

Healthy Place Shaping Indicators
New models of care

Joint Strategic Needs Assessment 2023

Oxfordshire



JSNA

Contents

This pack provides data and links for local indicators related to Healthy Place Shaping in Oxfordshire under the heading of **New models of care**.

- People supported by social prescribing
 - Provided by NHS South, Central and West Commissioning Support Unit
- People in contact with the Make Every Contact Count Programme (MECC)

Primary care teams now include social prescribers, health coaches and pharmacists and space needs to allocated to them when designing GP surgeries and considering non clinical, confidential spatial requirements.

There are also opportunities to contribute to support for social care by considering the needs of children with special needs or those in care and the need for residential facilities that meet their requirements. Meeting the additional needs of older people through the provision of extra-care housing, dementia care facilities and ensuring that the public realm provides a dementia friendly environment are equally important.

Further Healthy Place Shaping reports and data can be found on [Oxfordshire Insight](#).



Social prescribing - introduction

- Social prescribing, also sometimes known as community referral, is a means of enabling health professionals to refer people to a range of local, non-clinical services. The referrals generally, but not exclusively, come from professionals working in primary care settings, for example, GPs or practice nurses¹.
- Recognising that people's health and wellbeing are determined mostly by a range of social, economic and environmental factors, social prescribing seeks to address people's needs in a holistic way. It also aims to support individuals to take greater control of their own health.
- In order to understand the take-up and impact of social prescribing, the Professional Records Standards Body² is developing a social prescribing standard. The standard is in three parts:
 - The referral to social prescribing (unless it's a self-referral)
 - The link worker's record
 - The message back to the GP and referrer (if different)
- As of 16 January 2023, the social prescribing standard has now achieved ISN Status following rigorous quality assurance by the NHS Data Alliance Partnership Board.

[1] [What is social prescribing? | The King's Fund \(kingsfund.org.uk\)](https://www.kingsfund.org.uk/what-is-social-prescribing)

[2] [Social Prescribing Standard V0.2 - PRSB \(theprsb.org\)](https://www.theprsb.org/)

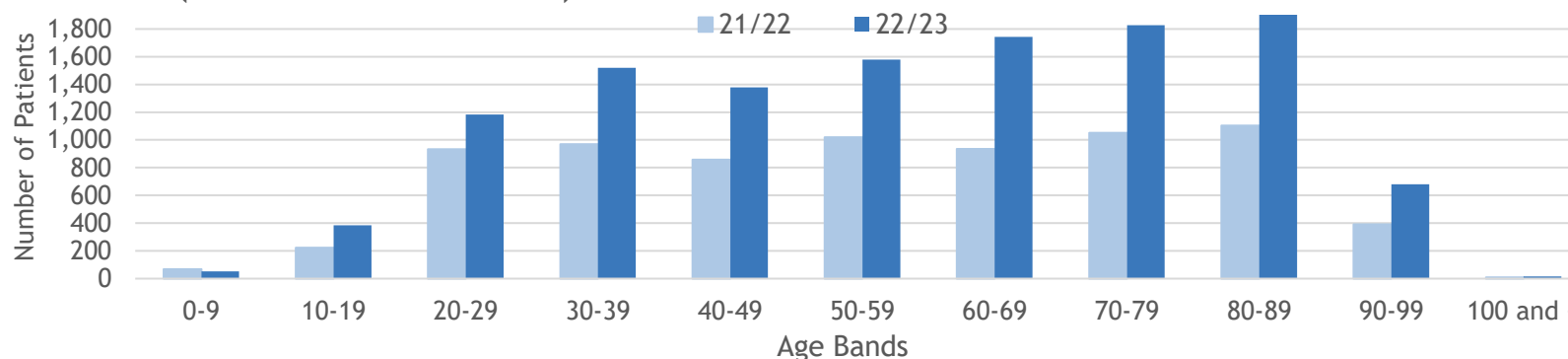
Further information:

- Social Prescribing hub with a heat map (at ICS level) [Social prescribing heat maps | ORCHID RSC](#)
- Research network [Home – Oxford Social Prescribing Research Network](#)

Provided by NHS South, Central and West Commissioning Support Unit

- Social prescribing is being rolled out in Oxfordshire with a variety of local arrangements including:
 - Link workers employed directly by GP practices
 - Link workers provided by Oxfordshire Mind, Age UK Oxfordshire or a neighbouring Primary Care Network of GP practices
- In 2022-23 there was a total of 12,287 patients referred to Social Prescribing in Oxfordshire and 19,338 referrals. Almost two thirds (62%) of patients referred were female and 38% were male.
- Between 2021-22 and 2022-23 there was a 73% (+162) increase in the number of 10-19 year olds and a 86% (+808) increase in 60-69 year olds being referred.

Age breakdown of Oxfordshire GP Patients referred to Social Prescribing (2021-22 and 2022-23)



NHS South, Central and West

Note that the lowest level this data is available to is Local Authority County level

Make Every Contact Count (MECC)

- MECC is an approach that uses opportunistic conversations in everyday life to talk about health-related behaviour. It involves responding appropriately to cues from others to encourage them to think about behaviour change and steps that they could take to improve their health and wellbeing.
- MECC training involves giving people in contact with members of the public the skills and confidence to have brief conversations about health with others and to follow up with signposting for support.
- In Oxfordshire the [Oxfordshire Live Well website](#) is used as the main signposting tool.
- [Oxfordshire's Library Service](#) is well established in supporting MECC, and as of May 2023 there were 44 library service MECC champions.
- Between April 2022 and March 2023 there were a total of 7,324 MECC conversations recorded through Oxfordshire Libraries (an 84% increase on the 3,977 conversations in 2021/22). Conversations were about:
 - Smoking (63)
 - Alcohol (76)
 - Weight/healthy eating (282)
 - Physical activity (454)

[Making Every Contact Count \(MECC\) New models of care | Oxfordshire County Council](#)
[Oxfordshire County Council Library Service](#)

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Finding out more/further resources

- To find out more information about the concept of Healthy Place Shaping:
 - [Oxfordshire County Council - Healthy Place Shaping](#)
 - [Related news](#)
- More information and data on many of these topics is available from:
 - [Public health profiles - OHID \(phe.org.uk\)](#)
 - [Office for National Statistics](#)
 - [Sport England, Active Lives Survey](#)
- The [2023 Director of Public Health Annual report](#) has a focus on healthy weight, healthy communities and healthy lives.
- Explore obesity and related data with our [Health Weight Story maps](#).
- Relevant reports:
 - [Active travel survey report - travel and transport sounding board \(Oxfordshire County Council\)](#)

