

## Case Study #9

# CARE PLANNING, NEWCASTLE (UK) - SOCIAL PRESCRIBING

Social prescribing supports GPs to refer and encourage people to take up activities instead of, or alongside, their medical prescription. This could include going to the gym, joining a reading group, or taking up a hobby.



## APPROACH

By developing a model that meets the range of needs of patients with long-term conditions, the project has tried to move away from a disease specific view of long-term conditions to one focussing on the general well-being of people.

This system has created new roles that are focused on supporting and empowering patients to gain a sense of control over their own health, taking advantage of existing health and well-being services in the community. The partnership's approach was underpinned by the recognition of the importance of non-traditional service provision as complementary to traditionally commissioned services. The ambition has been for the social prescribing system to be embedded in all long-term condition pathways used across Newcastle, enabling better responses to co-morbidity. The Newcastle team also created a visual map of existing primary care services, and is continuing to work with healthcare professionals and service users to scale up social prescribing.

This initiative was supported by NESTA's People Powered Health Programme



## IMPACT

Newcastle has a long history of social prescribing, and its link workers and health trainers are fundamental to the success of their approach. They offer the time to get to know patients, their aims and ambitions, and help make sure their goals are achievable. Supported by the vast array of different services that are available in Newcastle, they then have the flexibility to actively support people in whatever way they need.

Working in tandem with the range of community and voluntary services that have been integrated into a system that consistently reviews and updates its pathways, Newcastle are making considerable strides to ensure that patients are best supported throughout their journey to recovery.

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