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Social Environments for Health Webinar Series

Part Three: Health Equity Focused Social Prescribing

Natasha Beaudin, Social Prescribing Project Lead, Alliance for Healthier Communities

Ali Hedge, Social Prescription Link Worker, Harrow Health Centre Family Health Team

Amanda McConkey, Community Health Promoter, Community Health Centres of Northumberland

Moderator: Andrea Bodkin, Senior Program Specialist-Health Promotion, Public Health Ontario

February 5, 2025

Social Environments for Health

Webinar 1: Exploring social environments for health

Webinar 2: Stories from the Field

Webinar 3: Social Prescribing for Health Equity

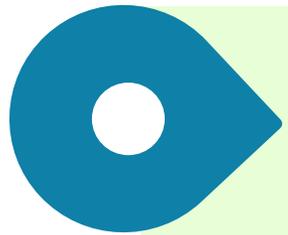
FOCUS ON

Social Environments for Health

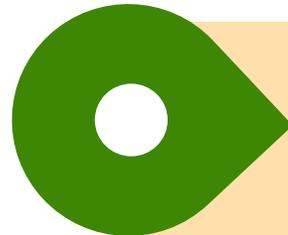


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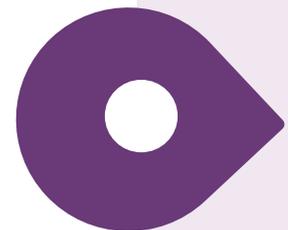
Learning Objectives



Describe the impacts of social environments on health



Explain the role of social prescribing and how it can contribute to building healthy social environments



Identify opportunities to build healthy social environments at the local level.

Social Prescribing for Health Equity



Natasha Beaudin

Social Prescribing Project Lead
Alliance for Healthier Communities



Ali Hedge

Social Prescription Link Worker Harrow
Health Centre, Family Health Team



Amanda McConkey

Community Health Promoter, Community
Health Centres of Northumberland

Health Equity Focused Social Prescribing at The Alliance for Healthier Communities

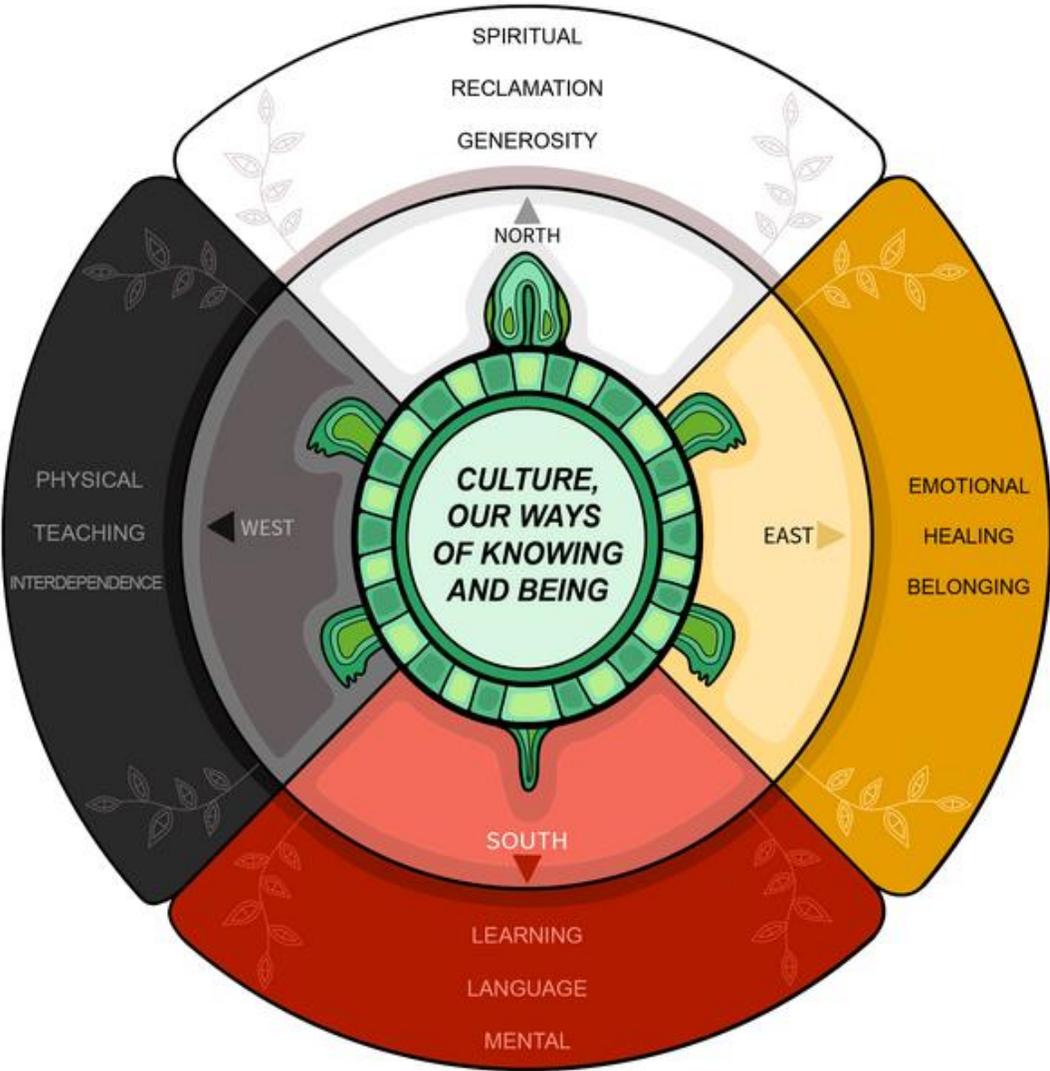
Natasha Beaudin, Social Prescribing Project Lead, Alliance for Healthier Communities

February 5, 2025



Alliance for Healthier Communities
Alliance pour des communautés en santé

SOCIAL PRESCRIBING AND THE MODEL OF HEALTH & WELLBEING

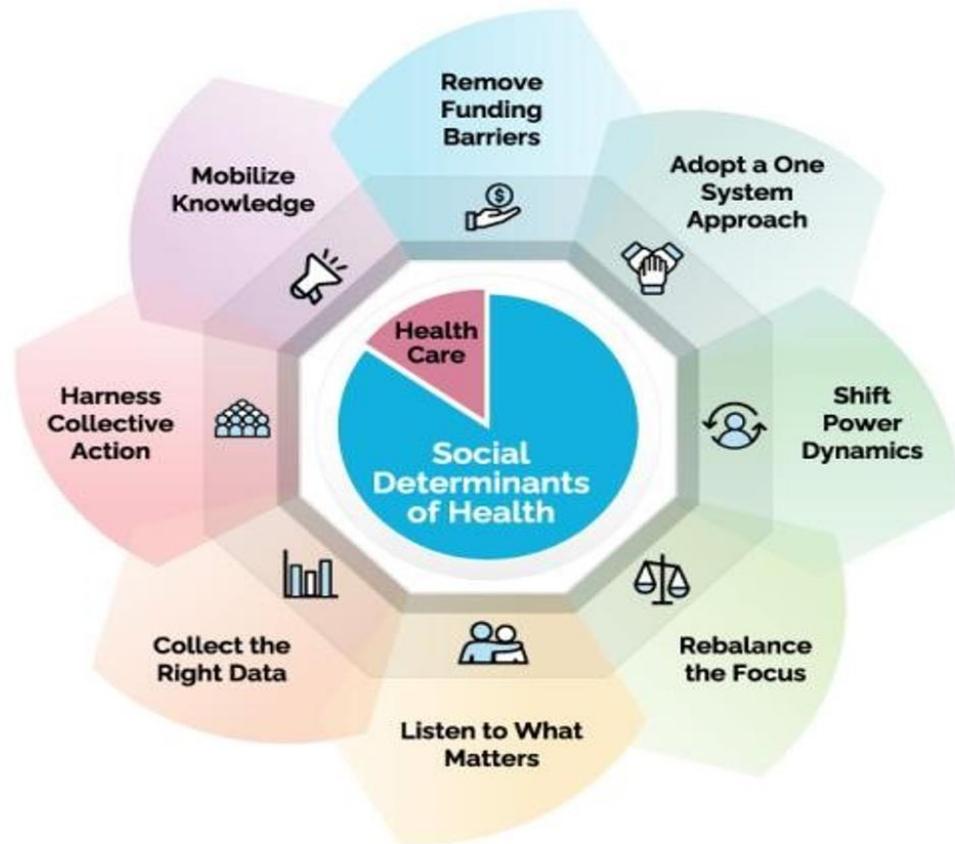




What is something that is non-clinical
that supports your wellbeing?



Ontario Health Social Determinants of Health Framework

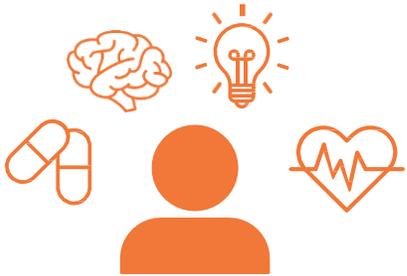


- Alliance contributed the Ontario Health newly released [SDOH Framework](#)
- Framework highlights the collection and use of DOH and race-based data
- Specifically highlighted Social Prescribing work of the Alliance members as an example of good work underway

SOCIAL PRESCRIBING PATHWAY COMPONENTS

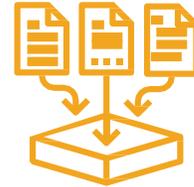
Client

Individual with social and medical needs, interests, and gifts.



Data tracking

Track client journey, follow-up, and improve through a Learning Health System.



Social Prescription

Individual connected to social and community supports with invitation to engage, co-create and give back.



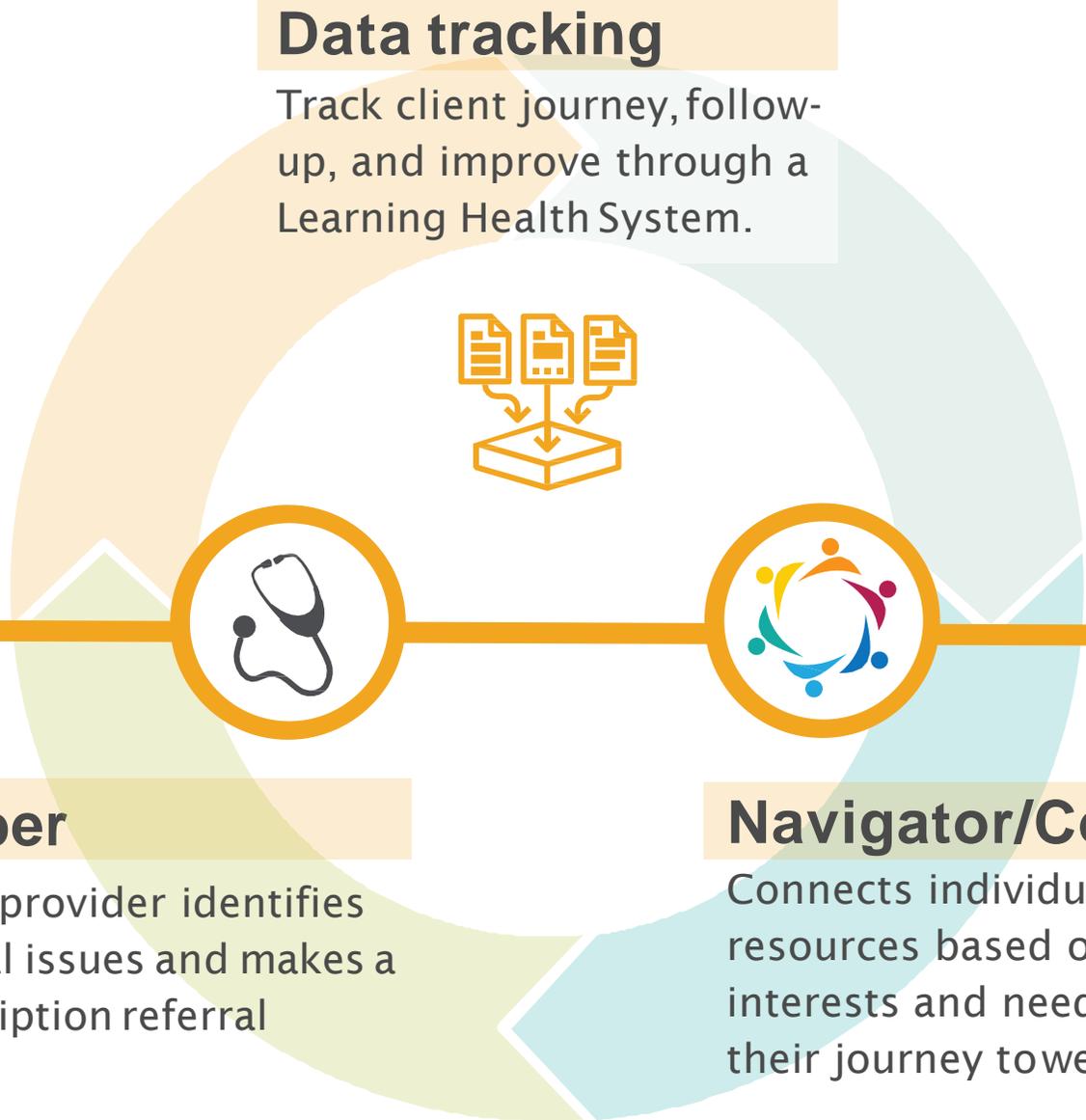
Prescriber

Healthcare provider identifies non-medical issues and makes a social prescription referral



Navigator/Connector

Connects individual to appropriate resources based on self-identified interests and needs, and supports their journey to wellbeing.



THE SOCIAL PRESCRIBING JOURNEY AT THE ALLIANCE



COMMUNITY
COMMUNAUTÉ

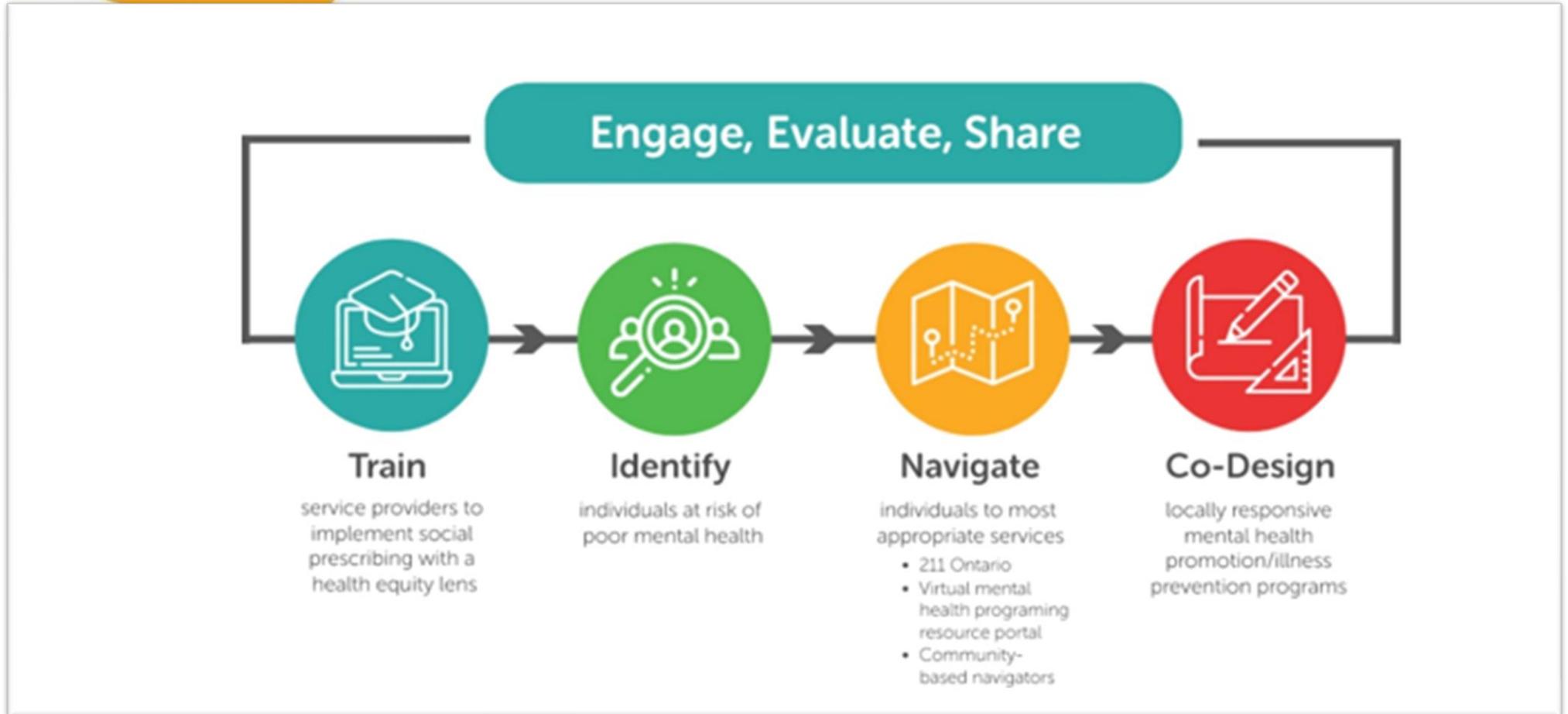
SOCIAL
PRESCRIBING
BLACK
FOCUSED



SOCIAL
PRESCRIBING

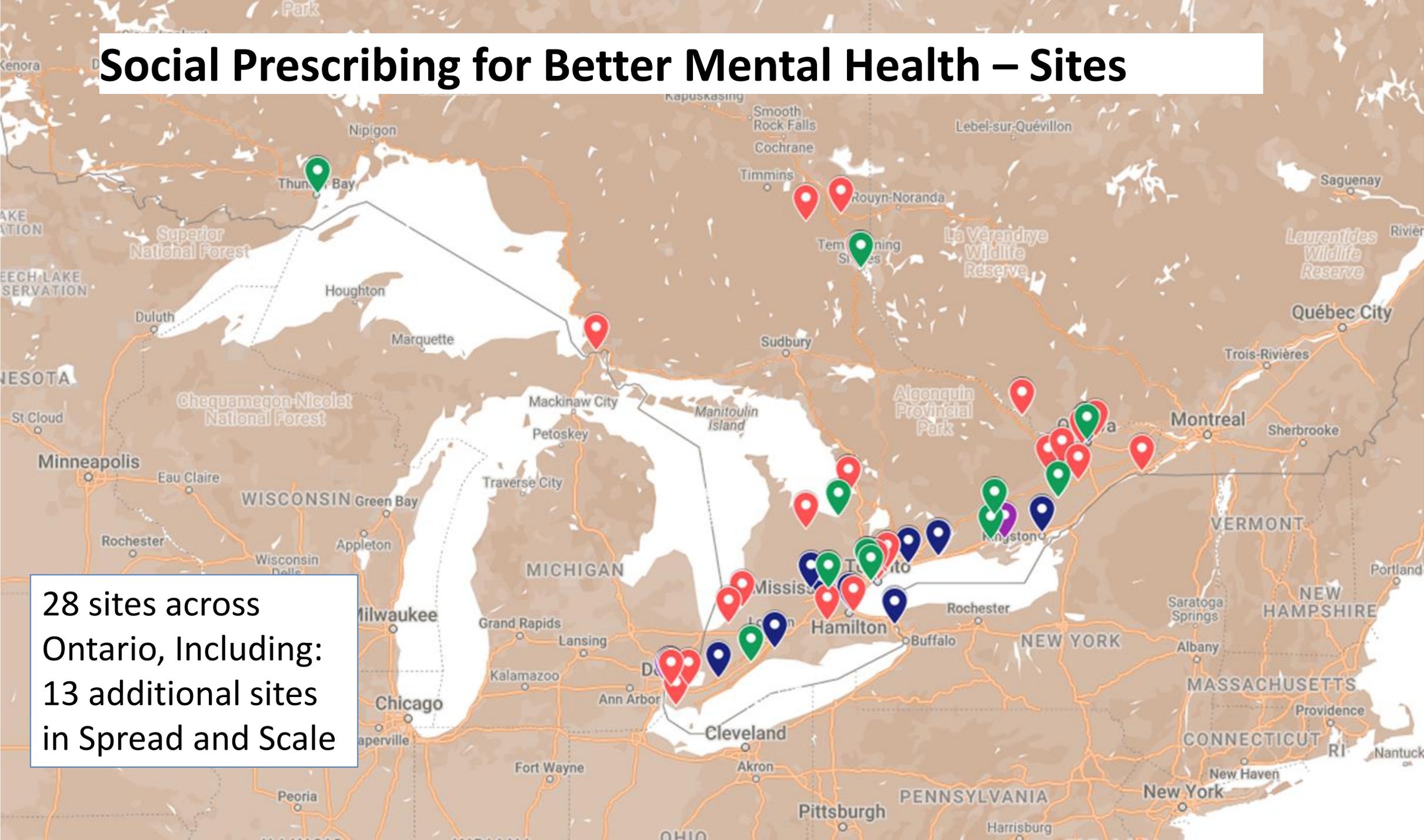
for better mental
health

Social Prescribing for Better Mental Health Objectives



Social Prescribing for Better Mental Health – Sites

28 sites across Ontario, Including: 13 additional sites in Spread and Scale



RESULTS – 2018-2024



COMMUNITY
COMMUNAUTÉ

49% decrease in
loneliness

12% increase in mental
health

19% increase in social
activities



1500+ older adults
referred to programs

40% improved
connections to community
and better mental and
physical health

62% decrease in loneliness
over 12 months

**SOCIAL
PRESCRIBING**

for better mental
health

2,935 clients reached across all project
activities

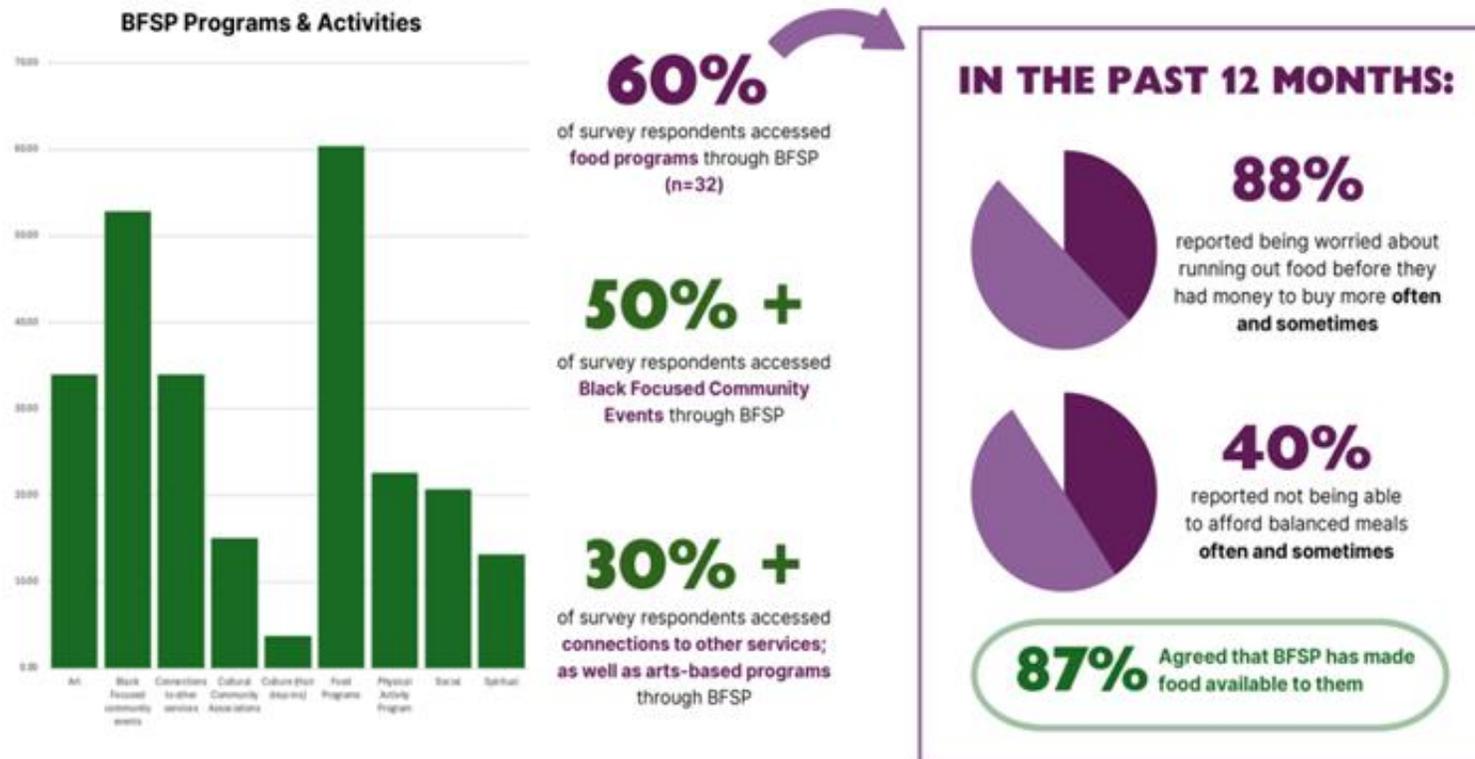
90% improved wellbeing after
attending community programs and
activities

84% of professionals/service providers
agreed that social prescribing helps
address clients' complex needs

72% of clients who experienced
barriers received support to help them
attend programming

KEY RESULTS – BLACK-FOCUSED SOCIAL PRESCRIBING

SUMMATIVE SURVEY: SNAPSHOT OF INTERIM FINDINGS



Social Prescribing– in practice



Social Prescribing– in practice



Social Prescribing– in practice





Social Prescribing– in practice

A nurse is completing a well baby check up. During the course of the appointment, the nurse realizes that the client & her family are food insecure.

A client is attending healthy smiles dental check up...the parent mentions how high energy the child is and how they can not afford to do sports.

A diabetes dietician is meeting with a client...the client has not been able to complete the exercise goals suggested by their doctor.



Social Prescribing– in practice, in a public health setting

- 1) Facilitating partnerships and building networks** between health care & community organizations at a regional level, including identifying populations most in need of SP
- 2) Training and capacity building** – this could include health equity training for staff and volunteers at community organizations receiving referrals
- 3) Providing Funding and Resources**, resources could include screening tools for social determinants of health, allocating grants to address gaps in community programming
- 4) Advocate for policies** that integrate social prescribing into healthcare systems
- 5) Monitoring and Evaluation**, measure the impact of social prescribing at a regional level



Social Prescribing: a resource for health professionals

Search Content 🔍

Developed by:



Centre
for Effective
Practice



Canadian Institute
for Social Prescribing
Anchored by the
Canadian Red Cross



Alliance for Healthier Communities
Advancing Health Equity in Ontario

<https://tools.cep.health/tool/social-prescribing/>



Five project profile videos, available online on our [Social Prescribing YouTube channel](#)



Social Prescribing– Learning Events



HOW TO GET INVOLVED

- Ontario Social Prescribing Community of Practice
- Canadian Social Prescribing Community of Practice
- Online Learning Modules
- www.allianceon.org/Social-Prescribing



00 | General Introduction



01 | Getting Buy-in From an I...



02 | Co-designing a Process M...



03 | Using the EMR to Track t...



04 | Creating and Maintaining...



05 | Training the Providers



06 | Meeting with Clients



07 | Working with Volunteers



08 | Pilot Testing Your New S...



09 | Using Data to Drive Impr...



10 | Next Steps



11 | Survey

FINAL REPORTS

- Links2Wellbeing Final Report
- Social Prescribing for Better Mental Health Final Report
- LinkWorkers Work Document
- www.allianceon.org/Social-Prescribing #keyresources



Alliance for Healthier Communities
Advancing Health Equity in Ontario

LINKS2WELLBEING REPORT



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SOCIAL PRESCRIBING FOR BETTER MENTAL HEALTH REPORT



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Social Prescribing Link Workers Work!

Embed link workers in every interprofessional primary health care team.



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Questions?

Natasha.Beaudin@AllianceON.org

www.allianceon.org/Social-Prescribing

Merci / Thank you/ Meegwetch



Fireside Chat



Natasha Beaudin, Social Prescribing Project Lead, Alliance for Healthier Communities
Ali Hedge, Social Prescription Link Worker, Harrow Health Centre Family Health Team
Amanda McConkey, Community Health Promoter, Community Health Centres of Northumberland

Q&A



For More Information About This Presentation, Contact:

Andrea Bodkin

Senior Program Specialist- Health Promotion, Public Health Ontario

andrea.bodkin@oahpp.ca

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[PublicHealthOntario.ca](https://www.ontario.ca/health)