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Social Prescribing Roundtable Convening: A National Toolkit

Presented by:

The Benjamin
Goldberg Foundation

In collaboration with:

 **social prescribing usa**

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Welcome from Wendy Goldberg



At the heart of our mission is a simple but powerful belief: true healing comes from caring for the whole person—mind, body, and spirit. We believe wellness goes beyond traditional healthcare, and social prescribing helps make that possible by connecting individuals to the resources and support systems within their communities.

It empowers healthcare providers to bridge the gap between clinical care and everyday well-being, offering patients personalized pathways to better their health through social connections, activities, and community engagement.

When my son Ben was undergoing treatment for a rare cancer called Neuroblastoma, we had the chance to explore integrative medicine. Ben often “prescribed” music for himself—his signature headphones became a constant companion during treatments, providing him comfort and a sense of control. These experiences didn’t change our outcome, but they profoundly changed our story. Every time I share this, I am reminded of the healing potential of the arts and the importance of our mission: to inspire and empower children, caregivers, and communities through education, integrative programming, and advocacy for the healing arts.

We are proud to share that our efforts to bring awareness to social prescribing have led to the initiation of a pilot study within a large health system in Virginia. This pilot marks an important step in demonstrating how social prescribing can be effectively integrated into healthcare systems, offering patients access to holistic, community-based resources that complement traditional medical care. The early successes of this initiative have provided valuable insights and a strong foundation for broader adoption.

This toolkit is designed to help regions like yours initiate and implement the same measures we have pioneered here in Hampton Roads. Whether you’re looking to start a pilot within your local health system, expand existing community-based resources, or simply start a conversation about social prescribing with stakeholders in your area, you’ll find practical strategies, resources, and guidance tailored to meet the unique needs of your community.

Benjamin’s legacy is a reminder of the transformative power of compassion, connection, and community. We hope this toolkit not only provides practical tools but also inspires a new way of thinking about health and healing in your region.

Thank you for being part of this journey. Together, we can build healthier, more connected communities.

Warm regards,

Wendy Goldberg

Wendy Goldberg,
Founder & President, Benjamin Goldberg Foundation

Welcome from Dr. Sheetal Ajmani



The integration of arts and social connection into healthcare is transforming lives around the world. By bringing together key stakeholders through regional convenings, we can create meaningful change that addresses the unique needs of our communities.

In September 2024, we hosted our first Social Prescribing Regional Convening, bringing together leaders and stakeholders to explore ways to integrate social prescribing into healthcare. This toolkit is a compilation of best practices and lessons learned from that experience.

Since our convening, we have:

- Initiated a social prescribing pilot project in collaboration with a local healthcare system and community arts organizations
- Created the Hampton Roads Social Prescribing Network, a quarterly virtual gathering of key stakeholders who are actively moving this initiative forward
- Hosted a Continuing Education Conference for healthcare professionals and the community focused on social prescribing for arts in health

There is incredible power in gathering leaders and stakeholders from a variety of professional and creative backgrounds for intentional dialogue and discussion.

We are excited to offer this toolkit as a guide to help you create a Social Prescribing Convening in your own region. Every community has unique needs, resources, and stakeholders, and this framework is designed to be flexible so you can tailor it to fit your goals.

In this toolkit, you'll find sample templates, a press release, graphics, and best practices to make the planning process as seamless as possible. Feel free to adapt these resources to meet the specific needs of your convening.

Our sincere hope is that this toolkit inspires and empowers you to create a convening that advances social prescribing within your region. Together, we can transform the healthcare experience by fostering connection, creativity, and well-being in our communities.

Warm regards,

Sheetal Ajmani MD

Sheetal Ajmani, MD
Medical Advisor, Benjamin Goldberg Foundation

About the Benjamin Goldberg Foundation

History

Benjamin Goldberg was five years old when he was diagnosed with Neuroblastoma, a rare cancer that affects children. Throughout his years of treatment, music was Ben's retreat. While music didn't change the outcome, it certainly changed the story for Ben and his family. Inspired by how he lived, Wendy Goldberg (Ben's loving mother) founded the Benjamin Goldberg Foundation in 2018.

Since our inception, the Benjamin Goldberg Foundation has created a lasting imprint for the healing arts in Hampton Roads, Virginia through:

- Creating a playroom in the local children's hospital where healing arts modalities are offered to patients and caregivers
- Supporting music and yoga therapy as consistent and regular offerings for patients at the local children's hospital
- Educational opportunities for healthcare professionals through Grand Rounds topics including Dance Therapy and Healing Arts and Integrative Therapies
- Annual Healing Arts in Medicine Conference for healthcare providers and community members
- Supporting a staff arts wellness initiative at NYC Health & Hospital Systems, which subsequently led to a full-time artist in residence
- Bringing together regional stakeholders for Hampton Roads' first-ever Social Prescribing roundtable convening
- Offering free and accessible healing arts resources through our online Peace Out Portal
- Launching the Hampton Roads Social Prescribing Network, a quarterly meeting of regional leaders advancing social prescribing and arts in health initiatives





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Mission

To inspire and empower children, caregivers, and communities through education, integrative programming, and advocacy of the healing arts.

Vision

The Benjamin Goldberg Foundation envisions a future where the healing arts are integrated into the healthcare experience, ensuring accessibility for individuals and caregivers in every community. By harnessing the transformative power of the healing arts, we are reshaping the narrative around health and wellbeing, igniting lasting change in the healing journeys of all.

How To Use This Toolkit

This guide offers a flexible framework to help you create a Social Prescribing Convening in your own region. Every community is unique, so we encourage you to:

- Build on this material to meet your community’s specific needs
- Adapt the provided templates, graphics, and press release to align with your goals
- Follow the best practices outlined here to simplify your planning process

Advancing social prescribing is a grassroots effort that starts with intentional gatherings like this. We encourage you to use a strengths-based approach, leveraging the resources already available in your region.

We invite you to read this toolkit in its entirety or use the table of contents to navigate directly to the sections most relevant to your needs.



Planning a Social Prescribing Convening in Your Region?

From shaping the agenda, engaging the right stakeholders, or identifying key speakers, we offer expert guidance to ensure a meaningful and impactful convening. Schedule a consultation with us and gain personalized insights on:

- Event structure and agenda development
- Speaker and panel recommendations
- Stakeholder and community engagement strategies
- Best practices for integrating social prescribing into your region

Reach out to us at:

admin@benjamingoldbergfoundation.org

Let’s bring social prescribing to the forefront in your community—reach out today to get started!

Case Study: BGF Convening

On September 25, 2024, we hosted a half-day Social Prescribing Regional Convening in Chesapeake, Virginia, designed to foster cross-sector dialogue and inspire actionable steps toward integrating arts in health. The event brought together over 30 attendees, 4 expert speakers, and 3 team members for meaningful conversation and collaboration.

We were intentional in choosing a venue that was both accessible and aligned with the values of social prescribing. Our chosen location, the ForKids nonprofit center, is centrally located just minutes from the interstate with ample free parking. The space itself was designed using trauma-informed principles, featuring thoughtful artwork that created a warm and welcoming environment — a fitting backdrop for conversations about holistic well-being.



Our convening attracted a diverse group of attendees, including physicians, healing arts therapists, artists, community foundations, arts organizations, and insurance companies — all essential voices in advancing social prescribing.

The agenda featured:

- An overview of social prescribing
- A keynote address highlighting a successful Arts in Medicine program in NYC
- Breakout sessions fostering intentional dialogue on implementation, collaboration, accessibility, and funding

Feedback from attendees was overwhelmingly positive, with many expressing a strong desire for a full-day event and extended breakout discussions. This feedback was a clear indicator of the value participants found in the conversations and connections made.

Case Study: BGF Convening Cont.

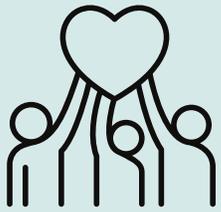
Key Outcomes from Our Convening:

- Social Prescribing Pilot Program: Launched a collaborative project between a major healthcare system and two community organizations to implement healing arts prescriptions.
- Hampton Roads Social Prescribing Network: Formed a quarterly virtual gathering of key stakeholders dedicated to advancing social prescribing initiatives in our region.
- Documentary: Began production of a short documentary film to capture and share our region's progress in advancing social prescribing.



What is Social Prescribing?

Social prescribing is an innovative approach that connects individuals to activities, groups, and services within their community to address the practical, social, and emotional needs that significantly impact their health and wellbeing. This is a holistic model that recognizes the critical role of arts, nature, movement, cultural activities, and community as social determinants of health. By increasing accessibility to these services, social prescribing improves community health, reduces healthcare costs and provider visits, and empowers individuals to play an active role in identifying their needs to improve their well-being.



The World Health Organization (WHO) defines health as a “state of complete physical, mental and social wellbeing and not merely the absence of disease.” While the current healthcare paradigm in the United States is focused on disease mitigation, true health as defined by the WHO encompasses much more than that. This is where the healing arts, social prescribing, and arts prescriptions can play a critical role.

At the Benjamin Goldberg Foundation, we have a particular interest in Healing Arts Prescriptions, which can be further described as arts interventions that are delivered in healthcare contexts, as part of healthcare referral pathways, or with specific health and wellbeing outcomes in mind. Learn more about Social Prescribing in our Know the Facts article on our Peace Out Portal. [*Prescriptions To Promote Health: The New Wave of Social Prescribing*](#), April 10, 2024

Our team is available for a learning session and/or speaking engagements on Social Prescribing. To learn more, reach out to us at: admin@benjamingoldbergfoundation.org.

Goals & Outcomes of Convening

Why hold a convening?

- **Build Collaborative Momentum** – Bring together diverse stakeholders (healthcare providers, community organizations, policymakers, etc.) to foster synergy and shared commitment.
- **Identify Gaps & Opportunities** – A convening helps uncover existing barriers and opportunities for implementing social prescribing in your region.
- **Showcase Best Practices** – Share case studies, success stories, and evidence-based approaches to inspire and guide local efforts.
- **Strengthen Advocacy & Policy Support** – Engage decision-makers to help integrate social prescribing into healthcare systems and secure funding or policy backing.
- **Create Actionable Next Steps** – A structured convening ensures that discussions lead to concrete plans, pilot programs, or ongoing working groups.

Why It's Important to Establish Your Own Goals for a Convening:

- **To Shape the Program and Guest List with Intention** – Clearly defined goals help ensure that the right people are in the room and that the agenda aligns with your desired outcomes.
- **To Measure Success Effectively** – Setting goals allows you to track progress, assess impact, and gather meaningful feedback to refine future efforts.
- **To Maintain Focus and Strategic Direction** – Goals keep discussions purposeful, ensuring that your convening leads to actionable steps rather than just conversation.

BGF Convening Goals:

- **Bring Together Key Stakeholders** – Facilitate discussions to support the development and implementation of social prescribing programs.
- **Grassroots Growth of Social Prescribing** – Foster local initiatives and expand social programming in Hampton Roads.
- **Build a Community and Network** – Strengthen relationships among stakeholders to create a collaborative ecosystem.
- **Position The Benjamin Goldberg Foundation as a Local Resource** – Establish BGF as a trusted hub for social prescribing knowledge, advocacy, and support.
- **Define Clear Takeaways & Next Steps** – Ensure actionable outcomes to advance social prescribing efforts in Hampton Roads.



Brainstorm Your Goals

Now that you have identified your goals, consider your anticipated outcomes. While your goals may reflect what you want the convening to focus on and look like, your anticipated outcomes are the next steps that you hope to come out in the weeks, months, and years following your event.

Why Think Ahead About Anticipated Outcomes?

- **Define Success from the Start** – Establishing clear goals at the outset ensures that the convening is purpose-driven and leads to meaningful next steps.
- **Work Backwards to Build with Intention** – With the end goal in mind, you can design the structure, discussions, and guest list to drive toward specific outcomes.
- **Maximize Cross-Sector Collaboration** – Bringing diverse leaders together can spark unexpected opportunities, so while not all outcomes can be predicted, having a few key objectives in mind helps guide the conversation.

Potential Outcomes of your Convening:

- **Secure Funding** – Identify potential grants, donors, or funding sources to support social prescribing initiatives.
- **Launch Pilot Programs** – Develop small-scale, actionable programs to test and refine social prescribing approaches.
- **Foster Collaborations** – Build partnerships across sectors to strengthen the ecosystem of support.
- **Form a Core Implementation Team** – Assemble key stakeholders committed to driving social prescribing forward.
- **Sustain Momentum** – Establish a plan for continued meetings, discussions, and long-term strategy development.

What outcomes do you hope for following your convening?

What will a successful convening look like for you, your organization and your community?

Creating Your Agenda

BGF Agenda

8:30 am - Breakfast & Networking

9:00 am – Welcome

9:05 am – Opening Remarks

9:30 am – Keynote Speaker

10:00 am – Lightning Talks by Local Leaders (10 minutes each x 3)

10:30 am – Break & Networking

10:45 am - Breakout sessions
(15 minutes each x 3)

11:30 am – Breakout session group discussion

11:45 am - Closing Remarks

12:00 pm - Event Adjourns

Breakout session questions *

Implementation

- What do we know about this community’s context, including its history, culture, identities, and values?
- What are this community’s priority health needs and outcomes?
- Are there health outcomes that are of particular interest to organizational stakeholders?

Accessibility & Funding

- What are some potential barriers to the success of a social prescribing program in this community?
- What additional support or planning might be needed to address those potential barriers?
- What funding resources can be leveraged to implement and sustain a social prescribing program?

Community Collaboration

- What assets and resources (e.g., people, structures, places, community services) currently exist in the community?
- Are any arts/culture programs already working in an explicit way to support health?
- Are any community-referral networks already in place, to which arts/culture programs could be added?

**breakout questions drawn from Arts on Prescription Field Guide*

Factors to Consider in Creating Your Agenda

Event Format: Virtual, In-Person, or Hybrid?

For **regional convenings**, we recommend in-person events as they facilitate more organic discussions, networking, and connections. However, consider the nature of your attendees and the context of your event when deciding the format.

Selecting the Venue

Be intentional in your venue choice. Consider the following factors:

- **Location & Accessibility:** Ensure the venue is centrally located, easily accessible, and close to major transportation routes, health systems, and community partners.
- **Space Focused on Healing Arts:** If possible, choose a venue that supports your event's values, such as one that fosters a healing environment or aligns with the themes of your convening (e.g., healing arts, wellness).
- **Cost:** Evaluate the cost of the venue. If possible, look for a donated or low-cost space that aligns with the mission of your event. For example, we were fortunate to have a conference room donated, which helped us allocate resources to other areas.
- **Layout:** Ensure the layout of the venue is conducive to your agenda and can comfortably accommodate all attendees. Consider how the physical space will encourage interaction and participation.
- **AV Equipment:** Check if the venue can provide the necessary audiovisual equipment for presentations, discussions, or interactive sessions. Ensure the tech setup supports smooth event delivery.
- **Parking:** Determine if parking will be free or paid and whether it's available on the street or in a parking lot. Clear communication about parking options can reduce stress for attendees.

Choose Date, Duration, & Time

- **Date & Timing:** When selecting a date and time for your convening, consider the schedules and availability of key stakeholders. Be mindful of holidays or competing events that could impact attendance.
- **Duration:** Consider how much time you need to cover your agenda. Do you want a half-day, full-day, or multi-day event? We chose a half-day convening since social prescribing was a relatively new concept for many attendees, and we wanted the event to feel approachable and feasible for busy schedules. Afterward, attendees expressed a desire for a full-day event, but we felt that might have been more challenging to achieve right away.
- **Review of Similar Events:** Based on our review of similar convenings on social prescribing, events typically range from half-day to two-day formats, and all have been in-person. Tailor your event duration to match your objectives and your audience's level of familiarity with the topic.

Food & Beverage Considerations

- **Timing & Refreshments:** For our half-day morning event, we provided a breakfast spread that included a variety of options, coffee, and water. Be sure to consider the timing of your event when planning refreshments. A morning event might warrant a light breakfast, while an afternoon event could focus on snacks or coffee.
- **Dietary Needs:** Be sure to accommodate dietary restrictions. We asked attendees to provide dietary preferences in the RSVP form, ensuring that vegan, gluten-free, and nut-free options were available.
- **Simplicity is Key:** Since engagement and discussion were the primary focus of our event, we kept the food offerings simple. Consider offering light refreshments or a coffee/tea setup instead of a full meal to allow more resources for content and networking.



Lesson Learned: One important lesson from our convening was the excess food. A significant amount of food was left over, suggesting that attendees were more focused on content and conversation than on food. This reinforced the idea that while refreshments are important, the focus should remain on high-quality content and meaningful discussions.

Agenda: Step by Step

Below is a detailed breakdown of the purpose behind each segment of the agenda that we selected. This guide is meant to help you thoughtfully plan and structure your own convening.

Welcome from Organizers

- **Purpose:** Thank attendees for dedicating their time to this regional conversation.
- **What to Include:** Share your motivation for organizing the convening, the vision behind it, and your hopes for its long-term impact. Setting a positive tone and framing the event's objectives early will help foster a sense of purpose throughout the day.

Opening Remarks: Overview of Social Prescribing

- **Purpose:** Establish a shared understanding of social prescribing.
- **What to Include:** Given that attendees may have varying levels of familiarity with social prescribing, this segment serves to level-set the conversation. Review the key definitions, core principles, and the evidence supporting its benefits. A solid overview ensures all attendees are aligned on the foundation of the discussion and can engage more deeply in subsequent segments.

Keynote

- **Purpose:** Set the stage for insightful, broad-reaching discussions.
- **What to Include:** Consider inviting a national-level expert or someone with a strong regional perspective on social prescribing. For example, we welcomed Larissa Trinder, the Assistant Vice President of the NYC H+H Arts in Medicine Program, who provided valuable insights into community murals, a staff arts wellness program, and the involvement of community health workers. A compelling keynote will inspire attendees and generate interest in the topics that follow.

Looking for a keynote speaker for your convening? Our Medical Advisor, is a highly sought-after keynote speaker on topics related to Social Prescribing and the Healing Arts. Reach out to our team at admin@benjamingoldbergfoundation.org to learn more.

Lightning Talks

- **Purpose:** Offer concise, high-impact presentations from local leaders.
- **What to Include:** Select speakers who bring diverse perspectives that complement social prescribing and/or healing arts initiatives. Each talk should last 10-15 minutes, making it easy to share key insights in a short time. For our event, we had speakers from three sectors:
 - **Artist**
 - **Local Healthcare System**
 - **Community-Led & Funded Social Health Program**

These different perspectives created a well-rounded program, allowing attendees to explore how social prescribing can operate across various sectors.

Breakout Sessions

- **Purpose:** Foster intentional, small-group dialogue.
- **What to Include:** Breakout sessions provide an opportunity for deeper engagement and problem-solving. We allowed attendees to self-select into small groups with a facilitator from our team in each group to capture the ideas discussed. Attendees rotated through all breakout groups to maximize the diversity of perspectives. Afterward, we gathered back as a full group to share the key insights from each breakout topic. The topics that we focused on for our breakout groups were:
 - **Implementation**
 - **Community Collaboration**
 - **Accessibility and Funding**

We created 3 questions per topic for participants to discuss within their groups. These questions were determined in advance and posted at each breakout table.



Consider sharing a summary of ideas from each session with attendees post-event. We sent a reference document to all participants, reinforcing the event's value and encouraging continued reflection on key takeaways.

Open Networking

- **Purpose:** Create space for organic conversations and connections.
- **What to Include:** Set aside time for attendees to network freely. There's immense value in creating unstructured time for cross-sector leaders to engage, share experiences, and develop partnerships.

Experiential Components

We found that attendees appreciated the experiential components built into the agenda, which offered tangible, felt experiences of the healing arts in practice. Our Medical Advisor opened the morning with a breath awareness meditation that created a noticeable shift in energy—grounding and centering attendees for the day. Another speaker led a finger drumming exercise to show how music and movement support emotional regulation through entrainment. We invite you to consider aligned ways to incorporate experiential components into your own agenda.

Reflection on the Agenda

We found that this agenda worked very well for the purposes and goals of our convening. Attendee feedback indicated that there was a strong interest in more time for breakout discussions and networking, which we see as a positive outcome. This suggests that attendees found the event valuable and are eager to continue the conversation and stay connected beyond the event.



Key Takeaway

It's crucial to design your event with room for organic dialogue, as these conversations can often spark the most meaningful connections and future collaboration.

Additional Resources

In the appendix, you'll find sample agendas and case studies from other organizations that have hosted similar convenings across the U.S. These agendas include a variety of components like panel discussions, speaker sessions, and hands-on group activities. Use these as inspiration and tailor your agenda based on the unique needs, interests, and challenges of your invited guests, as well as your event's desired outcomes.

Selecting Your Speakers

Be intentional and purposeful in the selection of your speakers. As you recall, the BGF convening included a keynote speaker followed by 3 lightning talk speakers.

The purpose of our keynote was to demonstrate a successful social prescribing and arts in health program as an example and model for what we can create within our own region.

Our lightning talks were designed to highlight complementary and adjacent work already being done within our region. Our goal with our local speakers was to emphasize that this work is already happening in our community—it just hasn't been formally recognized as social prescribing. With a few strategic adjustments and collaborations, we can establish a comprehensive social prescribing referral pathway.

Ensure that the speakers you select represent a range of experiences, backgrounds and perspectives. We intentionally invited speakers from different sectors, representing:

1. Artists
2. Local Healthcare System
3. Community-led and funded social health program



Brainstorm a list of your ideal speakers here, including their role and organization.

Speaker Invitations

Once you have identified potential speakers, it's time to reach out with invitations. Our small team of three began by brainstorming a list of contacts who would be a good fit, leveraging our connections in the health, arts, and community organization sectors. We recommend starting with your existing network and expanding from there.

We contacted potential presenters via email, providing context about the convening, outlining our request for their participation, and inviting them to continue the conversation through a call or in-person meeting.

We sent our speaker invitations 4 months in advance of the event with a goal of confirming all speakers within 3 months of the event date.

Refer to the appendix for an example of the initial email we sent to prospective speakers.

Speaker Meetings

We met with our speakers, individually and as a group, to discuss the purpose and goals of the convening, ensuring that they demonstrated understanding, interest and authentic alignment.

Initially, we met with each speaker individually for a brief 30-minute in-person or virtual call. During this meeting, we shared our goals and intentions for the convening. We gave them further context about what social prescribing is and the ways in which we feel they could specifically contribute to the conversation. We described the purpose of the keynote and/or lightning talks.

This process may take some time as you might hop on a call with a prospective speaker and realize that your goals are not mutually aligned. They may not feel comfortable with speaking on the topic, may not be available on the day of event, or either party may have other reasons for not wanting to move forward. Continue working down your list of potential speakers, ensuring that you maintain a variety in breadth of experiences among the different speakers for your final program agenda.

Once our full lineup of speakers were confirmed, we organized a meeting to bring them all together on a single virtual call. We wanted all the speakers to have the opportunity to meet one another ahead of the event.

Additionally, on this group call we:

- Shared the final agenda
- Reviewed logistics for the day, including general guidelines for their presentations
- Answered their questions
- Gave them the opportunity to get to know each other through introductions and organic dialogue



Speaker Guidelines

Our keynote speaker had 30 minutes for her presentation.

Our lightning talks were designed as brief presentations showcasing work already happening within our community. Each talk was scheduled for 10 minutes, and we recommended that speakers use no more than five slides to keep their presentations focused and within the allotted time.

We asked speakers to submit their slides 3 weeks in advance of the event so that our team could review the slides. During our slide review, we were primarily evaluating the content for:

- Relevance to the broader mission of the convening
- Eliminating redundancy among speaker presentations
- Ensuring that key points will be addressed within the suggested timeframe

Creating Your Guestlist

Identify Key Stakeholders

The first step is identifying the industry sectors and roles of stakeholders you would like to attend your convening. Implementing social prescribing initiatives requires cross-sector collaboration. You may need to tailor the following suggestions based on the focus of your organization and goals for social prescribing in your community.

For example, it was important to our organization to create Social Prescribing Programs that involve the Healing Arts, therefore we intentionally invited guests who are leaders within the healthcare and healing arts industries.

Specifically, we invited stakeholders from the following industry sectors:

- Healthcare systems
- Physicians and other clinicians
- Healthcare Payors (Insurance Companies)
- Community Foundations
- Healing Arts Therapists
- Artists and Art Non-profit Organizations



Brainstorm roles of stakeholders you would like to invite to your convening

How to Find Stakeholders

Start with brainstorming contacts that you and your team know personally within each of the sectors that you have identified. Gather their names, roles, organizations, and contact information on a spreadsheet, perhaps creating a different tab for each sector.

Next, consider reaching out to those individuals on your initial brainstorm list and ask if they know anyone who they think should be included, either within their sector or from one of the other sectors you are looking to fill.

If you still find that you are unable to find representation within a sector that you are seeking, consider doing an online search. LinkedIn can be a great place to start, and certainly a simple Google search can also be helpful.

Managing Your Guestlist

Create a system to manage your guestlist and RSVP's. We created a spreadsheet, shared by our team members. Within this spreadsheet, we created a separate tab for each industry sector. Within each tab, we entered the name, organization, role, and email address for each guest. We then created a separate tab for confirmed attendees so that we could track our RSVP's.

Cold Reach Outs

Warm reach outs are always going to be your best bet at getting a higher response rate. Warm reach outs are when you contact someone by phone, email, or direct message who you already have a relationship with. This could be a friend, former colleague, or even an acquaintance.

Cold reach outs are when you contact someone who you have no previous relationship with. This could be someone you come across on LinkedIn or through an organic Google search. While cold reach outs can feel awkward at first, think of it as simply reaching out to someone to see if they have a shared interest. In this way, it can be a great way to expand your network and connect with key stakeholders in your region.

When doing a cold reach out:

- Introduce yourself
- Include a brief statement of why you're reaching out
- Offer an opportunity to learn more

Keep your initial message short and simple. As an example:

“Hi [NAME], I’m [YOUR NAME], [ROLE] of [ORGANIZATION]. I’m reaching out because we are hosting a roundtable event on social prescribing. We would like to extend an invitation as we feel that you will be able to add value to this conversation. Please let me know if you’re open to us sending over more information. We look forward to hearing from you!”

Creating Your Registration Page

How will people register?

We chose Eventbrite because it was cost effective and made the registration process simple. It allowed us to collect important information at checkout, such as attendees' knowledge of social prescribing and the healing arts, as well as any dietary restrictions. Using Eventbrite also helped us easily track RSVPs, ensuring a smooth planning process. Since our event was at no cost to attendees, there were no surcharges or fees associated with the Eventbrite registration platform.



Scan QR code for a sample of our registration page

You may find another platform, such as Airtable or even a simple Google form, suffices for your needs.

Pre-event Questions

Within the registration page, we included pre-event questions to gain a better sense of our attendees' understanding and interest in social prescribing.

The questions we asked were:

- Please provide a brief bio that we may share with other attendees.
- What do you hope to take away from this roundtable convening?
- This convening is a gathering of key local stakeholders including the healthcare community, health systems, community and arts organizations. Do you know someone who needs to be in the room? If so, please provide their name, title, and email address below
- Light refreshments will be provided. Please note any dietary restrictions.

We requested bios from each attendee and created a private web link for confirmed participants to review them in advance. This allowed attendees to familiarize themselves with their peers and identify key connections before the event.

In asking about key takeaways that attendees hoped to gain we were able to gain insights on the specific interests and questions ahead of the event. In this way, we were able to ensure that the content of our program met attendee’s needs and expectations.

In asking for specific referrals, we were able to expand our attendee network beyond the initial brainstorm list that our team created on our own.



Lesson learned: Collecting bios added extra work, including managing a private web link and handling inconsistent responses—some bios were lengthy, while others included only a job title. It’s unclear how impactful this was for attendees, and some may have found it an unnecessary step. In the future, we may consider a simpler approach, such as a standardized format or an opt-in process.



What information do you want to know about your guests that you can ask through pre-event questions?

Invitation to Convening

Once you have finalized your guest list and created your registration page, it's time to send out the invitations. We sent our first invitations about 2 months before the actual event and requested RSVP's 6 weeks prior to the event so that we could arrange for planning the amount of food, supplies, and gifts to order.

An example of the email invitation is located in the Appendix. Feel free to use this as a template, updating the information to reflect the details and logistics of your convening.

Within the Appendix, you will also find an informational flyer we created and event graphic that we included as attachments with our guest invitations.

Before the Event

In preparation for the convening, we drafted and sent a press release, created a detailed day-of-event checklist, and organized a supply list to ensure a smooth execution. These steps helped streamline logistics and communication leading up to the event.

Sample Press Release

You will find an example of the press release that we used in the Appendix. Feel free to adapt the content to meet your needs. We worked with a public relations specialist to distribute this press release to local media channels.



Lesson Learned

Unfortunately, our press release was not picked up by any major media outlets. We received follow up feedback that the invite-only nature of this event precluded media interest in covering the event.

Check Lists

An event day checklist keeps everything on track and ensures a seamless experience for attendees. Small details make a big impact, like clear signage and materials that reinforce branding while helping guests navigate the space. We chose to provide a branded notepad and pen at each seat, providing attendees with an easy way to take notes while keeping our organization top of mind. Planning ahead for these details helps create a seamless and well-executed event.

Day of Event Check List

You made it to convening day! You've put in the work, and now it's time to bring everything together. Here are a few key tips to keep things running smoothly:

- Arrive early to get settled and run through presentations to avoid technical issues. We arrived 90 minutes in advance of the event start time and found that we needed that full duration of time to arrange the room layout, set up the refreshments, and test the AV equipment.
- Pre-write or print attendee name tags for quick and easy check-in.
- Designate a timekeeper to keep speakers and breakout sessions on track.
- Gather feedback during the event. We had a post-event survey at each chair so that attendees could easily provide feedback at the end of the event.
- Set Up Video Recording Equipment. We elected to record the speaker sessions via a simple webcam, tripod, and Zoom platform.



Lessons Learned

We would have liked to have taken group photos of the speakers; however, this was not on our initial checklist, and it slipped our minds as we navigated through the day. Be sure to arrange for capturing key moments from your event so that you can share them with your community via social media and/or email.

Some of our presenters included video in their slideshows, which did not amplify sound well in the room. Take the content of the presentations into consideration when testing out your AV equipment in advance.

Supplies Checklist

- Name tags
- Gifts for attendees and speakers (optional)
- Laptop with associated adapters
- Webcam, tripod, and associated wires/adapters (optional)
- Breakout session table signs
- Breakout session questions
- Banner or event signage
- Signage for food (if not supplied by catering)
- To be placed at each seat:
 - Pen
 - Notepad
 - Program Agenda
 - Post-Event Survey



Gifts for Attendees and Speakers

As tokens of appreciation, we gifted attendees with the book “The Connection Cure.” Attendees appreciated the opportunity to read more about Social Prescribing following the event. For our speakers, we gifted branded coffee mugs with the BGF logo.

Post-Event Survey Questions

We requested that attendees complete post-event surveys so that we could measure the impact of the convening. You will find our survey questions in the Appendix.

We opted to print the surveys on paper and requested attendees complete them before leaving the convening so that we could collect and review the feedback immediately. Additionally, we have found improved compliance with survey completion when participants are given a paper copy to complete during the event, as opposed to sending a survey by email afterwards.

Through collecting post-event responses, we were able to determine the impact of the event as well as community interest in ongoing programs.

After the Event

After the event, we focused on maintaining momentum and extending our reach. Collecting survey responses on-site led to higher participation compared to email follow-ups, providing us with immediate and valuable feedback. To keep the conversation going, we issued a post-event press release, highlighting key takeaways and reinforcing our impact. Additionally, we uploaded the convening recording to our YouTube page, ensuring continued engagement and accessibility for those who couldn't attend in person.

Post-Event Check List

- Send a follow up thank you email to speakers
- Send a follow up email to attendees and to those unable to attend including notes from breakout sessions or key takeaways like video links or speaker presentations
- If you recorded the speaker sessions, consider sharing the recording. We uploaded our recording to our Youtube page
 - [First-Ever Social Prescribing Roundtable Convening in Hampton Roads](#)
- Post-event press release

For examples of the emails and press release that we sent, refer to the Appendix.

Looking Ahead: Continuing the Impact

A successful convening is just the beginning. In the months following ours, we built on the momentum by launching the Hampton Roads Social Prescribing Network quarterly virtual meetings, ensuring ongoing engagement with attendees and new stakeholders. We also initiated a pilot project in partnership with a major healthcare system and community arts organizations to put social prescribing into action. Additionally, we facilitated key collaborations, connecting organizations and fostering new partnerships that continue to strengthen this work.

As you plan your own convening, think beyond the event itself. How will you keep the conversation going? What opportunities can you create for collaboration and real-world impact? By planning for what comes next, you can turn a single convening into lasting change.



What will be your plans for post-event collaboration and momentum within your community?

Planning a Social Prescribing Convening in Your Region?

Our team can help! From shaping the agenda, engaging the right stakeholders, or identifying key speakers, we offer expert guidance to ensure a meaningful and impactful convening. Schedule a consultation with us and gain personalized insights on:

- Event structure and agenda development
- Speaker and panel recommendations
- Stakeholder and community engagement strategies
- Best practices for integrating social prescribing into your region

Reach out to us at: admin@benjamingoldbergfoundation.org

Let's bring social prescribing to the forefront in your community—reach out today to get started!

Appendix 1

Case Studies

Social Prescribing USA Convening

In April 2023, Social Prescribing USA partnered with Columbia University, the EpiArts Lab at the University of Florida, and the UJA Federation to host a collaborative convening at Columbia University Medical Center in New York City. This hybrid event brought together 60 leaders across nine industry sectors for an afternoon of intentional education, dialogue, and collaboration.

Goals of the Convening

This event was designed to:

- Highlight social prescribing pilot projects taking place in New York City
- Catalyze local collaborations to advance social prescribing efforts

Agenda & Structure

The convening featured a dynamic mix of presentations, breakout sessions, and open networking opportunities.

The event opened with an overview of social prescribing, including the evidence supporting its use and the introduction of a regional New Jersey Performing Arts Center (NJPAC) pilot project.

Three rounds of breakout sessions provided attendees with opportunities to engage deeply with key topics:

First Breakout Session: Attendees self-selected from four focused discussions:

- Who Pays
- Leading Implementation
- Cross-sector Collaboration
- Facilitating Referrals



Case Studies

Second Breakout Session: Topics were sourced directly from attendees, with one dedicated group for open networking.

Third Breakout Session: A hands-on session where participants collaborated to create prototypes of successful social prescribing programs.

Throughout the day, 5-minute lightning talks showcased regional programs and introduced “micro-prescriptions” of nature and sound, offering creative, tangible examples of how social prescribing can be integrated into daily life.

Key Takeaways

This convening successfully engaged a diverse range of leaders, sparking new ideas, connections, and potential collaborations. The interactive format empowered participants to actively contribute, ensuring they left with actionable insights and inspiration to support social prescribing initiatives in their own communities.

Case Studies

New Jersey Performing Arts Center (NJPAC) Convenings

The New Jersey Performing Arts Center (NJPAC) played a pivotal role in advancing social prescribing by hosting two strategic convenings. One convening was for healthcare organizations and another for arts organizations to build partnerships and develop a regional arts prescription referral program.

Healthcare Working Group Convening

In December 2022, NJPAC hosted its first convening as a half-day, afternoon event designed as a healthcare working group. This session brought together 20 invited attendees, including representatives from:

- NJPAC
- A local healthcare system
- An insurance company
- A referral tracking software company
- An arts research lab

Agenda & Structure

The agenda provided space for structured discussion and interactive collaboration:

2:00 PM - 3:00 PM

Introductions & Overview of Social Prescribing

Opening Activity: Attendees responded to key questions on post-it notes, which were later shared and discussed.

3:00 PM - 4:00 PM

Discussion of a projected referral pathway, including assessment tools and data needs.

4:00 PM - 5:00 PM

Dialogue focused on refining the referral process, considering referral volume, staffing needs, and timeline.

Case Studies

Key Discussion Questions

Attendees explored critical questions to shape the program's design, including:

- In a perfect world, Arts on Prescription would...
- What does a successful pilot look like?
- Which populations should this program prioritize?
- What outcomes should we measure?
- What potential pitfalls should we avoid?
- What staffing and technology are required to manage referrals effectively?

Arts Organizations Convening

Two months later, NJPAC convened 11 regional arts and cultural organizations for a 3-hour, in-person meeting to explore partnership opportunities for an arts prescription referral program.

Agenda & Structure

This session included:

- Introductions & Overview of Social Prescribing
- Focused discussion on:
 - What programs or artists within your organization could support an arts prescription?
 - Are these programs free or paid?
 - What resources would your organization need to implement and track participation?

Case Studies

Program Outcomes

These two convenings laid the groundwork for the nation's first social prescribing program with a health insurer partner.

Through ArtxRx, members of Horizon Blue Cross Blue Shield of New Jersey and students from Rutgers University Newark could receive six months of free arts activities, including performances, classes, dance groups, and knitting circles.

Phase 1 of the program launched in September 2023 and concluded in October 2024, after which lessons learned informed the development of Phase 2.

Key Takeaways

NJPAC's intentional approach of engaging healthcare leaders and arts organizations in separate yet complementary convenings effectively fostered collaboration, clarified roles, and streamlined the referral process. Their success demonstrates the power of cross-sector partnerships in advancing social prescribing initiatives.

Case Studies

UJA Federation Social Prescribing Summit

In January 2025, the UJA Federation partnered with Social Prescribing USA to host a full-day summit focused on the role of social prescribing in combating isolation and loneliness. Held in-person, the event brought together 150 attendees, including representatives from:

- Foundations
- Community-based organizations
- City government workers
- Healthcare professionals
- Nonprofit professionals
- Insurers

Goals of the Convening

The summit had three key objectives:

- Address the role of social prescribing in alleviating isolation and loneliness.
- Educate community-based organizations about social prescribing and its potential impact.
- Foster collaboration among healthcare professionals, nonprofits, foundations, and insurers to explore the implementation of social prescribing programs.

Agenda & Structure

The event offered a combination of:

- Speaker sessions
- Panel discussions
- Fireside chats

These sessions featured physicians, journalists, and leaders from community-based organizations, providing diverse perspectives on the application of social prescribing.

[Click here to view the full agenda.](#)

Case Studies

Outcomes & Lessons Learned

While the summit successfully raised awareness of social prescribing within the regional network, the host team shared valuable lessons learned for others planning similar convenings:

- **Diversity in Audience:** While the presenters focused on aging populations, there was a desire to engage a more diverse audience and address a broader spectrum of populations that can benefit from social prescribing.
- **Strategic Guest Lists:** It was recommended to include insurers in the guest list from the outset to ensure comprehensive discussions on program implementation.
- **Time for Networking:** Providing ample time for conversations and networking was highlighted as crucial for fostering meaningful collaborations and partnerships.

Key Takeaways

The UJA Federation Social Prescribing Summit served as a successful platform for raising awareness and fostering collaboration on social prescribing initiatives. While it achieved its goals of educating and connecting key stakeholders, the feedback gathered offers actionable insights for future events aimed at expanding the reach and impact of social prescribing programs.

Case Studies

Harvard T.H. Chan School of Public Health Convening

In October 2022, the Harvard T.H. Chan School of Public Health hosted a 2-day, in-person event that brought together over 40 attendees from a diverse array of sectors. The event ensured that participants represented healthcare, arts and culture, public health, government, community development, academia, technology, and design. A select group of observers also attended, taking note of insights, questions, and key themes throughout the event.

Goal of the Convening

The primary objective of this convening was to accelerate and expand the social prescribing movement in the U.S. by bringing together stakeholders from various systems, working at different levels, and representing multiple sectors.

Agenda & Activities

The agenda combined hands-on group activities with short presentations, designed to foster collaboration and creative problem-solving across disciplines.

Participants were divided into multidisciplinary groups, each consisting of professionals from various sectors. These groups were presented with a complex scenario involving several stakeholders in a treatment journey, including patients, healthcare providers, insurance companies, and caregivers.

The groups were tasked with:

- Ideating around specific stakeholders' views, needs, and challenges.
- Prototyping key concepts from each stakeholder's perspective, aiming to identify innovative solutions for social prescribing.

Case Studies

Outcomes & Impact

The convening helped catalyze several positive outcomes, including:

- New collaborative partnerships among stakeholders.
- Publication of a peer-reviewed paper outlining key insights from the event.
- A Social Connection Policy Action Guide, offering actionable steps for advancing social prescribing initiatives.
- An event report and video, [Click here to access](#).

Key Takeaways

The Harvard T.H. Chan School of Public Health convening served as a pivotal gathering, uniting diverse stakeholders to push forward the social prescribing movement. By leveraging the expertise of attendees from multiple sectors, the event generated actionable outcomes, collaborative partnerships, and valuable insights that continue to inform the expansion of social prescribing initiatives across the U.S.

Appendix 2

Templates

Email Templates

Speaker Invitation

Hello [NAME],

I'm [YOUR NAME], [ROLE] of [ORGANIZATION], [BRIEF STATEMENT OF ORGANIZATION MISSION].

We are currently planning a number of initiatives around Social Prescribing, which is a healthcare model where physicians prescribe non-clinical therapeutic modalities to support their patients' healing journeys. One of these initiatives is a Social Prescribing Roundtable Convening in [LOCATION] this [MONTH OF EVENT] where we plan to gather key local stakeholders for a practical discussion exploring ways we can continue to expand this field here in our region.

We immediately thought of [SPEAKER'S ORGANIZATION] as a great local example of how this could work and continue to grow in this area.

Would you be open to a quick chat with myself and our team to explore being a speaker and/or guest at this upcoming convening? If so, please let me know your availability in the next week or two for a quick Zoom call.

[EMAIL SIGNATURE]

This email was sent along with a one-page informational document about social prescribing.

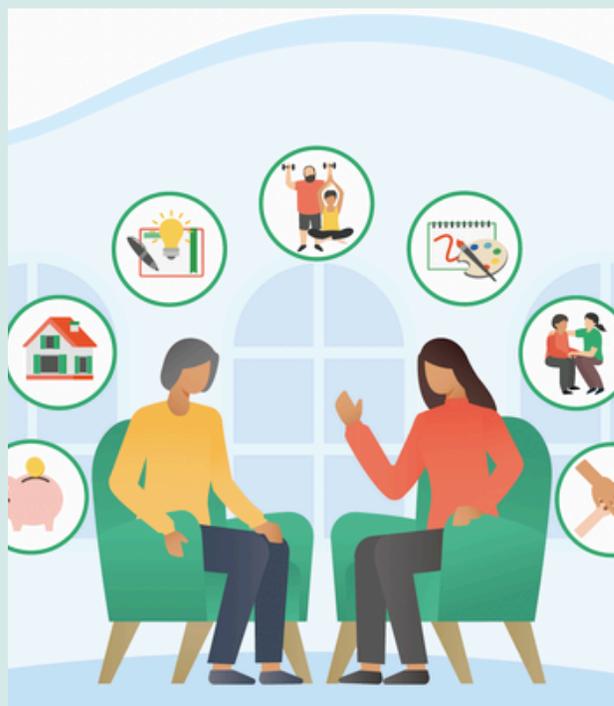
SOCIAL PRESCRIBING INITIATIVES



benjamin goldberg
FOUNDATION

WHAT IS SOCIAL PRESCRIBING?

Social Prescribing is an innovative approach that connects individuals to activities, groups, and services in their community to address practical, social, and emotional needs that impact health and wellbeing. This approach is embedded in healthcare systems in many parts of the world. Much of what we know about social prescribing is based out of the U.K. General practitioners (or primary care providers) refer patients to Link Workers. Link Workers meet with patients to assess their unique needs and connect them with non-clinical community resources such as painting, dance, music, gardening, walking, volunteering, or nature-based activities.



OUR ROLE

While not yet adopted in the U.S. healthcare system, Social Prescribing is gaining traction. The Benjamin Goldberg Foundation supports children, caregivers, and the community through transformative arts programming, and is leading the Hampton Roads region in raising awareness and implementation of social prescribing initiatives.

Our initiatives include cultivation and convening of the medical community, nonprofits, government officials, insurance companies, and healing arts professionals to accelerate learning and awareness of Social Prescribing in Hampton Roads. Through year-round data collection and analysis, we continually research the effectiveness of social prescriptions, as well as find ways to collaborate in our community to develop sustainable models.

LEARN MORE

Scan the QR code below to learn more about our work around Social Prescribing and join our newsletter to hear the latest social prescribing research, studies, and events.

We'd love to hear from you!

Connect with us directly at:
admin@benjamingoldbergfoundation.org



*Transforming the healthcare
experience through the healing arts.*

Templates

Guest Invitations

Subject: [Invitation] First Ever: Social Prescribing Roundtable Convening

You are cordially invited to the first-ever, **Social Prescribing Roundtable Convening** on [DATE] [TIME]. This event, brought to you by [YOUR ORGANIZATION], will take place at [EVENT LOCATION] in [CITY/COUNTY], [STATE]. We are inviting key leaders within healthcare, healing arts, community organizations, and artists to lead the region in social prescribing initiatives.

Social prescribing is an innovative approach that connects individuals to activities, groups, and services in their community to address practical, social, and emotional needs that impact health and wellbeing. Under this model, doctors prescribe activities such as visiting a museum, attending a concert, or spending time in nature. Patients are then connected with community organizations and arts engagement activities, thereby making these services more accessible. This model recognizes that there is more to health than simply the absence of disease, and that various social drivers impact the wellbeing of individuals and communities.

We believe that you have great value to add to the conversation and we invite you to join us on [EVENT DATE] for a Roundtable Convening featuring:

Templates

- [KEYNOTE SPEAKER]
- [LIGHTNING TALK SPEAKERS]
- Breakout sessions to discuss implementation and collaborative efforts to bring social prescribing to our region

Please RSVP by [DATE] to confirm your attendance and learn more about the event.

Thank you for your consideration, we look forward to sharing our Social Prescribing Initiative with you!

Templates

Press Release

FOR IMMEDIATE RELEASE

Contact:

<insert your contact information here>

**SOCIAL PRESCRIBING IN HAMPTON ROADS:
A ROUNDTABLE EVENT
PRESENTED BY THE BENJAMIN GOLDBERG FOUNDATION
[IMAGE]**

Hampton Roads, VA – September 4, 2024 – [The Benjamin Goldberg Foundation](#) is set to present a pivotal discussion on the future of healthcare and community well-being through social prescribing. The roundtable event, titled "Social Prescribing in Hampton Roads," will take place on Wednesday, September 25, 2024, from 8:30 AM to 12:00 PM EDT at the ForKids Landmark Center, located at 1001 Poindexter Street, Chesapeake, VA 23324.

Social prescribing is an innovative approach that goes beyond traditional healthcare by addressing social determinants of health. This practice connects patients to community resources and non-clinical services, such as arts and cultural activities, gardening, volunteering, and more, to improve their overall health and well-being. The roundtable will explore the potential benefits and implementation strategies of social prescribing in Hampton Roads, fostering collaboration among healthcare providers, community organizations, and local government.

Templates

Event Details:

- **Date and Time:** Wednesday, September 25, 2024, from 8:30 AM to 12:00 PM EDT
- **Location:** ForKids The Landmark Center, 1001 Poindexter Street, Chesapeake, VA 23324
- **Tickets:** This event is not open to the public; it is an invite-only event bringing together key regional leaders and stakeholders.

The roundtable will feature prominent speakers and experts in the fields of healthcare, social services, and creative arts. Attendees will have the opportunity to engage in meaningful dialogue about how social prescribing can be integrated into the Hampton Roads healthcare system, ultimately leading to improved health outcomes for residents.

"We are excited to bring together thought leaders and practitioners to discuss the transformative potential of social prescribing in our community," said Wendy Goldberg, Founder and President of The Benjamin Goldberg Foundation. "This event is a critical step toward building a more holistic and patient-centered approach to healthcare in Hampton Roads."

About The Benjamin Goldberg Foundation:

The Benjamin Goldberg Foundation supports children, caregivers, and the community through transformative arts programming, and is leading the Hampton Roads region in raising awareness and implementation of social prescribing initiatives.

For more information about the event or to learn more about social prescribing, please visit www.benjamingoldbergfoundation.org/socialrx

Templates

Post-Event Survey Questions

As a result of attending this program:

I have a better understanding of social prescribing (Y/N)

I feel motivated to promote social prescribing initiatives in Hampton Roads (Y/N)

I am interested in attending more programs like this (Y/N)

What did you enjoy most about this program?

What could be improved?

What is 1 action you plan to take in your community or within your organization as a result of attending this program?

What is 1 “ask” or request you have of how the Benjamin Goldberg Foundation can support you in your social prescribing efforts moving forward?

Would you be interested in attending quarterly Social Prescribing Town Hall meetings to continue this conversation with leaders in Hampton Roads? Y/N

Any other feedback, comments, or suggestions for future programs?

By providing my name below, I agree to my feedback being used on marketing materials, including social media, website, and emails, to bring more awareness of these types of events to the community (leave blank if you wish to remain anonymous).

Templates

Post-event Press Release

The region's first-ever Social Prescribing Roundtable Convening was a resounding success. Over 30 leaders from across Hampton Roads, representing healthcare systems, community foundations, artists, healing arts therapists, and community organizations, gathered to engage in a shared mission: advancing the health and well-being of our community through arts-based prescriptions.

The morning opened with a warm welcome from Wendy Goldberg, President & Founder of the Benjamin Goldberg Foundation (BGF), followed by Dr. Sheetal Ajmani, BGF's Medical Advisor, who presented an overview of social prescribing and its potential to address social determinants of health. The keynote address, delivered by Larissa Trinder, Assistant VP at NYC Health + Hospitals' Arts in Medicine Program, inspired attendees with examples of how their program is improving the well-being of healthcare workers, patients, and communities. This includes the creation of the largest community health art murals and art collection by any health system in the U.S.

We also heard from three local experts pioneering efforts to meet the holistic needs of patients, caregivers, and communities in our region. After a brief intermission, participants engaged in cross-sector breakout sessions that sparked valuable discussions on implementation, community collaboration, accessibility, and funding. The event concluded with reflections and clear next steps for advancing social prescribing in Hampton Roads.

Attendees overwhelmingly praised the breakout sessions and expressed a desire for more time to further explore ideas for advancing this initiative locally.

Templates

Quote:

“This convening marked a pivotal moment for Hampton Roads, fostering cross-sector collaboration to improve the health and well-being of our community. At a time when healthcare providers face unprecedented burnout, social prescribing offers a proven solution to reduce strains on the medical system while enhancing individual health through community-based resources.

Hampton Roads is uniquely positioned for a successful and impactful Social Prescribing Program, given our region’s rich arts and cultural history. While we celebrate the success of this event, we know our work has just begun. As we compile insights from the convening to guide our next steps, we are already preparing for our Healing Arts in Medicine conference in February 2025, which will feature national leaders in social prescribing. This virtual event will be open to the public, offering a continued platform for learning and collaboration.”

- Dr. Sheetal Ajmani, Medical Advisor, Benjamin Goldberg Foundation

Templates

Post-Event Emails

To Speakers

Subject: Thank You for Your Impactful Contribution

Dear [Speaker's Name],

We want to extend our heartfelt thanks for your participation in our first-ever Social Prescribing Roundtable Convening. Your insights and expertise played a crucial role in the success of the event, and we are deeply grateful for the time and effort you put into your presentation.

Your contribution helped spark meaningful conversations and opened the door for real, actionable progress in advancing social prescribing in Hampton Roads. The feedback we've received has been overwhelmingly positive, with many attendees noting how inspired they were by the knowledge and experiences you shared.

We look forward to continuing to collaborate in the movement to bridge the gap between arts and health.

Thank you once again for your dedication and for making this pivotal event truly impactful.

Templates

To Attendees

Subject: Thank You for Attending the Social Prescribing Roundtable Convening

Thank you again for attending and participating in our first-ever Social Prescribing Roundtable Convening earlier this week. We truly appreciate the time you took out of your busy schedule to join us and for your commitment to advancing this important initiative in Hampton Roads.

We were thrilled to hear that attendees overwhelmingly enjoyed the breakout session discussions and wished for more time. We also realize that, within the limited time frame, some of you may not have had the chance to fully share your valuable insights. As you continue to process the information and discussions from the event, we welcome any additional thoughts or ideas you may have. Please feel free to email me directly as we continue to collect input to shape the next steps of this initiative.

We also want to let you know that we'll be sharing notes from the breakout sessions soon. Additionally, due to some technical difficulties, you may not have received the full message from the videos shown during the event. We will be arranging to send those to you in the near future.

As we continue to lead the region in social prescribing initiatives, we want to remind you that we are your local, trusted resource for all things Arts in Health and Social Prescribing. As the Foundation's Medical Advisor, I stay up-to-date with the latest research, clinical applications, and developments in this field through my participation in monthly national meetings on social prescribing.

Templates

Here are just a few ways we can continue to support you as you explore practical applications in your community:

- Provide evidence-based health and healing education to your staff and program participants
- Facilitate cross-collaboration with community organizations, artists, and healing arts therapists
- Help design, implement, and facilitate pilot programs, including data collection
- Host quarterly regional town hall meetings to foster networking, discussion, and ongoing development of social prescribing initiatives in Hampton Roads

Please don't hesitate to reach out to any member of our team with any inquiries or collaboration opportunities:

Wendy Goldberg (President & Founder)
wendy@benjamingoldbergfoundation.org

Dr. Sheetal Ajmani (Medical Advisor)
sheetal@benjamingoldbergfoundation.org

Jennifer Chapman (Executive Administrator)
admin@benjamingoldbergfoundation.org

Stay tuned for more information about our first town hall meeting. We look forward to continuing this important work together.

Templates

To those unable to attend

Subject: Update on the Social Prescribing Roundtable Convening

Dear [Recipient's Name],

Earlier this week, we held our first-ever Social Prescribing Roundtable Convening, and although we missed having you with us, we wanted to provide an update on the outcomes of this important event. Your efforts and interest in advancing this initiative in Hampton Roads are deeply appreciated, and we recognize that building a movement to increase accessibility to Arts in Health through Social Prescribing requires cross-sector collaboration—we truly cannot do this without you.

After a warm welcome from Wendy Goldberg, I provided an overview of what social prescribing is and its potential to address social determinants of health. Larissa Trinder, Assistant VP at NYC Health + Hospitals' Arts in Medicine Program, delivered an inspiring keynote, sharing how their program integrates Arts in Health to enhance the well-being of healthcare workers, patients, and communities. This includes creating the largest community health art murals and art collection of any health system in the U.S.

We also heard from three local experts who are already pioneering efforts to meet the holistic needs of patients, caregivers, and communities in our region. After a short break, attendees participated in cross-sector breakout sessions that fostered valuable dialogue on implementation, community collaboration, accessibility, and funding. We concluded the morning with reflections and clear next steps for advancing social prescribing in Hampton Roads.

Templates

As we continue leading these efforts in the region, I want to remind you that we are your trusted resource for all things related to Arts in Health and Social Prescribing. As the Foundation's Medical Advisor, I regularly attend national social prescribing meetings and stay updated on the latest research, clinical applications, and developments in the field.

Here are a few ways we can support you as you explore social prescribing initiatives in your community:

- Provide evidence-based health and healing education to your staff and program participants
- Facilitate cross-collaboration with community organizations, artists, and healing arts therapists
- Help design, implement, and facilitate pilot programs, including data collection
- Host quarterly regional town hall meetings to foster networking, discussion, and ongoing development of social prescribing initiatives in Hampton Roads

Please don't hesitate to reach out to any member of our team with any inquiries or collaboration opportunities:

Wendy Goldberg (President & Founder)
wendy@benjamingoldbergfoundation.org

Dr. Sheetal Ajmani (Medical Advisor)
sheetal@benjamingoldbergfoundation.org

Jennifer Chapman (Executive Administrator)
admin@benjamingoldbergfoundation.org

Stay tuned for more information about our upcoming town hall meeting. We look forward to the opportunity to work together in the near future.

Resources

Below is a list of helpful resources to learn more and help you explore further.

- [**BGF Social Prescribing Roundtable Convening Recording**](#)
- [**BGF Social Prescribing Convening Registration Page**](#)
- [**BGF Social Prescribing Page**](#)
- [**BGF Healing Arts in Medicine Conference: The Wave of Social Prescribing**](#)
- [**Social Prescribing USA Website**](#)
- [**Connection Cure Website**](#)
- [**BGF Know the Facts Articles**](#)
 - [**The Role of Arts in Well-Being**](#)
 - [**Crafting an Arts in Health Program**](#)
 - [**Example of a Social Prescribing Pilot Program in the U.S.**](#)
- [**WHO Toolkit**](#)
- [**Arts on Prescription Field Guide**](#)

Contact Us



Address

PO Box 61778, Virginia Beach, Virginia, 23466

Phone

757.968.3874

Email

admin@benjamingoldbergfoundation.org

Website

benjamingoldbergfoundation.org

Help Us Keep the Momentum Going!

Your support helps bring social prescribing to more communities. If this work inspires you, please consider making a donation.



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