

Dear colleagues

As Chair of North East London Clinical Commissioning Group and the lead for our personalised care and social prescribing programme, I am delighted to announce the launch of our new publication: **North east London guide for new Social Prescribing Link Workers. See attached.**

The guide has been created and written by Gita Malhotra, our workforce lead for social prescribing and personalised care in north east London. We consulted extensively on what real and practical guidance is needed for new social prescribing Link Workers (SPLWs) as they embark on this new and exciting role.

We know that an empowered, supported, and well-trained social prescribing workforce, with respected role recognition, is crucial to realising our ambitions for social prescribing and personalised care in north east London. This guide should support our endeavours, and by empowering our staff we hope to also achieve better engagement with our local populations, people and communities.

The main audience for the guide is new SPLWs, however it should also serve as a handy aide-memoir and reference for existing SPLWs.

We hope that the guide supports local systems, managers, Primary Care Networks and Clinical Directors in embedding both the personalisation agenda and the role locally and is a helpful resource over the years ahead.

We have an ambitious north east London social prescribing programme to develop the best possible infrastructure for all-age social prescribing. Workforce development is a key component of this programme, and under the leadership of Gita and with the support of the Training Hub Collaborative, we want to realise our aspirations of NEL being the best place to work in personalised care. Amongst many developments we also plan to pilot our first north east London social prescribing leadership programme in Autumn/Winter 2021!

Please share the guide widely amongst your local networks, partners, and forums and in your PCNs and practices. For further information, please contact Gita on [gitamalhotra@nhs.net](mailto:gitamalhotra@nhs.net)

Thank you for being with us on this exciting personalisation journey for north east London.



Dr Jagan John  
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Personalised Care Clinical Lead (NHS E-London/ HLP)  
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