



Social Prescribing

Examples of emerging practice from the North West Ambulance Service
RHIAN Implementation Webinar, November 2025

Claudia Soiland-Reyes
Public Health Manager
North West Ambulance Service

Maslow's hierarchy of needs

A classic psychological framework from Abraham Maslow.

BiteSize Learning

<https://www.peakframeworks.com/post/maslows-hierarchy>



Finally, now our core needs are met, we're ready to pursue our deepest desire for **self-actualisation** - to become the most complete and authentic version of ourselves. With the fundamentals taken care of, we're free to act as we choose, aligned with our values and higher purpose.

Once we're secure in our social needs, our primal desires for **status and self esteem** come into play. We want to feel not only 'part of the group' - but an admired and respected part.

If we feel safe, then our **social needs for love and belonging** come into play. We feel secure when we're part of a tribe we can trust and unworried about rejection or alienation.

If we feel OK in this exact moment, we then also want to **feel safe**: confident we can avoid pain, hunger and other dangers for the immediate future.

At the very least, we don't want to be hungry, thirsty, exhausted, freezing, overheating, sick, or in pain.

5 Ways to Wellbeing



TALK & LISTEN,
BE THERE,
FEEL CONNECTED



DO WHAT YOU CAN,
ENJOY WHAT YOU DO,
MOVE YOUR MOOD



REMEMBER
THE SIMPLE
THINGS THAT
GIVE YOU JOY



EMBRACE NEW
EXPERIENCES,
SEE OPPORTUNITIES,
SURPRISE YOURSELF



Your time,
your words,
your presence

Building small actions into your daily life can make you feel good, and feeling good is an important part of being healthy. There are 5 ways to wellbeing that are proven to make a real difference to you.



Social Prescribing Pathway



Visit to GP



GP refers to social prescribing services



One or more paths



Learning and Skills
improving skills or providing adult learning opportunities

Community Employment Support
providing specialised support to find and retain work

Activities
engaging with a range of activities, to improve confidence, social networks and wellbeing

Outcomes

Improved Health 

Improved Wellbeing 

Improved Work Opportunities 

Social prescribing links people into community support to help them improve their quality of life

Created by **WORK wjf** FOUNDATION



Social Prescribing: Exploring Barriers

Engagement Report

Published March 2019

Summary of Findings

The main barriers to people accessing services appear to be:

- Not knowing about social prescribing
- Not linking with a 'referrer'
- Lack of knowledge and/or acceptance that help is needed
- Not wanting to engage
- Not wanting to 'bother' their GP
- Lack of time
- Being in full-time employment
- Transport issues
- Cost implications
- Lack of local appropriate services- both in type of service and availability
- Fear

The most vulnerable people are considered to be:

- Older people
- People with mental health issues
- People on the autistic spectrum
- People with learning disabilities
- Farmers
- People with undiagnosed dementia (or other cognitive impairments)
- Isolated people with no support network
- People living in poverty
- Family carers, especially hidden ones
- People with access issues
- There are vulnerable people in all communities, not just the obvious ones such as areas of deprivation

The people who may fall through the gaps are considered to be:

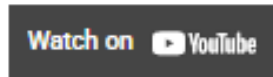
- People who don't visit their GP (or other Referrer)
- People who don't meet the criteria
- People who don't know social prescribing exists

Social Prescribing

Social prescribing services can help our patients with a range of social issues that they may be experiencing including benefit advice and debt advice.



What is social prescribing?



What is social prescribing and how can it help our patients?

Shared leadership is crucial to integrating and maximising social prescribing in neighbourhood health

📌 Social care 📌 Public health

20 Mar 2025 ›

📄 4

“The engagement and relational work must be done at all levels of organisations and systems; this has the benefit of ensuring that relationships and connections are not held only by individuals in particular roles.”

“A shared leadership approach enables power sharing, decision-making and allocation of funding that reflects local needs.”

“Social prescribing supports the most disadvantaged people, such as racially minoritised communities and those living in the most deprived areas, as well as having a positive impact on long-term conditions.”

Thanks for listening.

For questions or comments, contact us at public.health@nwas.nhs.uk