What recommendations would you make for the cultural sector/link workers/older people for the following concept?

**MESSAGING**

How information about offers that the cultural sector can provide as part of social prescribing is relayed.

- **Clear language no jargon or acronyms.**
- **Taster sessions are a great idea.** Start with community outreach, go where people are more comfortable. Break down barriers to cultural engagement with accessible tasks.
- **Networks can create connections between link workers and cultural sector workers.**
- **I believe Frome SP service have a Nature Buddy scheme - with volunteers who act as local champions to signpost to the the nature based services - perhaps could mirror and have cultural buddies.**
- **check written promotion with a steering group of older people - test it out before you send it out.**
- **Info - in paper form - about what people are letting themselves in for - where it is taking place - how long it will last, how many people will be there, what time of day it is - with a reference of someone to access for further info - phone.**
- **NASP can see if any of the 37 Thriving Communities funded projects (a scheme being administered by ACE for NASP) and see if any are using tasters, why and how.**

**How to make messaging more personalised? Are you interested in...? To try and get past the barrier of ‘this isn’t for me’ for something they’ve never tried.**

**NASP can see if any of the 37 Thriving Communities funded projects (a scheme being administered by ACE for NASP) and see if any are using tasters, why and how.**
What recommendations would you make for the cultural sector to link workers/older people for therapeutic purposes?

Distracting

A cultural offer can provide an instant boost to people's well-being as they try something new and are taken away from problems in life. In this way, cultural offers (online or in person) can give respite and immediate relief.

Sessions involving practical 'doing' producing things that are multi-sensory. Can be individual task that becomes a bigger 'thing' when everyone's pieces come together.

Tailoring offers to individuals needs and interests through conversations with older people and both the link workers and cultural sector staff.

Positive distracting can be a talking activity where the client is doing the talking and the museum worker is doing the listening.

'Being immersed' or 'engaged' as alternative to 'distracting' - the value is in focusing on something in the moment.

Agree - and this links to the taster idea.

Escape/immersion /absorbing/attention may be better words than distracting.

Connection is a good word.

The chance to be present and engaged.

to identify which factors are known to support wellbeing, and build that focus into the cultural offers? (A bit like the evidence shows that nature-based interventions need to be designed on the 5 pathways to nature connection. Not just)

Wunderful to try new things, but don't make them too long! Give people a chance to provide their input when the activity finishes.
Group 2

1. Ask about what the person is capable of.
2. Building in space for co-production with people rather than building projects in the organisations and then connecting - need to collaborate from the beginning.
3. Making sure the link workers provide good quality information on what a person can expect when they visit a cultural org (which requires a link worker to know what happens).
4. Identifying people within your cultural organisation who want to train and develop the skills to work with older people and invest in their ongoing training and wellbeing.
5. Building capacity to link across organisations - e.g., the protected time.
6. Accessible information about sessions - films? so that everyone can get a vibrant sense of what the session will include, so people know what to expect in a very visual way.
7. Inviting people to cultural place/institution & discuss what they might want to experience. Where this is challenging go out & discuss with them in their own space.
8. Communicate activities to social prescribers that clearly define what health and social care outcomes are assigned to a particular activity.
9. Create a single database of offers that can be accessed by link workers to save time and effort collating things over time.
10. Postings up to date or join in-person meetings - rather than this failing solely to the delivery team.
11. Invest time in building a relationship/partnership and don’t rush into providing an offer.
12. What recommendations would you make for the cultural sector/digital sector/night-time economy for the following: 
   a. Taster sessions to test out what a person is interested in.
   b. Taster sessions for link workers and older people who are connected within their communities.
   c. Social prescribers could try out sessions first before prescribing to clients.
   d. Coproducing offers with people who visit organisations.
   e. The monthly meet from TWAM might be a good model - drop in sessions where people can make suggestions. Key named contacts on website to make enquiries.
   f. Many schemes have a person, volunteer or link worker accompany a person to the cultural org to begin with - this helps relationship, enables link worker to see going on etc etc.
   g. Protecting time within the link worker role for the link workers to make the connections with cultural sector in their area and understand what is available.

MATCHING

Having time and insight to know what an older person might be open to trying and might benefit from, and then having appropriate offers to connect them to.
What recommendations would you make for the cultural sector/link workers/older people for the following concept?

**HOLDING**

Cultural settings can be psychological holding spaces for individuals experiencing difficult life circumstances; places where they feel welcomed, valued, comforted or relaxed.

- Offered the opportunity to be accompanied to their first visit to a social prescribing referral. "Holding" starts with the link worker consultation most often, so it is important that the process of supporting continues as opposed to stop-starting.
- "Holding" starts with the link worker consultation most often, so it is important that the process of supporting continues as opposed to stop-starting.
- Making space for conversations that are social and not programme linked to check in with people - having buddies/volunteers and staff who are happy to 'just chat'.
- Supporting first taster sessions through a buddy scheme, pre-session cup of coffee for orientation and getting to know a 'friend' before you join a session.
- Familiarity or taster sessions either online or in small groups first.

Consider sensory impact of a place. Sensory extremes can alter whether or not someone finds the place welcoming, safe, relaxing or comforting. Can we offer different times or days for different audiences?

Assess the impact of the experience or offer and ask them why they did or did not feel valued, safe, relaxed, welcome.

Thinking carefully about all the work that needs to take place before the visit to ensure it is successful - welcome starts before entering the museum (especially if not comfortable in museum spaces).
What recommendations would you make for the cultural sector/link workers/older people in the following concept?

TRANSFORMING

There is capacity for self-growth through engaging with a cultural offer. It calls for a cognitive shift in self-perception from someone in need who passively accepts support, to one in which individuals feel empowered to have some control over or support with their situation.

actively engaging and feeling empowered requires a person to feel their voice is being heard and suggestions incorporated.

if you allow a client from social prescribing to help coproduce an intervention then a person can feel they are having an input.

Many people who are accessing social prescribing are feeling vulnerable and worthless, so transformation is a process over time and occurs as relationships develop.

offers to enable the person to move from one activity to others which give them choice and power to take control of their own path.

Learning new skills as a general wellbeing measure. Make learning and discovery part of the offer.

pre-meets with participant/link worker/buddy to work out what people would like to get from it and then check-ins after sessions to see if together we are meeting their own aims.

Encourage within-group discussion about other and linked groups, to expand options - this has been impacted by the pandemic hugely, but also online and funding changes.

presenting museums as public spaces and leisure spaces - not just about education. How we support people to see museums in different ways that older people can just access in the ways they want, independently.

Using 'distraction' of offer to discuss people's individual concerns. People may open up when distracted through other activities and feel more empowered and less burdened.
What recommendations would you make for the cultural sector/link workers/older people for the following concept?

MONITORING
Checking that what is provided by the cultural sector is acceptable and adapting offers based on feedback and input from stakeholders.

In order for monitoring and adaptability to be supported, training and funding resources are needed.

Being clear on what the cultural offering is - being clear and honest about what expectations are. Recognising diversity and opportunities for growth and development.

Consistent approaches to recording and monitoring referrals on a national level.

Thinking about long term sustainability and wellbeing on exiting SP pathways and access to cultural assets.

Cultural Institutions evaluating offerings - success of the programmes in order to adapt them to work best.

Accreditation for cultural assets to reassure link workers and members of the public on what they are offering - links with resourcing.
What recommendations would you make for the cultural sector/link workers/older people for the following concept?

**PARTNERSHIPS**

Social prescribing centres on human interaction (even when delivered remotely). Positive relationships among different parties are required to make cultural offers as appropriate and accessible as possible to those in need.

- **Institutions need to make a collective commitment to serving communities. Investing time and staff to be able to do this.**
- **Need to realise the promise to reach everyone to deliver proper personalised care - make sure to reach and involve diverse groups who may experience disadvantage.**
- **Shared funding streams using innovative ways.**
- **Investing in good communication between different sectors.**
- **Recognise and drawing on existing partnerships and networks and avoid re-inventing the wheel.**
What recommendations would you make for the cultural sector/ link workers/older people for the following concept?

Changing organisational culture to be more supportive and welcoming in general, not just in relation to a social prescribing offer.

CONNECTING
Gains from engaging in cultural activities can come through interacting with staff and with other older adults. It may be important to keep engaging with a cultural offer for relationships to be developed. This is likely to be the case for online as well as in person provision.

Elitism - needing to broaden access and offers need to reflect the audiences they are intending to serve.