

# Social Prescribing: Developing a Borough Wide Model for Barnsley

Adapted from a Presentation by Dr Lisa Wilkins, Consultant in Public Health Medicine  
In Feb 16<sup>th</sup> 2016

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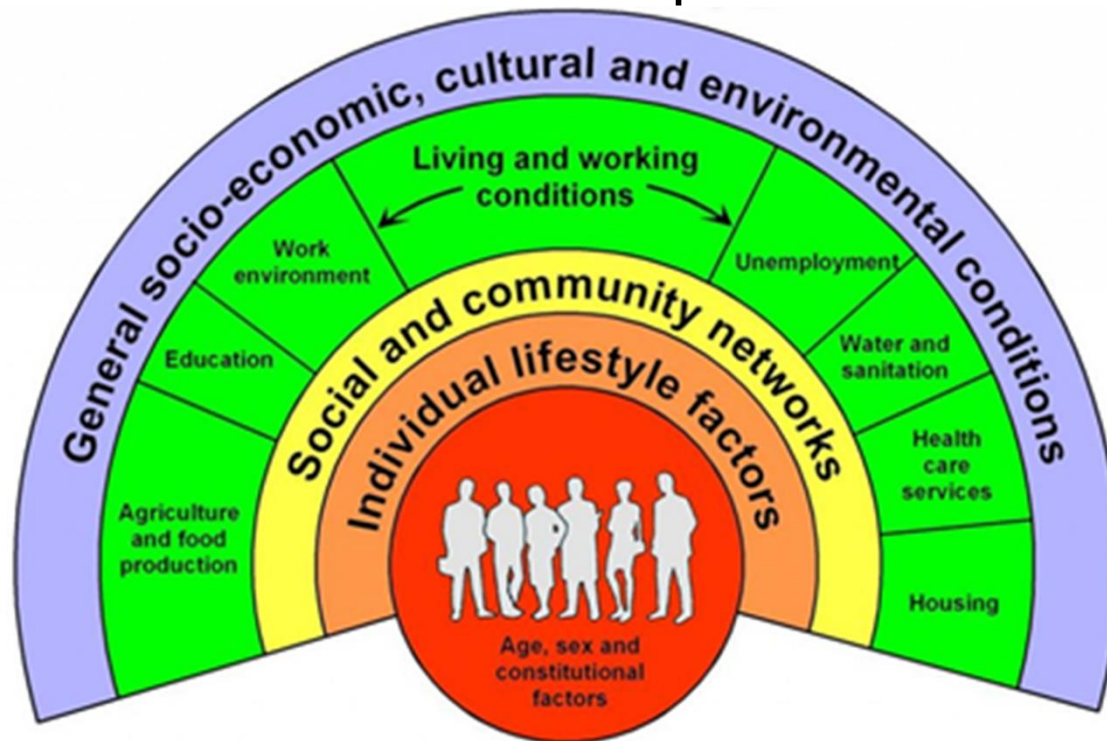
# What is Social Prescribing

- Social prescribing is a mechanism for **linking patients with non-medical sources of support** within the community
- Provides Healthcare Professionals with a non-medical referral option that can operate alongside existing treatments to improve health and wellbeing and enable a more holistic approach
- Route to help to 'de-medicalise' support and recognises the importance of psychosocial, environmental and economic factors in health and wellbeing and health inequalities



# Why now?

- Demand for health care is escalating
- Medical model diagnoses & treats disease but it is the social context in which people live their lives that often determines their H&WB and contributes to health inequalities

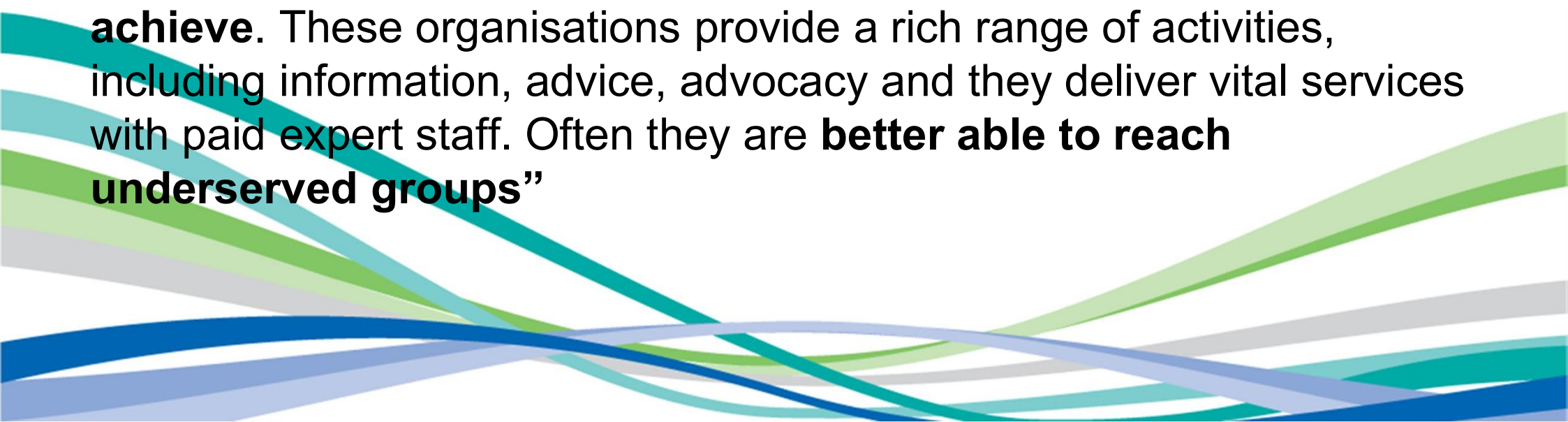


Source: Dahlgren and Whitehead, 1991

## Five Year Forward View

“The health service has been prone to operating a **‘factory’ model of care and repair**, with limited engagement with the wider community, a short-sighted approach to partnerships, and **underdeveloped advocacy and action on the broader influencers of health and wellbeing**. As a result the NHS has not fully harnessed the renewable energy represented by patients and communities.”

“There is a need to **form stronger partnerships with charitable and voluntary sector organisations**. Voluntary organisations often have an **impact well beyond what statutory services alone can achieve**. These organisations provide a rich range of activities, including information, advice, advocacy and they deliver vital services with paid expert staff. Often they are **better able to reach underserved groups**”



Jeremy Hunt's **New Deal for General Practice** speech:

- “Around a **fifth of GPs’ time is spent dealing with patients’ social problems** including debt, social isolation, housing, work, relationships and unemployment - yet 50% of GPs have no contact whatsoever with local social care providers.
- So we need to empower general practice by breaking down the barriers with other sectors, whether social care, community care or mental health providers, so that **social prescribing becomes as normal a part of your job as medical prescribing is today.**”

**NHSE promoting access to non-clinical interventions from voluntary services and community groups as a way of making general practice more sustainable**



# More importantly potential for better outcomes for patients

Improved H&WB and quality of life

Help people to actively manage their own health

↓ Fewer primary care consultations

↓ Hospital admissions, visits to A&E, OPD attendances

↑ Patient satisfaction

Strengthening of protective factors for mental wellbeing

↑ Confidence and self-efficacy

↓ Anxiety and depression

Improved levels of recovery from mental illness

↑ Social networks, contact and sense of belonging

↓ Social exclusion and social isolation

Enhanced skills and motivation

↑ Employability

↑ Engagement with weight loss and exercise programmes

↑ Uptake of welfare benefits

# For the general practice and health care service:


- ↓ visits by frequent attenders
- More appropriate use of clinicians' time, allowing them to concentrate on medical issues during all consultations
- ↑ the range of services offered by the practice, allowing a more holistic care package
- Improvements in link between practice and the local voluntary & community sector
- ↓ Inappropriate prescribing of antidepressants
- Support QIPP
- ↓ use of wider hospital resources

## For the community:

Reduction in health inequalities

Increase in social capital

# Who can benefit?

- Frequent attenders in primary care
  - Patients with medically unexplained symptoms
  - People with chronic physical illness
  - Frail elderly
  - Socially isolated
  - People with mild to moderate depression and anxiety
  - Vulnerable and at risk groups for mental ill-health, for example low-income single mothers, recently bereaved elderly people
  - People with long-term and enduring mental health problems
- 



# What Barnsley residents are telling us would help improve their health and well being

Hillary Mosley, Lead Nurse, Commissioning and Transformation, NHS Barnsley CCG

Key messages from range of consultation events

- **Confusion** on how to find way around services & **where to go for help**
- Want **clear information** that helps them find their way around **H&SC services**
- Want to know **what is available** and **how to access 'softer social care'**, eg local support services that combat social isolation/ provide information on bus passes/ blue badgers/ local activities such as walking groups.

- Would like to **know about all the services** (both formal and informal) that are available for them locally.
- **One point of contact**

**Advice needed falls into 4 categories:**

- **Social**
- **Medical**
- **Inclusion**
- **Financial**



# Hoyland Place Based Approach

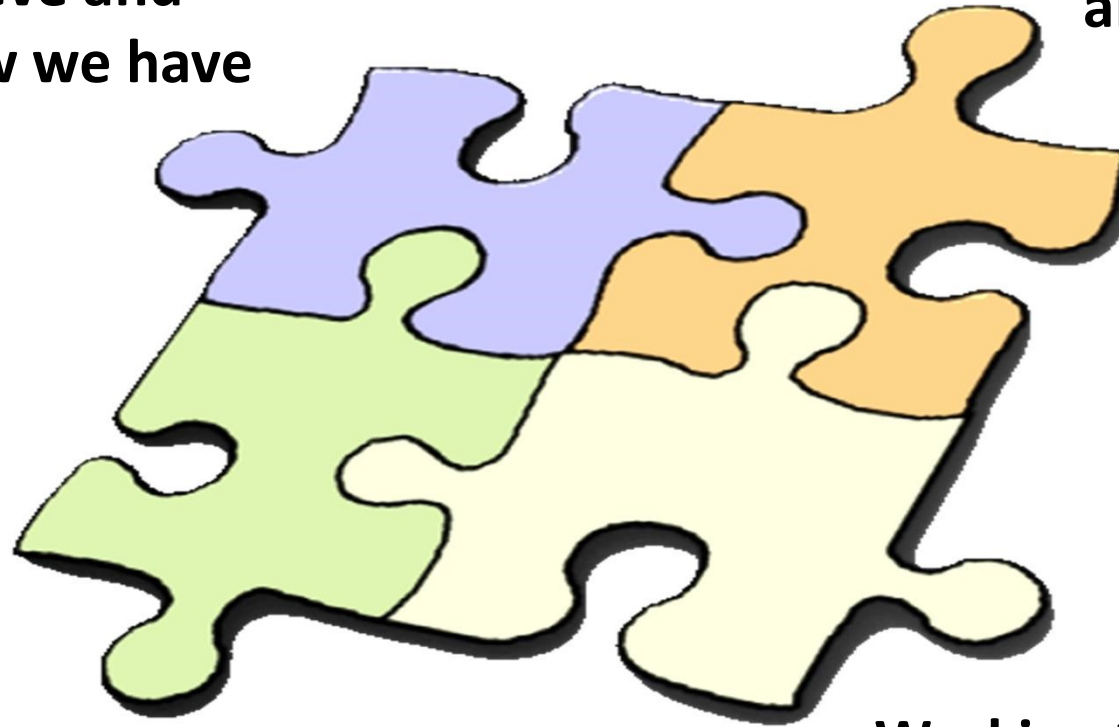
Hillary Mosley, Lead Nurse, Commissioning and Transformation, NHS Barnsley CCG

- The Citizens of Hoyland will feel supported and confident to be in control of their own health and social care.
- They will feel able to self-manage when appropriate and have access to information systems that clearly inform them of services available.
- If they need care; this will be based on co-production across the services that are there to support them.



**Be clear about what we want to achieve and how we know we have achieved it.**

**Hearing what local people need to feel able to self manage**

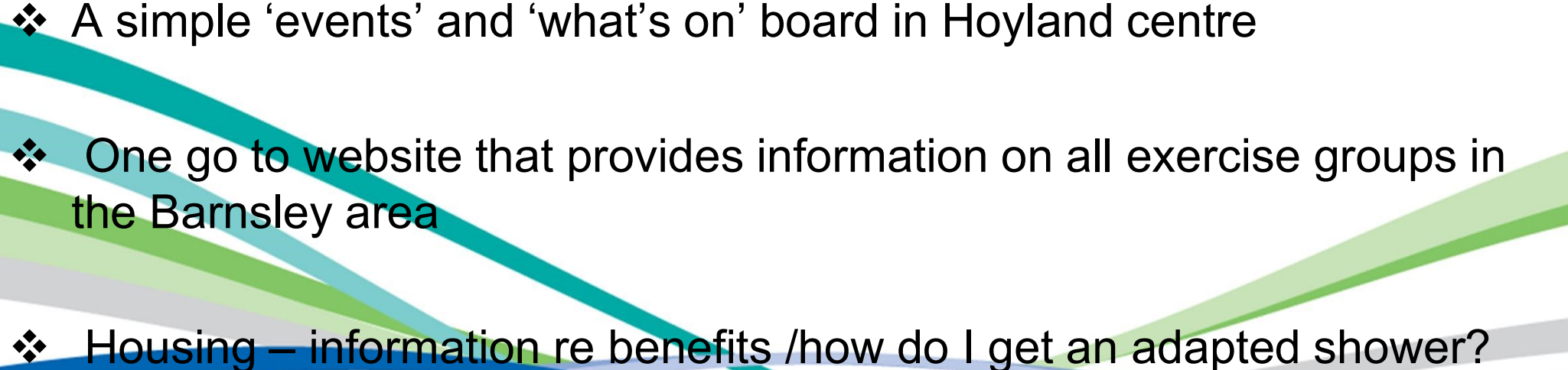


**Supporting the workforce in behaviour change approaches**

**Working together with all our partners.**

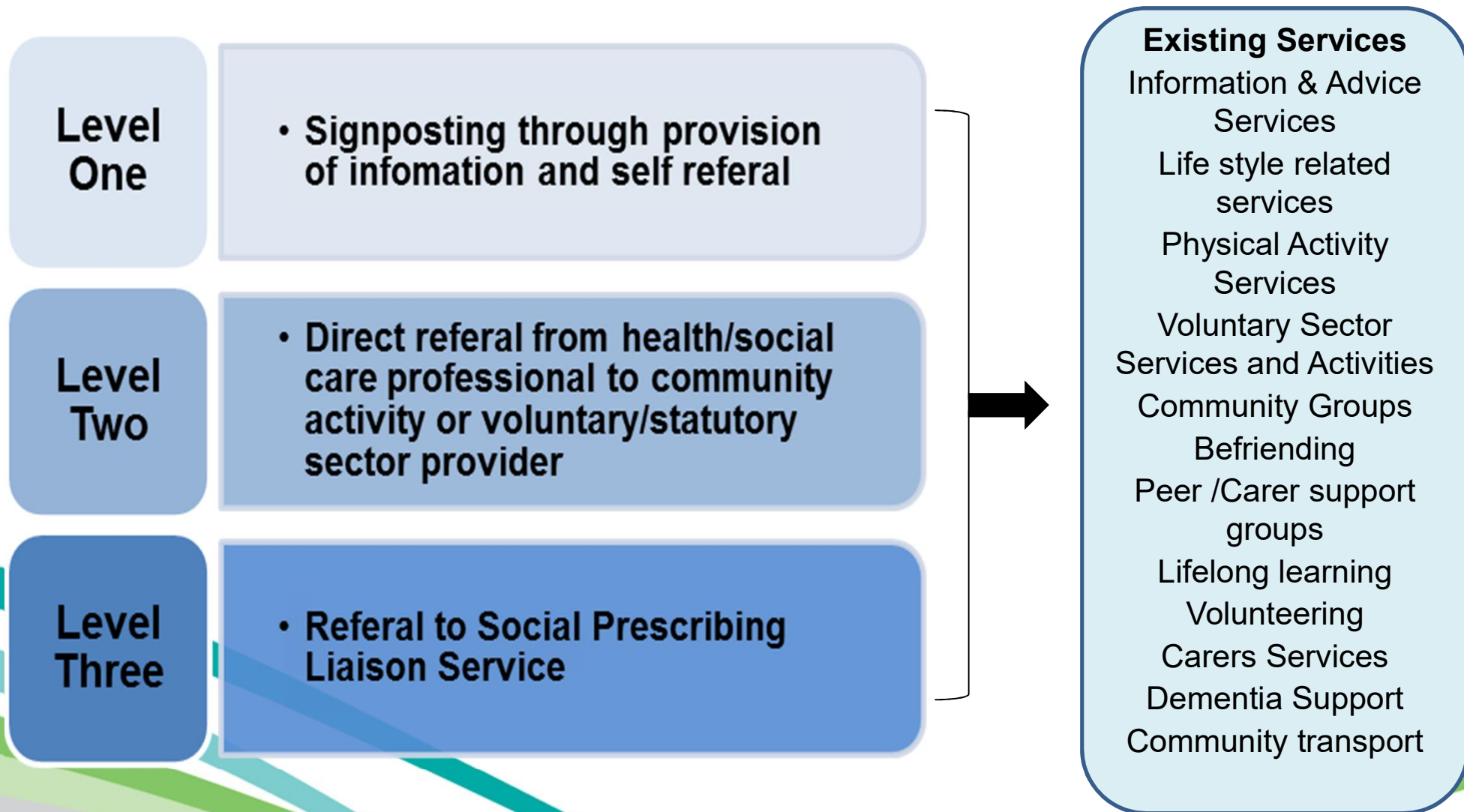


# Communication / Information

- ❖ More publicity of things happening around Hoyland
  - ❖ To really feel involved in decisions made about care / support
  - ❖ Would like to know what services and classes are for me, when, where, cost?
  - ❖ Timetable of everything that is available in the Hoyland area
  - ❖ A simple 'events' and 'what's on' board in Hoyland centre
  - ❖ One go to website that provides information on all exercise groups in the Barnsley area
  - ❖ Housing – information re benefits /how do I get an adapted shower?
- 

# Overview of Proposed Model

Dr Lisa Wilkins, Consultant in Public Health Medicine



# Level 3: Social Prescribing Liaison Service

When appropriate:

- **Multiple issues** or what the **issues not immediately clear**.
- **Referrer is not sure** of what services are available or would best help the individual.
- **Socially isolated** and/or has **low levels of confidence/self-esteem/resilience** and would benefit from **support to develop motivation and confidence** to access services and community activities.
- Where accessing **local community groups and activities** would be of help



- Central coordination function
- Advisors work on the same geographic footprint as the **Area Council**
- **Each general practice will have a named local advisor**
- Advisor will become part of the wider primary care team and work flexibly with the practice, including **attending the practice's MDT meetings** if the practice wishes
- **The local advisors will also link with the community nursing team and area council's managers and community development staff and the ward alliances.**





# Who to Refer Where?

| Service                                                                        | When to refer                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Be Well Barnsley                                                               | <b>Primary objective is a lifestyle change</b> eg stop smoking, increase physical activity, lose weight.                                                                                                                                                                                  |
| Care navigation and coaching<br>health                                         | Patients with <b>LTC</b> who would benefit from support to feel more in control of their health condition and better able to self-manage their condition (ie there is a <b>clinical condition that could be better controlled</b> and may be being affected by social/behavioural issues) |
| Barnsley Council<br>Social Care<br>Customer Access<br>Team / Contact<br>Centre | When <b>social services</b> maybe required or patients require <b>simple information provided by the contact centre</b> eg how to get a blue badge.                                                                                                                                       |
| Independent living<br>at home                                                  | <b>Difficulties with activities of daily living</b> and would benefit from reablement, assistive technology                                                                                                                                                                               |

# Key Interdependencies

| Communities, Learning and Social Activities                                                                                                                                                                                                                                                                                                                                                                        | Advice and Information, Support Groups                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Lifestyle and behaviour change                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Housing and Home safety                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• <b>Community activities, groups and societies</b></li> <li>• University of Third Age</li> <li>• Volunteering opportunities</li> <li>• Lifelong learning</li> <li>• Libraries</li> <li>• Books on prescription</li> <li>• Befriending eg RVS, Age UK</li> <li>• Ward Councils and Ward Alliances</li> <li>• Voluntary Action Barnsley</li> <li>• Community shop</li> </ul> | <ul style="list-style-type: none"> <li>• Social Services Contact Assessment Team</li> <li>• Welfare Advice Service</li> <li>• Debt management</li> <li>• Housing Advice</li> <li>• Citizens Advice</li> <li>• Age UK Barnsley</li> <li>• Alzheimer's Society, Barnsley Independent Alzheimer's and Dementia Support</li> <li>• DIAL</li> <li>• Carers support services</li> <li>• Patient / LTC support groups</li> <li>• Advocacy services</li> <li>• Family centres</li> <li>• Bereavement services</li> </ul> | <ul style="list-style-type: none"> <li>• Be Well Barnsley</li> <li>• Walking groups</li> <li>• Leisure providers</li> </ul> <p><b>LTC Self-care</b></p> <ul style="list-style-type: none"> <li>• Care Navigation</li> <li>• Health Coaching</li> <li>• Telehealth</li> </ul> <p><b>Reablement/rehabilitation</b></p> <ul style="list-style-type: none"> <li>• Occupational therapy</li> <li>• Independent Living at Home</li> <li>• Community equipment</li> <li>• Assistive technology</li> <li>• Falls service and falls prevention</li> <li>• Low vision service</li> </ul> <p><b>Mental health preventive services</b></p> <ul style="list-style-type: none"> <li>• Creative Minds</li> <li>• Alcohol extended brief interventions</li> <li>• MIND</li> </ul> | <ul style="list-style-type: none"> <li>• Housing advice</li> <li>• Fire and Rescue home safety checks</li> <li>• Home Improvement Agency / Staying Out handyman service</li> <li>• Aids and adaptations</li> </ul> <p><b>Other Health Services</b></p> <ul style="list-style-type: none"> <li>• Primary Care</li> <li>• Community Nurses</li> <li>• Other community services</li> <li>• Mental health services</li> <li>• Hospice</li> <li>• Hospital</li> </ul> |
| <p><b>Transport</b></p>                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <ul style="list-style-type: none"> <li>• Dial a Ride</li> <li>• Blue badges</li> <li>• Bus passes and travel planning</li> </ul>                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

Barnsley:– Wealth of Support already in place and growing – how can we use our Area Council investments and Elected Councillor Engagement to effect a positive culture change with our publics use of services?

Doreen's Gang at Clarksfield

[www.youtube.com/watch?v=Tkgf4I4xpSI](http://www.youtube.com/watch?v=Tkgf4I4xpSI)

Thank-you

