

# Morecambe Bay's GENIE in a bottle: challenges of implementing social prescribing & network mapping interventions

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## Social Networks & Health:

What we do, and who we spend our time with, has a fundamental impact on our health and wellbeing (Marmot 2010). Social prescribing, or linking people with activities within their communities, can promote health and wellbeing and the NHS Long Term Plan has committed to its scale up (NHS England 2019). However there are large gaps in the evidence base of the various models of social prescribing programmes (Bickerdike et al. 2017).



## GENIE:

One intervention, Generating Engagement in Network Involvement (GENIE), was developed by Wessex CLARHC and involves a facilitator working with a service user to map their social network using an online tool, and linking with individualised local community resources. It was found to improve quality of life and blood pressure (Kennedy et al. 2016).

**Aim:** The aim of my project was to implement GENIE, a social prescribing intervention, within the Morecambe Bay area.

## Implementation Plan:

In order to assess the readiness for change to implement GENIE within Morecambe Bay an assessment was completed using the Consolidated Framework for Implementation Research (CFIR) (Damschroder et al. 2009). However it was not possible to implement GENIE within the region.

## References:

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- Kennedy, A. et al., 2016. Implementing a social network intervention designed to enhance and diversify support for people with long-term conditions. A qualitative study. *Implementation Science*, 11(1), pp.1–15.
- NHS England, 2019. The NHS long term plan, Available at: <http://www.ncbi.nlm.nih.gov/pubmed/30617185>.
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## Findings:



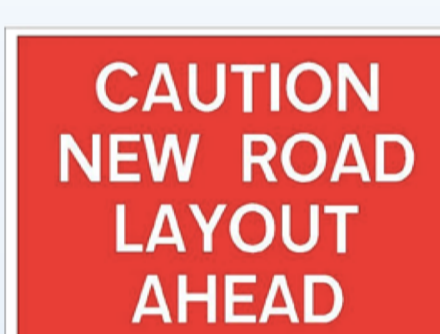
Social Prescribing supported by stakeholders and national policy: key facilitator



Governance Complexity: intervention crosses organisational boundaries including health & social care – who is 'leading'?



Commissioning Uncertainty & Short Termism: challenging to commit to new interventions



Innovations: technology developing faster than evidence base & lack of comparison of intervention options

## Next Steps:

- Retrospective analysis of the implementation of GENIE in Southampton.
- Am part of the region's social prescribing network and maintaining links with stakeholders
- Aim to promote need for evaluation and research in social prescribing changes across Lancashire & South Cumbria



## Summary:

Social prescribing is being scaled up nationally with new digital innovations to support delivery. Implementing evidence based interventions is challenging with this arena due to the multiple actors, rapid development of digital tools with limited evidence base, and commissioning uncertainty. However there are great opportunities for evaluation and research of the new innovations moving forwards.