



What is STRENGTHS-BASED social prescribing?

Social prescribing can link people with vital community support, helping them find more effective ways to improve their health and wellbeing, reducing their demand for medical services which may not be able to help them. It works, but in some areas it is limited. Less effective social prescribing:

- Relies too heavily on 'signposting' – often to stretched services
- Isn't based on evidence-based health coaching model
- Is delivered by people who lack coaching skills and training

Mayday Trust is a small national charity which has been pioneering a strengths-based approach to social prescribing which combines three kinds of support:

Strengths-based coaching on your terms

Connecting, community & personal budgets

Support to challenge & change what doesn't work

A diagnosis becomes an identity. Professionals can focus only on what people can't do, whereas people we coach say from working together they feel like they are more than just their long-term health condition. Lilly and Shauna, PTS coaches.

"Being a coach sometimes means we get to mirror back someone's courage, joy and previous strides so that they can be reminded of how amazing and strong they are."

Jhoana -PTS Coach

Why **STRENGTHS-BASED** social prescribing?

Coaching is skilled work, and done badly it can be a poor use of resources and even cause harm.

Mayday has developed its PTS coaching model over 10 years.

There is a comprehensive recruitment, induction, skills, outcomes measuring and reflective practice approach, now drawn on by 8 organisations across the UK, who have coached 2000 people. A New Economics Foundation evaluation published in 2022 found that people reported huge improvements in their wellbeing, better mental health and reduction in anxiety. We teamed up with Coventry University for an academic qualification in the PTS. One-to-one coaching is combined with a focus on connecting people to each other and their communities. Rather than signposting, PTS social prescribing coaches work with people to build new community groups and activities which add community capacity to the area for everyone. Personal budgets and personal health budgets can be used to unlock barriers.

When services aren't working, many organisations respond defensively. We work with local organisations to feed back constructive learning, helping services and whole systems to change and become learning organisations. This is key to reducing local inequalities in health service access and outcomes.

Area of Work	Traditional Support Approaches	The PTS Response
Referral	Appointment, eligibility & assessment. Support planning early on.	Meet safely on your terms Get to know each other first
Support	Led by service's priorities & timetable.	Person-led goals & schedule. Community connection Brokerage & personal budgets.
When services don't work	Aim for service user's engagement and compliance.	Support individual to challenge & change what doesn't work. Create feedback & learning loops.
Endings	Signposting to underfunded services. Cliff edges at the end of support.	Option to pause/ vary support. Build alternatives to reduce need for us.

How do I bring **STRENGTHS-BASED** social prescribing to my area?

Mayday directly delivers the PTS Response coaching directly, including as part of a local social prescribing partnership, supported by Bridges Outcomes Partnerships, where the Mayday approach creates significantly better outcomes than traditional approaches. We support a growing number of local organisations to deliver the PTS Response, and we advise local health partners on how to embed strengths-based practices into their health and care services and systems.

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