



The **SocialPrescriberPlus™** Programme Advanced Online Training for Social Prescribers, Link Workers, Care Coordinators and Health Coaches

What is Social Prescribing?

Social Prescribers, Link Workers, Care Coordinators and Health Coaches give people time, focusing on 'What Matters to Me'. Using the principles of Personalised Care, they take a holistic approach to people's health and wellbeing. They connect people to community groups and services, allowing people to take greater control over their health and wellbeing.

In 2020, in widespread recognition of the value provided by Social Prescribers, PCNs will be able to recruit fully funded Social Prescribing Teams, comprising a Social Prescriber, a Care Coordinator and a Health and Wellbeing Coach. This increase in capacity will be widely welcomed as the NHS and society addresses the many challenges posed by coronavirus.

With considerable interest being expressed in these new roles from professionals across the health and social sector, there is a need for a comprehensive training programme that prepares new and prospective Social Prescribing team members to join the front line.

The **SocialPrescriberPlus** Programme provides training, guidance and support in the specialist techniques and approaches used by Social Prescribers – equipping them with the confidence to support their patients effectively in the unique and rapidly changing circumstances presented by the coronavirus pandemic.

Who should attend the **SocialPrescriberPlus** Programme?

- Newly appointed or currently in-role Social Prescribers, Link Workers, Care Coordinators and Health Coaches who wish to take a more professional approach to their role.
- Those in other health and caring professions, or those with lived experience, who are considering applying for a Social Prescribing role in a Primary Care Network or voluntary sector scheme.



It is estimated
that around
20%
of patients consult
their GP for what are
primarily social or
wellbeing problems.

The **SocialPrescriberPlus** Programme

The syllabus of the SocialPrescriberPlus Programme is applicable to all current and prospective Social Prescribers, Link Workers, Health Coaches and Care Coordinators, whether they are PCN/Practice based or operating in the Social sector or wider community. The Programme provides practitioners with all the skills, techniques and knowledge needed to work effectively with vulnerable patients or clients, helping them to navigate the wider health and social care system and take greater control over their health and wellbeing.

Regardless of the sector or nature of the role, members of Social Prescribing teams all require a similar set of skills and competencies. They will normally already have soft people skills and a real desire to help their patients to live a healthier life. The **SocialPrescriberPlus** Course builds on these innate person qualities and provides the skills, techniques and competencies required to engage on a more effective and holistic level with their patients/clients.

Using a Personalised Care approach and a structured meeting and conversation model, Link Workers establish trust and rapport with their patients in order to focus on, for the patient, 'What Matters to Me'. The varied support that the Prescriber can provide, once this relationship is established, leads to more positive health outcomes and reduces the patient's dependency on primary care services and long-term care needs.

With the change in working practices driven by coronavirus, the Programme has been restructured to allow delivery by our accredited trainers through the Zoom online video conferencing platform. The course also provides extensive guidance on how to address the challenges posed when face to face contact with patients is impractical, and when telephone contact with patients self-isolating at home is the only means of holding a consultation.

Social Prescribing Delivers Results:

An average

28%

reduction in demand
for GP services
following referral.

An average

24%

fall in A&E attendance
following referral.

University of Westminster

Features of the SocialPrescriberPlus Programme

- **Delivered online** through the Zoom video conferencing platform or face to face at a venue of your choice.
- **Training customised** to the nature, working environment and specific needs and circumstances of the Social Prescriber, Care Coordinator or Health Coach
- **Three half day modules**, including a Reflective Practice/Active Learning session and facilitated ongoing networking opportunities.
- **Access** to a comprehensive and continuously updated media and assets web library containing forms, templates, policies and thought leadership articles.
- **Each Prescriber** has access to 24/7 telephone support for 12 months following the training.

Delivery Methods

Our **SocialPrescriberPlus** programme can be delivered face to face at your choice of venue or via the Zoom online conferencing platform.

The benefits of using Zoom include:

- Access the **SocialPrescriberPlus** workshops on phone, tablet or desktop
- No Zoom account needed by participants
- Every delegate has access to a full video recording of the entire workshop.
- HD Video and HD Voice.
- Zoom's Breakout Rooms allow pairs and group working, and skills practice
- View presenter slides and fellow participant screens at the same time.



The **SocialPrescriberPlus** Programme

The **SocialPrescriberPlus** Programme comprises 3 half day modules, two of which normally take place on the same day and the third which takes place several weeks after the delegates take up their new role. The Programme is delivered online via Zoom.

Module 1

The role of the Social Prescribing Team in the PCN, Practice or Community (Half Day)

This module introduces the concept Social Prescribing and helps delegates to understand their role in relation to their patients, the PCN/Practice, the community and the wider health and social system. The module focuses particularly on the soft skills needed by the Social Prescriber to represent the views and needs of their patients to their Practice colleagues and to other service providers in the wider health system. It includes negotiation and advocacy skills, history taking, record keeping, networking and presentation skills, as well as a new focus on telephone consultations and techniques in the age of coronavirus.

Module 2

Case Management Skills with the Patient/Client (Half Day)

This module looks at the approaches and techniques central to engaging effectively with the patient. It introduces, explains and provides practice in the skills and techniques by which the Prescriber can encourage the patient to take a more pro-active approach to managing their condition. Using anonymised video case studies, audio clips and practical exercises the module covers the key competencies of Active Listening, Health Coaching, Making Every Contact Count (MECC) and Motivational Interviewing. It also includes discussion and practise in conversation and meeting models designed to put the patient at ease and to build trust and rapport.

Module 3

Active Learning Session (Half Day)

Module 3 takes place a number of weeks after the delegates have started their new role and is hosted by one of the delegates in their own Practice or place of work. In a facilitated learning environment, delegates are invited to present anonymised but actual situations and case studies they have encountered since being trained, that have presented a challenge in their new role.

The assembled delegates discuss the challenge and, through a structured and facilitated process, provide feedback and suggestions to help the delegate with the challenge. It is an immensely powerful process and is designed to help delegates with their own challenges, as well as to provide a professional networking forum that will provide regular opportunities for the delegates to meet and discuss current topics and issues.

The Key Attributes and Competencies of the Social Prescriber

Person Attributes

Successful Social Prescribers are often described as excellent advocates for their patients/clients, able to negotiate effectively with both clients and providers to achieve the best outcomes. They are seen as competent, compassionate, empathetic, persistent, resilient, diplomatic and organised, with excellent communication skills and the temperament to work effectively without close supervision.

Active Listening

'Active Listening', as its name suggests, requires the Prescriber to fully concentrate on what is being said rather than just passively 'hearing' the message of the speaker. Most people don't listen with the intent to understand, they listen with the intent to reply. Active Listening focuses on the understanding and is a skill that allows the Social Prescriber to engage on a more intimate level with the patient or client and make sense of what they are saying.

Motivational Interviewing and MECC

Motivational interviewing is a style of patient-centred counselling that enables the Prescriber to facilitate change in their client/patient's health-related behaviours. It is a technique that allows the Link Worker to move an individual away from a state of indecision or uncertainty and towards finding motivation to making positive decisions that improve their health and wellbeing. Social Prescribers will also be confident in offering brief health interventions as part of the Making Every Contact Count (MECC) philosophy.

Health Coaching

Health Coaching by the Health Coach or Social Prescriber helps patients to gain the knowledge, skills, tools and confidence to become active participants in their own care, so that they can achieve their self-identified health goals. Health Coaching is a patient-centred partnership that occurs through a process of client enlightenment and empowerment, facilitated and encouraged by the Health Coach. Typically, health coaching is used with those patients that have complex issues or have a low initial patient activation level.

Assessment, Feedback, Evaluation and 12 Months of Support

Assessment – The SocialPrescriberPlus Programme is aligned with Health Education England's Competency Framework for Care Navigators at the 'Enhanced' level, designed specifically for Care Navigators, Social Prescribers and Link workers. Delegates are assessed during the Workshop and successful delegates receive a Certificate of Training.

Feedback – Delegates are encouraged to complete a feedback form after each module. This allows us to conduct quality assurance and to continually review and improve the programme. Feedback forms are shared with the commissioner.

Evaluation – Delegates are encouraged and given guidance in recording the detailed performance and outcome of their prescribing activity. Where delegates are able to provide this detailed data, we will analyse and create a detailed report for the Prescriber and commissioner.

Long Term Support – Delegates have access to 24/7 telephone support from their trainer for 12 months following the training. Delegates also have access to a continually updated media and assets web library containing templates, forms, policies, videos and thought leadership articles on Social Prescribing.

DNA Insight is a healthcare training consultancy. We provide guidance and training to GP Practices, PCNs, CCGs and voluntary sector organisations in Social Prescribing, Active Signposting & Care Navigation and Correspondence Management & Workflow Optimisation. Our programmes can be delivered face to face or via the Zoom online conferencing platform.

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