

GREEN SOCIAL PRESCRIBING



in South Yorkshire and Bassetlaw

Connecting with nature for a happier and healthier you

Notes from Green and Blue Social Prescribing (GBSP) Green Network face to face meeting - Heeley Institute, 27th June 2023

Attendees:

Jon Dallow	Sheffield City Council
Janine Morrall	SOAR
Rachael Lyon	Peak District National Park Foundation
Kellie Gamble	Crisis
Isabel Scarle	Crisis
Heather Hunt	Meersbrook resident
Amy Nash	Terminus
Adam Batty	Voluntary Action Sheffield
Ola Fagbohun	Zest
Bridget Tattersall	Friends of Whirlowbrook Park
Diane Cairns	Manor and Castle Trust
May Connolly	Heeley Trust
Charlie Hill	Heeley Trust
Sara Moore	Natural England
Cathy Slater	Sheffield and Rotherham Wildlife Trust
Cassa Townsend	Sheffield and Rotherham Wildlife Trust

Summary of meeting:

1. Introduction and welcome from Cathy Slater, SRWT and reminder of successes of the programme so far:

Partners on the Test and Learn 2 year programme included NHS South Yorkshire ICB, Voluntary Action Sheffield, Voluntary Action Rotherham, Barnsley Healthcare Federation, South Yorkshire Housing Association, Natural England, South Yorkshire Combined Mayoral Authority, Yorkshire Sport Foundation, Sheffield and Rotherham Wildlife Trust and all of the funded groups. The partners have now been working together for 2.5 years across South Yorkshire with the aim of increasing provision and uptake of GBSP and embedding this within the NHS and social prescribing system.

In first 6 months of the programme workshops were held with stakeholders, insight and mapping work was completed and the findings from this guided the grants programme and other activities;

- 39 funded providers, 2240+ people benefiting from a GSP activity...
- 162 people trained within NHS and Social prescribing workforce (including over 50 link workers)
- Shared experience and learning; peer support through this Green Network

- Evaluation reports and case studies captured impact and learning
2. Ongoing challenges – one-hour workshop to discuss six ongoing challenges identified by providers and participants of Green and Blue Social Prescribing activity.
- **Funding** – how to ensure delivery of green and blue activity is sustainable into the future
 - **Physical barriers** to participation such as transport/travel; **availability of good quality green spaces** local to people and having the right kit etc
 - **Improving referral pathways** for referring people to activities – ensuring appropriate referrals, and the role of community connectors...
 - How to best to **evaluate and measure/demonstrate the impact** of our activity
 - **Reaching target cohorts** - making activities accessible, and inclusive for everyone including black and minority ethnic communities
 - **Incorporating the voice of lived experience** into the “test and learn” process

Feedback from group discussions on these challenges is below:

Funding – how to ensure delivery of green and blue activity is sustainable into the future

- “Paid for” services – part of the funding mix
- Social enterprise – share expertise/training and generate income, be entrepreneurial and innovative
- Cost of activities is a barrier to participating for many
- ‘People keeping well’ funding available to some community partners in Sheffield
- “Pay it forward” models – for those who can afford it, to subsidise for others
- Corporate Funding – social responsibility model (allied to employee wellbeing)
- Diverse funding strands = resilience
- PCN part fund a health and wellbeing coach at SOAR
- Avoid competition – collaborate instead
- Build on what’s there already in communities, rather than setting up new stuff (sustainability)
- Support for collaboration on funding

Physical barriers to participation such as transport/travel; availability of good quality green spaces local to people and having the right kit etc

- Getting to know local opportunities for onwards referrals
- Donations of kit from Mamut, Rohan (Crisis get these)
- Design activities to allow for physical limitations, not everyone has the fitness to participate
- “Scratch off” bus passes from bus companies to give to people; then plan activities that are on bus routes
- Mindful of other needs (school run etc) Plan timings around these but be flexible
- Can feel intimidated by other green space users; scared of dogs; uneasy around groups of strangers etc
- Peer support and mentors to support people doing activities
- Removing barriers “step by step” – visit groups first, get to know them, then support them to make small, supported visits outdoors, then help them to plan more adventurous things for themselves

Improving pathways for referring people to activities – ensuring appropriate referrals, and the role of community connectors...

- Referral pathways aren't always recorded (ie where people have come from, or are signposted to...
- Go to the communities not the other way round, scope out what they are doing and link to it – ask yourself, what are you attending? Not who is attending my thing?
- Mapping info gaps – who knows what and where
- When we understand more about why/who we want to work with then we can explore the assets that are relevant to their person and their specific needs
- In some cultures do not have experience of “leisure in green space” as a concept in the same way there is in British/western culture (and lots more complex issues!)
- Some orgs have had good success with increasing uptake through 1-1 listening, support, person-centred stuff
- Health walks still work (been going 25 years – GPs get it) also Park Run, Forest Schools,
- Mental health not talked about in the black community
- Need to be more specific with the Qs eg why is this an issue? Eg “we have 99% of referrals from white British men” – then we can look to solve...
- Social Prescribers embedded into teams eg come to “Nature Natters”

How to best to evaluate and measure/demonstrate the impact of our activity

- People Keeping Well works OK – use their KPIs?
- Use of audio, video, drama, postcards – get creative in how we ask for feedback; if its creative and fun people are more likely to give feedback
- Ask for ongoing feedback to help develop your activities – people are usually happy to help with this
- Make feedback-giving accessible in different formats = important
- ONS4 – emoji version, very good. People often ask what first question means – use the easiest metric for wellbeing
- Measuring in this way is not as meaningful as a conversation
- The term “nature connection” is too technical (learnings from the “Nature Connection Stories” project) Ask people how they feel about being in a space instead
- Combination of methods needed
- How to avoid being too “jarring” after a rich experience

Reaching target cohorts - making activities accessible, and inclusive for everyone including black and minority ethnic communities

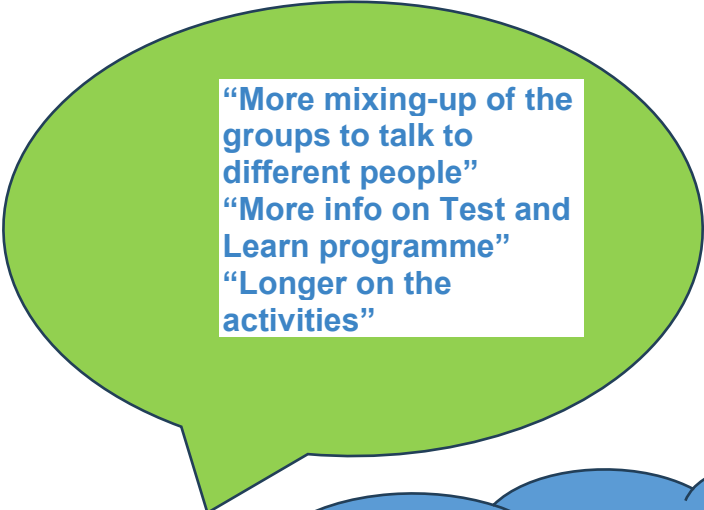
- Starting in the community/social prescribing, then “adding green” – don't start with green
- Being a friendly neighbour – a real interest, not tokenistic
- Utilising what motivates communities
- Helpful to be more specific than “black and minority ethnic communities”
- Creative links eg Sheff Env Network, Black Men Walking, Migration Matters, Adira Conference, Somali MH Conference in Burngreave – is there a way of understanding what “Green Space” means to these communities? Then build activities around this.
- Touring show at Crucible
- We want to do it all at once – can we prioritise top/important ‘jobs’ or ‘topics’ and integrate it into day to day working.

Incorporating the voice of lived experience into the “test and learn” process

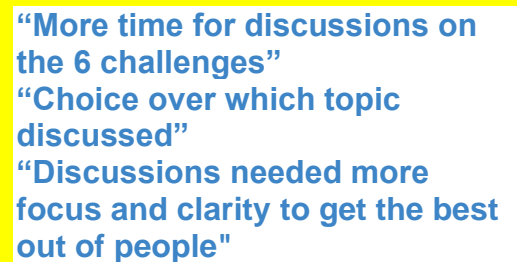
- Forums
- Verbal feedback vs written forms eg Dictaphones, own words, less intimidating
- Group discussions
- Ask specific questions, eg ask for “stand out moments”
- Consider why we are evaluating – adopt feedback to suit that need
- Scales – physical depiction; visual cues
- Involvement at all stages (before, during, after)
- Support to attend and participate in planning

3. Outdoor taster activities with Charlie Hill – examples of what she delivers with her “Nature Natters” wellbeing group in Heeley People’s Park.

Event finished at 4pm, feedback: was given by nine participants, summarised as follows, and to be discussed at future Green Network meetings:



“More mixing-up of the groups to talk to different people”
“More info on Test and Learn programme”
“Longer on the activities”



“More time for discussions on the 6 challenges”
“Choice over which topic discussed”
“Discussions needed more focus and clarity to get the best out of people”



“Want to see more diversity of participants”
“More than just vegan option” *this was a slip-up on behalf of the caterer!*

Cassa Townsend will be co-ordinating Green Network meetings, communications and events going forward and organising meetings for 2023 – get in touch with her on greenprescribing@wildsheffield.com

Visit the Green and Blue Social Prescribing information and Green Network resources and information available on the Sheffield and Rotherham Wildlife Trust’s website here: <https://www.wildsheffield.com/getinvolved/the-green-network/>