rely on one stick and feel much more able to go out of the house
- Life before Steady Steps was hard. I struggled to walk more than 5 steps independently. I now walk regularly to the shops and library and life is just much easier.
- My blood pressure has lowered, my walking has improved. My knee pain has reduced I still use a walking stick on occasions but not all the time. My agility has improved I could not pick any item off the floor at the start but now can do so. My overall day to day life is far superior to previously
- I have stopped taking Naproxen as my back pain is considerably less

Next steps

- Health links
- Communication- online and offline
- Lets Get Moving
- Specific Messaging- links to Live Longer Better glossary
- Live Longer Better Licences
- Social Care focus
- Broader Physical Activity pathway



Dawn Carroll

House of Memories Yemenite project at Museum of Liverpool

Connecting with Yemeni Elders' Heritage

Dawn Carroll

**Head of House of
Memories Programme**

Generously funded by

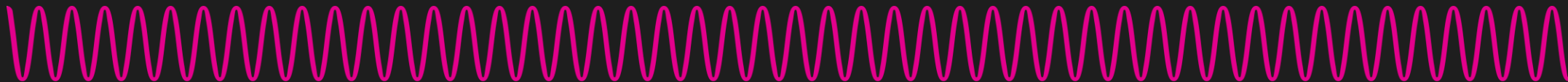


Esmée Fairbairn
Collections Fund



House of Memories

National Museums Liverpool



House of Memories

National Museums Liverpool

- A group of museums in the Liverpool area. It includes World Museum, Walker Art Gallery, Museum of Liverpool, International Slavery Museum, Merseyside Maritime Museum, Sudley House and Lady Lever Art Gallery.
- Dementia awareness programme - designed to help professional carers and family members to support those that are living with dementia.
- House of Memories is about the power of objects to help connect people to each other, and to reconnect with their own identities and personal histories.
- Connecting with Yemeni Elders' Heritage - intergenerational project in collaboration with the Yemeni community



Abdulwase Sufian

Inspirational young person

- Abdul wanted to know how House of Memories could support his grandmother
- We applied to Esmée Fairbairn Collections Fund to create a Yemeni section in the *My House of Memories app* – a mini museum in your pocket
- Over the past 18 months we have worked with community centres and youth clubs in Liverpool to achieve this



The collective power of collaborative working and co-creation



Project outcomes

Outcome 1

To create an **intergenerational programme**, to enable engagement and co-creation with Yemeni elders and young people, leading to **increased cultural awareness, collection access and understanding**.

Outcome 2

To showcase the fascinating objects, stories and beauty of the Yemeni community and museum collections within the *My House of Memories* app, to **connect and support the ageing population and people living with dementia**.

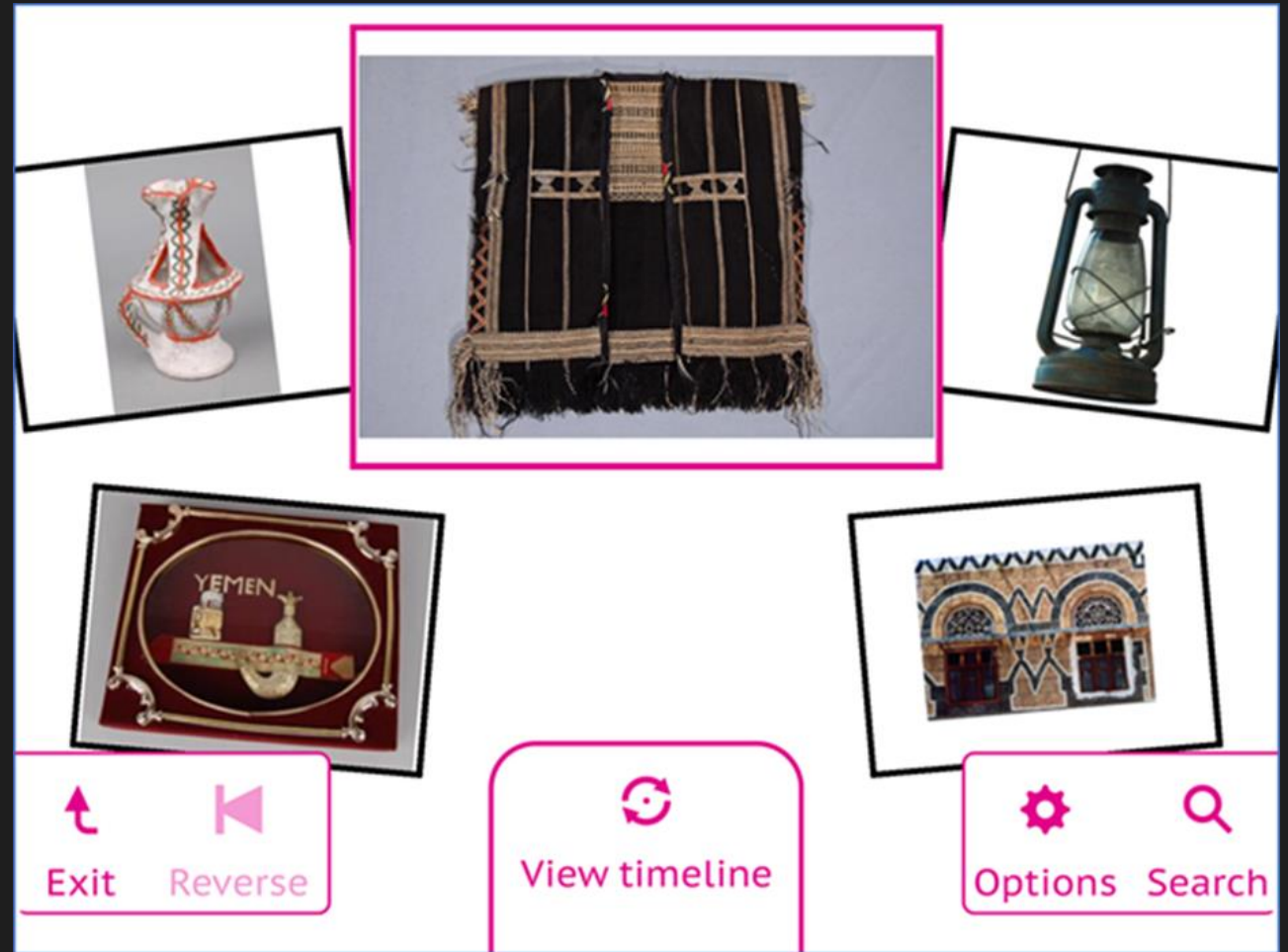
Outcome 3

To **produce a toolkit for UK museums working and supporting young people** to create community collections that will align, connect, and interpret museum collections.



Connecting with Yemeni Elders' Heritage project

- *My House of Memories* app
- Digital resource featuring hundreds of objects, sound effects and music
- Designed as a conversational tool to connect people
- Worked with young people from the Yemeni community in Liverpool to co-create content
- Consultation with elders through families and community groups
- Bilingual resource in Yemeni Arabic and English



App development

Community objects
chosen by young
people with their elders



Young people

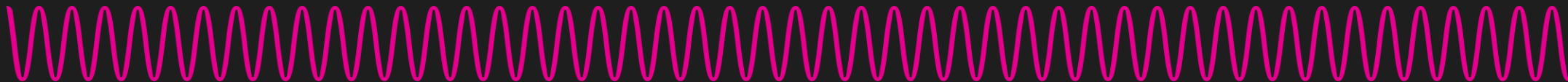
How young people helped us deliver this project

- App and memory suitcase development
- Celebration events and Yemeni culture day
- Workshops with elders
- Media and audio visual, including press, social media
- Appetite to upskill and offer opportunities to young people, including longer term connections



Working with elders

- Young people speaking to elders at home about their heritage to gather memories and content
- Elders informing which memories and traditions should be included in the app – preservation of heritage for younger generations
- Workshops introducing elders to app technology - could be a gateway to digital skills
- Intergenerational community events focusing on shared heritage and highlighting dementia awareness
- Community leaders and elders informing decision making through the project 'steering group'



Yemeni Culture Day

26 September 2021

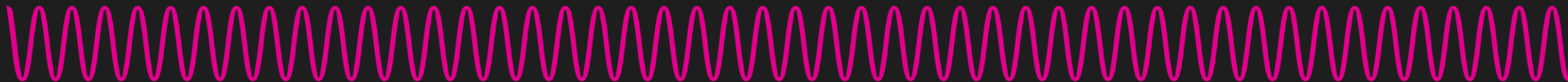
As part of our 'Connecting with Yemeni Elders Heritage' programme, we had a Yemeni Culture Day to enable members of the wider community to find out about the House of Memories project.

The day was also a celebration of Yemeni culture and heritage which included traditional activities, food, dance and music.

More than 320 people attended and the community were thrilled with the event



House of Memories Yemeni Steering Group members received Lord Mayor of Liverpool Councillor Mary Rasmussen at the PAL Centre in Liverpool 8.



Yemeni Culture Day

Planning and volunteering

- Planning sub-group
- Registration table
- Stewarding on the day
- App demonstrations
- Wearing traditional dress
- Performing traditional dances
- Suitcase donations



Young volunteers

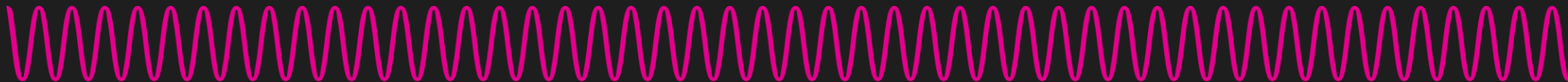
One of the great successes of the day was the large number of young people that engaged with the project.

Everyone received a certificate to recognise their contribution.

There was a huge sense of pride with the young people and the elders – celebrating their heritage but also sharing skills and stories



Young volunteers at the Yemeni Culture Day



'Thank you' event for elders at World Museum

- Celebration of achievements and to launch the app
- Opportunity to welcome the community into the museum
- Transport and refreshments provided to overcome barriers

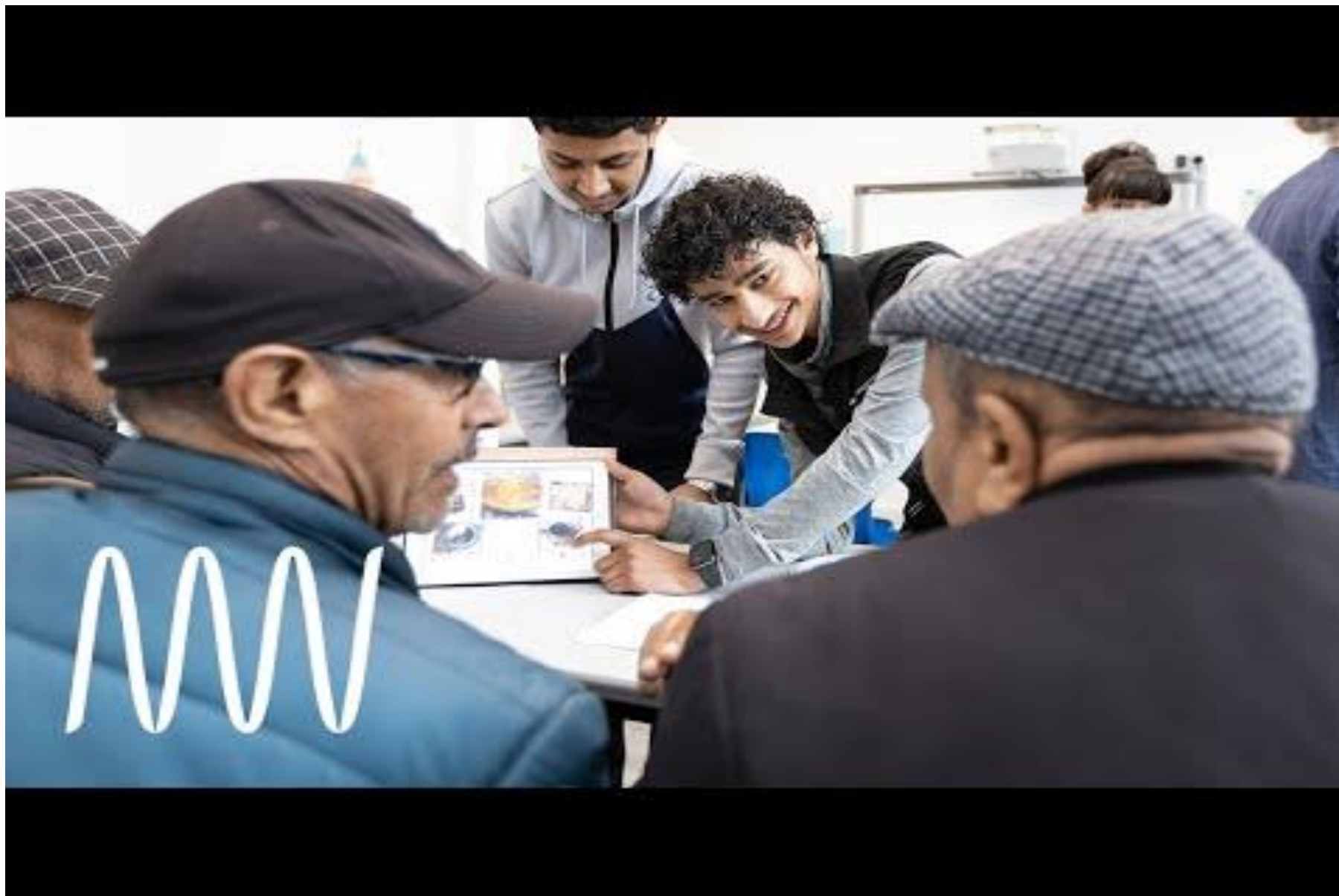




 Najib Alhakimi
Liverpool Arabic Centre

I think this project is, is very unique to me personally, to the Yemeni community in Liverpool as a whole





Toolkit – Connecting with Communities to Create Heritage Collections

- Practical guide designed for the museum and cultural sector
- Created in consultation with young people and the community
- Features links to videos so you can hear from the community themselves
- Based on our joint experiences of working together
- Available to view and download at: houseofmemories.co.uk

House of
Memories 
National Museums Liverpool



Connecting with Communities
to Create Heritage Collections
A Guide for Cultural Organisations

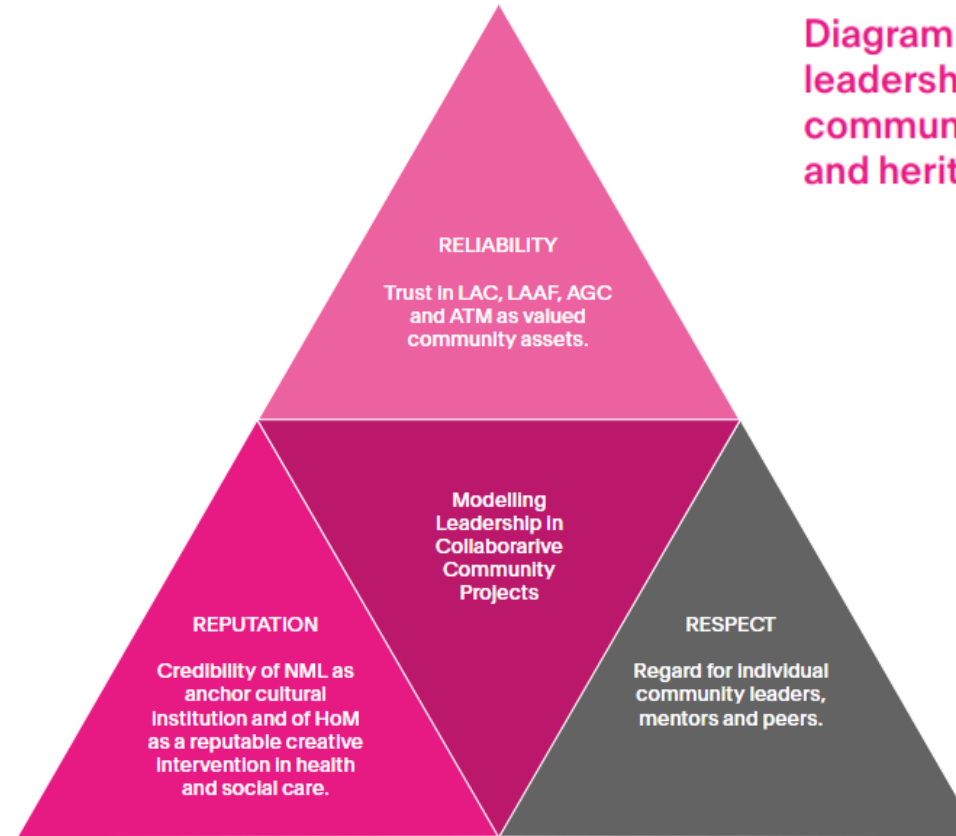


Diagram 2 – Emerging leadership model in community-based museum and heritage work

"House of Memories is now setting a high benchmark for equality, diversity and inclusion standards in museum practice and continues to be an evidence-based exemplar of best practice in the culture, health and wellbeing field." Dr Kerry Wilson, Liverpool John Moores University



Impact

- Pride:
 - partners and participants involvement in the project
 - young people leading the project
 - community pride in young people's achievements
 - Yemeni heritage and being able to share it
- Trust and empowerment – born out of a collaborative process which is reflective and adapts
- Emotional resonance based on inspiration coming from within the community
- Renewed connection to Yemeni culture and heritage sharing of assets through social media
- Personal development – new skills and exposure to different roles and responsibilities
- Real assets developed that the wider community can benefit from in the future





Thank you.

dawn.carroll@liverpoolmuseums.org.uk

houseofmemories.co.uk



A large light blue circle is partially visible at the top right. Below it, several pink and white diagonal stripes extend from the right edge towards the center.

Any Questions?



National Academy for Social Prescribing

Get in touch

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