THE FUTURE FOR GENERAL PRACTICE USING SOCIAL PRESCRIBING

@DrZoeWilliams
ABOUT ME

• Salaried GP
• Clinical Associate - Southwark CCG
• Director – British Society Lifestyle Medicine
• Clinical Champion Physical Activity - Public Health England
• Clinical Champion – RCGP Physical Activity and Lifestyle
• Founder – Fit4Life
• Media Medic
SOCIAL PRESCRIBING AS A GP

We are working together to stay healthy
• 74
• High Blood pressure
• Osteoporosis
• Risk of Dementia
• Pre-diabetic
• 2-monthly appointment
WHERE’S BARBARA?

- 74
- High Blood pressure
- Osteoporosis
- Risk of Dementia
- Pre-diabetic
- (Widowed)
- (Lonely)
- (Afraid)
@triathannie for long-standing coaching, support & celebratory glasses of wine!

– Eddie. Massive congratulations to our very own @eddiebrocklesby on completing the @TheLondonTrt #IronGran #PositiveAgeing
Support Silverfit Today at 07450 611 155 or email info@silverfit.org.uk
"My 70’s are the best years of my life, thanks to @silverfitorg"
AGE UK - SAIL

- 1 form
- Quick and easy
- Multiple organisations
- Reminder
- Gives permission
- Visited practice
PHYSICAL ACTIVITY PRESCRIBING

1. The Active 10 App
2. Clinical Advice Pad
3. Moving Medicine
4. Active Practices
5. Parkrun Practices
ACTIVE 10 APP

Daily dashboard to show when you’ve walked briskly

Set your own goals to work towards

Monitors your progress

Tracks when you’ve walked. See where you can convert normal walking into Active 10s.

Earn rewards
One You is being adopted by Local Authorities to promote their own services and public health messages.
ONE YOU PHYSICAL ACTIVITY ADVICE

Building up everyday to regular activity can improve your mood, give you more energy and help you sleep. As well as reducing your risk of long term health conditions like heart disease, type 2 diabetes and some cancers.

I recommend that for your health you should...

Get moving for at least...
- 10 minutes a day
- 15 minutes a day
- 20 minutes a day

Do muscle strengthening activities on at least...
- One day a week
- Two days a week

Reduce the amount of time you spend sitting for long periods every day.

Condition specific advice (optional):

Date for review

Signed GP or Healthcare Professional

3 SIMPLE STEPS TO AN ACTIVE YOU

1. Get started with the free Active 10 app.

Did you know that a brisk 10 minute walk counts as exercise? Our free and simple app takes away the guesswork. It shows how much brisk walking you’re doing and helps you set goals to do more.

2. There are lots of ways to get active.

Brisk walking is an easy way to start building activity into your day, but why stop there. Mix things up and try dancing, cycling, swimming, yoga or one of the hundreds of activities available at local leisure centres and parks around the country.

3. Tips and advice.

For helpful hints and advice on how you can move more, sit less and build your strength, visit the One You ‘Moving’ page. Search One You today.
Simon says get up.

Movement can be as simple as Simon Says, it doesn’t have to be dodging the kids on the court.

Speak to a healthcare professional about how increasing your movement can help with your symptoms.

Teach an old dog new tricks.

Encouraging people to move is beneficial, easy, and free.

Speak to your patients about how increasing their movement can help with their symptoms.
RCGP Physical Activity and Lifestyle Clinical Champion Dr Zoe Williams, Dr Liza Kirchuk and Dr Ann Wylie

Why is this important?

Physical Activity and Lifestyle is an RCGP clinical priority and there is good evidence to support the benefits of brief interventions, behaviour change and motivational interviewing approaches in clinical settings.¹ ²

Medical undergraduates are taught about the need for and impact of optimal physical activity and the behaviour change sciences in their core curricula at GKT School of Medical Education.³ However, practices provide limiting role modelling of best practice in this area, as evidenced by a recent publication finding that of 1013 GPs surveyed, only 20% were broadly or very familiar with the national physical activity guidelines.⁴ It has been suggested that one in four people would be more active if advised by a GP or nurse, but as many as 73% of GPs do not discuss the benefits of physical activity with patients.⁵ Here we saw an opportunity to empower medical students to lead the way and implement changes to enable their placements to become more ‘Active Practices’.
parkrun practice Toolkit
Almost every day I invite my patients to come to parkrun. I've had successes with people with anxiety, depression, diabetes and heart disease as well as those who want to improve their blood pressure or get fitter. It's a win-win situation for my patients and the NHS. My patients are healthier, happier and on fewer medications, and the NHS saves a fortune on unnecessary drugs and dealing with their side effects.

Dr Simon Tobin
• What
• How
• Who
WHAT OTHER GPS SAY

Jamie Hynes @ArtfulDoctor · 1h
Replies to @DrZoeWilliams @RcgpFaculties and 10 others
Because the greatest determinants of well-being aren’t in the stock cupboards of the chemist. Connecting, Learning something new, being Active, Noticing the good things and Giving back to others are all possible with #socialprescribing
WHAT OTHER GPS SAY

Simon Tobin @DocRunner1 · 52m
Replying to @DrZoeWilliams
@HelenRCGP and 8 others

I’ve seen many, many people exercise themselves back to health. It’s a win-win situation for my patients and the NHS. My patients are healthier, happier and on fewer medications and the NHS saves a fortune on unnecessary drugs and dealing with their side effects.
Richard Kirk @rtkiry · 23m
Replying to @DrZoeWilliams @HelenRCGP and 9 others
Overprescribing often causes more harm - we use social prescribing all the time in prison healthcare. We direct people to woodwork, plumbing, the gym, parkrun, couch to 5k- all far more empowering than a tablet and more sustainable.
Linking people up to social or physical activities in their community that benefit them can help alleviate many issues that they face. This can create a shift away from medical responses to a more holistic approach that increases their wellbeing, not just treating their illness.

06/11/2018, 10:24
Let the patients be the judge- in recent survey of our GP Federation social prescribing service 65% said they felt "much better" and 31% felt "better" as a result of their experience. 99% of patients thought the service was a good idea. 99%!!! #carecoordination
Kati Archer @katiarcher · 1h
Replying to @DrZoeWilliams @HelenRCGP and 9 others
When patients come to see us they are looking for help to solve their problems not specifically asking for medication. Discovering possibilities through social prescribing is a far more effective way on the long run than reaching for the prescription pad.
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