



Community Investment: aligning our work with the NHS

Andrew van Doorn, HACT

Sonia McKenzie, Elemental

Gez Kellaghan, Peabody



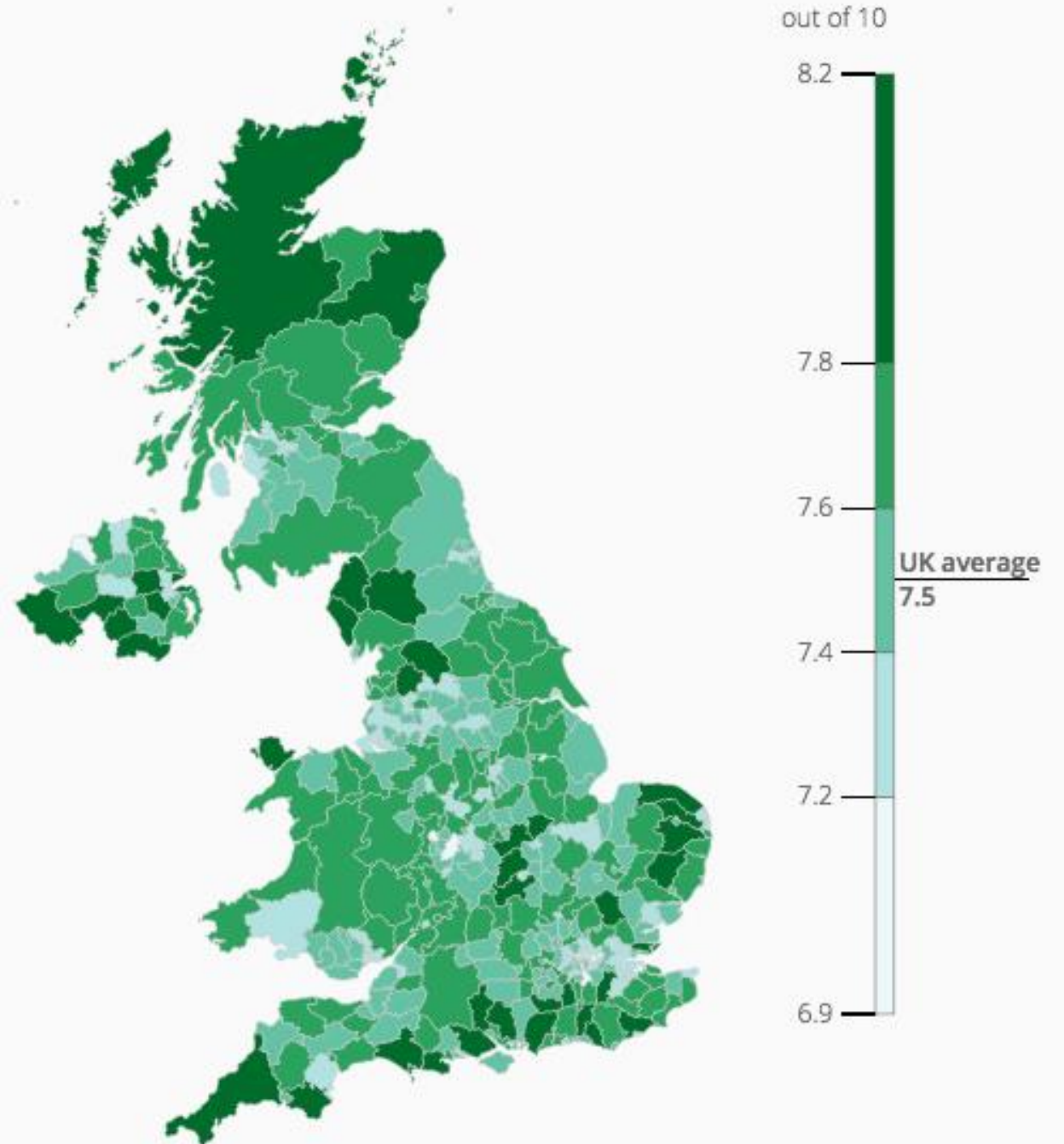


Wellbeing

Wellbeing closely linked to experiences of poverty and deprivation

Key framework for Community Investment within housing

Health and Wellbeing – Population Health



Anchor Institutions

Both social landlords and NHS are anchor institutions

- Long-term view
- Resources used make an impact locally
- Focus on social value
- Partnerships
- Empowerment



What makes the NHS an anchor institution?

NHS organisations are rooted in their communities. Through its size and scale, the NHS can positively contribute to local areas in many ways beyond providing health care.

The NHS can make a difference to local people by:



Purchasing more locally and for social benefit

In England alone, the NHS spends £27bn every year on goods and services.



Using buildings and spaces to support communities

The NHS occupies 8,253 sites across England on 6,500 hectares of land.



Working more closely with local partners

The NHS can learn from others, spread good ideas and model civic responsibility.



Reducing its environmental impact

The NHS is responsible for 40% of the public sector's carbon footprint.



Widening access to quality work

The NHS is the UK's biggest employer, with 1.5 million staff.

As an anchor institution, the NHS influences the health and wellbeing of communities simply by being there. But by choosing to invest in and work with others locally and responsibly, the NHS can have an even greater impact on the wider factors that make us healthy.



Areas of high impact

Community Investment

Procurement and Social Value

Workforce strategies (including education, training and employment services)

Specialist Housing

Asset management and community assets

Collaboration with other anchors such as the NHS





Anchor Institutions

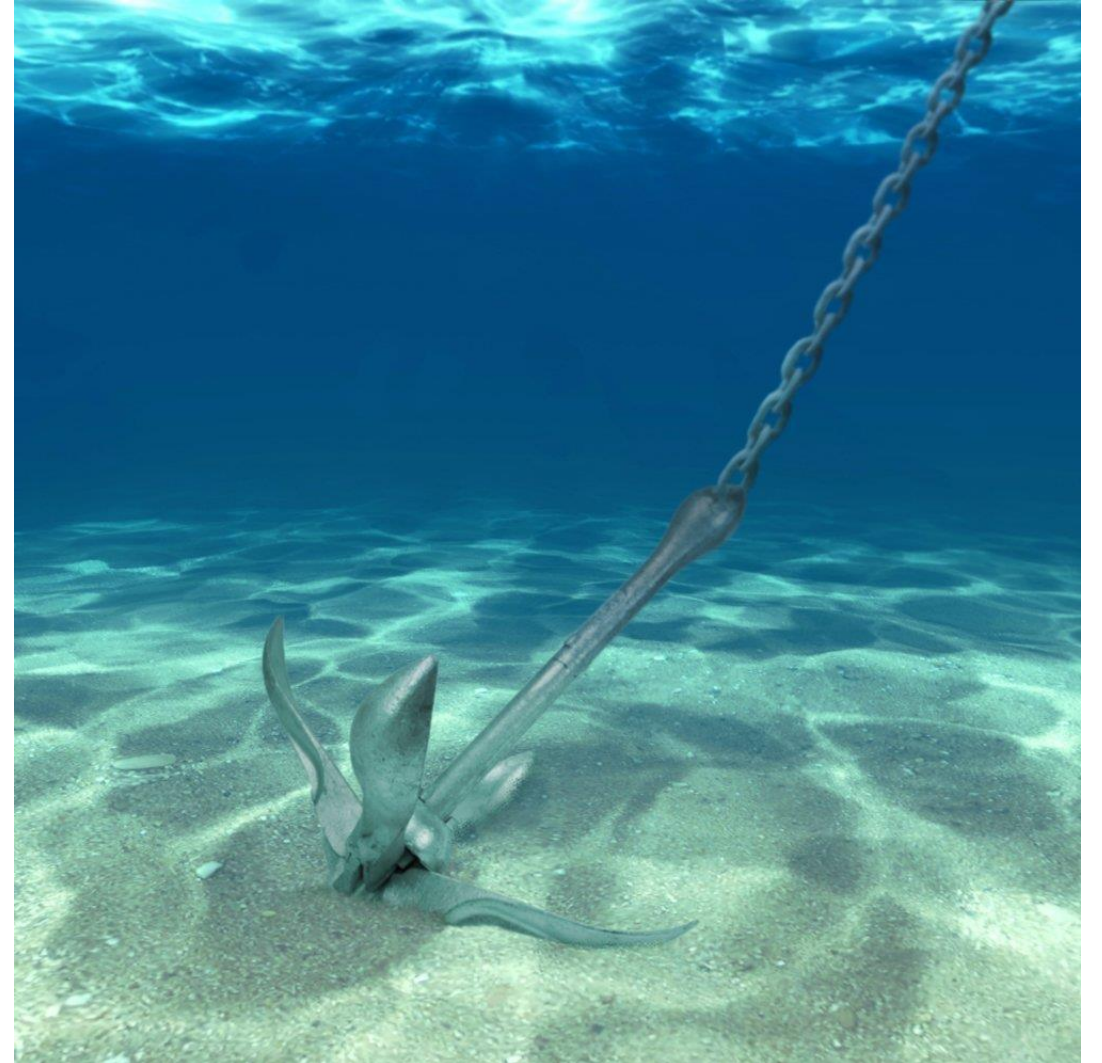
Long-term view

Resources used make an impact locally

Focus on social value

Partnerships

Empowerment





TOWN HALL

CARE HOME

SPORTS CENTRE

PARK

COMMUNITY CLINIC

CHILDREN'S CENTRE

FACTORY

GP SURGERY

SCHOOL

PHARMACY

Health & Housing Conference place based population health : The role of housing

Community Investment: Can we align investment across neighbourhoods to deliver even greater benefits for local residents

Presented by Sonia Mackenzie
Social Prescribing Partnerships Manager

@Sonia_elemental



ELEMENTAL

The social prescribing people

OUR STORY



"We're first and foremost a group of former community workers devoted to improving lives, connecting people and building communities. It's where we came from and it's embedded in the very bones of Elemental. Our roots are firmly in the neighbourhoods we empower."

at story starts with 3 things. An ordinary world, a question and an
urs has each of those things, and we believe that what makes it
y great, is that we're still committed to asking the question and
g the answer. How can we reduce health inequalities?

s the answer? Well we think what we've developed is a big part of the
, a way to connect all stakeholders and give anyone, anywhere the ability
ake, manage and monitor referrals into community activities and
grammes.

WE'RE MORE THAN JUST A 'TECH COMPANY'

GREATER
LONDON
AUTHORITY

emis health
accredited partner

HSC Public Health
Agency

Bromford.

QUEEN'S
UNIVERSITY
BELFAST

HARCA

Ulster
University

South Dublin
County Partnership
Páirtíocht Chontae
Átha Cliath Theas

ForViva

Improving Women's & Children's Experiences
improving the world

UCL
University of
East London

Healthy Living Centre Alliance

Mersey Care NHS
NHS Foundation Trust

NHS
Knowsley
Commissioning Group

NHS
Tameside and Glossop
Integrated Care
NHS Foundation Trust

HEALTHBOOK

هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY

RADIAN
where people flourish

The Resurgam Trust
Connecting Individuals
Transforming Communities

Halton Clinical Commissioning

What is Social Prescribing?



Social prescribing enables healthcare professionals, community development workers, housing officers and others to refer **anyone** to a specialist **link worker** to talk about the issues they're facing and what matters to them, in order to find the **right services to support** them.



Social prescribing is not a new concept. It's been around for years, with many people describing it as the community development approach to health and wellbeing.



What is Social Prescribing?

It is often referred to as a ‘more than medicine’ approach to health and wellbeing, based on the fact that the majority of long term conditions can be prevented by lifestyle change alone.

Physical activity



Diet & nutrition



Mental health



Social support



Debt & benefits advice



Housing support



Employability support



Health inequalities are estimated to cost the NHS around £20 billion a year.

Housing associations have an opportunity to play a major role in addressing this, with people living in areas of high concentrations of social housing likely to live 11 years less than people in other areas.

People living in deprived areas are also likely to spend between 20-25 fewer years in 'good health'.



Housing  **Health:**

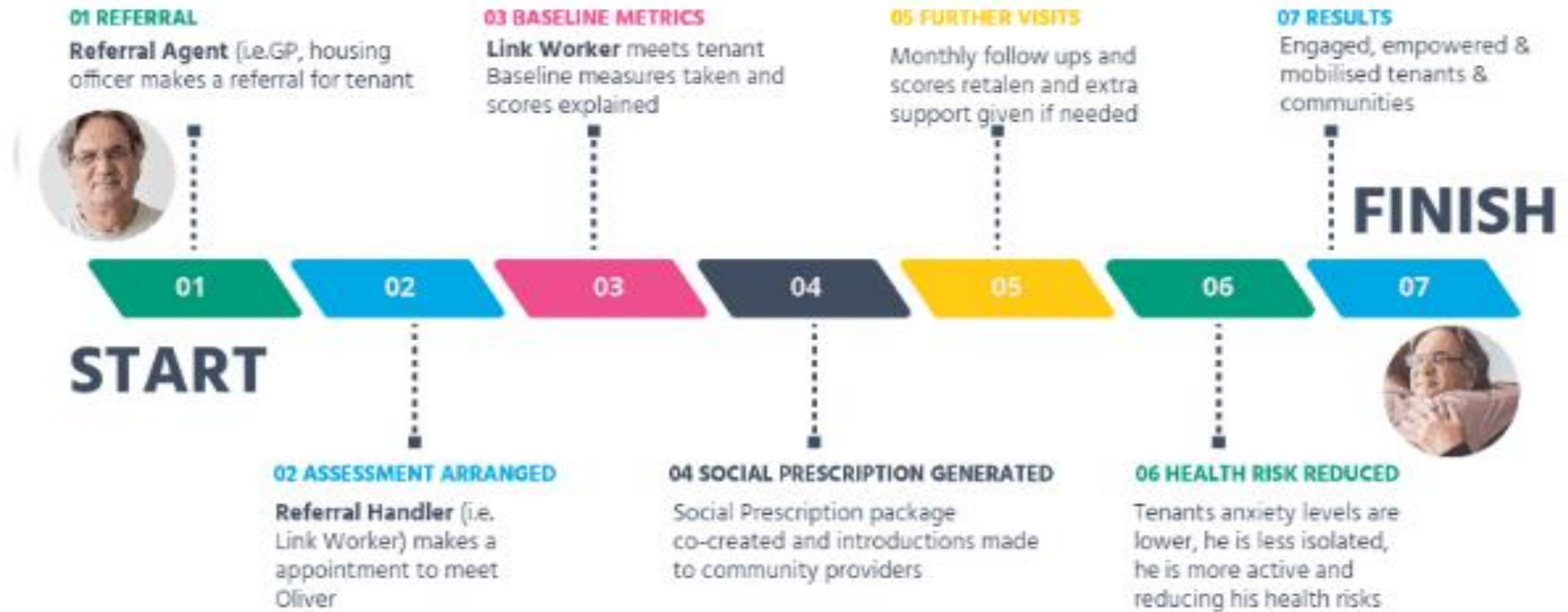
Who we work with



Digital social prescribing partner of choice for:



HOW DOES SOCIAL PRESCRIBING WORK



BENEFITS FOR RESIDENTS



Supports people with a wide range of social, emotional or practical needs.



Improves physical and mental wellbeing by focussing on what matters to the individual.



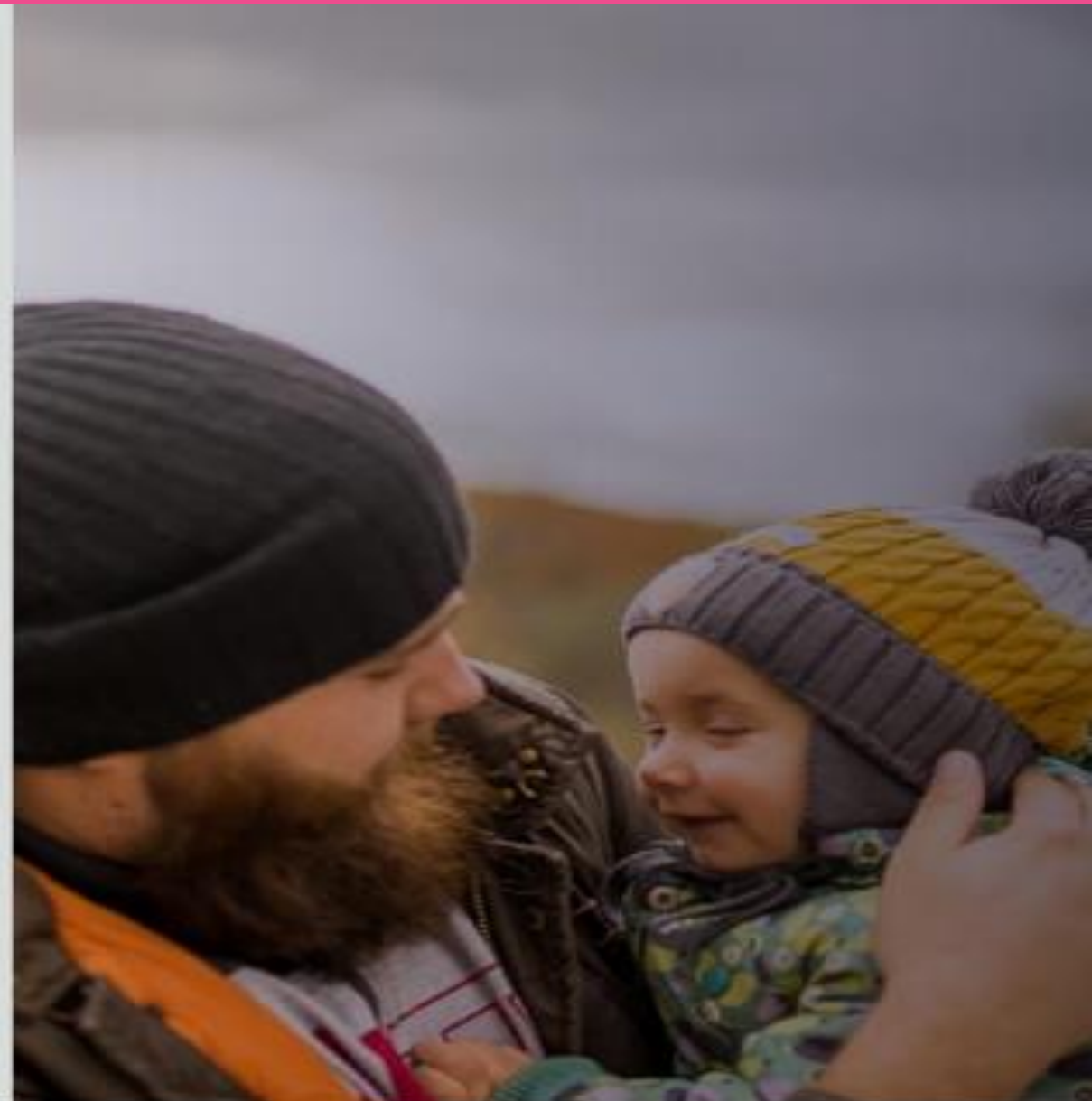
Creates connections with community services and community members.



Allows tenants to co-create their own enriched, personalised care pathway.



Focuses on those most likely to benefit from social prescribing e.g. people with mild or long-term mental health problems, vulnerable groups, people who are socially isolated, and those who frequently attend either primary or secondary health care.





Contributes to a range of broader government objectives, for example in relation to employment, volunteering and learning.



Strengthens relationships and promotes cross sectoral cohesion.



Engages residents in accessing and engaging in community programmes and services that enhance their physical and mental wellbeing.



Can demonstrate return on investment and social value.



Build the capacity of support staff as coaches in neighbourhoods, reducing the time sent on admin and freeing up time to support more residents.



The most forward-thinking housing associations see themselves as playing a pivotal role in community health, with a growing movement of associations working to step up and pilot innovative new approaches that use digital technology to support, connect and measure the impact of community engagement in health and wellness. Here are a few benefits that come with embedding digital into your social prescribing programme:

Quick and easy referrals



Empowered neighbourhood coaches



More than health service referrals



Track and monitor impact



Strengthen partner relationships



Boost tenant engagement



Personalised programmes



Easily establish ROI



Calculate value



Identify risks and trends



HOW HOUSING ASSOCIATIONS ARE EMBEDDING SOCIAL PRESCRIBING



ELEMENTAL
The social prescribing people



ENGAGE MORE TENANTS
TO ACCESS AND
PARTICIPATE IN
COMMUNITY ACTIVITIES



DEVELOP SOCIAL
PRESCRIBING
PROGRAMMES THAT SUIT
THE NEEDS OF YOUR
COMMUNITIES



MEASURE THE IMPACT
OF YOUR COMMUNITY
INVESTMENTS AND
BUILD THE CAPACITY OF
YOUR STAFF



CALCULATE THE HEALTH
AND SOCIAL VALUE OF
ALLEVIATING HEALTH
INEQUALITIES

WHAT ARE THE CHALLENGES?



Based on our experience as community development workers and the research we have carried out over the years, we've encountered many of the challenges stakeholders face in regards to implementing, adopting and scaling social prescribing including:



Not everyone has access to digital



Community uptake resistance



Data protection - GDPR
-online protection



Budget - unaware of funding that's available



Already have systems in place



Getting buy-in -
changing mindsets and
culture change

We've found that some communities need additional support at the beginning of their social prescribing journey when it comes to finding out how and where to get started. Here are 6 top tips that our Housing customers have used to start and scale their social prescribing projects



Get everyone together in the community



Establish where you're at and identify the benefits of social prescribing for your communities



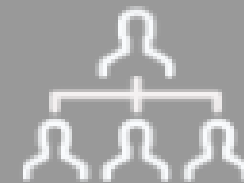
Review what's working well and what isn't



Find out what shared resources are available and establish who you need to connect with



Establish where you want to be using SMART goals



Connect with people who are already leading the way



Social care: forthcoming
Green Paper (England)



THANK YOU



T. 02871 271800

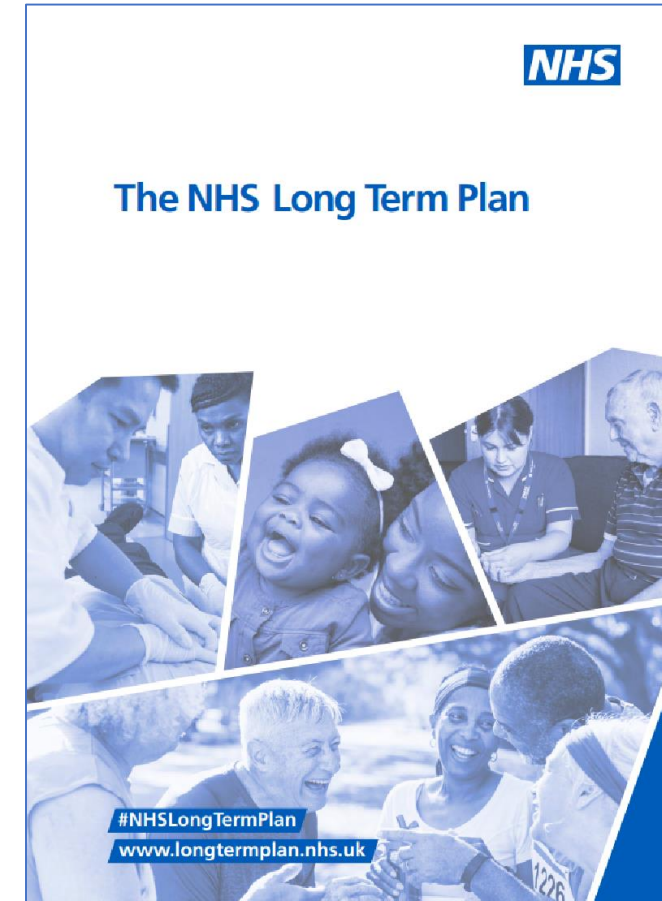
Sonia@elementalsoftware.co
www.elementalsoftware.co



Staying the course towards integration, better use of technology with a small course correction to focus on primary and community care

A new service model including:

- Primary Care Networks
- Community Multi-Disciplinary Teams
- Digitally enabled primary care and outpatients
- Urgent Treatment Centres and Same Day Emergency Care
- 2.5 million social prescribing
- Self-management
- Integrated Care systems



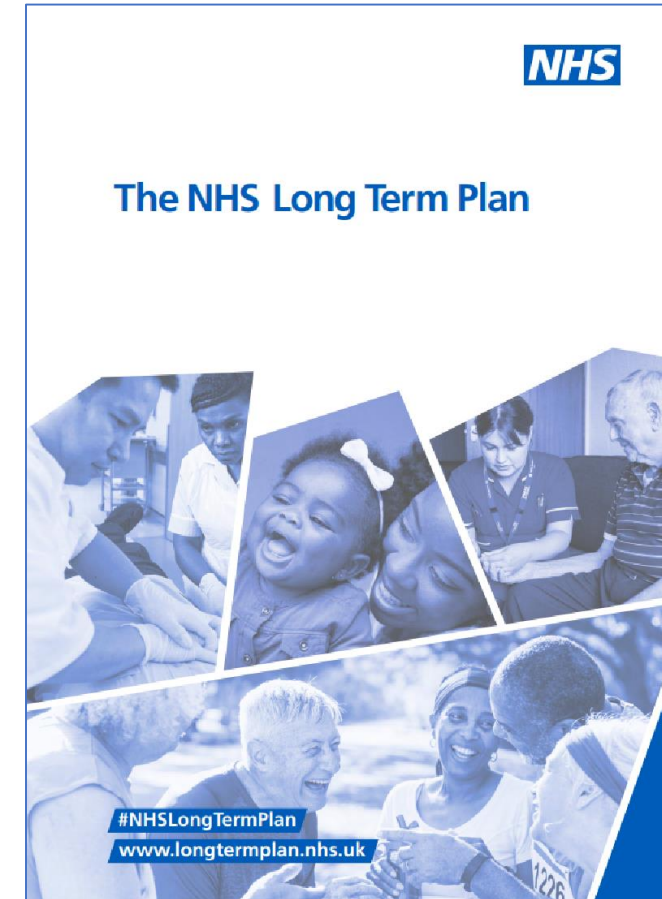


Prevention and Health Inequalities

- Explore stronger role for NHS commissioning PH services – sexual health, health visitors, school nurses
- Resources targeted at areas with greatest inequalities
- £30m extra for rough sleepers focused on mental health

Mental Health Spending to increase

Focus on collaboration rather than competition





Developing and Describing our offers:

- The need(s) it addresses
- The problem(s) it solves
- What is it and to whom is it made
- The skills and expertise that are needed
- The resources that are required
- Evidence of impact/effectiveness
- Sustainability





The Centre online:

Our website: www.ceci.org.uk

Our twitter: [www.twitter.co.uk/Centre4CI](https://twitter.co.uk/Centre4CI)

Our LinkedIn group: search 'The Centre for Excellence in Community Investment - Networking group' or go to <https://www.linkedin.com/groups/13685245/>

Thank you

andrew.vandoorn@hact.org.uk

[@andrewvandoorn](#)



www.hact.org.uk

020 7250 8500

49-51 East Rd, London