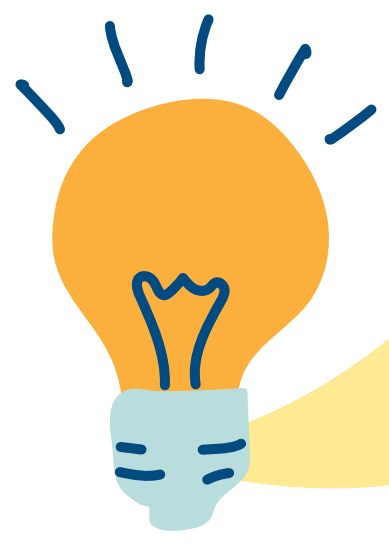


# Social Prescribing: Bridging Health Care and Community Services

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## What is Social Prescribing?



A means for trusted individuals in clinical and community settings to identify that a person has non-medical, health-related social needs and to subsequently connect them to non-clinical supports and services within the community by co-producing a social prescription...



### Signposting

- Directing someone on where resources are
- i.e. BC211

VS



### Social Prescribing

- Tailored goal setting
- Barrier removing
- Confidence Building

## Where is Social Prescribing Happening?



### World Wide

- Originated in UK, included as part of NHS Long Term Plan
- Now happening in 24 different countries



### Canada

- Happening in several provinces, regional/organization-level initiatives
- Canadian Institute of Social Prescribing since March 2022
- In BC and Alberta, funded by the provincial Ministry of Health

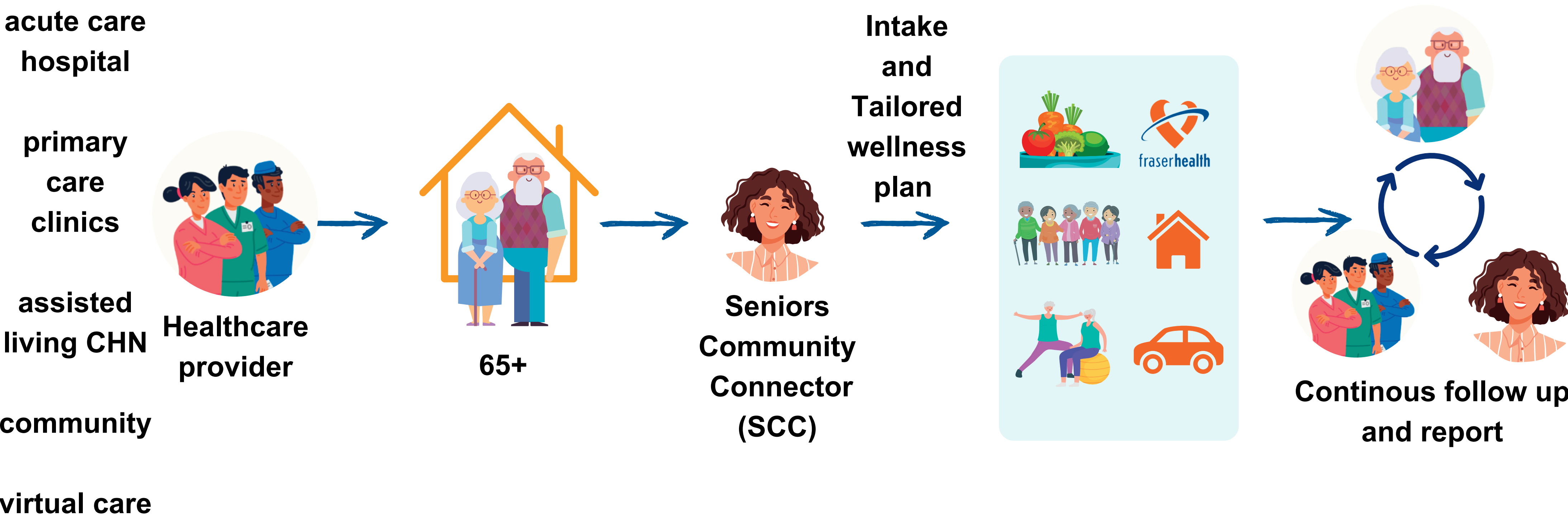


### British Columbia

- Funded year-to-year by BC Ministry of Health
- Coordinated through United Way BC
- Operated by 19 local community organizations
- Healthcare integration supported by Fraser Health Authority



## Social Prescribing BC supports older adults in BC



## Who are the Seniors Community Connectors (SCCs)?



- 19 SCCs throughout BC
- Hired by local community organizations
- Support clients in their community
- Passionate about support older adults and motivational interviewing
- Knowledgeable experts of local community resources
- NOT healthcare providers
- Diverse background/ training: SW, Nurses, long-term volunteers etc,

## Current Partnership between Healthcare and Community

Fraser Health is supporting the integration of social prescribing into healthcare through:

- Education** for healthcare provider about social prescribing and community resources
- Education for Seniors Community Connectors about the healthcare system and other skills
- Promotion** and Awareness—social media, news, posters, pamphlets
- Evaluation** of program impact—how does social prescribing benefit health
- Standardization** of referral process and program development
- Collaboration** with organizational partners and explore different partnerships
- Consultation** for healthcare-community collaboration



## How does Social Prescribing Help?

### Emily's story



- Emily referred by family member
- Feels isolated in her community and hope for social connection.



### Connector identify:

- Emily is comfortable using technology but her computer broke and she could not afford to get it fixed
- Emily is hard of hearing and cannot afford a hearing aid



### Collaborative care plan:

- Connected Emily with another community organization for social outings
- Secured Emily with an almost-new iPad, and connected her with a tech support community program for help in using technology
- Free vision and hearing test and free hearing aid for Emily, partnering with a local clinic
- Connected to yet another community organization for physical activities, and the program can help pay for her annual fee of \$30



### Older Adult

*The encouragement from the SCC has just been wonderful...Because of her, I feel so much healthier. I feel like getting out of bed in the morning and combing my hair nicely. I've got that twinge in my heart – the excitement that I haven't had since my mum and husband died.*



### Seniors' Community Connector

*We do whatever we can to make sure that clients aren't having their lights turned off and that they can get to where they need to go... When we decrease isolation, we decrease the number of times that they go see their doctor or go to the Emergency Department for a non-medical issue..*

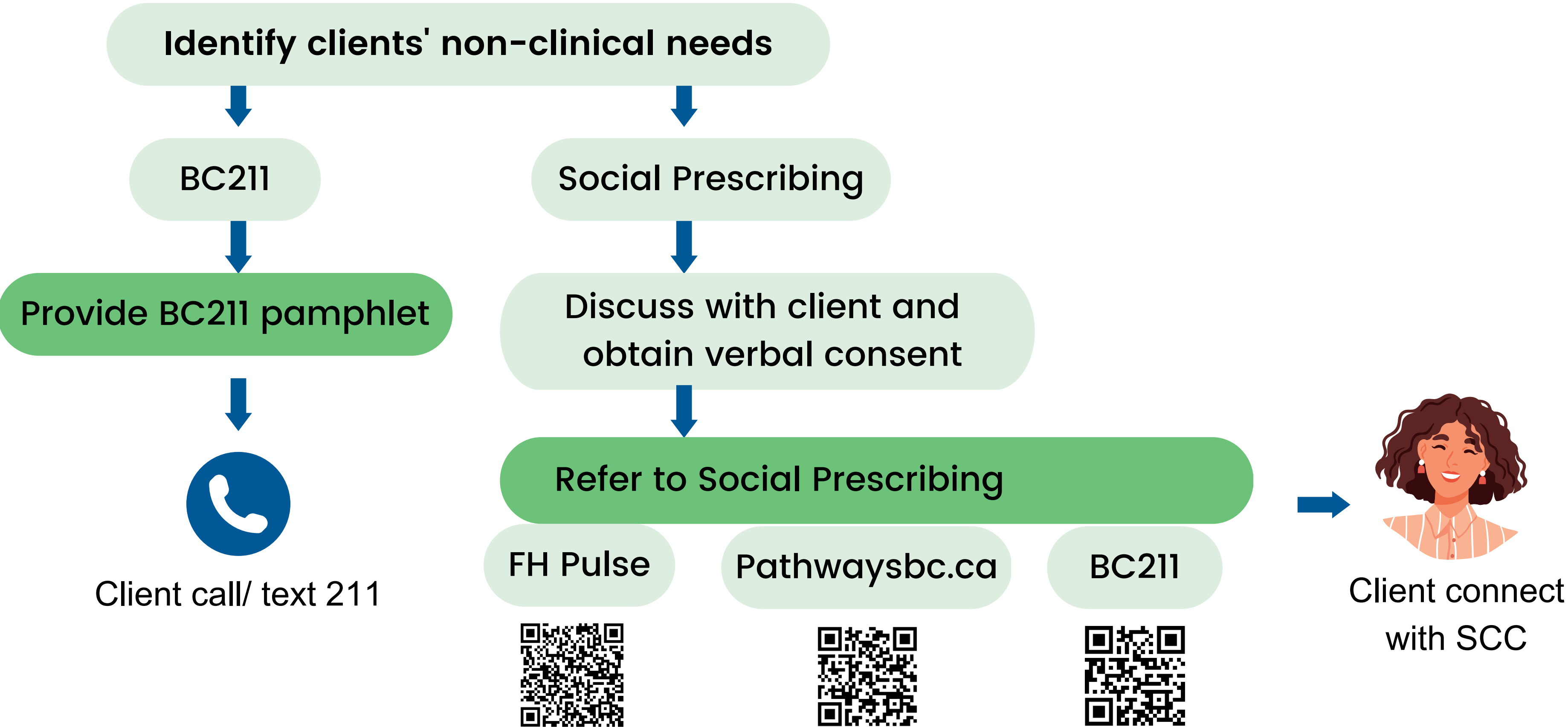


### Healthcare Provider

*I value the extra support a SCC is able to provide in connecting clients to supports; getting them connected helps to prevent and delay frailty leading to a better quality of life.*

## How can you help?

### 1 Consider BC211 or Social Prescribing as part of the care plan



### 2 Spread the News about BC211 and Social Prescribing



### 3 Support by volunteering or advocating for social prescribing



We are always looking for partnerships and happy to share our experiences implementing social prescribing in healthcare. We look forward to connecting with you!