

Group 1

What recommendations would you make for the cultural sector/ link workers/older people for the following concept?

MESSAGING

How information about offers that the cultural sector can provide as part of social prescribing is relayed.

**clear
language no
jargon or
acronyms.**

for clients - outreach
taster sessions in
community spaces
not initial meetings in
cultural venues. for
social
prescribers/health
and social care
professionals - get
them in venues for
first meetings for
tasters.

check written
promotion with a
steering group of
older people - test it
out before you send
it out.

info - in paper form -
about what people are
letting themselves in
for - where it is taking
place - how long it will
last, how many people
will be there, what
time of day it is - with
a reference of
someone to access for
further info - phone

**How to make
messaging more
personalised? 'Are
you interested in...?'**
To try and get past
the barrier of 'this
isn't for me' for
something they've
never tried.

**about the different
priorities/roles of the
cultural org beyond
being a home to a
particular collection
e.g. education work
within the wider
community, nature
conservation
strategies,
international**

**Hard copy leaflets
from cultural sector
to link workers -
makes link workers
more aware but also
a resource that link
workers can give to
people during
referral**

**work with and
through local vol
sector orgs who
specialise in
supporting older
people (not just
those who deliver
SP services)**

**I believe Frome SP
service have a Nature
Buddy scheme - with
volunteers who act as
local champions to
signpost to the the
nature based services
- perhaps could mirror
and have cultural
buddies**

**Networks can create
connections
between link
workers and cultural
sector workers.**

**Taster sessions are a
great idea. Start with
community outreach,
go where people are
more comfortable.
Break down barriers
to cultural
engagement with
accessible tasks.**

**better information
and insight on the
local services
available is common
across all the sectors
that support LW (ie
not just the cultural
offer but also
green/sports/finance
& wellbeing).
Opportunity for
recommending a**

**NASP can see if any
of the 37 Thriving
Communities funded
projects (a scheme
being administered by
ACE for NASP) and see
if any are using
tasters, why and how**

**I think the recent
'Nature on
Prescription' report
confirmed the need
for very clear
information too**

Group 1

What recommendations would you make for the cultural sector/
link workers/older people for the concept?

to identify which factors are known to support wellbeing, and build that focus into the cultural offers? (A bit like the evidence shows that nature based interventions need to be designed on the 5 pathways to nature connection, not just

Tailoring offers to individuals needs and interests through conversations with older people and both the link workers and cultural sector staff

sessions involving practical 'doing' producing things that are multi sensory. can be individual task that becomes a bigger 'thing' when everyone's pieces come together.

positive distracting can be a talking activity where the client is doing the talking and the museum worker is doing the listening.

DISTRACT- ING

A cultural offer can provide an instant boost to people's well-being as they try something new and are taken away from problems in life. In this way, cultural offers (online or in person) can give respite and immediate relief.

escape/immersion/absorbing/attention may be better words than distracting

Wonderful to try new things, but don't make them too long! Give people a chance to provide their input when the activity finishes.

connection is a good word

agree - and this links to the taster idea

the chance to be present and engaged

'being immersed' or 'engaged' as alternative to 'distracting' - the value is in focusing on something in the moment

Group 2

find out what people used to enjoy doing and see if that is available. Often people have lost touch with things that used to bring them joy and need support to reconnect with that.

Ask about what the person is capable of.

building in space for co-production with people rather than building projects in the organisations and then connecting - need to collaborate from the beginning

making sure the link workers provide good quality information on what a person can expect when they visit a cultural org (which requires a link worker to know what happens).

Identify people within your cultural organisation who wants to train and develop the skills to work with older people and invest in their ongoing training and wellbeing.

building capacity to link across organisations - e.g. the protected time Marie spoke about for link workers to link with community organisations and capacity for Marketing/Comms teams to keep

Accessible information about sessions - films? so that everyone can get a vibrant sense of what the session will include, so people know what to expect in a very visual way

To have a method of feedback from older people to know which local cultural orgs they have enjoyed and benefitted from

Inviting people to cultural place/institution & discuss what they might want to experience. Where this is challenging go out & discuss with them in their own space.

communicate activities to social prescribers that clearly define what health and social care outcomes are assigned to a particular activity.

MATCHING

Having time and insight to know what an older person might be open to trying and might benefit from, and then having appropriate offers to connect them to.

Create a single database of offers that can be accessed by linkworkers to save time and effort collating things over time.

postings up to date or join in-person meetings - rather than this falling solely to the delivery team

Invest time in building a relationship/partnership and don't rush into providing an offer

The monthly meets from TWAM might be a good model - drop in sessions where people can make suggestions. Key named contacts on website to make enquiries

Coproducing offers with people who visit organisations

taster sessions to tease out what a person is interested in.

social prescribers could try out sessions first before prescribing to clients

taster sessions for link workers and older people who are connected within their communities

many schemes have a person, volunteer or link worker accompany a person to the cultural org to begin with - this helps relationship, enables link worker to see going on etc etc

protecting time within the link worker role for the link workers to make the connections with cultural sector in their area and understand what is available.

What recommendations would you make for the cultural sector/

Group 2

What recommendations would you make for the cultural sector/
link workers/older people for the following concept?

HOLDING

Cultural settings can be psychological holding spaces for individuals experiencing difficult life circumstances; places where they feel welcomed, valued, comforted or relaxed.

Thinking carefully about all the work that needs to take place before the visit to ensure it is successful - welcome starts before entering the museum (especially if not comfortable in museum spaces)

Consider sensory impact of a place. Sensory extremes can alter whether or not someone finds the place welcoming, safe, relaxing or comforting. Can we offer different times or days for different audiences?

Need to understand how to welcome people. Perhaps someone to introduce, not just a lecturer or teacher, but someone to allay fears, reassure and generally welcome to the new group.

Assess the impact of the experience or offer and ask them why they did or did not feel valued, safe, relaxed, welcome.

supporting first taster sessions through a buddy scheme, pre-session cup of coffee for orientation and getting to know a 'friend' before you join a session

offered the opportunity to be accompanied to their first visit to a social prescribing referral. "Holding" starts with the link worker consultation most often, so it is important that the process of supporting

making space for conversations that are social and not programme linked to check in with people - having buddys/volunteers and staff who are happy to 'just chat'

"Holding" starts with the link worker consultation most often, so it is important that the process of supporting continues as opposed to stop -starting

link workers need to also feel welcomed and 'held' in order to feel comfortable recommending a setting or activity

familiarity or taster sessions either online or in small groups first

Group 2

What recommendations would you make for the cultural sector/
link workers/older people to develop the following concept?

actively engaging
and feeling
empowered
requires a person to
feel their voice is
being heard and
suggestions
incorporated.

if you allow a client
from social
prescribing to help
coproduce an
intervention then a
person can feel they
are having an input.

Where you can
develop long term
offers, encourage
'regulars' to help
newer attendees -
this is the basis for
the our volunteering
work

Many people who are
accessing social
prescribing are feeling
vulnerable and
worthless, so
transformation is a
process over time and
occurs as
relationships develop

offers to enable the
person to move
from one activity to
others which give
them choice and
power to take
control of their own
path

TRANS- FORMING

There is capacity for self-growth
through engaging with a cultural offer. It
calls for a cognitive shift in self-
perception from someone in need who
passively accepts support, to one in
which individuals feel empowered to
have some control over or support with
their situation.

Learning new skills
as a general
wellbeing measure.
Make learning and
discovery part of the
offer

pre-meets with
participant/link
worker/buddy to work
out what people
would like to get from
it and then check-ins
after sessions to see if
together we are
meeting their own
aims

Encourage
within-group
discussion about
other and linked
groups, to expand
options - this has
been impacted by the
pandemic hugely, but
also online and
funding changes.

presenting museums
as public spaces and
leisure spaces - not
just about education.
How we support
people to see
museums in different
ways that older
people can just access
in the ways they want,
independently

Using 'distraction' of
offer to discuss
people's individual
concerns. People may
open up when
distracted through
other activities and
feel more empowered
and less burdened?

Group 3

What recommendations would you make for the cultural sector/
link workers/older people for the following concept?

In order for monitoring and adaptability to be supported, training and funding resources are needed.

Consistent approaches to recording and monitoring referrals on a national level.

Thinking about long term sustainability and wellbeing on exiting SP pathways and access to cultural assets.

Cultural Institutions evaluating offerings - success of the programmes in order to adapt them to work best.

Being clear on what the cultural offering is - being clear and honest about what expectations are. Recognising diversity and opportunities for growth and development.

MONITORING

Checking that what is provided by the cultural sector is acceptable and adapting offers based on feedback and input from stakeholders.

Accreditation for cultural assets to reassure link workers and members of the public on what they are offering - links with resourcing

Group 3

What recommendations would you make for the cultural sector/
link workers/older people for the following concept?

**Investing in good
communication
between different
sectors**

PARTNER- SHIPS

Social prescribing centres on human interaction (even when delivered remotely). Positive relationships among different parties are required to make cultural offers as appropriate and accessible as possible to those in need.

**Institutions need to
make a collective
commitment to
serving
communities.
Investing time and
staff to be able to do
this.**

**Shared
funding
streams using
innovative
ways**

**Recognise and
drawing on existing
partnerships and
networks and avoid
re-inventing the
wheel.**

**Need to realise the
promise to reach
everyone to deliver
proper personalised
care - make sure to
reach and involve
diverse groups who
may experience
disadvantage**

Group 3

What recommendations would you make for the cultural sector/
link workers/older people for the following concept?

**Changing
organisational
culture to be more
supportive and
welcoming in
general, not just in
relation to a social
prescribing offer.**

CONNECT- ING

Gains from engaging in cultural activities can come through interacting with staff and with other older adults. It may be important to keep engaging with a cultural offer for relationships to be developed. This is likely to be the case for online as well as in person provision.

**Elitism - needing to
broaden access and
offers need to
reflect the
audiences they are
intending to serve.**