



SOCIAL PRESCRIBING

AGE FRIENDLY
Manitoba



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INTRODUCING SOCIAL PRESCRIBING IN MB!

The Manitoba Association of Senior Communities has joined a national/international Social Prescribing Initiative. Our member centres, senior resource coordinators, age friendly communities, family physicians and health care organizations are among the partners we will be working with in establishing this ground-breaking project that will have enormous benefits for older adults in Manitoba.

Social isolation and loneliness are increasingly being recognized as a priority public health issue for older people. During the course of the UN Decade of Healthy Ageing (2021-2030), the Demographic Change and Healthy Ageing Unit will be addressing social isolation and loneliness as one of the themes that cuts across the four main action areas of the Decade.

MASC is a partner with the Canadian Institute of Social Prescribing – & Manitoba is on the map!

MASC has met with the Deputy Ministers of Seniors & Long Term Care; Health and Mental Health; and Community Wellness, as well as the CEO's of each health region. We have also met with the Leads of Community Care and Medical Leads throughout the province.

At the community level we are engaging the health system representatives with members of our senior centres and the senior resource coordinator for the community. Municipal recreation services are also a vital part of the community connection along with churches, museums, service groups and more!

We have had initial discussions in West Winnipeg (St. James & Charleswood), and Transcona. Outside of Winnipeg we have initiated conversations in Selkirk, Brandon, and Killarney.

As we gain experience with our initial pilot communities, social prescribing will be expanded to other communities in Manitoba.

In each community we will be working closely with the senior resource coordinator or other designated community connector. Our team today has engaged two consultants, Michael Routledge, MD and Dr. Verena Menec, PhD who have many years of experience working in public health and community development for older adults.

Contact us through the Manitoba Association of Senior Communities.

Social Participation Directly Impacts Your Health!

"For many years, society has focused on medical solutions like prescription drugs and surgeries as the way to improve people's health.

We now know that addressing the social determinants of health is as important, if not more so, in accomplishing this goal.

Social prescribing is an innovative solution that advances the work of supporting older adults to live their best lives."

-Michael Routledge, MD

Social isolation and loneliness among older people are harmful:



They **shorten** older people's lives



They **damage** their physical and mental health



They **reduce** their quality of life





SOCIAL PRESCRIBING

What is social prescribing? - A pathway that helps to address a patient's needs.

Social prescribing is a means for healthcare providers to connect patients to a range of non-clinical services in the community to improve health and well-being. Social prescribing can help to address the underlying causes of patients' health and well-being issues, as opposed to simply treating symptoms. Social Prescribing is a holistic approach to health care, which promotes community-based integrated care and helps to demedicalize healthcare provision.

Why?

Social Prescribing builds on evidence that addresses social determinants of health, such as social connectivity, socioeconomic status, housing and education, is key to improving health outcomes. Social prescribing allows provision of more holistic, personal centred care. It empowers the patient to take care of their own health and well-being and ultimately reduces stress on the health system.

Who is it for?

Anyone with social factors that adversely impact their health. Examples include (but are not limited to) people who may be lonely or socially isolated and/or an individual with no family residing nearby.

Resources:

To learn more about implementing social prescribing:

- In Manitoba contact [Manitoba Association of Senior Communities](#)
- [Alliance for Healthier Communities – social prescribing community of practice](#)
- [Canadian Institute for Social Prescribing](#)
- [World Health Organization – toolkit on social prescribing](#)

Senior Resource Coordinators (SRC) - Who are they?

A Seniors Resource Coordinator (a community connector) in Manitoba is an information and referral hub for clinical and non-clinical services such as pension information, mobility aids, adult day programs, senior centres, housing options, meal programs, grocery delivery options, health care services (i.e. home care), health education and more! Do you know who the SRC is in your community?



"It is exciting to see that social prescribing has started in Manitoba.

Connecting the medical and social systems makes so much sense!"

Dr. Verena Menec, PhD

Your Doctor isn't the only person that can help you feel better!