

COMMUNITY PARTNERSHIP: PREVENTION IN PRACTICE

Sarah Burns

Head of Communities



Social Prescribing during COVID 19 outbreak



Croydon Link Worker Forum

- Peer support initiated in January 2020
- Relationship building with other agencies incl:
 - BME Forum
 - Croydon Covid-19 Mutual Aid
 - Resident Associations
 - Age UK Croydon- PICs
 - NHS England
 - Bromley by Bow
 - London Southbank University School of Health & Social Care
 - National Academy of Social Prescribing
 - London Plus

*"Croydon-wide, I have been very impressed by the weekly, now fortnightly zoom call that CVA have organised. It has been a really good opportunity to **bring everyone together, to share key info, case studies and lessons learnt**. As it has now become a fortnightly session I hope it will continue to develop. There is so much amazing work going on, **Practices, PCNs, LW, and the army of volunteers**. That, from my perspective, has been the most positive outcome of the awful Covid situation. I hope that this is the beginning of effective cross-organisation working".*

Alison Lawton, SP Lead for GP Collaborative

One Croydon Social Prescribing Training Programme

- Croydon Context & training needs analysis
- Housing- Council, Law Centre & EPP
- Partnership working through Covid-19- Mutual Aid, Age UK Croydon, CNCA & Council
- Benefit & Debit Advice- Citizens Advice & Gateway
- Macmillan Cancer Support on living with cancer
- Mental Health- Mind in Croydon & Centre for Change
- Domestic Abuse- Family Justice Centre
- Understanding & Responding to Sexual Violence- Rape & Sexual Assault Centre
- Bereavement & After Care- Rowland Brothers Foundation

Partnership through Covid-19

Most vulnerable Croydon Council

0208 604 7787

covid19support@croydon.gov.uk

CroydonCouncilShieldingTeam@croydon.gov.uk

- Those who GPs and Age UK have registered as the most vulnerable.
- Individuals/ families already known to council services (who should contact those services directly).
- Individuals or families reporting emergency situations e.g. domestic abuse.

Croydon council is also filling in gaps in central government support for "shielded" individuals.

More vulnerable

Croydon Voluntary Action (CVA)

020 8253 7076

Mon-Fri 10am-4pm

- Any specialist need above CCMA level, supporting a wide range of individual and family needs
- Stop-gap emergency support (e.g. food parcels)
- Can refer under-50s to AUKC if they meet PIC criteria.

Age UK Croydon (AUKC)

020 8686 0066

Mon-Fri 10am-4pm

- 50+ years old
- Needs above CCMA level, including:
 - Dementia, disability and or care needs
 - Health, social and community care
 - Signposting to other local services

Croydon Neighbourhood Care Association (CNCA)

AUKC will refer to CNCA as appropriate

- 80+ years old
- Totally isolated
- Any complex need above CCMA level

Least vulnerable Croydon COVID-19 Mutual Aid (CCMA)

020 3322 8379, 8am-8pm daily

- Individuals or families needing someone to pick up shopping because they are self-isolating
- Those in need of a friendly chat because they are lonely
- Those needing simple, routine tasks such as dog walking or picking up prescriptions
- Helping to distribute food for foodbanks

YOUR COMMUNITY NEWS



Members of the New Addington Residents Association

email
your news
to community@crodonadvertiser.co.uk

Scott helped to form residents' association to get things done

SCOTT Ainsworth-Payne, 27, works as an analyst for a large retailer but has been furloughed since early April.

He and his partner, Jess, have

local people, bring the community together and promote important neighbourhood causes.

At first, conversations focused

Covid-19 support hub to tackle and resolve issues faced by residents.

Scott stated: "Our mission is to harness community spirit

for those who have been unable to leave their homes.

All their efforts have been supported by donations from local businesses, a £400 credit

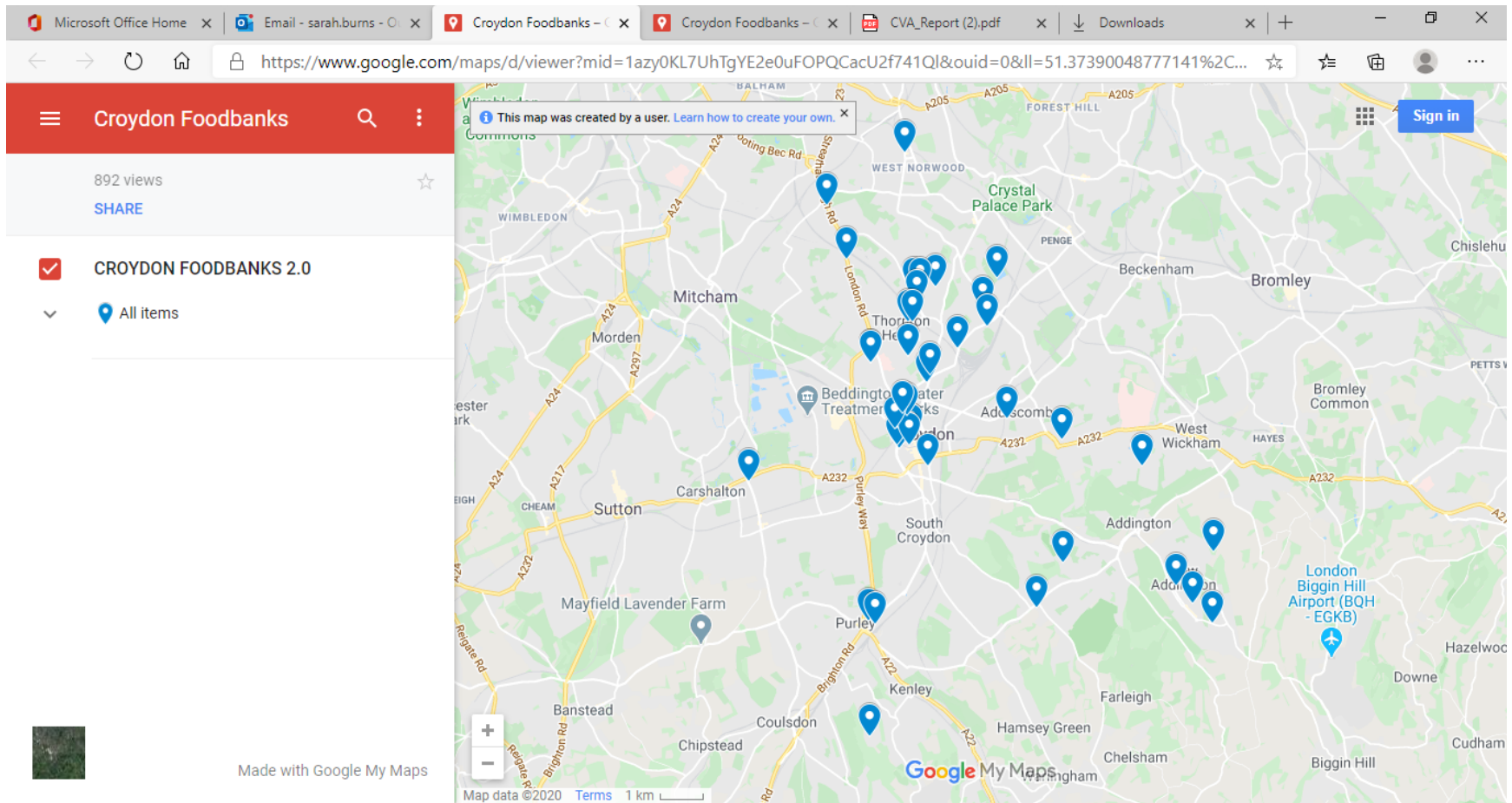
Scott Ainsworth-Payne and Jess



More Integrated Framework



Croydon Food Bank map



April- June Community Hub



719
people
age between
100 and 19



100
told us they
were shielding



325
people have had
food parcels
(some multiple of time not factored in yet)



156
befriended

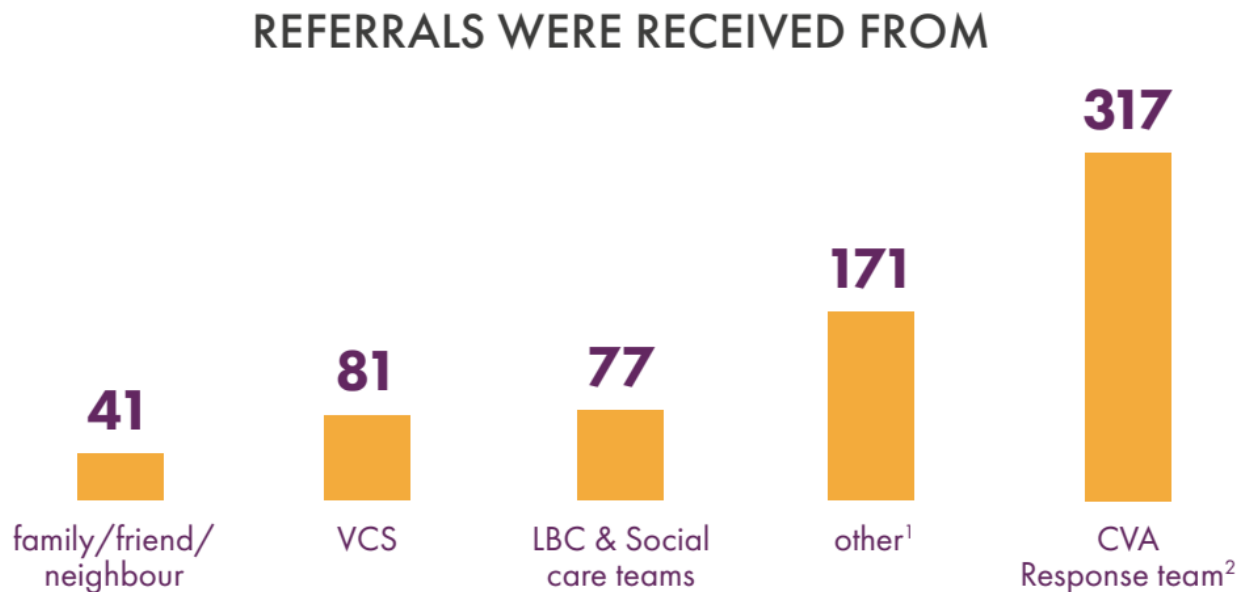


food shopping
for
227 individuals



medication pickups
for
181 individuals

Referrals received



¹ mental health teams, SLAM, Probation etc

² mostly through the helpline self-referrals, link workers, and AGEUK as they had a login

An asset-based focus to SP

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The Asset-Based Health

Social Prescribing: What it is and what it isn't

It is: Independence creating	It isn't: Dependence creating
Local knowledge	A service
Increasing connections so people have good friends and people to call on and gift too	What you already do
A conversation where you listen to people's needs	A pad
A commitment to meet need not shift the burden or pass the buck. 'Zero tolerance for flailing around' (Tim Anfilogoff)	A database
Open access (not just GP referral but self referral)	A referral
Deep knowledge of the local community, the things going on and how to connect them too that	An asset map
A community builder that has a home base (organisation) that facilitates local volunteers to connect people with needs and their community	Signposting to overburdened services with no investment
A long term relationship	A short term post
A way of addressing inequality	Provision for those that generate the most demand
Part of a new way of delivering all of primary care	An addition to the traditional model of general practice

The Asset-Based Health

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Mother's Day gift baskets for mums in isolation

We love to hear stories from our ABCD Community Builders on how residents are helping each others in this unprecedented time. Like the one of two New Addington and Fieldway mums, Chimuanya and Elizabeth, supported by our builder James. They were organising a Mother's Day come together for local elderly women but switched to the donation and delivery of lovely gift baskets after the announcement of further restrictions and the Government guidance on the COVID 19 pandemic.

Their Mother Day hampers, filled with food, self pampering kits and hygiene products, were delivered to 15 isolated mums over 75.

Chimuanya and Elizabeth have also joined the local Community Whatsapp Chat set up by the New Addington Residents' Association as part of the Croydon COVID 19 Mutual Aid support group to assist vulnerable citizens in the community.





Andrew Dickinson

Croydon Area Ambassador

Croydon - a minute ago



Growing Together – Croydon Stories #1

The recent pandemic has brought sadness and hardship to many. It has also encouraged us to try new things and get to know each other better. The results can be seen in Thornton Heath where local residents have come together to create a wonderful, shared community garden.

Karen Barnett, a local artist, knocked on neighbours doors and encouraged them to grow fruit, vegetables, plants and flowers. Darren Randon, a local Community Builder, told me: "The response has been amazing. I now hope that more people get involved and our project becomes the norm." Let's see what happens. In the meantime, enjoy the garden and have a super weekend.

For a list of Community Builders where you live visit:

<https://cvalive.org.uk/abcd/our-abcd-projects/best-start/>

@InYourArea_UK



Parade of Nations- New Addington



Parade of Nations- New Addington



Parade of Nations- New Addington



From emergency to Prevention: New Community Partnership Tackling Health Inequalities

- 'Re-think' on how local people are supported
- Local Govt. funding= grass roots groups at risk
- Funding for acute services to prevention
- Need to mainstream VCS budgets
- Emphasis on health inequalities, worklessness and reskilling people to find long-term solutions