



National Association of Link Workers
CONNECT LINK

Creative disruption: how social enterprises can realise their social prescribing potential in COVID-19 recovery

Christiana Melam
Chief Executive, National Association of Link Workers
@Christy_Melam

CONTENTS

- A brief overview of social prescribing and link workers roll out
- Why social prescribing is social enterprise business
- Opportunities for social enterprises to creatively disrupt

Social prescribing link workers

NHS England Long Term Plan commitment

Social Prescribing is a key component of **Universal Personalised Care**

1,000 new social prescribing link workers in place by 2020/21, with significantly more after that, so that

at least **900,000 people will be referred** to social prescribing by 2023/24.

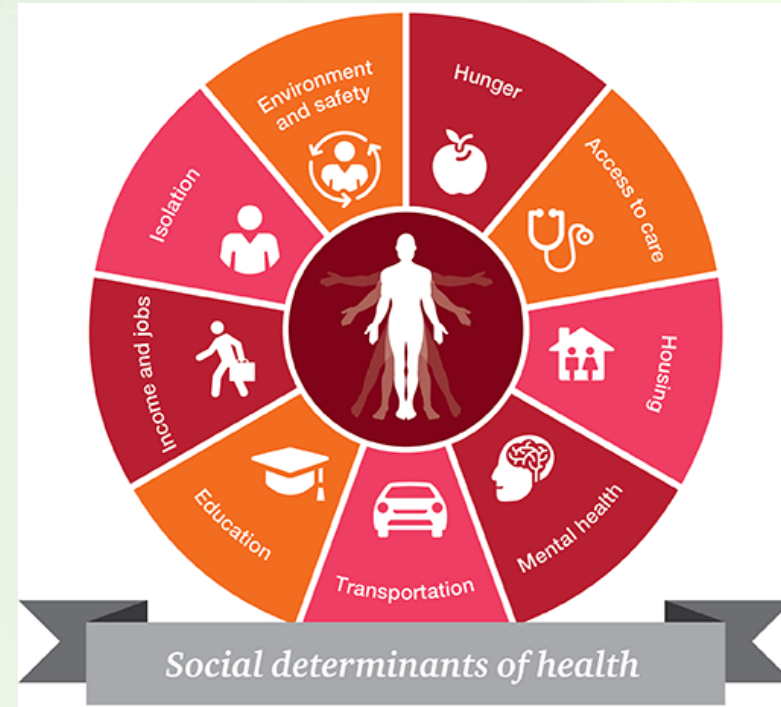
Biggest investment in social prescribing by any national health system, and legitimises community-based activities.

[NHS England » Social prescribing](#)



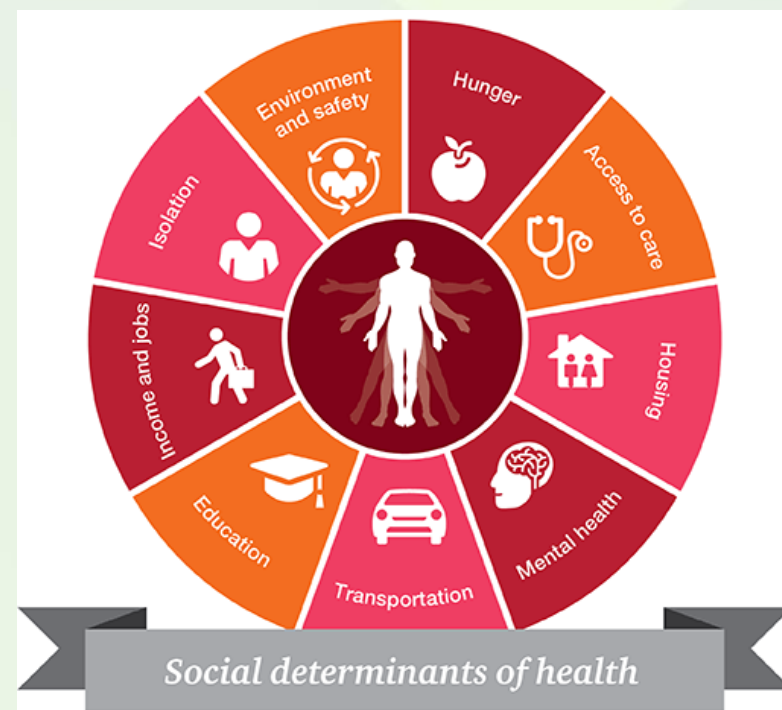
What underpins the role of a social prescribing link worker?

- The name itself suggests the key term 'social'
- Link Workers work in partnership with people to identify the social determinants of health that matters to them the most through time to talk
- They jointly coproduce a personalised care plan that addresses the identified need (s)
- Removing barriers: they facilitate, connect and link people to local community groups, support and agencies that can help address the identified need(s)



Why social prescribing is social enterprise business

- Social change driven
- Activities tackle social or environmental factors
- Social Impact



Opportunities for social enterprises to creatively disrupt in COVID-19 recovery

- Providing bridging services to fill gaps
- Activities that tackle inequalities
- Collaborative working
- Influencing
- Social impact/social value research in social prescribing (see [NALW research priorities](#))
- Get involved with [#LinkWorkerDay2021](#)





National Association of Link Workers

CONNECT LINK

*Thank
you!*