



National
Academy
for Social
Prescribing



navca



Impactful Social Prescribing presentation: Guidance Notes

Background and aims

These notes accompany the “Impactful Social Prescribing” template PowerPoint presentation.

This resource has been developed by [NAVCA](#) as part of its partnership with the [National Academy for Social Prescribing](#) (NASP) and [Spirit of 2012](#). Our partnership aims to increase the impact of social prescribing through:

- increased co-design/production of the social prescribing infrastructure, and;
- by creating stronger connections between local VCSE infrastructure organisations (LIOs) and stakeholders involved in social prescribing at a national, regional, system and place level.

The presentation will support LIOs to engage with stakeholders about social prescribing. It offers a framework to showcase the role of local VCSE infrastructure, and how the core functions relate directly to, and support the impact of, social prescribing. The presentation has been structured around the [standard model of social prescribing published by NHS England](#) and links each relevant element of [the Four Functions of Local Infrastructure published by NAVCA](#).

It is particularly aimed at supporting engagement with Primary Care Networks, but can also be helpful to engage other local social prescribing stakeholders including, for example, leads for social prescribing within local councils, on Place-Based Partnerships or Integrated Care Partnerships and Boards.

If you are finding it difficult to engage local PCNs or partners around social prescribing, we’ve included some tips at the end of this document that might help you to identify and connect with the relevant people in your area.

If you are NAVCA member, we also encourage you to sign up for our members’ Health and Wellbeing Forum, where we offer space to connect on challenges and share solutions on social prescribing and all other aspects of health and wellbeing activity.

Using the presentation

We have developed the presentation to take around **20-25 minutes** to deliver, but this can be increased or decreased according to how much time is available by taking out some content.

We encourage you to adapt the presentation to include your organisation’s logo and branding, but we ask that you retain the NAVCA, NASP and Spirit of 2012 logos to acknowledge the source of the resource.

The slides include generic examples of how aspects of local VCSE infrastructure activity relates to aspects of the standard model of social prescribing. There is also suggested wording for some slides in the notes area of the presentation itself. We hope you will find it easy to **adapt the presentation to showcase the specific activities you deliver** – either in the slides themselves or in the text notes that accompany them. The presentation also includes links to **case study videos** which can be played to illustrate key points.

If you are using the presentation in a **workshop environment**, you may wish to break up or conclude the presentation with some **questions**, for example:

- Do you know of any great social prescribing projects or examples in [area]? What do you think makes them so good? [Use before slide 3]
- What do you think [LIO NAME] does? What kinds of work or projects do we get involved with – and why? What is your experience of [LIO NAME]? [Use before slide 3]
- How do you think [LIO NAME] is involved with social prescribing? [Use before slide 4]
- How big do you think the local VCSE sector is in [area]? [Use before slide 5]
- What action or insight will you take away from today's meeting/workshop? [Use at end of presentation]?

Slide 1 – Title Slide

You may wish to adapt this to include your organisation's logo and colour scheme.

Slide 3 – The Social Prescribing Ecosystem

This slide outlines the ecosystem that makes up social prescribing. It focuses on three core aspects;

- The VCSE sector as the support activity
- The Link Worker as the mechanism to access the support
- The Local Infrastructure Organisation as a means to *ensure a vibrant and sustainable VCSE sector*

The slides draws on findings from the research of NAVCA and includes a statistic on healthcare usage. The documents referred to are:

Boys, A. and Morrison A, 2022. **Exploring opportunities to improve VCSE involvement in local social prescribing**. NAVCA. <https://img1.wsimg.com/blobby/go/3a793028-c4be-4bb1-ac4a-38157c70e533/downloads/%E2%80%98Exploring%20Opportunities%20to%20Improve%20VCSE%20Invol.pdf?ver=1691052828983>

Boys, A. Baylin, E. Cole, A., Pedro, L, 2021. **Social Prescribing: The role and experiences of local voluntary sector infrastructure organisations**, NAVCA <https://files.constantcontact.com/ca3da02a001/4689f903-0cd4-4f45-b336-3bd3ae5ac12a.pdf>

Polley, M.J. and Pilkington, K. 2017. **A review of the evidence assessing impact of social prescribing on healthcare demand and cost implications**. University of Westminster. <https://westminsterresearch.westminster.ac.uk/item/q1455/a-review-of-the-evidence-assessing-impact-of-social-prescribing-on-healthcare-demand-and-cost-implications>

Slide 3 – Local VCSE Infrastructure and Social Prescribing

This slides introduces NHS England's standard social prescribing model and the NAVCA's Four Functions of Infrastructure, which form the basis of the remainder of the presentation.

Slide 4 – The local VCSE Sector

This slide introduces the local VCSE sector. It is important to ensure your audience understand the local sector in terms of the assets it holds and any specific needs it might have. Our experience has been that many PCN's are not aware of the extent of VCSE activity available in their area, this slide offers an opportunity to show case some key statistics or features.

If you have undertaken any recent research, such as a *State of the Sector* report, you could include it here, including, for example:

- Numbers of VCSE organisations operating in the area
- Numbers of staff/volunteers
- Breakdown of focus/areas of work of VCSEs
- Amount of grant funding secured by the sector

- Numbers of beneficiaries supported by the sector
- Local photographs of VCSE activity

If you have any statistics or evidence of the impact of local social prescribing programmes, you may wish to adapt the text to add it here.

Slides 5 – 9 – Elements of the Standard

Slides 5 to 9 provide an opportunity to highlight how your work relates directly to the elements of the standard model of social prescribing.

Each slide includes a relevant quote from NHS England's [Social Prescribing: Reference Guide and Technical Annex for primary care networks](#) and a bullet point list highlighting the areas the Four Functions of Infrastructure support the requirements and aims.

On these slides you should consider how you can link your specific local activities and highlight the services and support you currently deliver which relate to the slides. The notes section makes suggestions of the types of activity you might wish to highlight.

You may wish to either adapt the generic text in the slide, or leave the generic text in place and talk about the services.

Slide 10 – Case Study Video

This slide provides a link to case study videos highlighting examples of how NAVCA members and PCNs have worked together to deliver impactful social prescribing. There is a choice of videos, each highlights different aspects:

- [Burnley, Pendle and Rossendale](#) – focuses on the impact of PCNs and LIOs working together to deliver impactful social prescribing
- [Wakefield](#) - focuses on the impact of PCNs and LIOs working together to deliver impactful social prescribing

Tips for engaging with PCNs and finding time to deliver the presentation

If you don't currently have a route into your PCN or other health and care sector partners, or are finding it difficult to engage with them, here are some **tips for engagement** which NAVCA have collated from across our membership:

At neighbourhood level each PCN will have a named accountable Clinical Director who, working with individual member practices within the PCN, provides leadership for the network's strategic plans including for Social Prescribing. They are accountable to the PCN, not the ICS or place-partnership, so will be the most important contact to engage in the first instance. They will have a view across the PCN – or “neighbourhood” level of the ICS about how Social Prescribing is being delivered, and what the general views or understanding of GP practices are. You should be able to find out who your local PCN Clinical Director is via your Integrated Care Board's website, or simply contacting a GP Surgery in your area.

At the “system” level NHS England asks that each Integrated Care Board (ICB) has a lead for Social Prescribing. We are aware, however, that this is not the case in all areas. Each ICB is required to have at least one representative of primary care on their board and will have its own approach to identifying that lead, and some may have more than one, but it is typically a GP. It would be useful to identify who holds this role in your area as they would be a key primary care contact to engage about whole-system approaches to Social Prescribing.

Similarly, at the “place” level, it is likely that is also at least one Primary Care lead for each “place partnership” in your ICS. Place-based partnerships vary in terms of the resources they control directly, and those they are able to influence. Regardless, they are a good means to speaking to larger groups of PCNs

about strategic approaches to Social Prescribing. Place reps are likely to be Clinical Directors and may also have a role on the local Health and Wellbeing Board. Your local infrastructure organisation is likely to be able to help with identifying these individuals.

Finally, professionals working in Primary Care in England, including GPs and other staff, are provided **Protected Learning Time (PLT)**. This provides an opportunity for healthcare professionals to learn about new clinical developments, updates to national guidance, and best practice whilst also sharing their own experience and knowledge with their peers. It often takes the form of peer-led sessions/events for GPs, Registered Nurses, Health Care Assistants, Allied Health Professionals. Finding opportunities to speak with or present about local social prescribing can often be a beneficial opportunity to share information and make connections.

Feedback

We'd love to hear your views and experiences of using the presentation: please feedback to NAVCA at navca@navca.org.uk