

Tackling Social Isolation and Loneliness in Essex

Working together to get people helping people



Essex County Council

Key issues and the case for change

Social isolation and loneliness are nationally and locally recognised and issues that can have significant impact on wellbeing and health

Evidence suggests risk factors for loneliness include:

- **Being in later old age (over 80 years)**
- **Low income**
- **Poor physical or mental health**
- **Living alone**
- **Living in isolated rural areas**
- **Living in deprived urban communities**
- **However highest rates often in young people who can get isolated**

Why this is so important

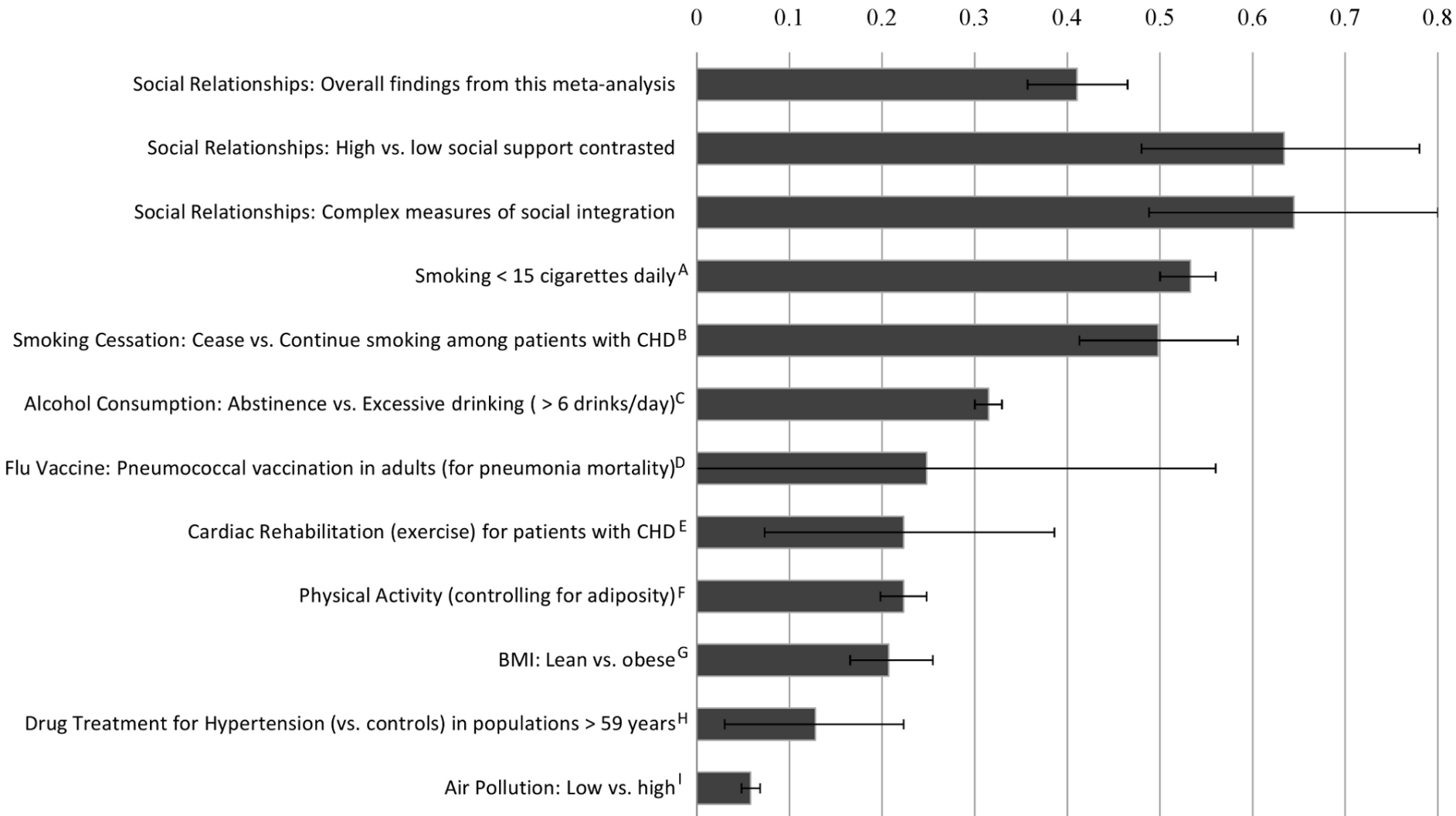
- How important are social networks in protecting (older) people
- Compared with:-
 - Smoking
 - Flu Vaccines
 - Alcohol
 - Exercise
 - Weight loss
 - Blood pressure
 - Air Pollution
- A meta-analysis of social relationships and mortality looked at 308,849 participants aged 63.9, on average, at baseline; 29% died during the follow-up of 7.5 years

Improved odds of Survival after Seven Years

Social Relationships and Mortality Risk: A Meta-analytic Review

Julianne Holt-Lunstad , Timothy B. Smith, J. Bradley Layton

Published: July 27, 2010



Whole System Change

ECC is leading an ambitious programme to galvanise system partners and local communities to tackle social isolation, and or loneliness.

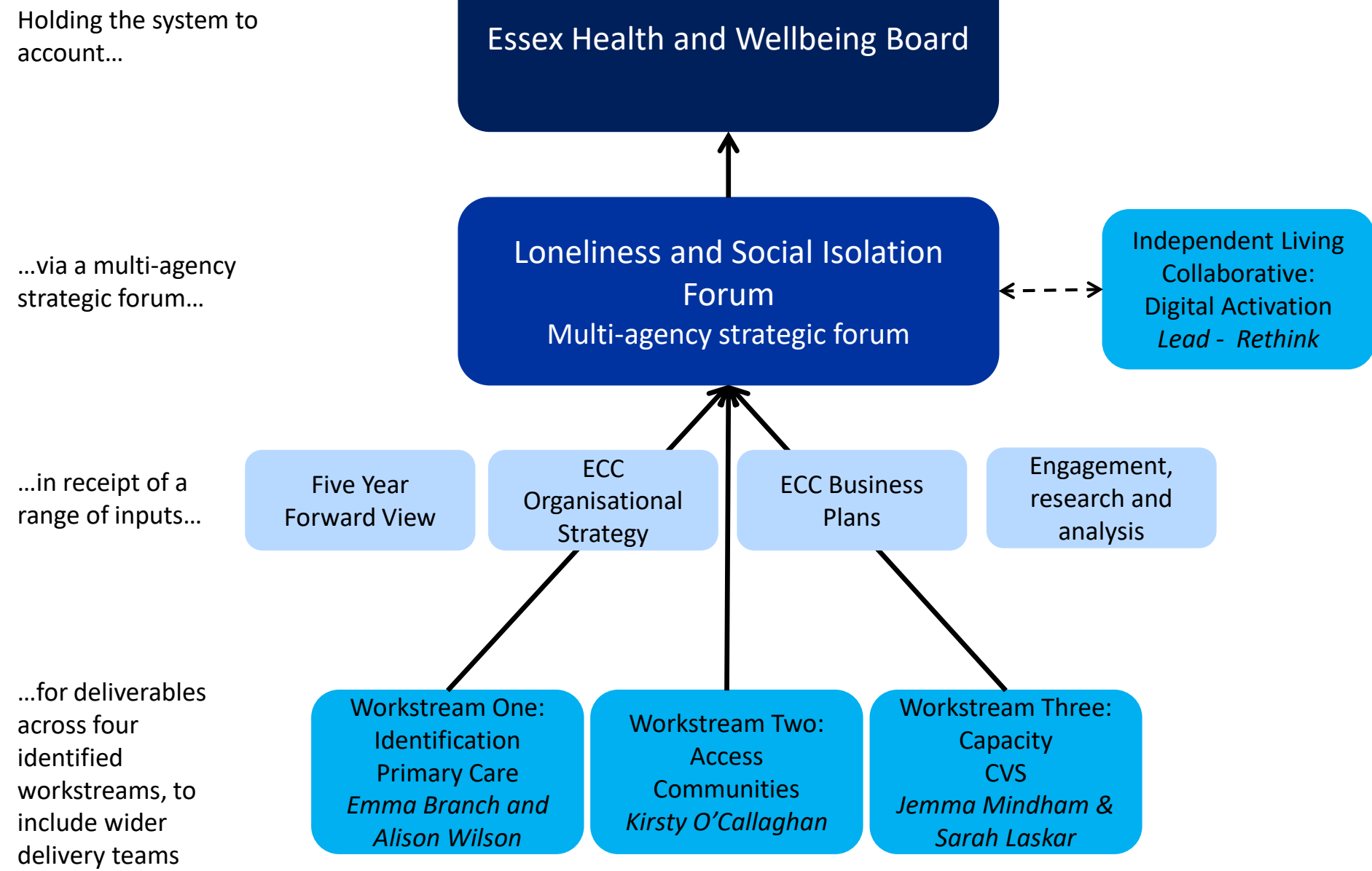
Work is underway to systematise a clearer pathway to identify, engage with, signpost and / or support people to improve social engagement.

Around this work at the sharp end, there sits a wider social issue and an opportunity to stimulate action outside our formal public service framework.

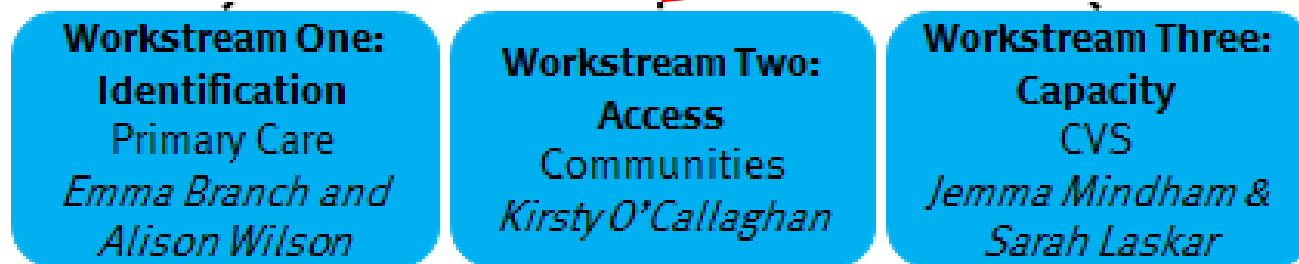
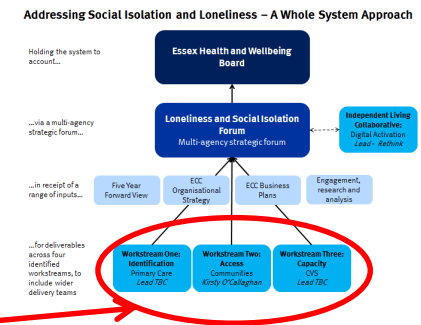
System Ambitions

1. Communities have a better understanding of the impact of loneliness and how to help each other
2. People who are lonely, or at risk of loneliness are identified and are able to access local information and support to live well
3. There is a range of community led support to reduce loneliness and build capacity to support people to live well
4. People with complex needs are able to access support to reduce loneliness

Addressing Social Isolation and Loneliness: A Whole System Approach



Workstreams



- Three workstreams have been established to explore and deliver specific issues within the system
- Forum members have allocated themselves to a workstream. The list of members of each workstream is being reviewed and any system gaps will be filled
- Workstreams will meet outside of the forum to progress the activity outlined in the plans below and present back to the Forum in monthly meetings
- A full report will be made by all workstreams at the meeting in early April, ahead of an update being made to Health and Wellbeing Board in May

People who are lonely, or at risk of loneliness are identified and able to access local information and support to live well

An agreed common approach to identify loneliness and access support, using Community (Care) Navigators...



There is a range of community led support to reduce loneliness and build capacity to support people to live well

Ensuring a range of support is available in the community

Community Assets

Voluntary
Community
Services

Neighbourhoods

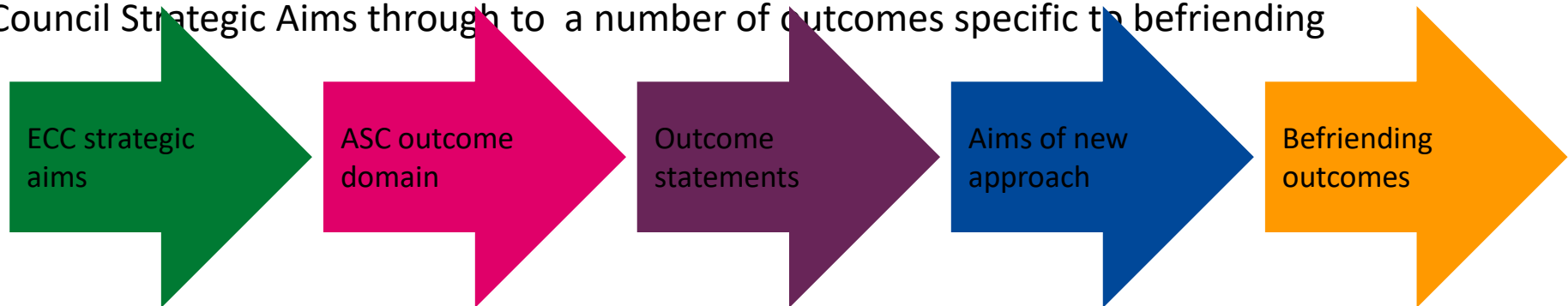
People with additional or more complex needs can access information and support to reduce loneliness

With our partners and using the broad range of insight we have gleaned, we are developing a new approach to befriending.

This approach will be:

- Focused on enablement and recovery
- Outcomes driven
- Locally designed and delivered
- Meet a diverse range of needs
- Focused on building solutions, not services
- Create a range of community capacity
- Ensure we meet the most vulnerable groups

An outcomes framework has been developed, building a golden thread from the Essex County Council Strategic Aims through to a number of outcomes specific to befriending



The approach

Insight & evidence

- A richer understanding of how people in Essex experience, respond to and address this issue
- Overlaid with local data, evidence of what works and segmentation models
- Through this work start to stimulate action and recruit people for next phase and to shape campaign

Public campaign

- Develop and deliver a campaign for Essex with the aims of
 - Raising awareness of the issue / reducing stigma
 - Encouraging people to take action – and how to do this effectively
 - Launch a framework for social action

Social Action Model / brand

- Develop a tiered programme as a vehicle for engaging with the issue, raising skills, connecting local action, celebrating success
- Explore tiered model of individual action / facilitating others / delivering services
- Targeted at individuals, communities and organisations
- Unites and directs to local offers under a shared, optional co-brand

SOUTH WOODHAM FERRERS

- Closed Group
- About
- Discussion
- Announcements
- Members
- Events
- Videos
- Photos
- Files
- Group Insights
- Recommendations
- Manage Group



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Members 28,798 Find a member

ADD MEMBERS Embed Invite
+ Enter name or email address...

SOUTH WOODHAM FERRERS GROUP
JUNE 2018 – 28,000 MEMBERS

NETWORK AND SHARING OPPORTUNITIES

300+ LOCAL FACEBOOK GROUPS IN ESSEX

40+ LOCAL LOCAL DEDICATED TWITTER

50+ LOCAL FACEBOOK PAGES

**FACEBOOK GROUP
ADMINS HAVE BECOME
VIPS WHETHER THE
'ESTABLISHMENT' LIKE IT
OR NOT**

Mental Health and Social Isolation

Addressing Loneliness

- Local groups
- Know individuals
- Events and venues
- Transport

Mental Health

- Mental health first aid training
- Done in local pub in SWF

Essex Men in Shed

- Support and guidance
- Reducing isolation & loneliness
- Empowering local communities

Mental Health and Social Isolation

Addressing Loneliness

- Parish Sector Councils can support self help groups
- Help organise community activity – picnics, community lunches, and other clubs to bring people together

Mental Health

- The Parish Sector can hold community Mental health first aid training, supported by ECC.

Essex Men in Shed

- The Essex Association can help share good practice, and encourage ideas such as Essex Men in a Shed.