

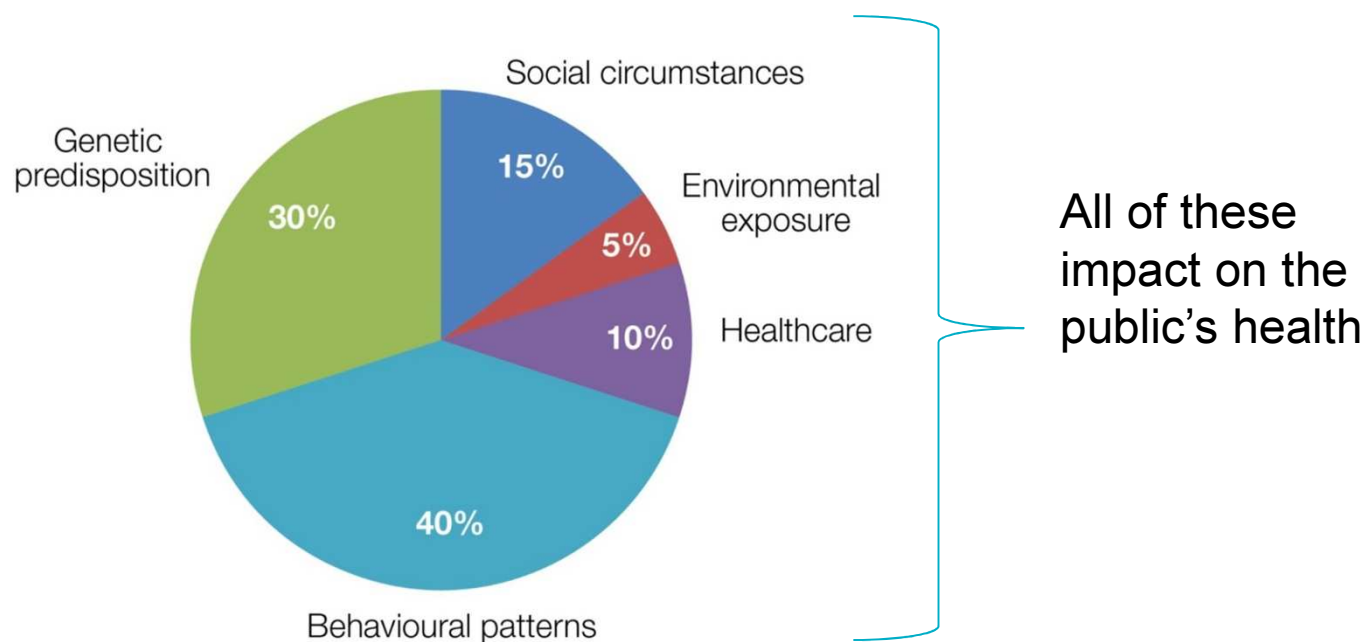
# Social Isolation

How Kent Fire &  
Rescue Service can  
help people stay safe  
and well



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# Why social isolation matters



# Social determinants of health



The Determinants of Health (1992) Dahlgren and Whitehead



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# Impacts on health

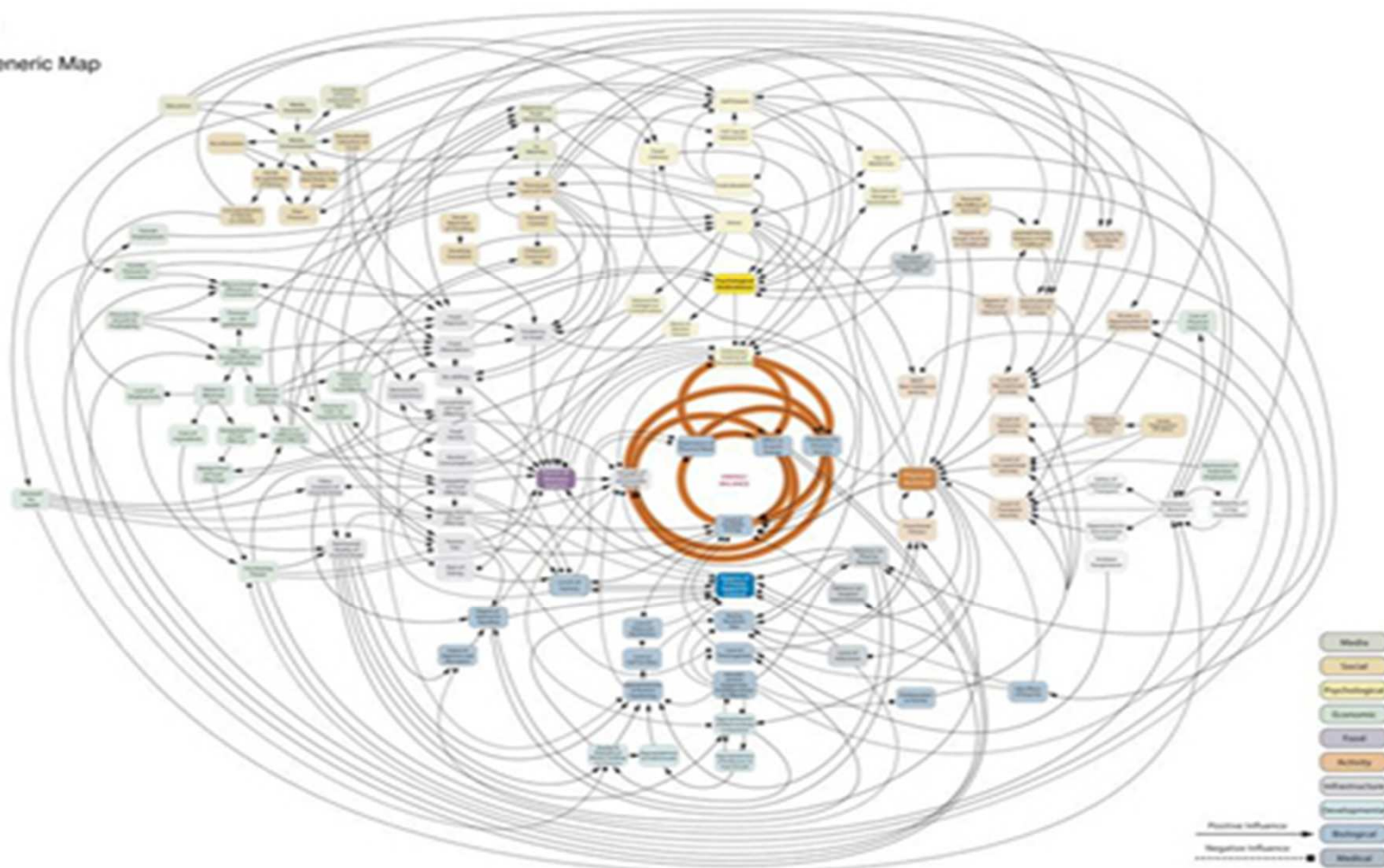
- Loneliness affects our health, from high blood pressure and higher use of medication to increased likelihood of developing dementia and depression...
- Loneliness has significant cost implications for the NHS, social care and the wider economy;
- Lonely individuals are more likely to visit their GP, undergo early entry into residential or nursing care, and be admitted to accident and emergency services.



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# These issues are complex....

Map 0  
Full Generic Map



Source: Foresight - Tackling obesity: future choices - [http://www.foresight.gov.uk/Obesity/Obesity\\_final/index.html](http://www.foresight.gov.uk/Obesity/Obesity_final/index.html)



# Increasing recognition of the wider public health workforce



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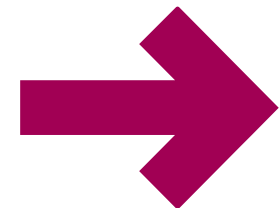
# But why is KFRS interested?

- Strong correlation between health issues and fire fatalities & injuries;
- Fire related injuries and fatalities are higher in single occupancy homes;
- Approximately half of accidental dwelling fires involving the elderly lived alone;
- Socially isolated people are less likely to access services such as Safe & Well visits.



# Why work together?

- Helping meet the challenge set out in the 5YFV requires public services to work together – supporting the same local communities;
- Addressing common risk factors including multi-morbidity, cognitive impairment, smoking, drugs, alcohol, frailty, disabilities, dementia, mental illnesses, loneliness/social isolation and cold homes;
- Making every contact and every local £ count;
- Good examples of where this is happening already;
- Supporting delivery of local plans.





# Why the fire & rescue service?

- Strong and trusted brand;
- Eyes and ears;
- Same target groups;
- Capacity and opportunities to do more;
- Experienced in prevention.



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# Safe & Well visits

- Around 20,000 visits per annum;
- Around 45 minute visit to assess environmental and behavioural risks;
- Free to customer – fully funded by FRS;
- Advice and physical measures to reduce risk;
- Fire safety;
- Falls prevention;
- Dementia and Mental Health;
- Reducing excess winter deaths;
- Smoking cessation;
- Making Every Contact Count;
- Referrals.



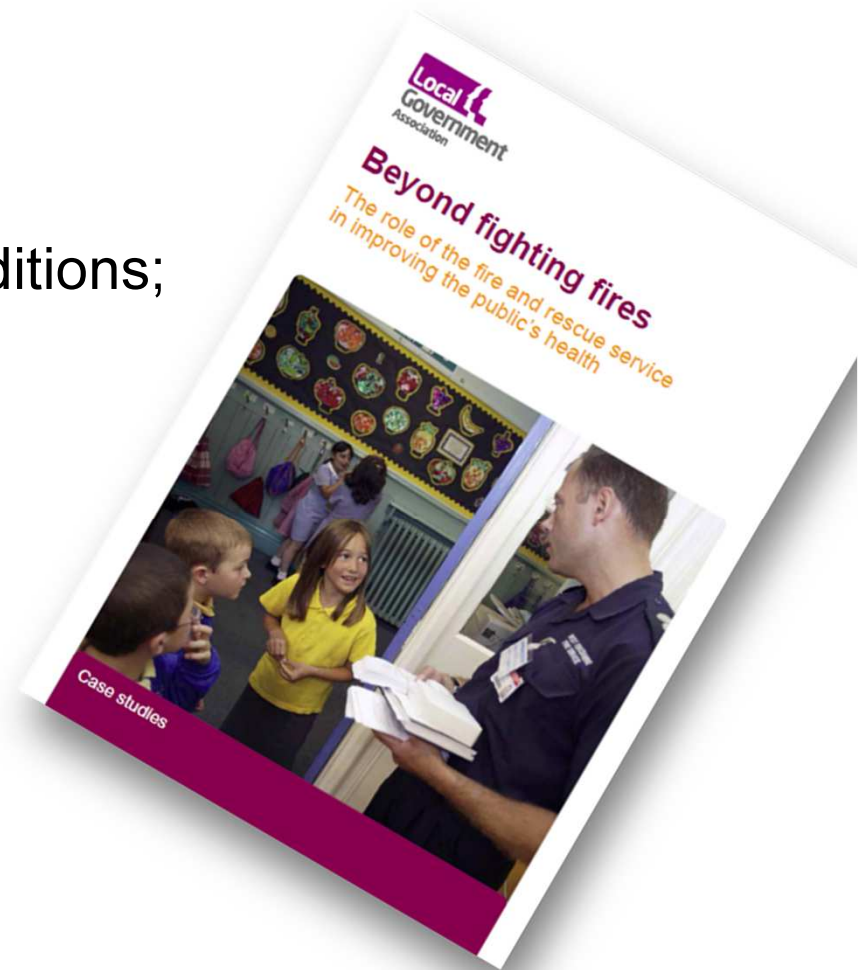
# Who can have a Safe & Well visit?

- Anyone 70 or over;
- Anyone 5 or under;
- Anyone smoking in or around the home;
- Anyone with a disability;
- Anyone have any other reason to feel unsafe at home;
- Referred by a partner agency.



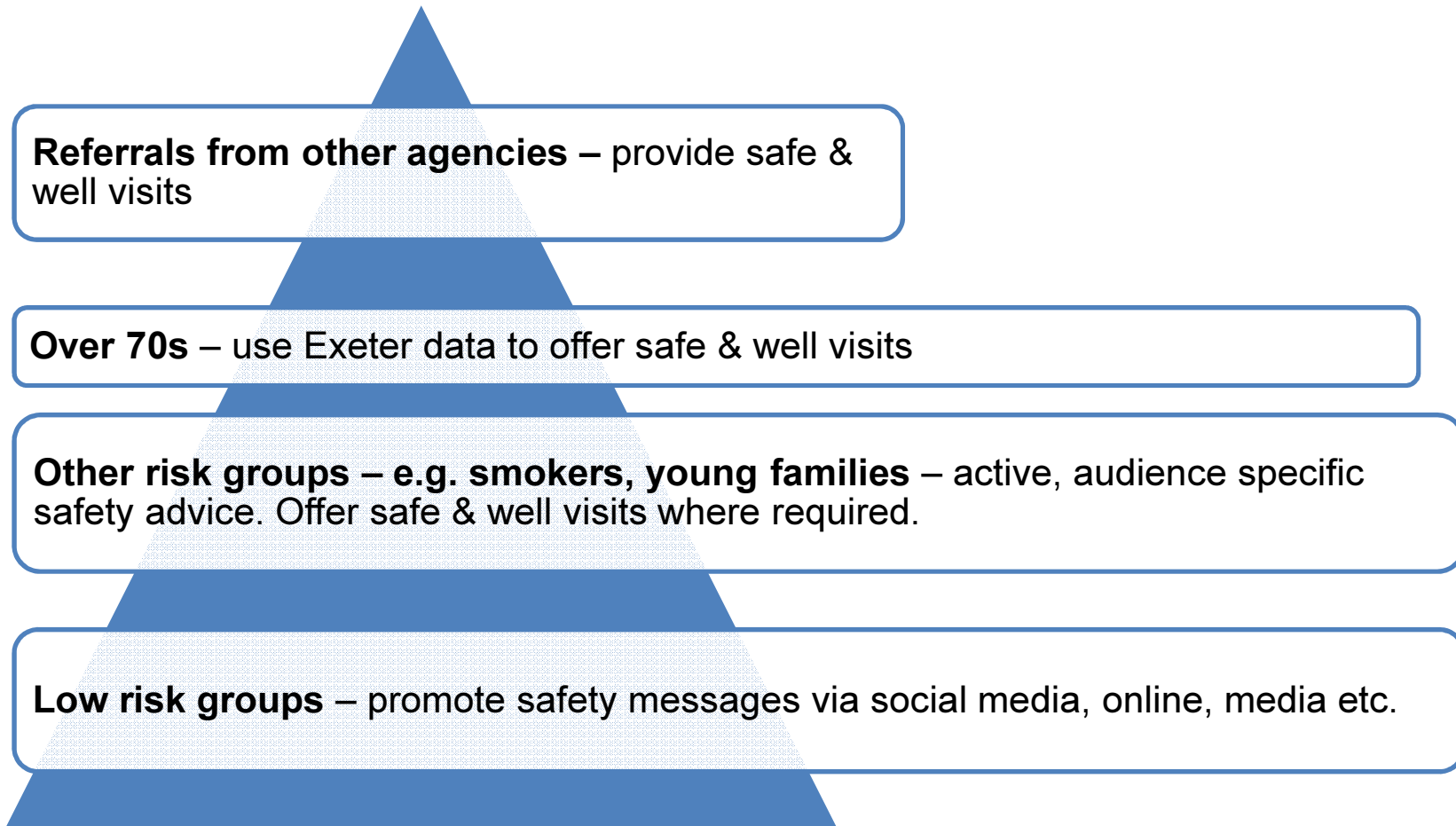
# Our priorities

- Elderly and frail;
- People with a learning disability;
- People with long-term health conditions;
- Dementia and Mental Health;
- Prevention – health promotion;
- Smoking;
- Falls prevention;
- Excess winter deaths;
- Overheating indoor;
- Children’s burns and scalds;
- Making Every Contact Count.



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# Risk based approach

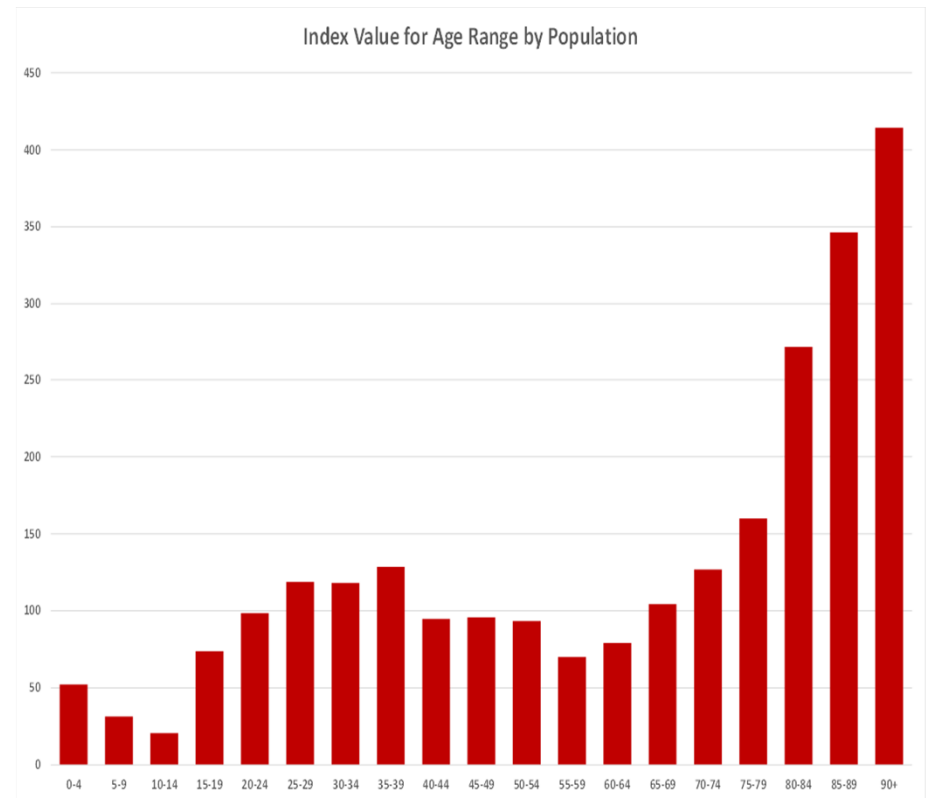


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# Why focus on the elderly?

- People over 80 are four times more likely to be killed or seriously injured in a fire;
- 20 of the 26 fatalities since 2009 have been over 70;
- 21 of the 69 serious casualties have been over 70;
- The number of over-65s is predicted to double between 2010 and 2050;
- 34,300 estimated excess winter deaths of people aged 65 (2016/17);
- About a third of all people aged over 65 fall each year.

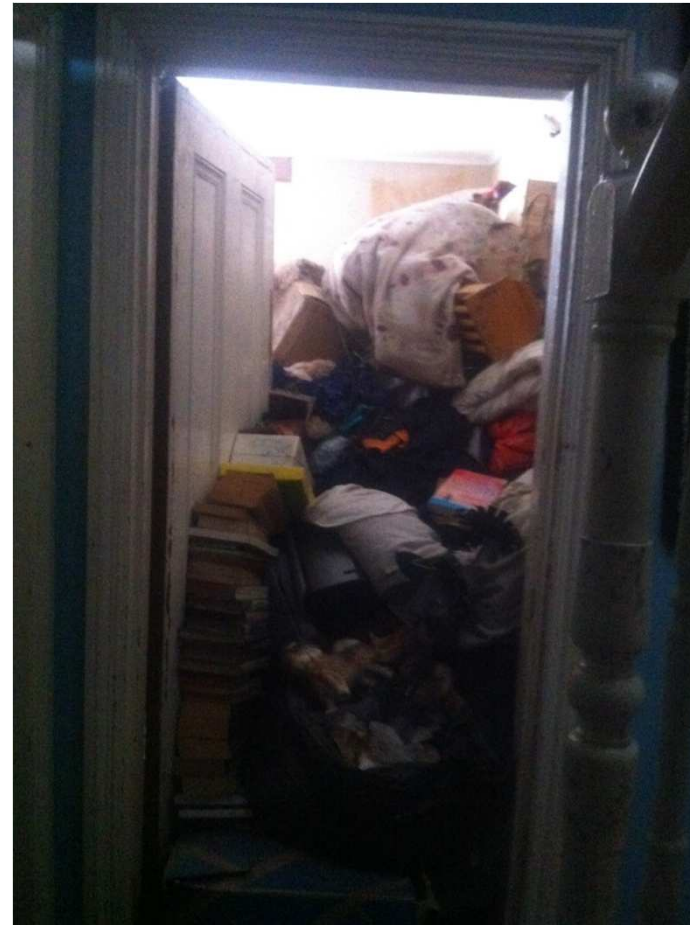
## Fatalities and Casualties



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# Hoarding



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# Social Isolation Campaigns



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# haircare network



**October – March 2016**



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## Overview

- KFRS crews, Community Safety and Communications built a network of hairdressers / barbers (both shop based and mobile)
- Influence and help promoting KFRS Safe and Well Visits to hard to reach groups (vulnerable people)
- Endorsed by the Royal Society for Public Health
- Generate an increase in SWV referrals for relevant target groups
- Generate positive PR activity around KFRS working collaboratively and innovatively in the community
- Target of 50 hairdressers to register
- Business Safety advice
- Dementia Friends awareness sessions



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## Results

**107** local business have registered for the network

County Split

- **East**                    **22%**
- **West**                    **35%**
- **North**                  **17%**
- **South**                  **11%**
- **Mid**                      **15%**

## Media

Articles

**30+**

Total Average Audience

**800k people**

Total Advertising Equivalent

**£12.5k**



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# haircare network



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show  
you  
care

**January – July 2018**



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KFRS initiative which helps people in our community who are living in isolation to feel valued, safer and less isolated.

- It's estimated that in Kent and Medway there are more than 40 thousand over 65s living socially isolated lives (2017).

Campaign encourages people to drop in on neighbours or friends for a chat, and to consider how they can help reduce the risk of fire in their home.



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## Testimonial

When I was approached by KFRS to get involved in the Show You Care campaign I didn't have to think about it; it's such an important, community spirited project. We're all connected in some way to someone who might be living in isolation, someone who has become less mobile or even a young family who has recently arrived home with their new born – so it's important to try and do what we can to make people feel valued and cared for.

In the time I spent with the team at the fire service we were able to create some great materials for the campaign that were very professional and creative. Importantly they were very successful in getting the messages out to the right people. I also had some fun too, especially the ride in the fire engine.

I wish the team all the best for the future.

A handwritten signature in black ink that reads 'Cheryl'.

Cheryl Baker



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## Social media activity JAN – MAY 2018

### Facebook stats:

- 22 'Show You Care' messages on KFRS FB timeline:
- Total Reach – **94,212**
- Total engagement (likes, comments and shares) – **656**
- Two video posts that got a total of **13,088** views

### Twitter stats:

- 18 'Show You Care' messages on KFRS Twitter timeline:
- Total impressions – **90,152**
- Total engagements (likes, retweets, clicks) – **1,076**
- There was one video post that got a total of **1,284** views




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# show you care

## Social media

**Kent Fire and Rescue Service**  
Published by Hootsuite [?] · 7 January · 🌐

You may have seen Cheryl Baker on #DancingOnIce - now she Kent Fire and Rescue Service to help thousands living alone in safe and well this winter - Could you #ShowYouCare? <http://ow.ly/byBp30hD4q5> #TeamCheryl



**show you care**  
Kent Fire and Rescue Service

3,900 people reached

Like Comment Share


Carol Gillings, Lydia Holland and 21 others

19 shares

Write a comment...

**Kent Fire and Rescue Service** @kentfirerescue

With cold, wintery weather returning to Kent and Medway this weekend, please take time to #showyoucare by checking in on your friends and neighbours are safe. [#kentsnow ow.ly/DpEW30iZ5](http://ow.ly/DpEW30iZ5)



**show you care**  
Kent Fire and Rescue Service

4:00 PM - 16 Mar 2018

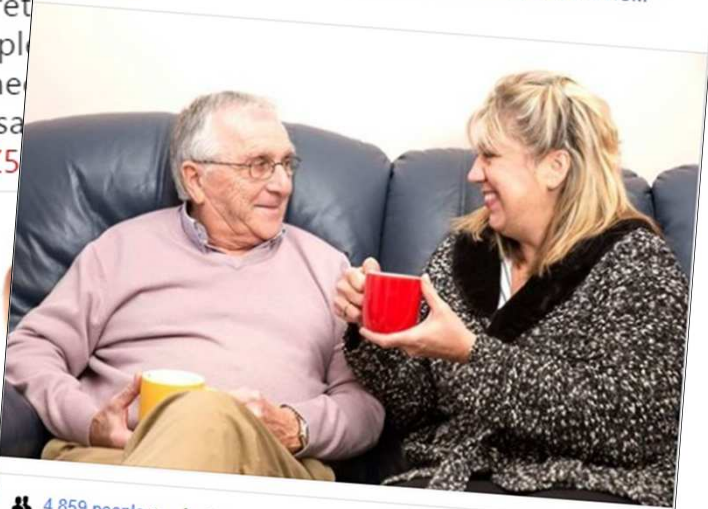
12 Retweets 13 Likes

12 13

Add another Tweet

**Kent Fire and Rescue Service**  
Published by Hootsuite [?] · 26 February · 🌐

Snow is moving its way into the county and it's got a lot colder! #ShowYouCare by visiting someone who spends time alone, maybe a neighbour or someone in their later years who'd benefit from a friendly face. Break the cycle of social isolation by saying 'hello' [ow.ly/pKaj30hSMCM](http://ow.ly/pKaj30hSMCM) #kentsnow



4,859 people reached

Like Comment Share Boost Post

Hazel Broadley, Elaine Platt and 19 others

24 shares

Write a comment...



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**It's estimated that in Kent and Medway there are more than 40 thousand over 65s living socially isolated lives (2017).**

## **Conclusion**

- Strong media exposure for both campaigns
- Excellent business to business engagement (Haircare)
- Using a network to generate more referrals for Safe and Well Visits
- Delivered both campaigns within tight budgets
- Joined up team-work to deliver the campaign
- Strong safety messages
- Both campaigns have generated Safe and Well Visits
- Haircare Network and Show you Care have both helped establish KFRS as a health and care asset



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# For more information

Email: [richard.stanford-beale@kent.fire-uk.org](mailto:richard.stanford-beale@kent.fire-uk.org)

Telephone: 01622 692121 ext.8454

For referrals or general advice:

0800 923 7000

Web Search 'KFRS Safe and Well'

Video: <https://vimeo.com/205047553/347f54e15c>



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