

# Evaluating Social Prescribing Programme

Time	Session	Speaker
09.30-10.00	Registration, tea and coffee	
10.00-10.10	Welcome	Professor Nick Pearce
10.10-10.30	Introduction	Professor Julie Barnett
10.30-12.30	Panel 1: Measuring Community Health, Evaluating Social Prescribing Chair: Dr Hannah Durrant	Dan Hopewell Richard Gregory Professor Sarah White Dr Susan Hodgett
12.30-13.15	Lunch	
13.15-15.15	Panel 2: Accessing and Using Health and Service Provision Data Chair: Dr Hannah Durrant	Dr Richard Kimberlee Jason Young Dr Dimitris Potoglou
15.15-15.45	Tea and coffee break	
15.45-16.15	Summary discussion and closing remarks	

## Panel Session 1 Measuring Community Health, Evaluating Social Prescribing

The first panel will consider the aims and objectives of social prescribing and examine current issues associated with the measurement of social prescribing outcomes. The session will explore the complexities of measuring community health, including the comparability, validity and generalisability of measures, such as subjective wellbeing scales. The panel will also consider the limitations of measurement and the significance of user narratives as a means of capturing value and building a coalition of policy and community support for social prescribing programmes.

## Panel Session 2 Accessing and Using Health and Service Provision Data

The second panel will explore both the potential and limitations of health and service provision data in enabling better understanding of the reach and impact of social prescribing. This session will examine opportunities and challenges at each step in the process of using data – from data collection and data design to informing policy and practice. Particular attention will be given to considering the ethics, practices and public perceptions of data sharing. A key focus of our discussion will be the potential for empowering publics through their active participation in how their data is collected, shared and used for the enhancement of community health services.

# Evaluating Social Prescribing

## Speaker Biographies

**Professor Julie Barnett** is a social and health psychologist with a particular interest and expertise in risk appreciation, the development of health technologies and the value of new forms of data for social research. Julie is currently the University of Bath lead for an Innovate UK funded project, with colleagues at the IPR, exploring the options for digital technologies in matching individuals' wellbeing profiles to social prescribing opportunities. A second social prescribing project funded by Wessex Water and the EPSRC is exploring possible relationships between medicine use, social prescribing and pharmaceuticals in the environment and wastewater treatment.

**Dr Hannah Durrant** leads the IPR's research strategy and programme. She is currently involved in projects on big data for policy and the role of evidence in policymaking. She is co-investigator on the Innovate UK funded project 'Collaborating to deliver social prescribing in Bath and North East Somerset'.

**Richard Gregory** is Senior Programme Manager in the Health Lab at [Nesta](#). As part of the Health Lab's work to test and scale new ways for people to remain healthy, Richard has particular interests in approaches to increase physical activity and, more broadly, make the case for investments in prevention across health and care. Richard's background is largely in global health; prior to joining Nesta he had senior health adviser and team leader roles at the UK Department for International Development.

**Dr Susan Hodgett** has worked with governments in Northern Ireland, the UK (Cabinet and Home Office) and Canada on the evolution of narratives and storytelling in relation to policymaking and evaluation. This interest came about after writing up innovative forms of policy evaluation using storytelling for the European Union – a method that was first used in Northern Ireland during the period of the troubles. Recently, she has worked with Professors Rod Rhodes (Southampton University) and Mark Bevir (University of California, Berkeley) on narratives through the [Blurring Genres Research Network](#) funded by the AHRC.

**Dan Hopewell** is Director of Knowledge and Innovation at the Bromley by Bow Centre, one of Britain's first Healthy Living Centres and pioneers of social prescribing since the 1990s. He leads the Centre's School of Integrated Solutions, which carries out research and evaluation programmes, supports ongoing innovation and shares knowledge with a wide range of organisations. Together with the School's team he works with a number of GP Networks, CCGs and STPs, the Healthy London Partnership and the Greater London Authority in developing social prescribing schemes.

Previously Dan was the Centre's Director of Services, managing its £3 million community development programme – including the roll-out of social prescribing to cover the local GP network and, later, across the Tower Hamlets



CCG area. The Bromley by Bow Centre is a co-founder of the national Social Prescribing Network (SPN) and Dan is a member of its steering committee.

**Dr Richard Kimberlee** is a Senior Research Fellow based at the Faculty of Health and Life Sciences at the University of the West of England, Bristol. Richard's current research interests include evaluating complex community and health interventions. He has many years' experience of both quantitative and qualitative methods and in recent years he has undertaken social return on investment analyses of a broad range of community initiatives including social prescribing. In November 2015 with other colleagues he helped to found the SPN. He sits on the Network's steering committee, he is the economic adviser to the SPN and the South West SPN lead. The SPN has over 1,600 members including GPs, registrars, practitioners, researchers and patients. In the summer he helped to conduct a national review of social prescribing for NHS England.

**Professor Nick Pearce** is Director of the IPR at the University of Bath. He is a former Director of the Institute for Public Policy Research (IPPR), and was also Head of the No10 Downing St. Policy Unit between 2008 and 2010.

**Dr Dimitris Potoglou** is a Senior Lecturer in Transport and Applied Choice Analysis in the School of Geography and Planning at Cardiff University. One area of Dimitris' work

is around the design and analysis of stated preference, discrete choice and best-worst scaling experiments to better understand individual choices and provide robust evidence in areas critical to public policy and decision making. He has developed and contributed to several interdisciplinary research projects studying the value of personal information, social care, the impact of biomedical research and privacy and security in real-life contexts spanning health data, internet use and rail travel.

**Professor Sarah C. White** is Professor of International Development and Wellbeing at the University of Bath. She has done research on wellbeing in Bangladesh, India and Zambia. She takes a relational approach to wellbeing, emphasising connections between personal, social, and environmental factors.

**Jason Young** joined the NHS in 2001 from an analytics role in a telemarketing company. He then spent a number of years at North Bristol NHS Trust in a variety of analytical roles, as well as a spell in the operations directorate running the RTT waiting times project, before becoming their Head of Information. He joined the CCG just after its inception, initially as the Informatics Manager and more recently the Chief Information Officer. While his role now covers a much wider IMT remit he remains passionate about the power of data and analytics to inform decision making in health and social care.

## Discover more about the IPR

- Email us: [ipr@bath.ac.uk](mailto:ipr@bath.ac.uk)
- Find us online: [www.bath.ac.uk/ipr](http://www.bath.ac.uk/ipr)
- Follow the IPR blog for expert analysis, debate and comment on recent developments across UK government, policy and academia: [blogs.bath.ac.uk/iprblog](http://blogs.bath.ac.uk/iprblog)
- Follow the IPR on Twitter for bite-sized, fresh and up-to-date policy commentary as it happens: [@UniofBathIPR](https://twitter.com/UniofBathIPR)
- Like us on Facebook to engage with like-minded policy individuals: [www.facebook.com/instituteforpolicyresearch](http://www.facebook.com/instituteforpolicyresearch)
- Listen to our podcasts to catch up on the best of our lectures and seminars: [bit.ly/2jQi9i8](http://bit.ly/2jQi9i8)
- Join our mailing list to be the first to hear about our events or publications: [www.bath.ac.uk/ipr/sign-up](http://www.bath.ac.uk/ipr/sign-up)