

EPAO Master Class

Engagement Interventions and Promising Practices

Prescribing Social Support and Connectedness

Dr. Jennifer Rayner, Director of Research and Evaluation



Alliance for Healthier Communities
Alliance pour des communautés en santé

Toll of COVID-19

[Bearing the brunt report from HelpAge International found:](#)

- Older people face high levels of fear, anxiety, and depression during COVID-19
- Disruptions to health provision and reduced demand from older people due to fear, anxiety and restrictions on their movement exacerbates pre-existing challenges in accessing health and care services and support.

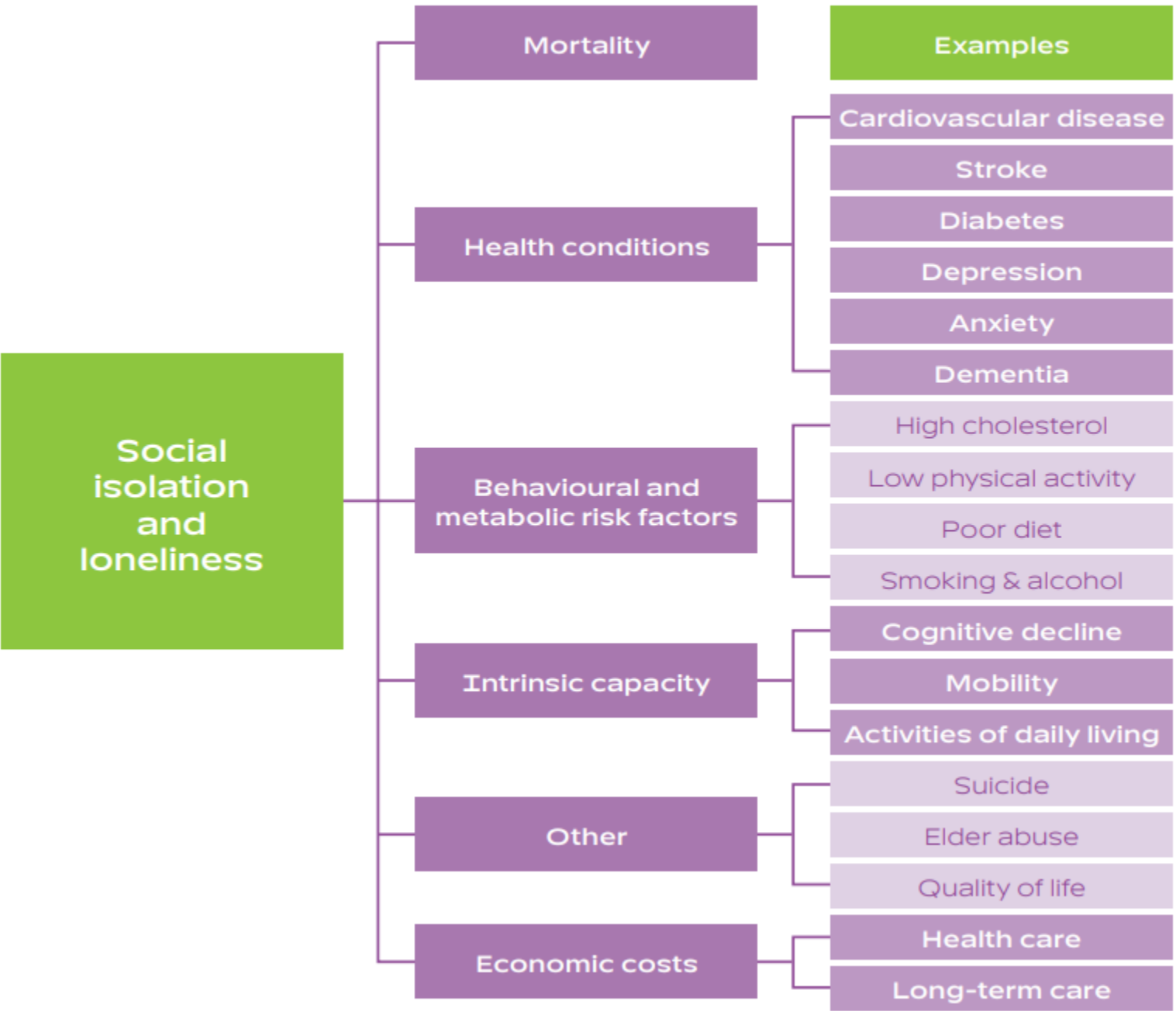
[Angus Reid survey of Canadians March 2022 found:](#)

- Older adults feel their social support network and mental health has deteriorated .

Overall, when it comes to the following aspects of your life, you would say things are better, worse or unchanged since March 2020
(Those who select 'better' minus those who select 'worse' shown)

	Total (n=2,550)	Age					
		18-24 (n=150)	25-34 (n=557)	35-44 (n=391)	45-54 (n=464)	55-64 (n=442)	65+ (n=546)
Relationships with your spouse/ partner	+2%	+5%	+14%	0%	-1%	-7%	-2%
Your life overall	-18%	-2%	+2%	-20%	-24%	-31%	-22%
Feeling supported/ cared for	-22%	-5%	-11%	-30%	-35%	-27%	-16%
Relationships with friends and family	-25%	-6%	-18%	-35%	-29%	-28%	-24%
Your overall physical health/ well being	-36%	-19%	-22%	-41%	-37%	-46%	-39%
Your sense of optimism	-40%	-30%	-33%	-49%	-39%	-51%	-35%
Your mental health	-42%	-40%	-36%	-48%	-47%	-49%	-36%

Fig. 1. Consequences of social isolation and loneliness



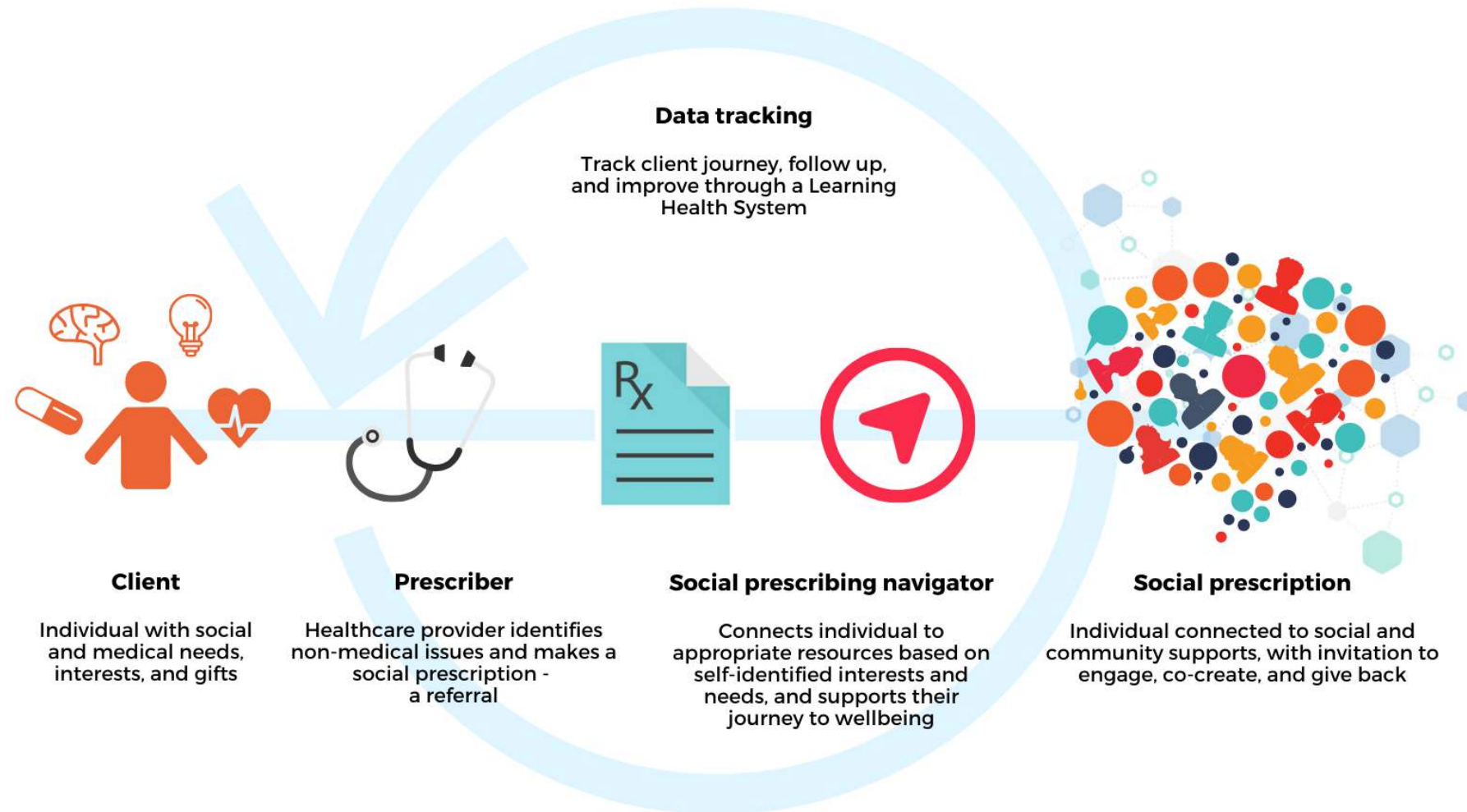
[Social Isolation and Loneliness among Older People](#), WHO advocacy brief, July 2021

“Social isolation and loneliness are risk factors for violence and abuse against older men and women, the prevalence of which appears to have increased during the COVID-19 pandemic”

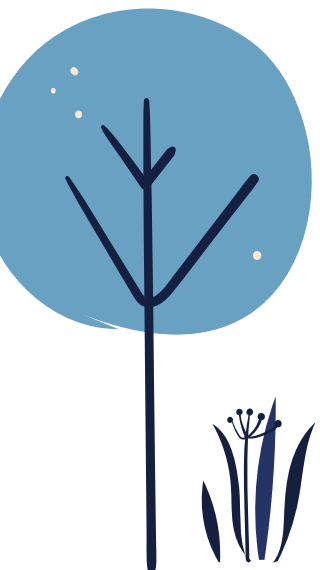
“A strategy for reducing social isolation and loneliness among older people should aim to:

- Implement and scale up effective interventions to reduce social isolation and loneliness;
- Improve research and strengthen the evidence for what works; and
- Create a global coalition to increase the political priority of social isolation and loneliness among older people.”

Social prescribing: A person-centred, integrated care pathway



Deeper integration: clinical, social, arts and culture, and nature



Co-creating purpose and belonging

“This program said, ‘In fact, you identify the different needs in your local community, and then create the solutions they need.’ There’s no prescribed solution, it was a philosophy that we are creating the solution for each other. That really spoke to me. It’s given back to me so much.”



Friendly Visitor Program in Collingwood

Soup and Crochet with Grandma Penny



Result: Positive impact clients and healthcare providers

CLIENTS REPORTED

12%

INCREASE IN
MENTAL HEALTH



49%

DECREASE IN
LONELINESS



19%

INCREASE IN SOCIAL
ACTIVITIES

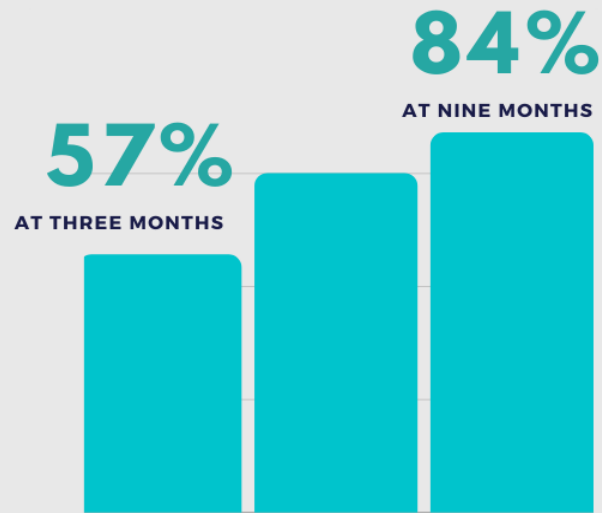


“Before... I wasn’t very good at accepting myself and looking after myself, and what I was taught here helped me realize that I could do something to look after myself, to improve my health, that there was something I could do.”

For more details, read Rx Community Final Report: allianceon.org/Social-Prescribing

Result: Positive impact clients and healthcare providers

HEALTH PROVIDERS REPORTED SOCIAL PRESCRIBING IMPROVED THE CLIENT'S HEALTH AND WELLBEING



HEALTH PROVIDERS REPORTED SOCIAL PRESCRIBING DECREASED NUMBER OF REPEAT VISITS BY CLIENTS

For more details, read Rx Community Final Report: allianceon.org/Social-Prescribing

**What's next &
what does this mean for you?**



Social Prescribing in a virtual/hybrid world

- Check-in calls on health and social wellbeing
- Delivery of groceries, food hampers, wellness boxes
- Virtual “walk-in” mental health counselling
- Virtual education, therapeutic, exercise, social connecting programs
- Connecting old adults with Seniors Active Living Centres through clinical door



Free Webinar

Creating safe virtual spaces for marginalized older adults

Adapting to new technology quickly can be difficult for everyone, and especially a challenge for older adults. Join a discussion by Alliance members on some strategies for creating safe and engaging online spaces for building connections.

July 29, 2020 | 12PM - 1:00PM



Links2Wellbeing
social prescribing for older adults



Alliance for Healthier Communities
Advancing Health Equity in Ontario

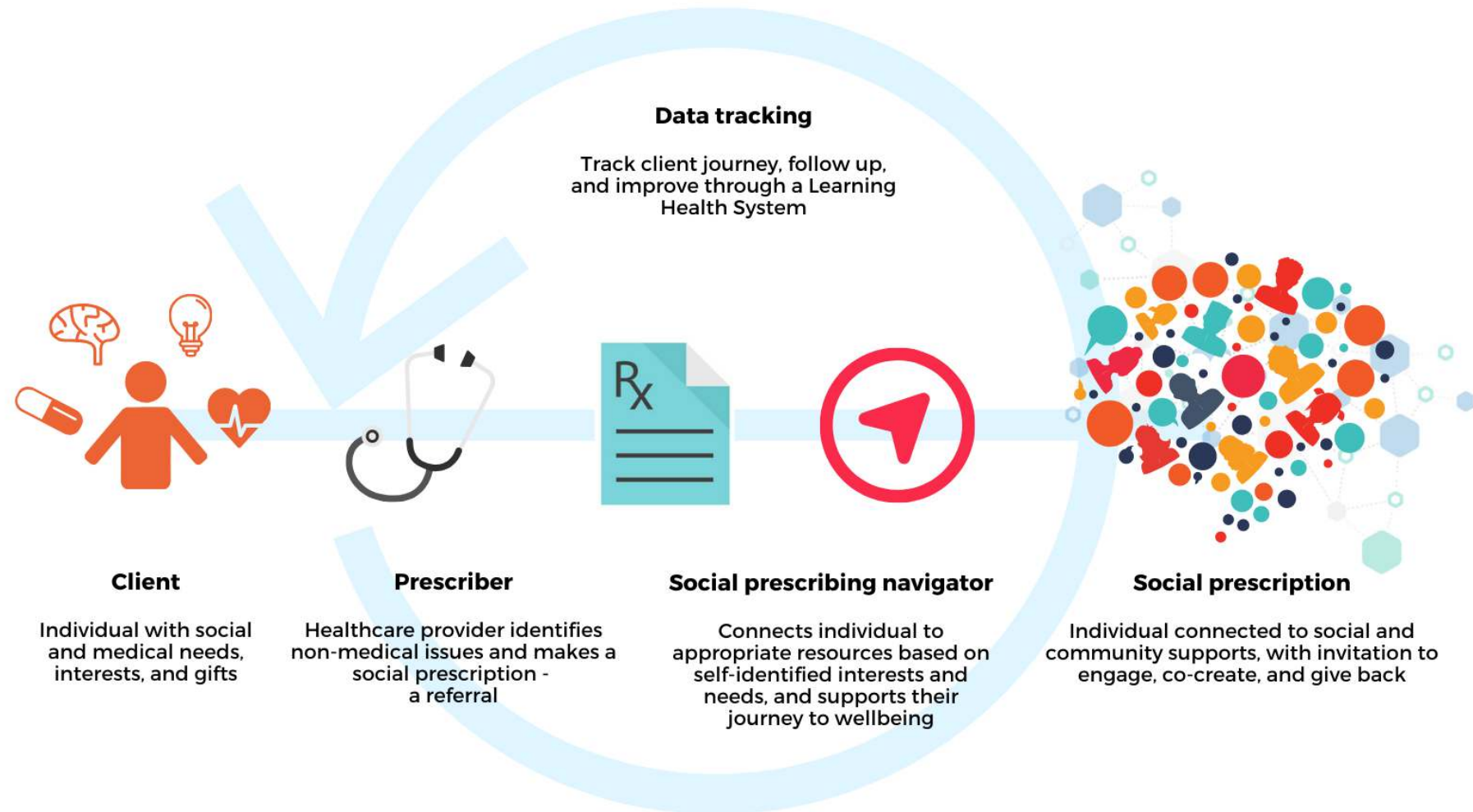
OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés

Moving towards integrated social+health care

- Social Prescribing for Older Adults at Risk of Frailty grant stream with United Way of Lower Mainland in B.C.
- Social prescribing and older adults with Seniors Association of Greater Edmonton
- Connection health authorities and community centres in Nova Scotia
- UK – 1000+ NHS social prescribing link workers, National Academy for Social Prescribing
- Singapore – SingHealth Community Hospital rehabilitation program
- Australia – Royal College of Physicians and Surgeons + Consumer Health Forum SP stimulus paper
- USA – statewide health-social database integrations (NCC360)

Where are the strengths and gaps in your work? Where can you partner?



Thank You
Merci
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To learn more: allianceon.org/Social-Prescribing



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