



## People Keeping Well in their Community (PKW)

### Briefing Note

#### What is 'People Keeping Well'?

'People Keeping Well in their Community' is community-based prevention activity that can help to prevent and delay people needing to access health and social care services. It is one of Sheffield's approaches to Social Prescribing.

It's about resolving social issues and connecting people to **'things that matter to them'** locally which will reduce the risk and/or decline of poor health and wellbeing, so that people:

- are more connected – they have made friends and have a peer network for support
- are more resilient – they have coping mechanisms to deal with 'life issues/crisis' better
- know where to go to get timely help – for example to manage long term conditions

#### People Keeping Well

Within PKW there are 2 distinct strands:

1. PKW Community Partnerships
  - voluntary community organisations
  - Health Trainers and community wellbeing activities
  - Make a referral: [www.sheffielddirectory.org.uk/pkw](http://www.sheffielddirectory.org.uk/pkw)\*

\*Webpage currently under construction. See p4.
2. Community Support Workers
  - approx 19 Council staff
  - co-located in GP practices
  - Make a referral: [www.sheffield.gov.uk/csw](http://www.sheffield.gov.uk/csw)

#### Making Every Contact Count (MECC)

People Keeping Well follows the principles of MECC – using the thousands of day-to-day interactions that organisations and individuals have with other people every day to:

- Hold opportunistic healthy lifestyle conversations
- Support people in making positive changes to their physical and mental health and wellbeing



Contact us  
to sign up  
to our PKW  
Weekly  
Email  
Update

#### The PKW Team

**Emma Dickinson**  
Commissioning Manager

**Amy Claridge**  
Commissioning Officer

**Lee Teasdale-Smith**  
Commissioning Officer  
(Carers)

**Amelia Stockdale**  
Assistant Commissioning  
Officer

**Zahira Begum**  
Assistant Commissioning  
Officer

Contact us:  
[pkw@sheffield.gov.uk](mailto:pkw@sheffield.gov.uk)

## PKW Community Partnerships

People Keeping Well is sometimes known as Social Prescribing or community referral. It is all about ‘making every contact count’ and connecting people to a range of local non-medical services to improve health and wellbeing.

The partnerships meet regularly to consider how they can work together to support the community to live well and tackle local issues.

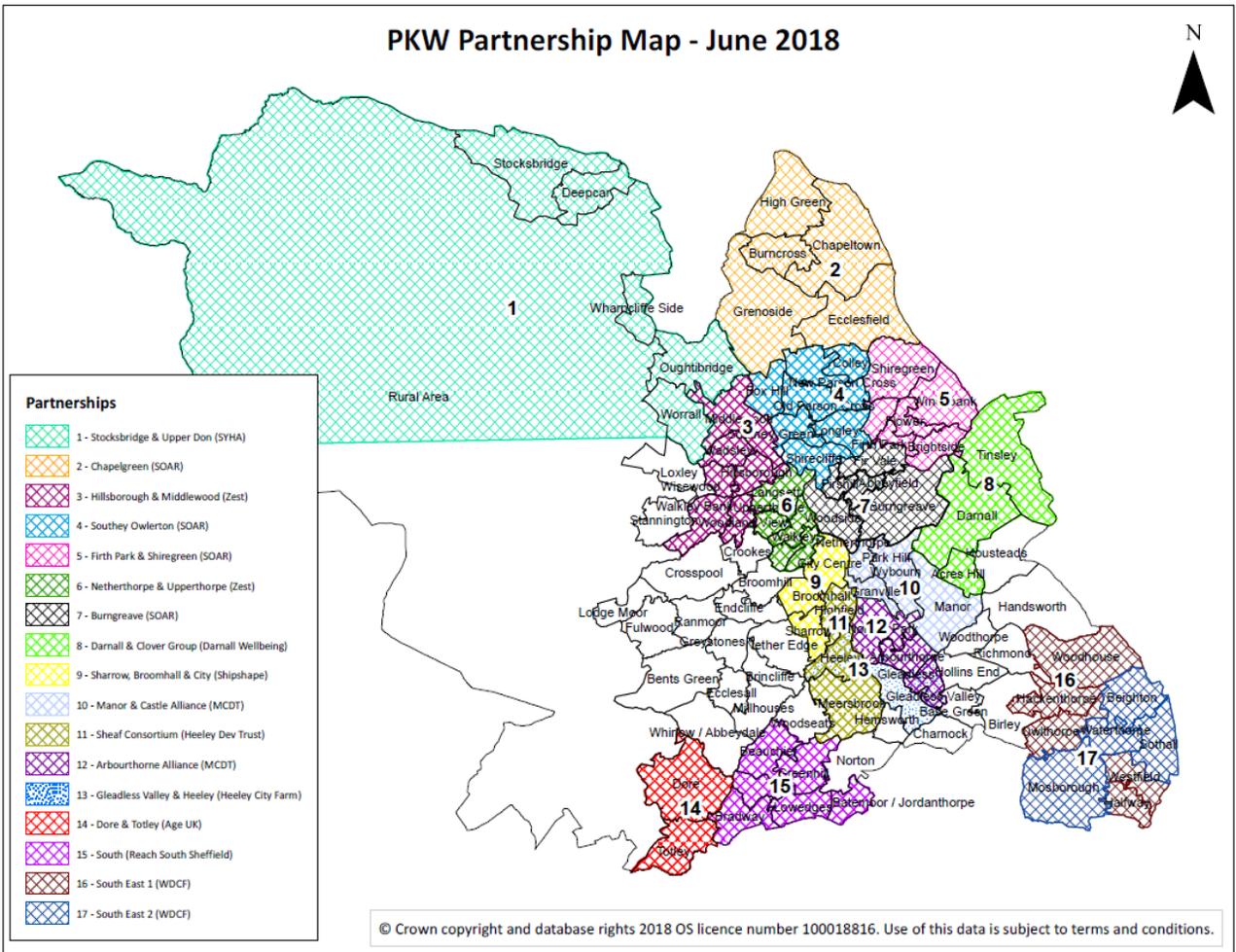
Each partnership is led by a local voluntary sector organisation which works with a wide range of people who live or work in that community.

Each partnership is different, depending on local

needs, but might include other voluntary groups, libraries, local forums, Councillors, neighbourhood Police Officers, transport services, housing associations, TARAS, faith groups, food banks and GP practices.

Social Prescribing includes having a ‘what matters to me’ conversation to identify what support is needed. People are then put in contact with services that can provide help and advice. Examples include:

- Life admin support eg benefits, housing, advocacy
- Healthy lifestyles and managing long term conditions
- Activities eg arts groups, volunteering, physical exercise and gardening.



At the moment no organisations have come forward to lead PKW community partnerships in the blank areas. However, we’re working to cover the whole city.

# People Keeping Well community partnerships: how it works



Individual at risk of declining health and wellbeing

Referral made to PKW community partnership Lead Partner (by self, GP, other professional, family member, friend etc)

Individual has a good conversation with a PKW link worker

Depending on need, individual is signposted to services/activities



Social cafes to get connected with people in their local area



Exercise sessions and health walks to help people get fit and active

Information and advice about housing, debt or employment



1-2-1 sessions with a Health Trainer to help with healthy eating, exercise, social issues



Groups to develop coping strategies for problems such as depression, diabetes and chronic pain



Courses to increase confidence and skills

Volunteering opportunities



Groups to reduce feelings of loneliness and isolation



Area	Name	Neighbourhoods	PKW Lead Partner organisation
1	Stocksbridge	Stocksbridge, Upper Don, Rural, Bradfield, Oughtibridge, Wharnccliffe Side, Worrall	South Yorkshire Housing Association
2	Chapel Green	High Green, Chapeltown, Ecclesfield, Burncross, Grenoside	SOAR
3	Hillsborough	Hillsborough, Middlewood, Wadsley, Walkley Bank, Wisewood, Woodland	ZEST
4	Southey	Southey, Owlerton, Fox Hill, New Parson Cross, Old Parson Cross, Southey Green, Longley, Shirecliffe, Colley	SOAR
5	Firth Park	Firth Park, Shiregreen, Wincobank, Brightside, Flower, Stubbin, Brushes,	SOAR
6	Netherthorpe	Netherthorpe, Uppertorpe, Walkley, Langsett, Crookesmoor	ZEST
7	Burngreave	Burngreave, Firvale, Abbeyfield, Firshill, Woodside	SOAR
8	Darnall	Darnall, Tinsley, Acres Hill (& Clover Group GP Practices)	Darnall Wellbeing
9	Sharrow	Sharrow, Broomhall, City Centre	ShipShape
10	Manor	Manor, Castle, Wybourn, Park Hill, Granville	Manor & Castle Development Trust
11	Sheaf	Highfield, Heeley, Woodseats, Gleadless Valley (parts of Meersbrook)	Heeley Trust
12	Arbourthorne	Arbourthorne, Norfolk Park	Manor & Castle Development Trust
13	Gleadless	Gleadless Valley, Gleadless, Heeley	Heeley City Farm
14	Dore	Dore and Totley	Age UK
15	South	Lowedges, Batemoor, Jordanthorpe, Bradway, Greenhill, Beauchief	Reach South Sheffield
16	South East 1	Woodhouse, Hackenthorpe, Owlthorpe, Westfield, Halfway	Woodhouse and District Community Forum
17	South East 2	Beighton, Waterthorpe, Sothall, Mosborough, Richmond, Hollinsend, Birley, Base Green, Charnock	Woodhouse and District Community Forum

For contact details and to make a social prescribing referral to your local PKW Lead Partner organisation:

[www.sheffielddirectory.org.uk/pkw](http://www.sheffielddirectory.org.uk/pkw) \*

\* NB webpage currently under construction.

#### How do we know it works?

This is an emerging approach based on years of community based interventions for health and wellbeing. There is a growing national evidence-base for social prescribing:

- <https://www.health.org.uk/publication/how-should-we-think-about-value-health-and-care>
- <https://www.nesta.org.uk/report/more-than-medicine-new-services-for-people-powered-health/>



## The difference it has made to people

"My GP doesn't need to increase my beta blockers for high blood pressure now, because of the progress I've made"

**Eat Well Course, Manor & Castle Development Trust**

"I'm 84 and live on my own but I like to keep going and get out and about to this"

**Chair-Based Exercise, Woodhouse & District Community Forum**

"A community event like this is great for reducing social isolation and people get the opportunity to meet other people and find out what is happening locally. It's great to see so many people from different cultures, eating together and enjoying themselves and voting for their favourite dish"

**ZEST, Ready Steady Cook event**

"I'm a full-time carer for my husband. I used to stay at home all the time and never went out due my caring responsibilities, but then realised I needed to think about my own health and started coming here to take a break from caring and still enjoy doing things like cooking, baking and socialising!"

**Community Lunch, The Terminus Initiative**

"I feel normal here, no-one judges. If someone forgets their words no-one minds"

**Dementia Memory Café, Parson Cross Forum**

"I've not even run for a bus in the last 10 years but this week I did some jogging!"

**'Bounce & Burn' Trampoline Exercise Class, Manor & Castle Development Trust**

"I have a bit of depression so I was quiet at first but I talk now because it's so relaxed and calm"

**Chronic Pain Group, SOAR**

"It's nice to meet new people and socialise. It can get really lonely living on my own"

**Coffee Morning, Heeley Trust**

"A few of us have formed a walking group and regularly meet up and go for walks round the local area. Before coming to the exercise class, we didn't see walking as a form of exercise"

**Ladies Exercise Open Day, Shipshape**

"When I first came, I found it hard to keep up with the rest of the group, struggled with using a computer and wasn't keen on group learning, so the staff asked one of the volunteers if they could work with me one-to-one. Now I'm pleased with the progress I've made in short space of time. I can confidently go on the internet"

**Silver Surfers Internet Session, Reach South Sheffield**

"I was made redundant and have been out of work. Volunteering here helps me gain experience and also gives me something to do in my spare time and meet people, as I don't want to be stuck at home all the time"

**Green Gym Community Growing Project, Heeley City Farm**

"I've been making my own meals now. I realised it doesn't have to take all day to cook"

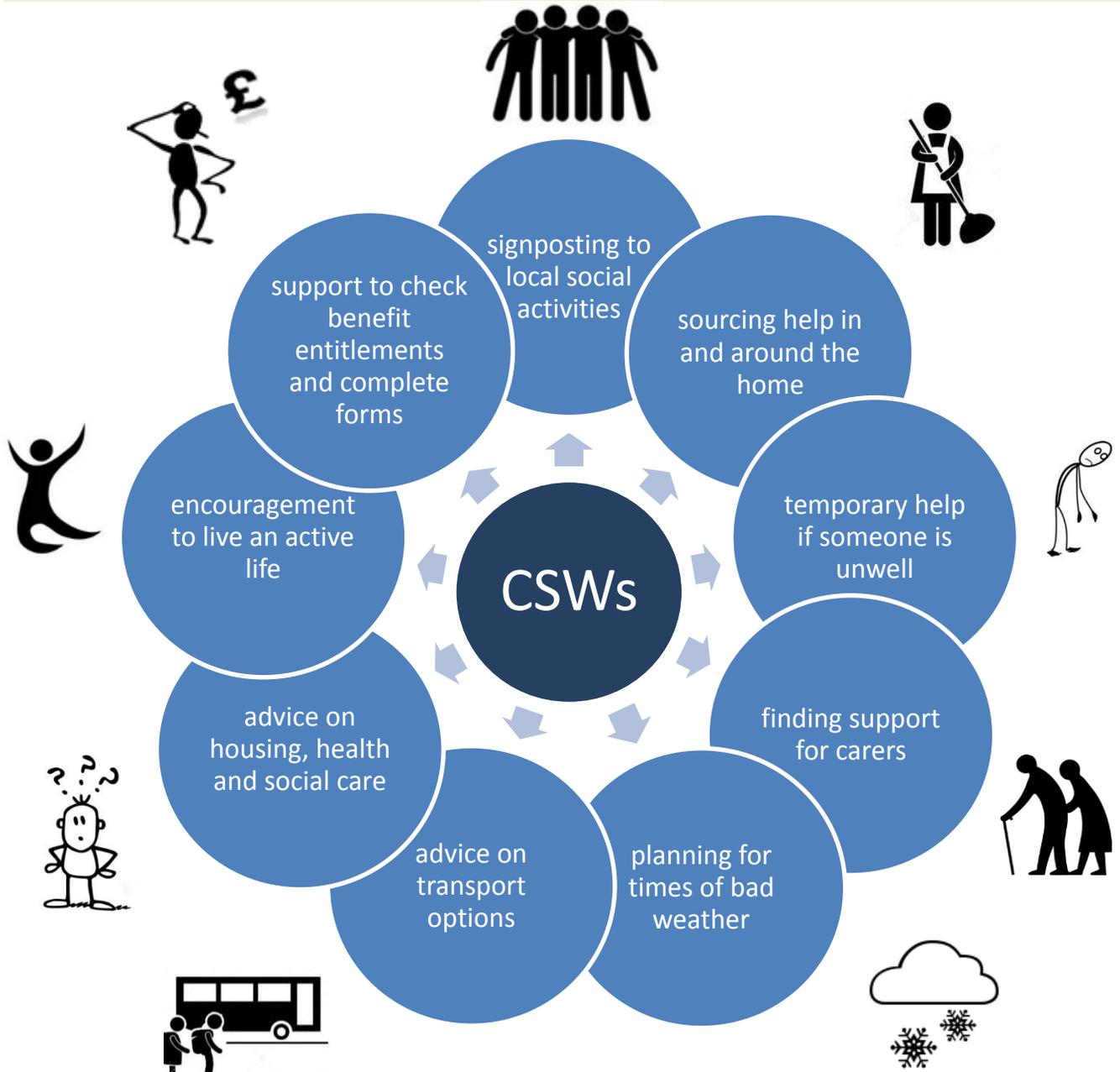
**Eat Well Course, Manor & Castle Development Trust**

"My Sciatica has been eradicated; I couldn't stand for even 5 minutes but now can walk for 1.5 hours a week"

**Health Walk, Darnall Wellbeing**

## Community Support Workers (CSWs)

Based in GP surgeries, providing support for approx 3 weeks per client



**Make a referral to a  
Community Support Worker  
(via the central referral hub)**

- [CSWReferrals@sheffield.gcsx.gov.uk](mailto:CSWReferrals@sheffield.gcsx.gov.uk)
- 0114 2057120
- [www.sheffield.gov.uk/csw](http://www.sheffield.gov.uk/csw)

CSWs and PKW Community Partnerships work closely together – if you're not sure who to refer to, make a referral to one and they will pass on the case to the other if needed.