



# Social Prescribing For Human Connection

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## Support Materials

Community Health & Wellbeing  
Week 2023



Alliance for Healthier Communities  
*Advancing Health Equity in Ontario*

# Social Prescribing for Human Connection

The purpose of the Human Connection Event is to address the prevalent issue of isolation within our communities, providing an opportunity for individuals to connect with others and experience the power of social prescribing. Through this event, we aim to create a positive ripple effect that fosters stronger community bonds and promotes overall wellbeing.

We will also be giving our member organizations, partners and others an opportunity to shine, participate in Community Health and Wellbeing Week and feature their Social Prescribing programs.

Objective:

1. **Combat Isolation:** Our primary objective is to combat the growing problem of isolation in our society. By bringing people together at their local Member Centre, we strive to create an inclusive environment where individuals can feel a sense of belonging and forge meaningful connections.
2. **Promote Human Connection:** We believe that authentic human connection is vital for personal wellbeing and community cohesion. The Human Connection event serves as a platform for individuals and healthcare workers to meet new people, engage in conversations, and establish new friendships. We aim to foster an atmosphere of warmth, empathy, and understanding, facilitating the exchange of ideas and experiences.
3. **Showcase the Power of Social Prescribing:** Social prescribing is a holistic approach to health and wellbeing that recognizes the importance of non-medical interventions. By highlighting the effectiveness of social prescriptions, we aim to raise awareness and encourage individuals to consider these innovative solutions to address various aspects of their health. The event will feature social prescribing, demonstrating its potential to improve mental, emotional, and physical wellbeing.

# Key activities

You can feature a Social Prescription activity already being run at the centre or an event such as:

1. Art on prescription: Host creative workshops where participants can engage in art and craft activities together. Collaborative projects like group paintings, DIY crafts, or collaborative murals can foster interaction and a sense of accomplishment.
2. Community Cooking or Baking Class: Organize cooking or baking classes where attendees can learn to prepare a meal or bake treats together. Sharing recipes and enjoying the delicious results can spark conversations and create a shared experience.
3. Nature on prescription: Plan a nature outing or hike where participants can explore the outdoors, enjoy fresh air, and bond over the shared experience of the journey. Outdoor activities often encourage meaningful conversations.
4. Storytelling, cultural legends, talking circle: Arrange storytelling circles where participants take turns sharing personal stories, anecdotes, or experiences. This promotes empathy, understanding, and a sense of connection through shared narratives.
5. Music and dance on prescription: Invite a musician or dance instructor to lead a session where participants can learn new dance moves, play musical instruments, or even engage in a group dance party.
6. Photography Walk/Observing meditation: Organize a photography walk where participants explore their surroundings while capturing interesting sights. Encourage sharing and discussing the photos taken during the walk.
7. Community Gardening: A community gardening day or project where participants work together to plant or . Gardening can create a sense of achievement and camaraderie.
8. Culture on prescription: Organize an outing to a local cultural event that is reflective of the served community, it could be a museum exhibit, play or show. Exploring art, history, or heritage can provide topics for discussion and enhance cultural understanding.
9. Outdoor Picnic: Arrange a picnic in a park or outdoor space. Participants can share food, stories, and laughter in a relaxed and inviting setting.
10. Community Service on prescription: Plan volunteer activities like cleaning up a local park, participating in a run, or supporting the work of the centre. Doing good together promotes a sense of purpose and unity.

Remember to consider the interests and preferences of your event participants, do a call for volunteers and create opportunities for community engagement.

# or possibly:

1. Interactive Workshops
2. Networking and Connection Building
3. Community Resource Fair
4. Reflective Spaces in the CHCs



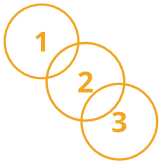
# Outcomes

## We are hoping for...

- 1. Increased Awareness:** The Human Connection event aims to raise awareness about the importance of combating isolation and promoting human connection as essential elements of wellbeing. Participants will gain a deeper understanding of social prescribing and its potential to enhance their lives.
- 2. Strengthened Community Bonds:** By facilitating meaningful interactions and connections among individuals, the event aims to foster stronger community bonds, encouraging ongoing engagement and support among participants long after the event concludes.
- 3. Empowered Individuals:** Participants will be equipped with knowledge and resources to explore social prescribing practices in their daily lives, empowering them to take proactive steps towards improving their overall wellbeing and combating isolation.



# Instructions for Hosting a Social Prescribing for Human Connection Event



Steps to Host the Event:

- 1. Venue Selection:** Choose a suitable venue such as a local Community Health Centre, Community Family Health Team, Nurse Practitioner-led Clinic, or Indigenous Primary Health Care Organization or a space open to community.
- 2. Date and Timing:** Schedule the event for October 20, 2023, during Community Health and Wellbeing Week when the Human Connection event will take place across Ontario.
- 3. Promotion:** Utilize social media, local community channels, and community networks to promote the event and encourage participation. (Social media posts follow and designs will be available soon.)
- 4. Invitations:** Invite community members, local media, link workers, clinicians, program managers, and individuals who may benefit from the event. Encourage partner organizations to invite their clients or members.
- 5. Logistics:** Arrange for necessary materials, resources, and equipment for workshops, networking activities, and the community resource fair.
- 6. Documentation and Reporting:** Compile photos, videos, and participant testimonials to create a report highlighting the success and impact of the event. Share it on social media, and send it to local media outlets.
- 7. Continued Engagement:** Maintain the momentum by sharing resources, information, and updates about social prescribing and upcoming community events.

Our goal is to host a cross-Ontario Human Connection Event and feature the power of Social Prescribing as a way to combat social isolation.

# Social Media Suggested Posts

Here are a few social media post ideas to promote the "Cultivating Connections: Social Prescribing for Human Connection Event":

Facebook:

Post 1:

🌟 Join us for a transformative experience at the "Cultivating Connections" Human Connection Event! 🌟

Date: October 20, 2023

📍 [Local Member Centre]

[Description of activity type]

Discover the power of social prescribing, combat isolation, and forge meaningful connections. Let's celebrate Community Health and Wellbeing Week with human connection! #CultivatingConnections #HumanConnectionEvent #CHWW

Post 2:

Looking to strengthen community bonds? 🤝 Join us on October 20th at the Community Health Centre for a day of social prescriptions, interactive workshops, networking, and more. Let's make a positive impact together! #SocialPrescribing #CommunityWellbeingWeek

**\*\*Twitter:\*\***

Tweet 1:

📅 Save the date! October 20, 2023 📍 [Local Member Centre]

Join us for a day of #HumanConnection, interactive workshops, and community bonding. Let's beat isolation through #SocialPrescribing. See you there! #CultivatingConnections #CommunityWellbeingWeek

Tweet 2:

🌐 Calling all community leaders and individuals passionate about wellbeing! Join us on October 20th to explore the magic of human connection through #SocialPrescribing. Let's make a difference together! #CommunityEngagement #CommunityWellbeingWeek #CultivatingConnections

# Social Media Suggested Posts

**\*\*Instagram:\*\***

Image of people participating in a Social Prescribing activity

Post 1:

Embrace the beauty of human connection at the "Cultivating Connections" event on October 20th. 📅 Let's combat isolation, promote wellbeing, celebrate Community Health and Wellbeing Week and create a memorable experience through #SocialPrescribing. #CultivatingConnections #CHWW

Post 2:

👉 Join us for a day filled with meaningful conversations, workshops, and community belonging. Let's break the barriers of isolation and strengthen bonds together! #HumanConnectionEvent #CHWW

Feel free to customize these posts to fit your Centre's objectives, event and community....

**HAVE FUN GENERATING BUZZ AROUND  
YOUR SOCIAL PRESCRIBING EVENT!**



# Template media advisory

FOR IMMEDIATE RELEASE

Media Contact: [Name]

**\*\*Media Advisory\*\***

"Cultivating Connections: Social Prescribing for Human Connection Event"

[City, Date] – [Your Organization] is excited to announce the upcoming "Cultivating Connections: Social Prescribing for Human Connection Event," dedicated to combating isolation and promoting community wellbeing through the power of social prescribing.

**\*\*Event Details:\*\***

- Date: October 20, 2023
- Time: [Start Time] - [End Time]
- Location: [Centre Name], [Centre Address]

About the Event:

The Human Connection event aims to address the prevalent issue of isolation within our communities by providing a platform for individuals to connect, engage, and experience the positive impact of social prescribing. Through interactive workshops, networking activities, community resources, and more, participants will have the opportunity to forge meaningful connections and enhance their overall wellbeing.

[Your specific event details]

Key Event Objectives:

- Combat Isolation: Create an inclusive environment where individuals can connect, belong, and combat feelings of isolation.
- Promote Human Connection: Foster meaningful interactions, encourage empathy, and strengthen community bonds.
- Showcase Social Prescribing: Highlight the effectiveness of non-medical interventions for health and wellbeing.

Who Should Attend:

Community members, policy makers, healthcare professionals, link workers, clinicians, program managers, and organizations passionate about enhancing wellbeing and combating isolation are invited to participate and invite their clients.

Event Contact:

For more information, interview requests, photo opportunities, or media inquiries, please contact [Your Name], [Your Title], at [Your Phone Number] or [Your Email Address].

Join us in celebrating the beauty of human connection and the potential of social prescribing at the "Cultivating Connections: Social Prescribing for Human Connection Event." Let's come together to make a positive impact in our community.

# Register your event

You can find the link to register your event here:

<https://www.allianceon.org/Social-Prescribing-Human-Connection>

Check back, we will be publishing the province-wide listing at the same link on October 1st.

## Questions?

We'll be offering virtual drop-in Q&A sessions every Wednesday from 1-2 pm on Zoom at this link:

<https://us05web.zoom.us/j/5263020161?pwd=YnlpY2doUzl6UTVhUEl0aXNnZ3dRUT09>

## Join us

Mark your calendars for October 19, and get ready as we gather healthcare trailblazers and community champions from across Ontario, Canada and around the globe. This year, we're taking the conference to new heights as we delve into the heart of the social prescribing movement: Connection.



### **Cultivating Connections: Pathways to Wellbeing**

**SOCIAL PRESCRIBING VIRTUAL CONFERENCE  
19 OCTOBER 2023**