



Babies, children and young people's social prescribing: Webinar 1

10-12 am 10 November 2022

There is emerging evidence that social prescribing can lead to a range of positive health and wellbeing outcomes for people, such as improved quality of life and emotional wellbeing.

The NHS England Long Term Plan includes the financing of social prescribing link workers in each Primary Care Network. The plan suggests that 'within five years over 2.5 million more people will benefit from Social Prescribing' (NHS England, 2019).

In addition to Social Prescribing for adults, many local authorities, Voluntary and Community Sector and Primary Care organisations across the UK are now working to implement social prescribing for children and young people.

Whilst for many years there has been a wealth of social prescribing in the voluntary, community and social enterprise (VCSE) sector for babies, children and young people (BCYP) it has not necessarily been called 'social prescribing' and at times not been joined up strategically. However, this is changing and BCYP social prescribing is gaining more attention with an increasing need to develop learning, understanding, as well as a good evidence base. ([Babies, Children and Young People and Social Prescribing | National Academy for Social Prescribing \(socialprescribingacademy.org.uk\)](https://socialprescribingacademy.org.uk))

Some of this interest is also due to the evidence of unmet need from the perinatal period to age 25 with, for example, the ages of presentation for mental health issues getting lower as well as needs being increasingly complex.

The first 1,001 days from pregnancy to the age of two set the foundations for an individual's cognitive, emotional and physical development. There is a well established and growing international consensus on the importance of this age range; it is part of the World Health Organisation's Global Strategy for Women's, Children's and Adolescents' Health, the UNICEF Baby Friendly Initiative, and in England, both the NHS Long Term



Plan and Public Health England's 2016 guidance on "giving every child the best start in life".

With increasing interest in how social prescribing can reduce demand on services and result in better outcomes for babies, children, young people and their families, we are delighted to invite you to this webinar. The webinar will include:

- Professor Chris Drinkwater presenting on taking an ICS wide approach to the health and wellbeing of children and young people: reflections from the NE & N Cumbria
- An example of CYP social prescribing in Shropshire – a rural perspective
- An example of using community assets for social prescribing for very young children
- An opportunity to bring your own challenges/examples to the Question and Answer session and to shape future webinars planned for this topic

Webinar aim

The aim of the webinar is to support partners in the Midlands to discuss and explore the opportunities and improved outcomes that social prescribing can bring to babies, children, young people and their families by sharing good practice and bringing this practice to life with examples. Attendees may use the webinar to learn from each other, ask questions and present their challenges around this topic for consideration for future webinars.

Who should attend?

- Local authority and NHS commissioners and providers for babies, children and young people's services
- Local authority Children's Services and Early Help Strategic leads
- Emerging ICS/Primary Care Network Leadership for CYP
- Voluntary and Community Sector Leadership/Maternity Voices /Health Watch

Registration

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