



Manitoba Represents in Toronto!

Social Prescribing – Manitoba is embracing this global movement!

Social Prescribing in Manitoba and Canada is blasting ahead! The Canadian Institute for Social Prescribing held their inaugural international conference September 26-27. The conference was designed to increase awareness, demonstrate and celebrate cross-sectoral collaboration, and generate momentum in advancing social prescribing for health and well-being. The objectives of the discussions were to build collective capacity for social prescribing implementation, propel local action, and spur system change to shift the future of health and social care. The conference explored the transformative power of connection in order to collectively propel the global social prescribing movement toward holistic, equitable community health.

The attendees included health systems and community leaders, clinical and allied health providers, voluntary organizations, implementers, funders, researchers, policy influencers, and social prescribing champions from Canada and around the World. The conference was opened by the President of the Ontario Medical Association, who is a family physician that has embraced Social Prescribing.

Plenary sessions included Indigenous perspectives on holistic well-being, global views on Social Prescribing, and future discussions about health and community in Canada. Participants were encouraged to continue developing and promoting social prescribing programs for improved community health and well-being.

Social prescribing initiatives in Manitoba are gaining momentum through collaboration with Regional Health Authorities (RHAs) and Doctors Manitoba. Key efforts include:

- Developing referral tools to connect primary health care providers with community-based programs for older adults, receiving positive feedback from RHAs.
- Exploring synergies between doctors and social systems to support community health and evaluating the effectiveness of social prescribing initiatives.

Manitoba is uniquely equipped to implement social prescribing initiatives, largely due to our established network of Senior Resource Coordinators. These dedicated individuals are already bridging older adults with essential community resources, making them invaluable to our mission. The existing relationships allow for a smooth integration of social prescribing into our wellness practices. By utilizing the skills and experiences of Senior Resource Coordinators, we can effectively connect seniors to programs that enhance their overall well-being and tackle social determinants of health.

As we collectively continue the work across Manitoba to improve health and wellness in this United Nations declared decade of Healthy Ageing, there's a significant opportunity to enhance quality of life for all Manitobans. Let's continue the momentum to ensure success!

*-Dr. Michael Routledge, Medical Lead
-Brenda Tonn, Consultant*

A Healthier Canada

An Analysis of the Potential Economic and Social Impacts of Social Prescribing

Social prescribing is already making a difference in communities across Canada, strengthening connections between individuals, community, and the formal health system. It makes good sense that people and communities are healthier when they have access to person-centred navigation support, and health and care systems are seamlessly connected and collaborate to address the social determinants of health.

We know it works — successful projects across Canada and internationally confirms its impact. AT the same time, we need to build on regional evaluations and international research to better understand social prescribing's value for all Canadians at scale.

To this end, the Canadian Institute for Social Prescribing engaged KPMG LLP to perform rigorous analytical assessment of specific social and economic impacts social prescribing can drive in Canada, and an overall return on investment.

The findings demonstrate that social prescribing can play a transformative role in addressing the social determinants of health, reducing healthcare costs, and improving quality of life across diverse populations.

Key Findings:

- Social prescribing delivers a return of \$4.43 for every dollar invested.
- Social prescribing leads to better health outcomes for two key populations in Canada — older adults and youth — improving overall wellbeing with significant reductions in healthcare utilization.

Analysis Highlights:

- Supporting aging adults: Social prescribing supports aging at home, and can lead to fewer hospital admissions, emergency visits, and ambulance calls— resulting in improved quality of life and \$268 million per year in healthcare cost savings.
- Enhancing youth wellbeing: Social prescribing can support the mental health of young people, improve education attainment, and result in an additional \$59 million in employment income per year.
- Tackling Loneliness and Isolation: Across age groups, social prescribing can foster meaningful social connections and sense of community, improve mental health, and support physical health.
- Chronic conditions and the social determinants of health: Social prescribing can especially benefit those with long-term health conditions, those who require mental health support, assistance with food and nutrition, help with financial or legal issues, and those require who assistance with home-based services.

Diving deep into these areas where robust public evidence exists, the analysis is clear: social prescribing is an impactful tool in the toolbox to improve the health and wellbeing of Canadians. And when social prescribing and communities are appropriately resourced, we can expect to see reductions in unnecessary health service utilization, and significant long-term cost savings.

[Click Here to access the full report!](#)



Through Social Prescribing, a Manitoba health care provider will refer a patient/client to a Senior Resource Coordinator, to jointly identify and consider community-based programs or services that can improve the client's social connections, health and well-being, consistent with the social determinants of health.

\$4.43

Every dollar invested into social prescribing programs may return \$4.43 to society through improved wellbeing and reduced costs incurred on the health system and government.



To learn more about implementing social prescribing:

- In Manitoba contact [Manitoba Association of Senior Communities](#)
- [Social Prescribing Manitoba](#)
- [Canadian Institute for Social Prescribing](#)