

A photograph of a paved path in a park. The path is in the center, leading away from the viewer. On the left, there are large, leafy trees. On the right, there are more trees, some with yellowing leaves, suggesting autumn. The grass is green. In the distance, a few people are walking on the path. The sky is blue and clear.

Communication Workshop Report

January 2024

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For more information
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Introduction

Health and Nature Dorset (HAND) is a collaboration working together to connect with nature for health and wellbeing, by bringing organisations together including the health and environment sectors.

In January 2024, 30 members of HAND came together for an online workshop to discuss communication and how we can work together to promote the benefits of nature on wellbeing in Dorset to get everyone on the same page.

The following report sets out a summary of the discussions.

Poll Results

1. Do you feel like you have a good working relationship within the health or environment sector (i.e. the same to that you work in)?



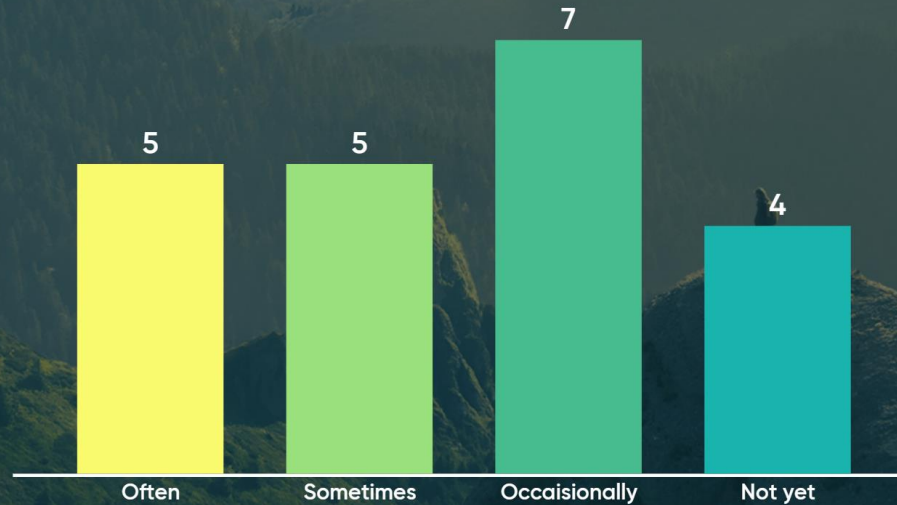
Average Score = 3 out of 5

2. Do you feel like you have a good working relationship across the health or environment sector (i.e. different to that you work in)?



Average Score = 2.1 out of 5

3. Through your work, do you currently collaborate in any way with the other sector?



“The CPC project runs group walks with community groups and some of these are in the health sector but would like to do more.”

“I am working with colleagues within the Life and Environmental sciences department at BU and UHD to consider the impact of pharmaceutical waste and (hopefully soon) how to increase green prescribing.”

“We have offered some activities on Brownsea as part of Give Nature a Go”

4. Do you think the health sector understands / values the role the environment sector plays in supporting health and wellbeing?



One participant accidentally answered
"No"

5. Do you think the environment sector provides facilities and activities that are relevant to the health sector in supporting health and wellbeing?





Working groups



The meeting attendees were split into 4 breakout groups and discussed two questions.

- 1) How are / can we promote the benefits of nature on wellbeing to the public and colleagues?
- 2) What would support you to share these messages? E.g. more understanding / awareness, local case studies / stories

The key themes for each question were identified and set out on the following pages, followed by the full responses.

How are / can we promote the benefits of nature on wellbeing to the public and colleagues?

**Building Trust
Through
Relationships**

**Using Social
Prescribers And
Other Community
Organisations**

**Working With
Corporate And
Other
Organisations
Directly**

**Networking
Face To
Face Across
Sectors**

**Using
Social
Media**

**Physical
Presence In GP
Surgeries And
Other Places
People Visit**

**Creating
Literature
That Can Be
Distributed**

Building Trust Through Relationships

Better job at articulating how what we are doing is taking account of inequalities.

Tracking with people and story telling

Language we use doesn't create a barrier - is NHS branded gives kudos

Less sporadic contact – making more personal contact

Schools

Hosting events that people could invite their family and friends too

Finding missing links to get into nature e.g. Nature Buddies

Talking at team meetings

Reaching out to family and friends

Facilitating trust bonds through word of mouth

Having measurements

Talking to groups and asking how is best to communicate.

Reaching young people and adolescents is key.

Latest research - orgs need to be up to dates especially behaviour change.

Community cafes

Share with social prescribers / community connectors and village agents- needs to be up to date

Encouraging green social prescribing providers

Give Nature a Go - funded and brought in people who might not usually access these opportunities. Then have an offer people to refer.

Using Social Prescribers And Other Community Organisations

Help and care networking monthly meetings

Help and Care Dorset connections. Hope - a course for LTH conditions

Links with social prescribers. e.g. Spark in Somerset.

Using orgs to contact different audiences they have contact with

Working together with other orgs - good partnership

Regional group facilitators PCN

Corporate opportunities

Central source of info - community board, Facebook community board so we can share with other networks

GNG - lead people to ask for different events for teams to run bespoke teams

Working With Corporate And Other Organisations Directly

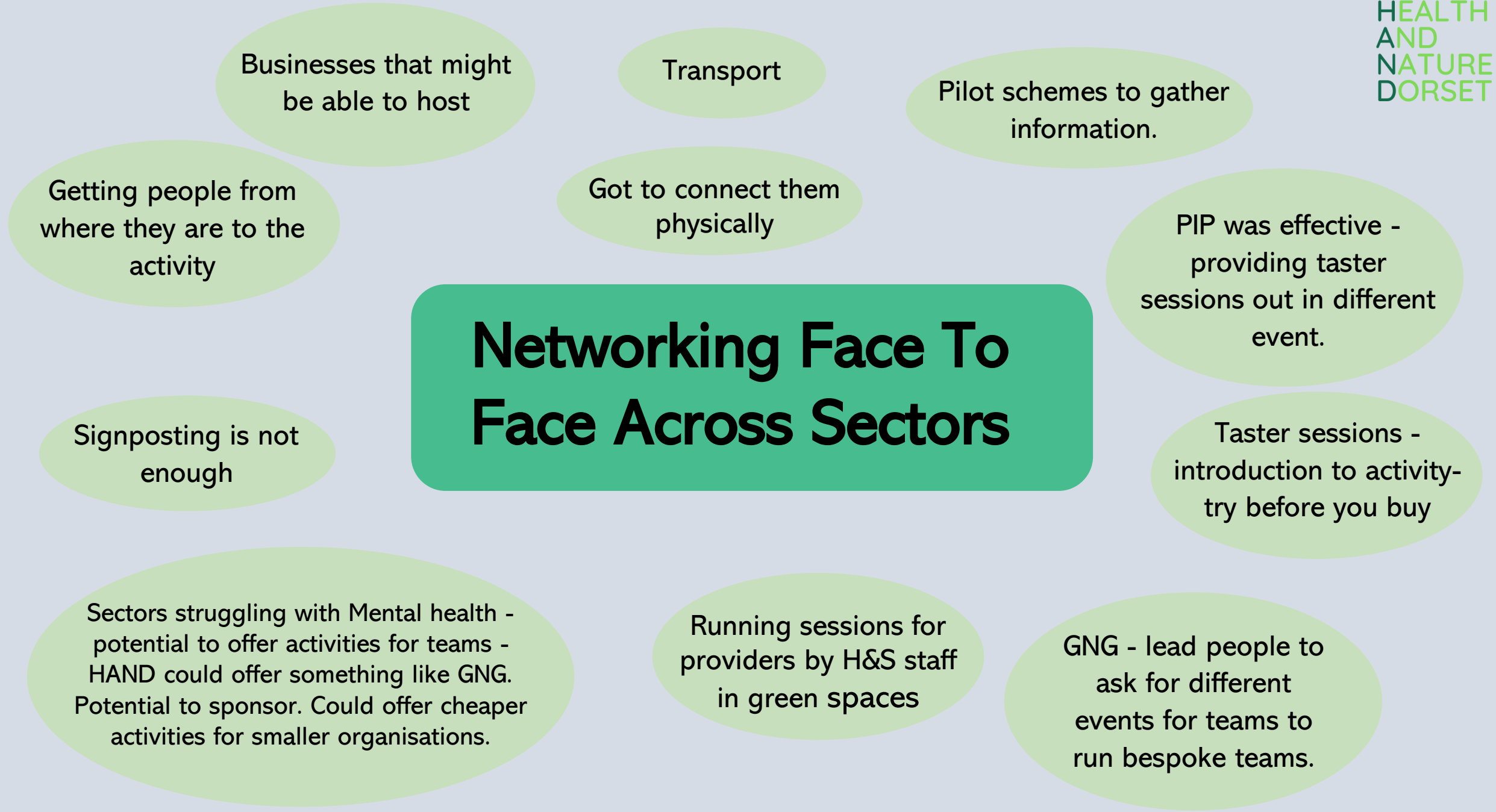
Quality of information - in one place

Cups of calm - helping people to get out in nature as a starting point to take people outside of start inside and look out. Campaign to get people talking about this.

20 years ago, yoga was not that popular - now incorporated into corporate organisations.

Different message for audiences - corporate/ audiences that may not engage.

Networking Face To Face Across Sectors



Using Social Media

Need to find ways to reach other types of people (outside white middle class demographic)

Social media websites

Targeting social media

Central source of info - community board, Facebook community board so we can share with other networks.

Growing evidence - news / celebs / NASP facts and figures (something catchy)

Booklet all projects that have been funded health & nature (Bristol) tangible item (if funding)

Group Clinics at local surgeries. 'Adam practise' e.g. leg club

Language we use doesn't create a barrier - is NHS branded gives kudos

Physical Presence In GP Surgeries And Other Places People Visit

Schools

Looking at random places like shopping car parks and places people are going ordinarily.

Through healthcare providers

Central source of info -
community board, Facebook
community board so we can
share with other networks.

Creating Literature That Can Be Distributed

Booklet all projects
that have been
funded health &
nature (Bristol)
tangible item (if
funding)

Using
professional
magazines

Literature in GP
surgeries

What would support you to share these messages? E.g. more understanding / awareness, local case studies / stories

**Reliable
Funding
Streams**

**Having A
Central
Place For
Information**

**High Quality
Media/Creative
Story Telling**

**Testimonials
And Case
Studies**

**Quantifying
The Benefits**

**Working With
GP Surgeries
& Libraries**

Need to raise money -
volunteers not free.

Buy in from management at
DC yes but is it going to
bring in some funding.

Streamlining

Reliable Funding Streams

Funding for
collecting data and
evaluation.

Funding - coming
up with a strategy.

Having A Central Place For Information

Have a central place for advertising opportunities.

Facilitating the right places to get that to happen.

You only know what you know! Not everyone is online - Dorset magazines

What is the best way to reach the demographic you are after?

Information is not getting through to other places where people are interacting already.

Needs to be a simple process as people already busy with their own jobs/commitments.

Up to date information needed on activity finders.

More project to choose from - so many potential groups.

Age barriers around elderly people - how do they access green space and how do they find out about opportunities.

Have a central place for information.

Social media to highlight opportunities - share through all groups - free training or links to free training online.

Currently a lot is word of mouth and social media.

Statements and stories of how people felt safe on an activity to build trust.

Sharing peoples' stories

Newsletters through other orgs in touch with their specific audiences

High Quality Media/Creative Story Telling

Having the right literature to share

High quality photos - media teams

News blog - show the latest things that have come out.

Telling stories - creative ways to share people's stories of being in nature and its benefits - filmmakers?

Examples from the
NHS

How to ensure people tell other
people and bring a friend -
getting involved needs trust
(personal recommendations).

If there was stronger
data linked to
personalised stories
or trends and robust
data

Local case studies to
identify the specific
actions that are needed -
relating to actual people

Testimonials And Case Studies

Testimonials

Other training
opportunities to
help with trust.

Could National
Association of
Social Prescribing
help?

Understanding different
demographics and why they
do or don't do certain things.

Facts/figures: sharing personal stories of how the activities can support. If HAND could collate this information that could help.

If there was stronger data linked to personalised stories or trends and robust data

Quantifying The Benefits

Quantifying the benefits to funders. graph.

Funding for collecting data and evaluation.

Understanding what the benefits are well enough to be able to share them.

Understand a bit more about the NHS to help with a targeted approach to give a Dorset view.

Why are people not being referred (is capacity an issue) feels like people are still not being referred?

Process of GP referrals - does nature come up in the conversation?

Volunteer health champions

Community cafes and hubs that help get people together outside.

Libraries - Sherborne is great. Resource area for reaching people.

Working With GP Surgeries, Libraries etc.

Support from DC/BCP e.g. walking for health schemes that provide support.

Libraries - Sherborne is great. Resource area for reaching people.

Local GPs offering as a prescription

Doing health checks within green spaces

Social prescribers feed information into the GPs - they are key to the process.

Awareness sessions - e.g. about strokes and have opportunities to share information about activities. Opportunities to work with partners.

Finding out what the barriers are to accessing green spaces, and then trying to overcome those across sectors.

Community health bars - get people passing rather than people already heading to pharmacy.



Next Steps



The HAND Steering Group will review the discussions and develop a plan for implementation.

For any queries about the workshop or for more information about HAND,
please contact: hand@dorsetlnp.org.uk
or see www.dorsetlnp.org.uk
