



Public Health
England



Creating Connections to Tackle Social Isolation & Loneliness

06 November 2019, Cloth Hall Court, Leeds

Delegate pack



#endloneliness

Name	Parallel Session - 13:45	Parallel Session - 14:10



Conference Agenda

9:30 – 10:00	Registration & Tea / Coffee	
10:00 – 10:10	Chair’s opening remarks	Rachel Spencer-Henshall, Director of Public Health, Kirklees Council
10:10 – 10:40	Opening Keynote: Working together to build strong and compassionate communities	Kim Leadbeater, Ambassador for The Jo Cox Foundation
10:40 - 11:15	Connecting the system: Why a systems-wide approach to loneliness is needed	Robin Hewings, Director of Campaigns, Policy and Research, Campaign to End Loneliness
11:15 – 11:35	Coffee Connections/Poster Presentations (Break & Networking)	
11:35 – 12:00	Connecting Place: The Kirklees Approach: Making Loneliness Everyone’s Business	Sharron McMahon, Health Improvement Practitioner (Advanced) & Helen Gilchrist, Project Manager, Kirklees Council
12:00 – 12:30	Connecting Communities: Harnessing the power of communities to tackle social isolation...what we do and what support do we need? Connecting People - A reflection on impact – A personal story	Mike Niles, Befriender/Founder at b:friend with invited guests
12:30 – 13:15	Lunch	

Notes



13:15 – 13:35	Haylo Theatre – Using theatre and art to address social isolation	Hayley Lamb and Louise Harris
13:40 – 14:40	Parallel sessions (2 x 20 minutes) showcasing good practice across the life course	
	<p>Session 1a & 1b: Co-production in action to tackle loneliness</p> <p><i>13:45 - Tackling social isolation and loneliness across the life course: What works well and why?</i></p> <p><i>14:10 - What Makes a Good Life?</i></p>	<p>Charlene Martin, Research Associate, Sheffield University</p> <p>Stephanie Smith-Crawshaw Director of Services, Age UK Bradford & Julie Robinson-Joyce Commissioning Manager, Bradford Council.</p>
	<p>Session 2: West Yorkshire and Harrogate ‘Looking out for our neighbours’ community campaign (13:45 & 14:10)</p>	<p>Karen Coleman, Communication and Engagement Lead, West Yorkshire and Harrogate Health and Care Partnership</p>
	<p>Session 3: Addressing Social Isolation Five Years On – where do we go from here? (13:45 & 14:10)</p>	<p>Vicky McGhee, Neighbourhood Manager at North Halifax Partnership & Rachel Swaby, Snr Staying Well Worker, Calderdale Council</p>
14:40 – 15:00	Coffee Connections (Break and Networking)	
15:00 – 15:20	Plenary Workshop – What have you heard, what next?	Gerard Savva, Director, Magpie
15:20 – 15:30	Summary and next steps - Close	

Notes

Parallel Session Outlines – Creating Connections to tackle Social Isolation and Loneliness

<p>Session 1a & 1b</p> <p>Charlene Martin, Research Associate, Sheffield University</p> <p>Tweed (2nd Floor)</p> <p>Stephanie Smith- Crawshaw Director of Services, Age UK Bradford & Julie Robinson-Joyce Commissioning Manager, Bradford Council.</p>	<p><i>Co-production in action to tackle loneliness</i></p> <p><i>13:45 - Tackling social isolation and loneliness across the life course: What works well and why?</i></p> <p>The Centre for Loneliness Studies is underpinned by a multidisciplinary approach and supported by a network of people who are both experts in loneliness and who have experienced loneliness themselves. Together with Leeds Trinity and Leeds Beckett, the centre has been involved in the local evaluation of <i>Time to Shine</i>, which is a co-produced programme that aims to reduce social isolation and loneliness in the city of Leeds. Older people have been at the heart of delivering and designing this work, alongside local delivery partners and organisations who provide a wide range of activities aimed at promoting positive ageing.</p> <p>A co-production approach has been taken in the local evaluation of the programme, by training people who have experienced loneliness and isolation to become Peer Researchers and Volunteer Listeners. Peer Researchers are involved in facilitating focus groups, developing topic guides and contributing towards our evaluation reports. Our Volunteer Listeners project captures the experiences of people who have been involved in the programme through sharing stories using a person-centred approach.</p> <p><i>14:10 - What Makes a Good Life?</i></p> <p>What makes a good life for you? What do you enjoy? What makes you happy?</p> <p>These were the questions Age UK Bradford District asked over 600 older people in 2018. Moving away from doing services to people towards engaging with people to support them to develop and lead the activities they want, we worked with BDMC Day Opportunities to develop a person-centred response to social isolation and loneliness.</p> <p>Through co-production we have supported the creation of over 10 new groups in response to what older people tell us is important: A South Asian ladies swimming group, Movie Mondays in at the Light Cinema, Wetherspoon’s Breakfast Club, a Nando’s lunch group and a Coffee and Chat in Morrisons. Local people, using local skills, leading local, sustainable activities in local venues that are part of their local communities, not separated from it or led by ‘others’.</p> <p>Using strength based approaches, working with people to develop volunteering opportunities and skills, implementing asset-based community development principles in collaboration with partners and businesses, allows us to facilitate the development of high quality, local, sustainable group activities resulting in organic friendships and improved wellbeing.</p>
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<p>Session 2</p> <p>Karen Coleman, Communication and Engagement Lead, West Yorkshire and Harrogate Health and Care Partnership</p> <p>Denim, 2nd Floor</p>	<p><i>West Yorkshire and Harrogate ‘Looking out for our neighbours’ community campaign</i> <i>(13:45 & 14:10)</i></p> <p>More neighbourly interactions and education on how to support vulnerable neighbours in a community can have a positive impact on issues associated with loneliness, reducing the possibility of dementia, heart disease and depression. Lonely people are more likely to suffer from these conditions. Findings published in Age UK’s new report “All the lonely people: Loneliness amongst Older People” (2018) show that the number of older people who are lonely has remained relatively constant and that the numbers are rising fast. This could be a major public health concern because if loneliness is not addressed it can become chronic, seriously affecting people’s health and well-being.</p> <p>West Yorkshire and Harrogate’s ‘Looking out for our Neighbours’ campaign saw over 350 groups / organisations and community champions get involved. This included giving out 35,000 packs with a focus on simple acts of kindness such as advice on how to interact with lonely neighbours such as meeting for a cuppa, offering a lift or even just saying ‘hello’. A website included editable and digital resources. There was a targeted approach throughout, coproduced with communities, and sharing of the positive experiences following the campaign. The campaign was evaluated.</p>
<p>Session 3</p> <p>Vicky McGhee, Neighbourhood Manager at North Halifax Partnership & Rachel Swaby, Snr Staying Well Worker, Calderdale Council</p> <p>Corduroy, 4th Floor</p>	<p><i>Addressing Social Isolation Five Years On – where do we go from here?</i> <i>(13:45 & 14:10)</i></p> <p>In 2014, ‘Staying Well’ was a pilot project to explore the impact of bespoke, community-based interventions for lonely and socially isolated older people. The programme aimed to consider how a range of interventions could impact positively on the health and wellbeing of individuals; how it could affect demand on primary and social care services. It was established from an emerging evidence base around the health consequences of social isolation and loneliness.</p> <p>Much of our success was due to encouraging local communities to take the lead and this was successfully supported through the use of micro-commissioning. At the time, it was considered a ground-breaking approach and has been supported by the Council, Calderdale CCG and the voluntary sector as a key initiative in tackling both physical and mental health.</p>

Poster Presentations – Creating Connections to tackle Social Isolation and Loneliness – (Merchants Hall)

<p>Poster 1</p> <p>Jennifer Woodward Research Fellow Leeds Beckett University</p>	<p><i>An Evaluation of the ‘Local People’ programme: Improving Social Connectedness in Deprived Communities</i></p> <p>Background ‘Local People’, funded by the Health Lottery and delivered by the People’s Health Trust, aimed to increase social connections and collective control in communities, to improve health and wellbeing and reduce inequalities. Twenty-nine deprived communities participated, deciding on their priorities and activities to make their community a better place to live, work and age in. Each established a decision-making group and received funding for actions, a Local Lead and support from a national charity.</p> <p>Methods A mixed method evaluation was conducted (2017-19) to identify processes and assess outcomes and impacts, with reference to the model’s theory of change. This presentation includes findings from in-depth case studies (c100 participants, 5 sites) and a longitudinal residents’ survey of all sites (n=1089).</p> <p>Findings The case studies showed how areas participating, faced significant challenges including poverty, poor employment and stigmatisation. Local People helped communities decide on and deliver a wide range of activities, including classes, events, neighbourhood improvements and activism. Social connectedness improved within and between groups, including across generations and between separate areas. Trust and perceived safety improved, and community spirit was stimulated, addressing perceived stigma. The survey found statistically significant positive results for ‘making friends’, especially for people more closely involved.</p>
<p>Poster 2</p> <p>Sally Barlow Public Health Lead (Communities & Partnerships) Hull City Council</p> <p>Cheryl Oakshott Services Manager Age UK Hull</p>	<p><i>Good Neighbour Scheme (Home Visiting Befriending Service)</i></p> <p>In December 2018, Age UK Hull was awarded funding to deliver Good Neighbour Scheme (GNS) from a social prescribing targeted grant pot to support people who are housebound. GNS is inherently preventative in terms of delaying or avoiding need for more intensive support.</p> <p>Background: Age UK Hull delivers a Telephone Befriending Service. However, due to the number of referrals requesting home visits, a significant gap in local service provision for people aged 50+ experiencing loneliness and social isolation was identified (specifically where Telephone Befriending was not a suitable option - e.g. poor hearing, mobility issues, long-term health conditions, low confidence and low self-esteem).</p> <p>GNS Model: Developed with the involvement of older people, each individual who is supported, undertakes a basic assessment to identify how loneliness impacts their life and to ascertain what other contacts and support networks may exist. Each volunteer undertaking their role are matched with a client(s) following an assessment and matching process.</p> <p>Results: Since January 2019, 48 Volunteer Befrienders have been recruited to provide 58 individuals with a weekly visit. In addition to home visiting befriending, there is wrap-around support for individuals to connect and engage with local community services, networks and resources.</p>

<p>Poster 3</p> <p>Liz Messenger and Hillary Wadsworth Head of Public Health (Older People) Leeds City Council</p> <p>Hillary Wadsworth Time to Shine Programme Manager Leeds Older People's Forum</p>	<p><i>Supporting Wellbeing and Independence for Frailty (SWIFt): a partnership approach</i></p> <p>Supporting Wellbeing and Independence for Frailty (SWIFt) started in 2016 as a partnership between Leeds City Council (LCC), Leeds Clinical Commissioning Groups (CCGs) and Time to Shine (T2S). The two-year pilot was part of the T2S programme that aims to reduce loneliness and social isolation in people aged 50+.</p> <p>SWIFt supports older people living with frailty who need intensive, longer term 1-2-1 support to increase their confidence, emotional wellbeing and resilience. This in turn aims to reduce their vulnerability to social isolation and frailty.</p> <p>SWIFt takes a person-centred approach; staff visit participants in their home considering their needs and aspirations to develop an action plan to achieve identified goals. They build trust and rapport to support participants address practical issues which prevent them from connecting with their local community.</p> <p>The project has worked with over 1000 participants; initial evaluation findings show that SWIFt has a positive impact on an individual's wellbeing and levels of social isolation, even though participants experienced a higher level of social isolation on entry. This influenced LCC to seek funding to continue and expand the service focussing on areas with the greatest need in terms of levels of moderate and severe frailty and deprivation.</p>
<p>Poster 4</p> <p>Victoria Penman Service Improvement Lead Age Better in Sheffield (South Yorkshire Housing Association)</p> <p>Edyta Banczer Programme Delivery Manager Age Better Sheffield</p>	<p><i>From the clinic to the community: Reducing loneliness and isolation through therapy</i></p> <p>Age Better in Sheffield (ABIS) is part of the National Lottery Community Foundation's <i>Ageing Better: Fulfilling Lives</i> programme aimed at understanding how to reduce loneliness and isolation amongst people over 50.</p> <p>In our research and coproduction phase, it became clear that poor mental health is a significant factor in loneliness and isolation. For many, accessing therapeutic services was challenging for various reasons (including the requirement to access therapeutic services in a clinical environment). The literature exploring what works largely considers non-clinical interventions. In response, ABIS commissioned Wellbeing Practitioners, delivered by Sheffield Mind. This innovative service provides psychological therapy, delivered at a location which the client is comfortable with (~50% start therapy in their home, GP or other community venue), with a view to the client progressing to take part in therapeutic and peer led interventions within Sheffield Mind's wellbeing centre.</p> <p>Our work demonstrates that Wellbeing Practitioners' clients have improved loneliness and isolation (47% improved on De Jong Gierveld 6 item scale) and wellbeing (80% on SWEMWBS) and that the programme has increased access for men, who are typically under-represented in psychological treatment (percentage of male clients increased by 13%). It also discusses the approach taken and future plans of this ongoing pilot</p>



<p>Poster 5</p> <p>Tracy Meyerhoff Head of Social Care & Health Integration Hull City Council</p>	<p><i>Hull Extra Care Housing and Centre of Excellence PFI Project</i></p> <p>Extra Care in Hull is improving social inclusion and combating loneliness for 350 adults living within these facilities and surrounding communities. Differing abilities and ages benefit from Intergenerational Housing and becoming part of a real community. Resident quote:</p> <p style="padding-left: 40px;">“It has changed my life completely. I feel safe and secure and now have friends and feel involved within our community. I was very isolated previously, my health in general has improved but to being well motivated. Best move I have made.”</p> <p>Extra Care facilities consist of over 300 apartments in 3 sites across Hull, all with a range of communal amenities. Engagement and involvement has resulted in better use of environment to support community and wider system health and wellbeing. Organised activities have improved social inclusion and combatted loneliness.</p> <p>Local data indicates that a low-level health screening programme aimed at reducing anxieties is resulting in less call outs for GP and Ambulance to adults living in Extra Care facilities. Furthermore, 200+ carers report being less isolated and have better support.</p> <p>There is a strong sense of community and ownership by people living in Extra Care. Good relationships are developing with surrounding communities and volunteer and apprenticeship opportunities have been created.</p>
<p>Poster 6</p> <p>Ruth Fletcher-Brown Public Health Specialist Rotherham Metropolitan Borough Council</p> <p>Teresa Brocklehurst Strategic Co-ordinator, Children, Young People and Families Consortium Voluntary Action Rotherham</p>	<p><i>LONELINESS: A Consultation with Rotherham Young People</i></p> <p>Very little research has been conducted into loneliness among young people in Rotherham; RMBC wanted to find out:</p> <ul style="list-style-type: none"> • what the issues are for young people in relation to loneliness, • how common loneliness is among young people, • if there are any triggers or sub-groups that can predict loneliness, and • what is working well and what could be done to alleviate the problems. <p>Loneliness among young people was identified as an area which the Children, Young People and Families Consortium* could contribute to, providing a snapshot of youth loneliness in the borough.</p> <p>The consultation took place between April and June 2019 and 130 young people aged 10-25 years of age took part. 13% of the children and young people identified as having Special educational needs and disability (SEND), 27% identified as having English as an additional language, 18% of the participants were young parents and 8% were Looked After Children.</p> <p>A thread running through the piece of work was that perceiving themselves to be different from others can make children and young people feel lonely; they wanted to celebrate diversity and difference. Children and young people valued having a relationship with one trusted adult. The young people felt that education about the signs and symptoms would be helpful.</p> <p>*The Children, Young People and Families Consortium comprises 30 charitable organisations within the borough of Rotherham. The consortium work together on common issues where possible.</p>