Your Doctor, Your Community: Working Together to Support You



Connecting Health Care and Community: How Social Prescribing Helps Older Adults

Social Prescribing is a growing program in Manitoba that helps older adults feel more supported, connected, and confident. Many people face loneliness, limited transportation, or trouble getting to appointments. Social Prescribing offers a simple way for health-care providers to link patients with community programs that can make everyday life easier.

Through this approach, physicians and primary care teams can refer someone to a local senior community resource council who then reaches out to learn what the person needs. Support may include friendly visits, phone check-ins, help finding transportation, or encouragement to join social groups and community activities. These small steps often lead to stronger connections, better health, and a greater sense of independence.

The process is easy. At your next appointment ask your care provider about what social prescribing can offer you. Your care provider will make a referral to your local Senior Resource Office who will reach out to you directly, to see what services/programs would be of benefit for you.

As Dr. Michael Routledge, Medical Advisor for the Manitoba Association of Senior Communities, explains, **“Social prescribing connects individuals to community**

resources that improve their quality of life, reduce isolation, and enhance their health outcomes."

Many older adults say the support makes a meaningful difference. One Senior Resource Coordinator shared, **"I am glad my doctor referred me to you, now I have places to go, people to see and I'm meeting new friends."**

From helping a non-driver stay active, to connecting a visually impaired man with a welcoming Men's Shed group, Social Prescribing is building stronger, more caring communities—one referral at a time.

For more, visit Social Prescribing - Interlake-Eastern RHA

For senior councils in the Interlake-Easter region: Senior community resource councils

For more information visit: Social Prescribing Introduction - MASC

Submitted by
Louise Hutton, MSA.
Consultant with Manitoba Association of Senior Communities (MASC)
Cell: 204 612-0212
Email: Louisehuttonmb@gmail.com