



NAPC | National Association
of Primary Care

Innovative approaches to community engagement and person-centred social prescribing

Building a culture of partnership with patients, people and communities is integral to the NHS and to transforming care. This is even more important as we work alongside patients and individuals to roll out more personalised and person-centred care, giving people more control over their own health.

Community engagement is a vital element of any health system – including integrated care systems – as they seek to understand their communities, build intelligence for population health improvement and co-design services based on their community's needs.

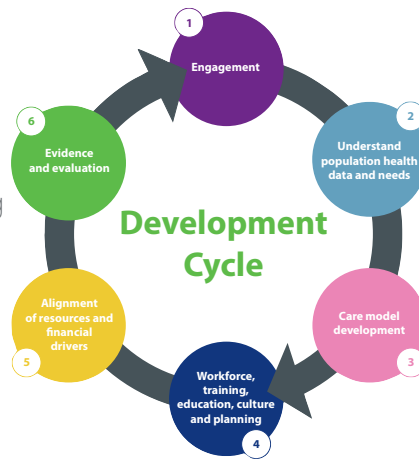
Social prescribing is a key part of person-centred care through link workers who can spend time listening to people to understand their non-medical needs and connect them to local services. Social prescribing link workers not only serve as the missing link between community, health and social care but they also challenge existing models of care to reduce inequalities and enable patients to take control of their health and wellbeing. This innovative approach helps reduce pressure on stretched health services and plays a vital role in integrating care.

Challenges

The importance of community engagement is often recognised but health systems have told us that it is often difficult to know where to start, who to collaborate with, and how to reach people right across the community. Expert guidance is also essential to designing a social prescribing programme which is successful and ensures link workers are properly supported to deliver the best outcomes for patients.

How we can support you

NAPC has partnered with the National Association of Link Workers to offer community engagement support and link worker development within health systems – including ICSs.



National Association
of Link Workers
CONNECT LINK

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With expert guidance from NAPC, our social prescribers have been key in designing care pathways and co-creating personalised interventions. This has helped us to harness the huge value of social prescribers in our population health work.

Dr Helen Davies, GP and Lead for Community and Population Health Management, Calderdale CCG

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Working with you, our team will design a bespoke package tailored to the needs of your health system. Here are some examples of how we can support you:

- Advise on how to embed person-centred and community-centred approaches
- Support your health system to take a community engagement approach to get to know your population and their health needs
- Guide you on social prescribing from mapping community assets, recruiting link workers, providing link worker development and building their resilience and developing a full social prescribing programme
- Support with developing an integrated personalised care offer and a local community of practice for personalised care roles
- Support you to develop your receptionists, practice managers, nurses and pharmacists in active signposting through our well-established and enhanced care navigation programme
- Assess your community engagement approaches and develop an action plan with a focus on population health
- Work with your health system to take a population health approach to improve outcomes of people and communities
- Facilitate links with health systems that have successfully adopted community engagement and social prescribing approaches – including promotion of wellness and prevention of ill health.

Our combined expertise

NAPC (with its national faculty of more than 50 experts from health, social care, the voluntary sector and local government) and the National Association of Link Workers have collectively a broad range of experience in providing practical support around community engagement and link worker development based on population health principles.

NAPC is the architect of the primary care home model – the original primary care network which has informed national PCN policy and the NHS Long Term Plan. The programme developed more than 240 sites across the country, covering 10 million patients. NAPC is also facilitating the development of primary care based on population health in ICSs and STPs across the country. Through this work NAPC has developed a method and suite of tools enabling a practical approach to population health with a focus on wellness and prevention of illness.

National Association of Link Workers (NALW) is the only professional membership body for social prescribing link workers with cross sector regional and national networks. NALW provides expert advice to statutory and non statutory organisations. Its membership provides future and existing social prescribing organisations and link workers with a single point of access for support and development, ensuring consistency in professional practice.

Get in touch

For more information about how we can support your health system, please contact us:

Tel: **020 7636 7228**

Email: **napc@napc.co.uk**

For more information visit: **www.napc.co.uk | www.nalw.org.uk**

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We worked with NALW and sourced a one year membership for social prescribing link workers. NALW provided a high standard of service including a big emphasis on networking, clinical supervision, group mentoring and allowing delegates to maximise their learning.

*Training Hub Project
Coordinator, Black Country
and West Birmingham
Training Hub*

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