

# Activating London | Service Design Blueprint



This is the summary of research into 9 different social prescribing services in London, UK. The findings in this Blueprint represent an amalgamation of processes that can happen within the referrals process but not a representation of how all services work. Central London HealthCare Social Prescribing Service, Wandsworth Social Prescribing Service, EastLondon NHS, Staywell Services, SocialP, Eleanor Nursing and Social Care Ltd, Community Connections, Modality, Healthy Lifestyle Team (HLT)

### Archetype Service User Persona

Joyce, a 50 something woman - She is a part-time nurse with high blood pressure and who is moderately overweight, she has arthritis in her hips.



## User Journey

### What happens

## Front Stage

### People

### Info

### Physical

## Backstage

### Roles

### Rules

### Tools

### Aware

#### How does the user become aware of an opportunity for physical activity?

Joyce sees her GP as she is on waiting list for hip operation due to arthritis, but there is long waiting list, preventing her from getting out. The doctor asks to fill in questionnaire (mentioning referral to service provider) and signposts to Local Authority (LA) page for extra help. The Link Worker (LW) follows-up on the questionnaire and works through a plan and talks to her about the options available for referral over the phone (also recommends looking at the LA website for ideas).

#### Who makes the user aware of an opportunity for physical activity?

There is a large variety of people who make aware/refer including General Practitioners (GPs), Nurses, Community Nurses, Occupational Therapists (OTs), Physios, Youth Workers, School Nurses, CAHMS, Pastors/mams, friends (e.g. from church), Pharmacists (e.g. within the PCN). The referrals outline physical activity and individual goals and may identify a problem, recognising that Link Workers (LWs) need a route in with individuals that is personalised.

#### What information sources make the user aware of potential physical activities?

Apps and online resources can be useful (e.g. the NHS Couch to 5K podcasts) and video links (YouTube/Google) can be sent. Other sources include a directory of services, search engines, Local Authority (LA) websites, local providers (e.g. GLL), public health comms (via the surgery, tv or website). LWs have local knowledge and keep folders on groups, community/local social media streams, libraries and children's centres. There are online databases of activity to which LWs have access (e.g. Elemental). Referrals are made using systems such as EMIS for GPs. Some LWs have attended a London Sport course to find physical activity resources. There are currently no in-person physical activities available due to the pandemic although there are virtual opportunities to participate.

#### What physical objects aid the user's awareness of physical activity?

Local community notice boards, churches, temples, post offices, libraries, children's centres and advertising billboards. Some Service Users are reluctant to use digital means and struggle to access or use. The phone is used for befriending. Some want ongoing support from the LW. Many want information in a physical form rather than referrals to online resources. Much that is on offer online is not easily accessible nor easy to print off.

### Join

#### How does the user join up to a physical activity?

LW has a home visit with Joyce to better understand her situation and to help make referrals active (Joyce struggles with the computer/phone). She is nervous about first session and doesn't want to take public transport (Covid & hip concerns). The LW organises specialist transport and offers to come along to her first session to intro Joyce to the session instructor. They talk through what she needs to do and bring with her.

#### Who helps the user sign up to a physical activity?

The LW, Community Connector or OT goes with the Service User for the first session and family/friends can provide support as informal carers. LWs, Peer Support Workers can provide buddying support. Individuals will also sign themselves up, e.g. in day centres. Lifestyle coaches can also be allocated to clients. Up to 2 befriending calls made to encourage the use of services.

#### What information sources enable the user to sign up for a physical activity?

Service Users need a range of options in order to ensure they get the right info to lead to the right outcome. Information sources include: social media, websites, telehealth via TV (e.g. at GP surgeries) and specialist orgs such as Age UK, Change4Life. Other lifestyle programmes can prompt sign-up. There are various forms and resources that help joining e.g. activity form, referral form, Eventbrite, referral websites, online gym forms. OTs help Service Users register for different courses make connections to the LW and relevant social media groups (e.g. Facebook). LWs may need to complete a referral form enables onward referral, such as Elemental. Specific additional details on access support and requirements are needed for those with disabilities.

#### What physical objects help the user sign up for a physical activity?

Breezie Tablet (like an iPad but targeted at seniors) for which older people can apply to be digitally included. Physical provision includes activity taster sessions, activity diaries and activity welcome packs with a variety of contents including timetables, group profiles and numbers, photos, videos, free taster session vouchers, free mats/weights, discounted sessions or pedometers. Website search activities can discover a site that passes Service Users on to an activity provider and that provides resources e.g. activity goal documents, healthy lifestyle programmes. Many want information in a format for those who don't have access to the internet.

### Use

#### What is the experience of the first use of the physical activity?

The LW reminds Joyce before sessions to make sure she has the date in her diary and has the things she needs to take. The LW calls before the first week too. They go to the first session together, this helps support her and helps build her confidence when she has met the instructor and discuss her needs. The LW has regular weekly calls for first month to see how it's going. The LW suggests buddying with someone on the arthritis support programme to buddy with who has been involved for a while.

#### Who is instrumental in the user's first experience of the activity?

A call from the LW the day before allowing questions e.g. do you need support to attend, attending the first session with them, reminder call/text, instructions for the day and phone and internet support to register. The LW will also review well-being questions through motivational interviewing - is the person at the right stage to attend? Access information (which room classes are taking place etc) as well as updates on venue or class changes will be provided by the LW. Notice boards, and printed links to activity classes/apps are also offered as well as a checklist. In some cases clothing or equipment will be required. Membership loyalty card is provided by the provider to encourage repeat attendance.

#### What information sources enable the user to use the physical activity?

The LW and the activity provider share information on Service Users in an email. The LW will also review additional requirements and adjust referral to consider extra support needs in the referral to ensure the user can engage with the physical activity. Needs include organising an interpreter or making a targeted referral to a bespoke class for a person with a specific condition/interest e.g. walking football. The users is given the contact details of the person/org delivering the session and what to expect, directions and pictures of the venue by the LW. Before joining the class the user receives a personal welcome from the Instructor or Receptionist at the centre that includes an explanation of what to expect and what will happen in this 1:1 consultation. This briefing also covers how bookings are made, photos of staff (where available) and answers any FAQs. This information is all designed to reduce anxiety in the user.

#### What physical objects help a user perform a physical activity?

A call from the LW the day before allowing questions e.g. do you need support to attend, attending the first session with them, reminder call/text, instructions for the day and phone and internet support to register. The LW will also review well-being questions through motivational interviewing - is the person at the right stage to attend? Access information (which room classes are taking place etc) as well as updates on venue or class changes will be provided by the LW. Notice boards, and printed links to activity classes/apps are also offered as well as a checklist. In some cases clothing or equipment will be required. Membership loyalty card is provided by the provider to encourage repeat attendance.

### Grow

#### How does the user grow into repeated use of the physical activities?

Joyce is given pamphlets on other activities now her mobility is improving slightly and she is keen to socialise more. The LW has check-in calls to review goals and set new ones every three months which helps her to build her confidence and take next steps in her care plan. Joyce's buddy suggests she might want to connect with a local charity to help others. Joyce mentions this to the LW who helps make the connection. In addition to this Joyce is pleased as she is getting vouchers for tea and cake for every block of sessions she attends, and there is a small group of regular attendee peers she likes to meet a er class.

#### Who builds user loyalty or encourages experimentation?

It is the responsibility of the Coach, leisure centre staff, LW, OTs, Nurses review, facilitators, trainer and the wider support network to support/encourage Service Users user to continue to attend the classes (or to join new ones). They do this by using the right language and making suggestions for new opportunities when the Service Users is ready. The support of buddies who shared their journey also encourage loyalty, meaning Service Users are more likely to continue to attend classes. It provides them with an additional personal motivation to attend (they are developing friendships). Service Users also have follow-up appointments with LW every three months to track progress over time. LWs do less once a person is referred - the regular contact about classes and attendance is left to activity providers.

#### What information encourages the user to repeat or try new activities?

The LW will call the user to get first session feedback, what didn't feel was right, what could be improved/ can be addressed. Has the participation met personal goals? Adjustments (where needed) to the opportunity are made based on the feedback where possible. The Coaches/instructors make the effort to get to know the participants and encourage chat that between classmates. The courses are designed to make it easy for users to sign-up/come back week after week. The more people attend the more they build confidence as classes become routine and something they look forward to - they are opportunities to share personal experiences with peers. Service Users are offered incentives to continue (such as vouchers, free gifts, suggestions of other classes) - 'Something else you might like' to keep people hooked. The LW also provides data feedback to Service Users on their personal achievements to date to motivate them e.g. a 12 week review, positive feedback from GPs or other health changes. They speak to the Service User every 3 months to review progress.

#### What physical objects help a user grow into repeated use of a physical activity?

Calls are made by LWs to check-in to make personalised exercise programmes and offer emotional support to Service Users. The calls enable them to track progress with personal goals - including measurements e.g. weight loss, before/after pics, diaries of participants (height, weight and targets). The sharing of case studies are used by LWs, showcasing services and the impact they have on individuals as benefits of being part of the programme. The social dimension of the classes is also important - users build new networks of peers and have opportunities to socialise e.g. in the cafe, interacting with Coaches/instructors, receiving newsletters and joining WhatsApp/Facebook groups to have access to an online community of peers in between classes. Incentives like free cups of tea are important to encourage repeat use of classes. Service Users value rewards for going each week and it gives them something to motivate their return such as biscuits, loyalty stamps, prizes, certificates or even Breezie tablets offered where appropriate to improve their digital access.

#### How do stakeholders help users grow into repeated use of physical activities?

The provider encourages continued participation from Service Users by providing low-cost alternative offers. They will also respond to feedback provided by the LW to meet Service User needs. The provider will offer social facilities such as a cafes and other activities such as loyalty offers. There is an agreed follow-up with the user, supported by ongoing communication with the health coordinator by the LW. There are regular reviews every 3 months with Service User. There are opportunities for ongoing social interaction amongst peers outside classes such as WhatsApp groups (with consent). Participating Service Users also can be offered opportunities to connect with volunteers from specific groups.

#### What rules or conventions help the user grow into more or different activities?

**Service User:** The LW collects feedback on the user (e.g. how they are progressing against agreed targets) and their engagement with a physical activity. The LW will offer stepping stones after an activity goal review to encourage the user to move on to the next stage in their development e.g. free access to the gym for 3 months. The criteria of such offers are determined by age and condition. Goal diaries may be reviewed with other specialists e.g. a Nutritionist. It is important that all information collected about Service Users complies with GDPR standards ensuring there are clear guidance about what is collected/by whom/with what consent. **Provider:** LWs will provide positive and negative feedback to providers by phone. Typically they will discuss serious issues face to face (LWs may not endorse the organisation if there are serious concerns raised by former class attendees).

#### What tools help the user repeat or try new activities?

LWs organise one to one conversations including wellbeing checks before and after a class. They will also aim to have a follow-up call 8 weeks later. They will also aim to get feedback in ways that suit Service Users (considering digital exclusion). Service Users receive information about ongoing and new classes via print/social/digital media (in accessible formats). They are also able to receive automated email alerts when activities are reactivated by certain providers. Additionally there is additional support on offer to interested users via social media apps associated with activities. In some cases provider use SP platforms to manage participation tracking and link incentives, signposting other services that may apply such as open day events.

### Legacy

#### How does the user benefit from sustained use of the physical activity?

Joyce is working now as a volunteer at a local arthritis charity. Her hip pain is better managed and she has more confidence to leave house and do things. She now spends time helping others going through a similar journey. She has also made new friends in the tea group and they have set up a peer support group. Joyce has also joined two other groups and is doing other things she has always wanted to, like singing in a local choir.

#### Who measures the users benefit?

It is the responsibility of the Coach, leisure centre staff, LW, OTs, Nurses review, facilitators, trainer and the wider support network to support/encourage Service Users to continue to attend the classes (or to join new ones). They do this by using the right language and making suggestions for new opportunities when the Service User is ready. The support of buddies who shared their journey also encourage loyalty, meaning Service Users are more likely to continue to attend classes. It provides them with an additional personal motivation to attend (they are developing friendships). The Service Users also have follow-up appointments with LW every three months to track progress over time. LWs do less once a person is referred - the regular contact about classes and attendance is left to activity providers.

#### What information is generated on the impact for users?

It is key that Service Users actually see and feel the benefits of the activities they are involved with, rather than being told what they should do. This shifts their mindset into a different place "reducing physical health co-morbidities in mental health groups (diabetes type 2, cardiovascular conditions, obesity etc)" or "reducing health inequalities". The tracking by LW enables people to recognise that they can make a difference to their own lives and have agency in managing their own health and wellbeing. Sometimes they don't recognise they have this control at the stage of being prescribed. Service Users can feel helpless and overwhelmed - this tracking is an evidence-based way to show that real change has been made.

#### What physical artefacts result from the activity?

People realise the importance of physical activity to their mental health. Social groups arise as part of being involved in physical activity session and this helps with adherence to classes but also sets up new friendship groups, meaning better participation in the community in addition to being involved in physical activity. The engagement with physical activity helps reduce isolation and builds confidence physically and mentally. It enables individuals to become active participants in their communities.

#### How do stakeholders amplify the use of physical activities?

There are additional opportunities for Service Users to productively use their experience in classes to connect with others such as informal buddying / volunteer support. There are also opportunities for Service Users to connect with peer networks through WhatsApp groups or volunteer networks and this enables individuals to share personal stories with peer support groups. Such information can also be used by LWs to support others and some build mailing lists. The feedback from LWs and users builds an evidence base to secure funding.

#### What rules or constraints exist for a lasting legacy?

The LW typically has to manage and track communications and mark progress. There is certain Service Users information that they are only allowed to keep for a certain length of time. It is important that progress forward is not seen as the only benchmark of success. For many with long term conditions, maintaining a level of health or fitness is enough of a mark of success.

#### What tools are needed to ensure a lasting legacy of the service?

LWs will track the progress of individuals. To achieve the objectives to support change in individuals they undertake before and after surveys (e.g. Malchimp). The aim is demonstrate the journey travelled and to produce case studies for comms activities both to commissioners and to the public using this data. This helps underline the successes and achievements in individuals showing transitions to, for example, volunteering and employment gives purpose to the whole process. Using digital platforms to track information (where possible). The aim is to be able to show the proof of impact relative to local objectives - SROI (social return on investment) and the achievement of contractual targets to demonstrate the transfer of workload from primary/secondary care via SP. The impact work is supported by internal and external comms activity. LWs now have access to resources they didn't prior to Covid-19, due to the global reliance on video-based interactions.