60 second interview with Deborah Todd, Social Prescribing Lead, Edberts House

Please provide a short biography

I’ve been working for Edberts House, a community development charity in East Gateshead, for 3 years. I currently lead on their social prescribing project, the Community Linking Project, which works out of the East Gateshead locality GP practices. Before this I worked as a project manager for an international development charity overseas. I graduated from Newcastle University Law School in 2010 and I’m about to start a part time masters combined with the legal practice course in September.

Outside of work I volunteer for the youth offending team in South Tyneside and I’m a trustee for North East Counselling Service.

What are the biggest changes you have seen in general practice over the last five years?

General practice working more creatively to cope with the demands on general practice and meeting the needs of their patients in a more holistic manner. The value of partnership working being recognised.

What do you think are the three biggest challenges facing general practices right now?

1. Increasing workload, both volume and complexity
2. Communication with other services
3. Limited resources

What sessions (other than your own) are you most looking forward to at Management in Practice Newcastle?

Creating smarter patient engagement using digital communications in your practice. I believe digital technology is currently underutilised as a way to engage with patients.

What do you hope attendees of Management in Practice will take away from your presentation?

I hope attendees see the value of social prescribing and the benefits it can bring to both practices and patients.
Why do you feel it is important for practice teams to attend training events?

It can be hard to take the time out of work to prioritise training. Training events give you a chance to leave behind the day to day stuff and think outside of the box. Listening to others and networking allows you to come back to your role with renewed energy and focus.

And finally, if you could choose any other job to have, what would it be?

Team GB cyclist