

Age UK Rotherham and the Rotherham Less Lonely Campaign – a road well travelled with a number of diversions!



The Rotherham Less Lonely Campaign – a social movement

- ❖ Loneliness in older age and its impacts on health and well being and ability to continue to live independently now a nationally recognised public health issue
- ❖ Rotherham brand – Rotherham Less Lonely – started to be developed 2011 and launched 2012 – ahead of the game nationally
- ❖ No funding but needed to recognise what was already there (community groups, Community Transport etc.), mobilise local resources and **BUILD ON THIS FROM THE BOTTOM UP – MAKE IT PART OF ROTHERHAM LIFE**



The Rotherham Less Lonely Campaign

Led by Age UK Rotherham and championed by Rotherham's Partnership partners.

The Campaign aims were to:

- Raise awareness of the issue and its impacts
- Help to generate a whole community response e.g. through local community groups and events, corporate social responsibility, volunteering and fundraising
- Make it intergenerational – involve schools/ colleges and young people



Launching Rotherham Less Lonely in 2012 –
we pledge to help end loneliness

Loneliness in Older Age: How big is the problem?

Research Evidence Reviews suggests:

- 10 – 12 % of older people are always or intensely lonely = 4, 900 + in Rotherham
- 38% are sometimes lonely = 18, 600 in Rotherham
- Almost 50% of older people are affected by loneliness = 24, 500 in Rotherham

Loneliness in Older Age: Why does it matter?

Impact on older people's lives

- Motivation
- Independence
- Feeling safe
- Health and Well Being
- Confidence

Loneliness in Older Age: Why does it matter?

Impact on public services

- Loneliness costs us money
- Exacerbates and creates health conditions
- Decreases ability to live independently
- Leads to ‘inappropriate’ use of services as no other alternative service to address the issue e.g. Age UK Rotherham Hospital Aftercare, District Nurses, GPs, Police

The Rotherham Less Lonely Campaign- Achievements so far...

Raising Awareness:

- Campaign had strong local recognition
- Whole partnership response – e.g. Rotherham Social Prescribing Service
- Wider partners' engagement – schools, colleges, Parish Councils, local media
- Embedded in strategy – Health and Well Being, JSNA, RMBC Position Statement on Older People



One year on in
2013....

Two years on
in 2014....

*We're helping to end
loneliness for older
people in Rotherham*



The Rotherham Less Lonely Campaign Achievements

Funding:

- Encouraged local people to fundraise for Services e.g. Two's Company
- Helped us to lever in external funding e.g. Westfield and Big Lottery to support services
- Partners contributing funding – CCG Social Prescribing, RMBC Leadership Funds, One Town One Community



The Rotherham Less Lonely Campaign Achievements

Community Participation/ Intergenerational:

- Parish Councils, Schools and Colleges, Acorns, Lions
- Local community events e.g. Kilnhurst
- Volunteers e.g. for Two's Company Befriending Service
- Students of all ages started to engage with the Campaign





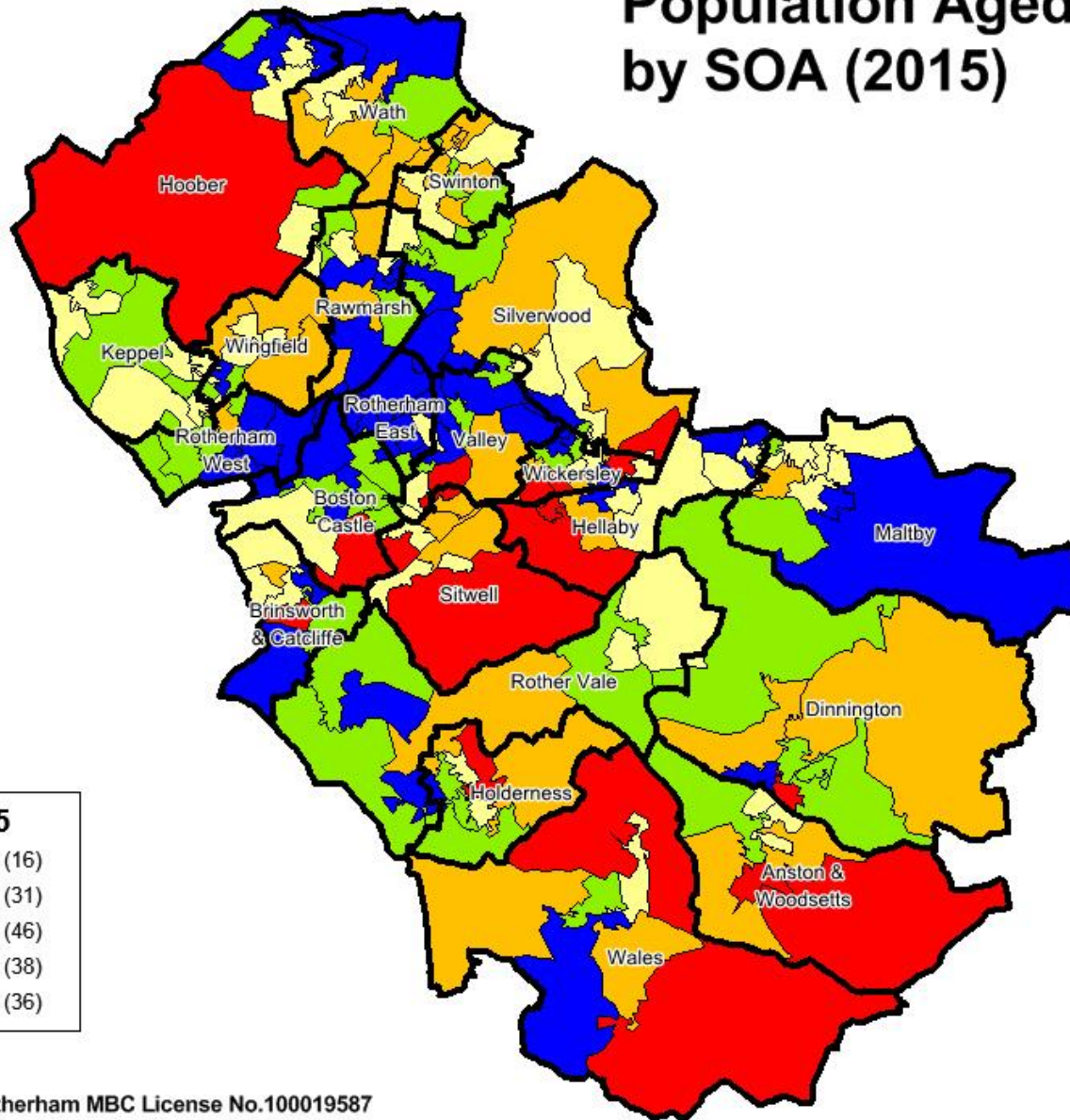
2014 – 15: Major Roadblocks!

- Rotherham CSE Reports and aftermath – diversion of effort and resources to children's services locally
- Impact of austerity – reduction of ability to address preventative issues and focus on statutory provision

2016 – Getting back on track!

- ✓ March – Loneliness Workshop with AUK and local partners – heat maps and evidence base
- ✓ Summer – ROPF get funding for local research
- ✓ Jo Cox Campaign means issue gets more profile

Population Aged 65+ by SOA (2015)

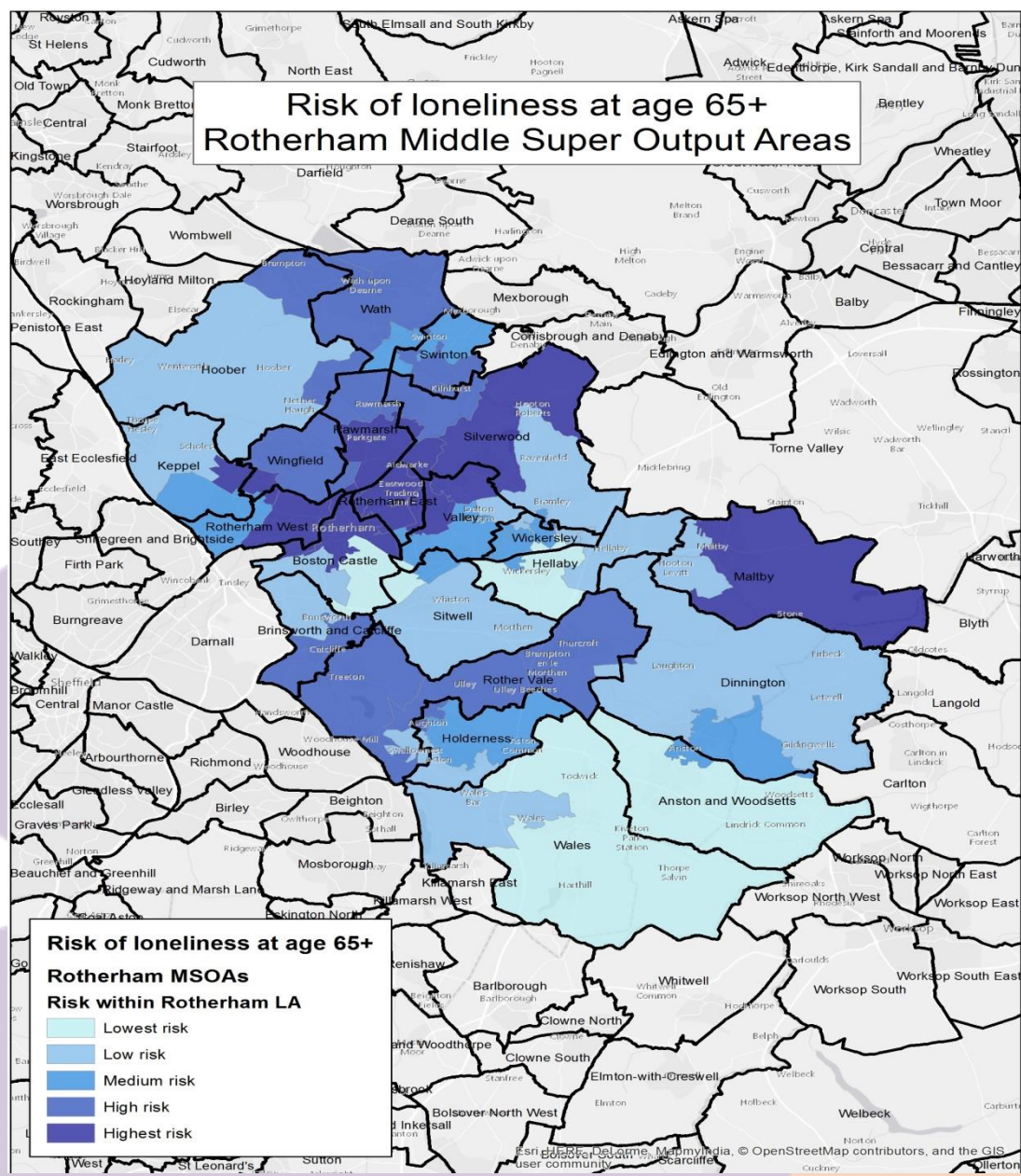


Aged 65+ in 2015

Over 28%	(16)
23% to 28%	(31)
18.5% to 23%	(46)
14.5% to 18.5%	(38)
Under 14.5%	(36)



Middle Super Output Area risk of loneliness at 65+ (with ward boundaries)



Workshop 2016

- Data mapping – we have loads of data!
- Risk does not mean reality!

BUT

- This is not the full picture – WE NEED TO UNDERSTAND OUR LOCAL COMMUNITIES

2017 – Keeping moving!

- ✓ ROPF/AUKR – Conversations about loneliness
- ✓ October 2017 – ROPF Research Published
- ✓ Preventative work coming back onto local agenda – **LOOKING FOR COMMUNITY ASSETS**

What have we learned?

Older people have a good sense of the 'solutions' and one size does not fit all!

- Befriending
- Self help strategies
- Groups and activities

What have we learned?

Importance of local champions – people make change!

- Leadership at senior level e.g. District Commander SY Police
- Partnership approach

What have we learned?

Amenable to low level and relatively low cost interventions

- Effective in combatting vulnerability and reducing need for health and social care services
- Volunteers and Voluntary and Community Sector organisations have a large part to play – but remember ‘low cost’ not ‘no cost’

What have we learned?

‘Community Assets’ rather than ‘services’ offer the best solution:

- Numbers are too great to offer traditional ‘services’
- Work with communities needs to be resourced

What have we learned?

- Keeping the issue on the agenda is a challenge – despite evidence base due to competing priorities for resources!
- Don't give up – it's a marathon not a sprint!
- The issue is not going away and we will all be old one day – so let's keep at it!

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