**Let’s Talk!**

**WELLBEING PRACTITIONERS AWARENESS CAMPAIGN**

**CAMPAIGN OVERVIEW**

Primary Care Wirral is launching a campaign to support local PCNs and GP surgeries to increase patient awareness of the new Wellbeing Practitioner (WP) role.

WPs are the lead professionals within our Social Prescribing team and a fundamental element in the provision of Population Health and Place-Based Care.

They support patients with emotional, practical, financial and physical concerns, and link them to non-clinical services with the potential of enhancing their health and wellbeing.

We want to assist practices in expanding the provision of holistic patient care and respond to the increasingly complex needs of our population at a time when non-clinical support is more important than ever.

With Covid-19 causing more people to stay home, WPs provide much needed personalised advice on day-to-day problems and a listening ear for people in isolation.

Their work also benefits those who need guidance around practical issues or support to improve mental wellbeing during this uncertain period.

The ‘Let’s Talk!’ Wellbeing Practitioners Awareness Campaign will help patients familiarise with the WP role by explaining in a clear and friendly manner what type of help is available and how to access the services provided.

Practices will have free access to a series of digital assets presenting key messages which can be shared on websites and social media channels.

All printed materials have been temporarily excluded from the resource pack due to their potential to spread SARS-CoV-2.

**KEY MESSAGES:**

* Your health and wellbeing can be affected by many things… Some cannot be fixed with a visit to the doctor.
* 1 in 4 GP appointments are non-medical with patients consulting their GP for what are primarily classed as a social problem[[1]](#endnote-1).
* 15% of GP visits are for social welfare advice[[2]](#endnote-2).
* Concerns over emotional, practical, financial and physical concerns can have a strong impact on the way you feel and your overall health[[3]](#endnote-3).
* Being isolated, facing problems or making lifestyle changes can feel overwhelming and it is often difficult to find where to start.
* Wellbeing Practitioners offer the type of help which doesn’t come in the form of pills, tablets or injections.
* Wellbeing Practitioners deliver Social Prescribing, a way to support people in taking greater control of their health in a non-clinical manner.
* Social Prescribing seeks to enrich patient lives, ease loneliness and stress, or help individuals with practical aspects of their life, such as housing or money issues[[4]](#endnote-4).
* Wellbeing Practitioners will listen to what matters to you and offer personalised advice on how to increase control over your health and manage your needs in a way that suits you.
* Wellbeing practitioners can help you develop a sense of belonging and confidence, as well as finding new skills to better manage your own health and wellbeing[[5]](#endnote-5).
* Receiving support from a Wellbeing Practitioner can improve anxiety levels and negative feelings about health and quality of life[[6]](#endnote-6).

**LONG FORM COPY**

Wellbeing practitioners are now part of this practice!

Some things cannot be fixed by medicine alone…

Emotional, practical, financial or physical issues can affect your health and wellbeing, but they may need more than a visit to your GP or nurse.

Wellbeing Practitioners (WPs) offer the type of help that doesn’t come in the form of pills, tablets or injections.

We listen to what matters to you and offer personalised advice on how to increase control over your health and manage your needs in a way that suits you.

Our goal is to empower and give you confidence to sustain lifestyle changes or take control of practical problems that stop you from feeling your best.

We can also help you connect to others and facilitate access to a wide range of non-clinical services, activities and organisations in our local community, which will help improve your health and wellbeing.

**Who will benefit from speaking to a WP?**

Anyone can benefit from a chat with a WP, even those who are not currently affected by a serious or pressing problem.

The support you receive from a WP is adapted to your personal situation and related to any aspect of your life that can be targeted to improve your health and wellbeing.

Some of the things we can do include providing non-clinical support surrounding:

* **Dealing with practical problems**

If you have any concerns regarding housing, money, welfare, access to food or prescriptions, etc. we will give you direct support when possible (i.e. if you need access to an electronic device to speak to your family). If your problem requires long term changes, we will help to organise a plan to improve your situation and connect with local services that offer support.

* **Connecting to others**

Whether you would like to meet new people or have a regular place where you can find company, we will help you connect with groups of people who share similar interests. There are plenty of opportunities to get involved in life-enriching activities locally, such as volunteering, painting or music classes, group learning, gardening, healthy eating, money management or exercise classes.

* **Improving your mental wellbeing**

If you are feeling low, isolated, anxious, stressed or depressed we are here to listen and provide personalised advice on the best way to access help.

If you have any other concerns or would like to make changes to your lifestyle habits we are on hand to listen and support you as much as needed.

How does it work?

There are many different ways WPs can help, and they all start with a conversation.

You can speak to your WP by simply booking an appointment with our reception team or contacting [wiccg.pcwsocialprescribing@nhs.net](mailto:wiccg.pcwsocialprescribing@nhs.net).

Alternatively, someone in our practice (your GP, a nurse or a Care Navigator) may ask you if you would like to speak to a Wellbeing Practitioner.

During the initial appointment your WP you will talk about what matters to you and the changes you would like to make.

Your WP will help to create a plan that identifies relevant support available, how to access it and the steps you need to take next.

Follow up appointments and support will be available for as long as needed.

Appointments normally take place at your GP practice, but home and video/audio consultations are also available at your request.

**Here is what people are saying after speaking to their WP**

*“I am so grateful for the call from the Wellbeing Practitioner, it has completely lifted my spirits”*

*“I have now got shopping being delivered weekly, my prepaid electric meter has been topped up and I have a lovely exercise pack sent to me from them to keep me physically and mentally well during lockdown”*

*“I can’t thank them enough for their call and support”*

1. Torjesen I. (2016). Social prescribing could help alleviate pressure on GPs. BMJ; 352:i1436. Available at <https://doi.org/10.1136/bmj.i1436> [↑](#endnote-ref-1)
2. The Low Commission (2015). The role of advice services in health outcomes: evidence review and mapping study. Available at <https://www.thelegaleducationfoundation.org/wp-content/uploads/2015/06/Role-of-Advice-Services-in-Health-Outcomes.pdf> [↑](#endnote-ref-2)
3. Marmot, M (2010). Fair society, healthy lives - The Marmot Review: strategic review of health inequalities in England post-2010. Available at <http://www.instituteofhealthequity.org/resources-reports/fair-society-healthy-lives-the-marmot-review/fair-society-healthy-lives-full-report-pdf.pdf> [↑](#endnote-ref-3)
4. Dowden, A. (2019), How social prescribing can benefit patients and prescribers. Prescriber, 30: 21-24. Available at <https://onlinelibrary.wiley.com/doi/abs/10.1002/psb.1754> [↑](#endnote-ref-4)
5. Tierney S., et al. (2020) Supporting social prescribing in primary care by linking people to local assets: a realist review. *BMC Medicine*; 18:49. Available at: <https://bmcmedicine.biomedcentral.com/articles/10.1186/s12916-020-1510-7> [↑](#endnote-ref-5)
6. Kimberlee, R. (2013). Developing a social prescribing approach for Bristol. Project report. University of the West of England, Bristol. Available from: <http://eprints.uwe.ac.uk/23221> [↑](#endnote-ref-6)