

Tackling Social Isolation and Loneliness in Essex

Working together to get people helping people

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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**
- **Evidence shows that, as nationally, some residents of Essex are at risk of or currently experiencing loneliness**
- **Being lonely is associated with higher blood pressure and depression, higher rates of mortality and is linked to higher incidence of dementia**
- **Lonely individuals tend to make more use of health and social care services and are more likely to have early admission to residential or nursing care**

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

Communities have a better understanding of the impact of loneliness and how to help each other

Social movement campaign to recruit
Community Connectors, who will...

Share knowledge of
local support across
communities

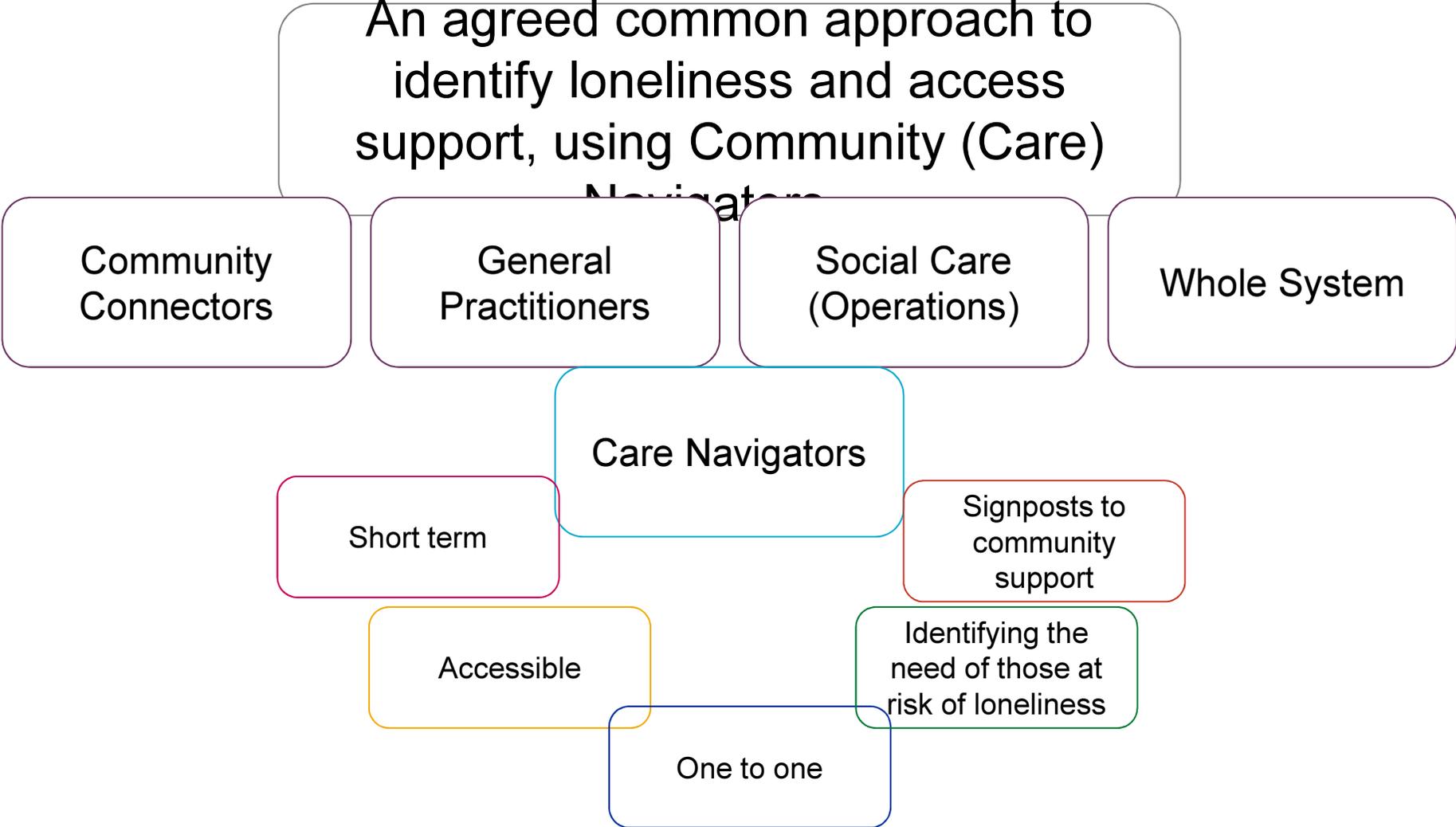
Raise awareness

Help build connections
across communities

Improve understanding

Identify people who
might be lonely

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



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

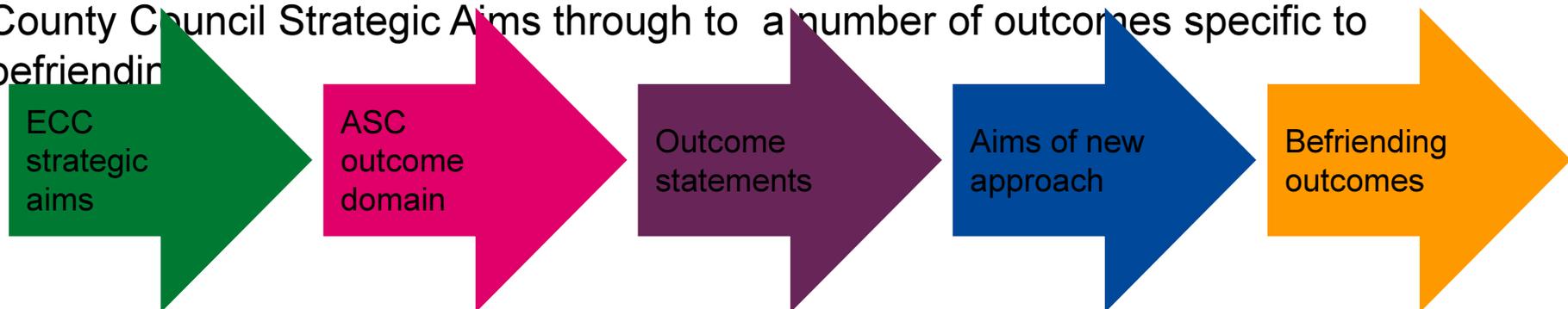
People with additional or more complex needs can access information and support to reduce loneliness

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



Befriending Outcomes

<p>Help people in Essex prosper by increasing their skills</p>	<ul style="list-style-type: none"> ▪ Gain new skills and knowledge and greater access to work and training ▪ Improved routine, greater sense of purpose ▪ Making a positive contribution to the communities they live in
<p>Help people get the best start and age well</p>	<ul style="list-style-type: none"> ▪ Continued or increased independent living ▪ Greater involvement in social activities ▪ More use of own expertise and own resources ▪ Befriending as a whole family approach ▪ Greater ability to manage own lives and great QOL ▪ Maintenance and improved physical and mental health ▪ Improved relationships and increased resilience ▪ Become more active ▪ Reduced need for acute health and care / support ▪ Helped to achieved goals
<p>Help create great places to live, grow and work</p>	<ul style="list-style-type: none"> ▪ Increased inclusion in the community / reduced social isolation, and or loneliness ▪ Increased resilience across communities and collective responsibility to support the most vulnerable citizens
<p>Transform the Council to achieve more with less</p>	<ul style="list-style-type: none"> ▪ Help people to build or retain community or family connections ▪ Improved networks of support ▪ Opportunity to learn new skills

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

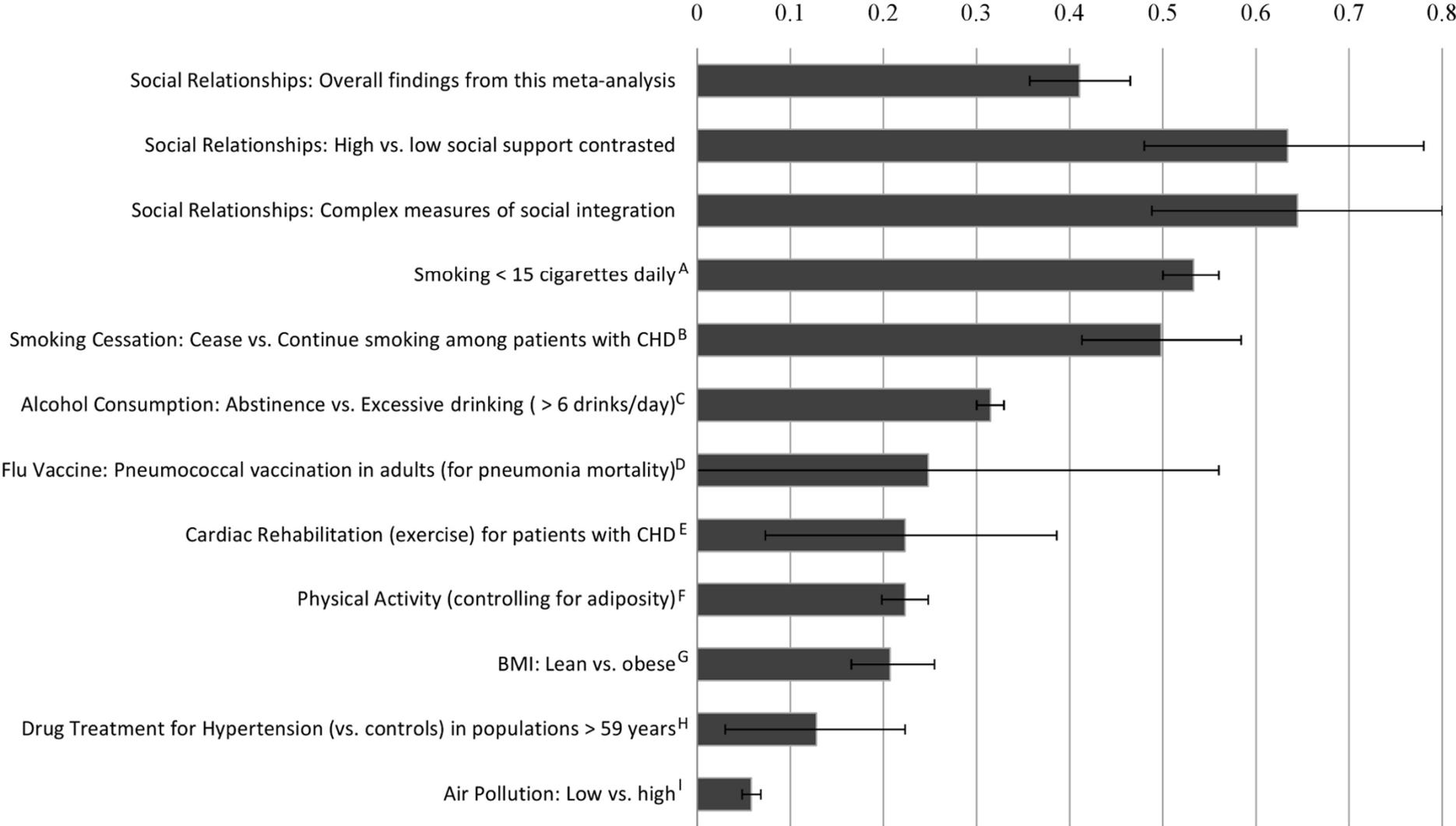
- A meta-analysis of social relationships and mortality looked at 308,849 participants aged 63.9, on average, at baseline; 29% died during the follow-up of 7.5 years

Improved odds of Survival after Seven Years

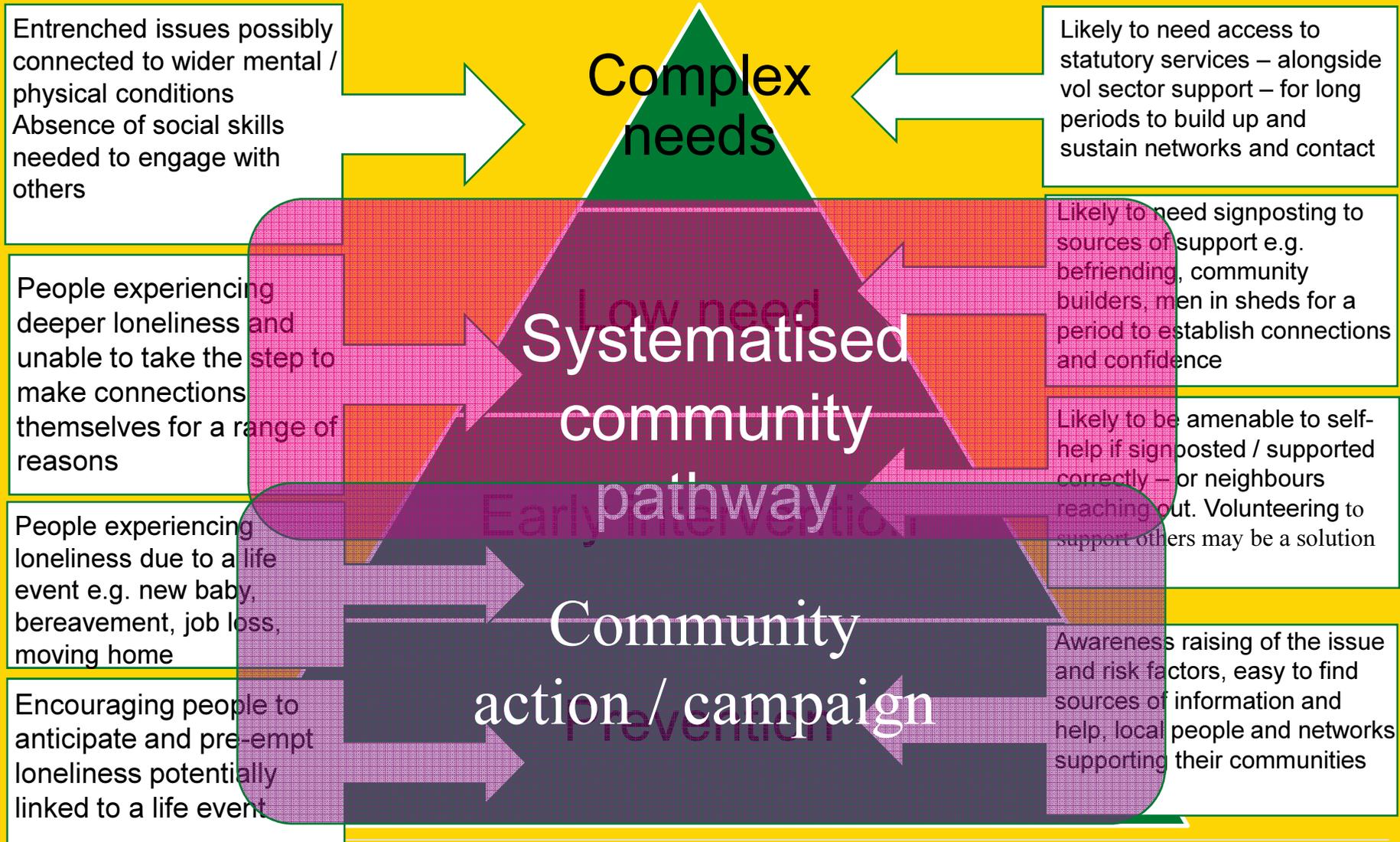
Social Relationships and Mortality Risk: A Meta-analytic Review

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

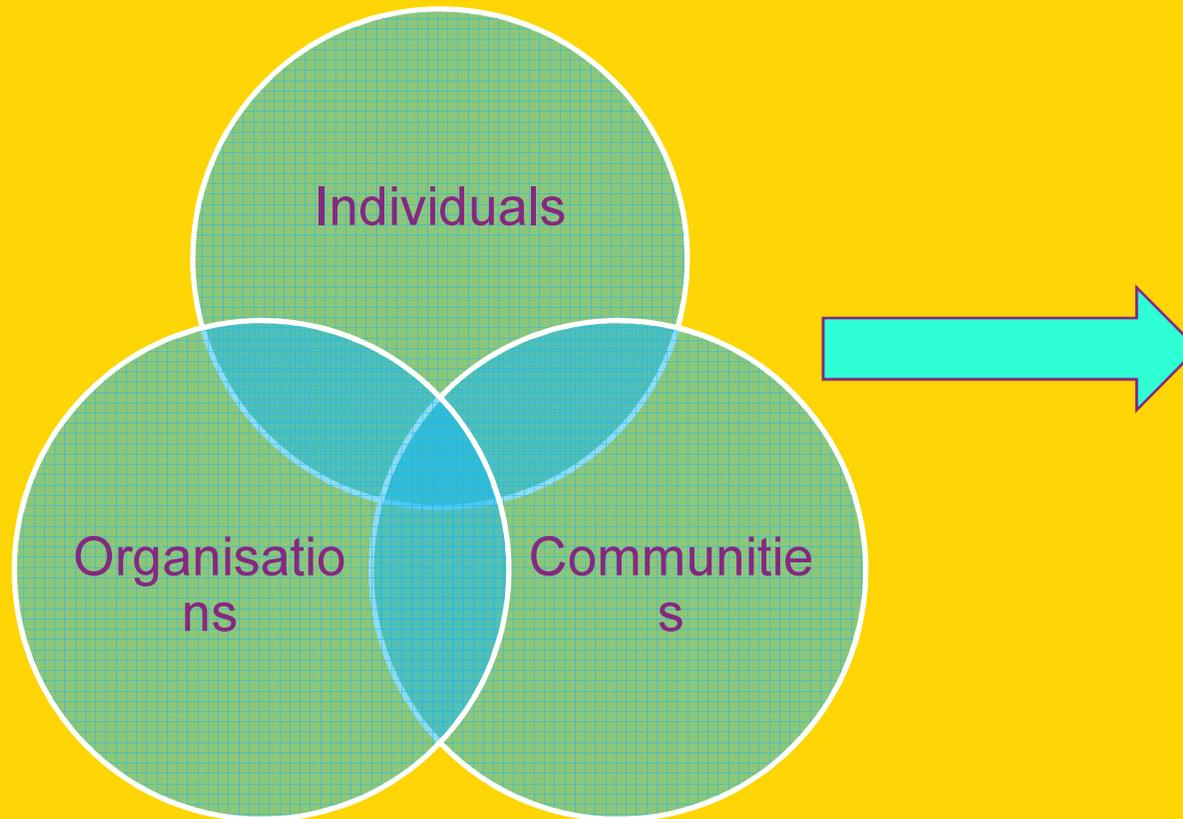
Published: July 27, 2010



The approach



The approach



- Shared awareness
- Shared understanding
- Reduced stigma
- Individual actions
- Collective action
- Assessment – for some people
- Information and signposting
- Services for a range of need

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

Search ▾



Applications edit



Photos



Groups



Events



Marketplace



Video



Neighborhoods

▾ more

Rare Book School

Global

Information edit

Group Info

Name: Rare Book School
Type: Organizations - Non-Profit Organizations
Description: Rare Book School (RBS) is a non-profit educational institute supporting the study of the history of books and printing and related subjects. Founded in 1983, it moved to its present home at the University of Virginia in 1992. More to come here soon...

Contact Info

Email: oldbooks@virginia.edu
Website: www.rarebookschool.org
Office: 114 Alderman Library
Street: PO Box 400103
City: Charlottesville, VA

[View Discussion Board](#)[Message All Members](#)[Edit Group](#)

SOUTH WOODHAM FERRERS GROUP
OCTOBER 2007 - 1 MEMBER

Posted Items

Post a link:

Discussion Board

Displaying 1 discussion topic.

[Start New Topic](#) | [See All](#)

Age before beauty

2 posts by 2 people. Updated on Sep 26, 2007 at 8:46 AM.

Members edit

This group has 37 members.

[See All](#)

Related Groups

[Rare Book Professionals](#)
Entertainment & Arts - Books & Literature[American Library Association Members](#)
Organizations - Advocacy Organizations[Librarians and Facebook](#)
Organizations - Academic Organizations[I judge you when you use poor grammar.](#)
Common Interest - Beliefs & Causes[Libraries and Librarians](#)
Common Interest - Beliefs & Causes

SKY NEWS

SkyNews.com

RAGE AGAINST THE MACHINE CAMPAIGN
JON MORTER

RAGE AGAINST THE MACHINE CHRISTMAS No.1 2009



The Rolling Stones

- 1 Million fans
- Created more of a 'community'
- Record Store Day
- No.1 Album – May 2010



The logo for the rock band AC/DC, featuring the letters in a bold, red, 3D block font with a gold outline and a black shadow. The letter 'A' is stylized with a lightning bolt shape integrated into its right side. A registered trademark symbol (®) is located to the right of the final 'C'.

Their highest EVER chart placing in the UK
in 40 (FORTY) years

A close-up photograph of Rik Mayall dressed as a medieval knight. He is wearing a chainmail collar and a red surcoat with gold patterns. He is holding a white football with black and orange stripes. The background is a plain, light blue wall.

RIK MAYALL'S NOBLE ENGLAND
UK No.7



SOUTH WOODHAM FERRERS

Closed Group

About

Discussion

Announcements

Members

Events

Videos

Photos

Files

Group Insights

Recommendations

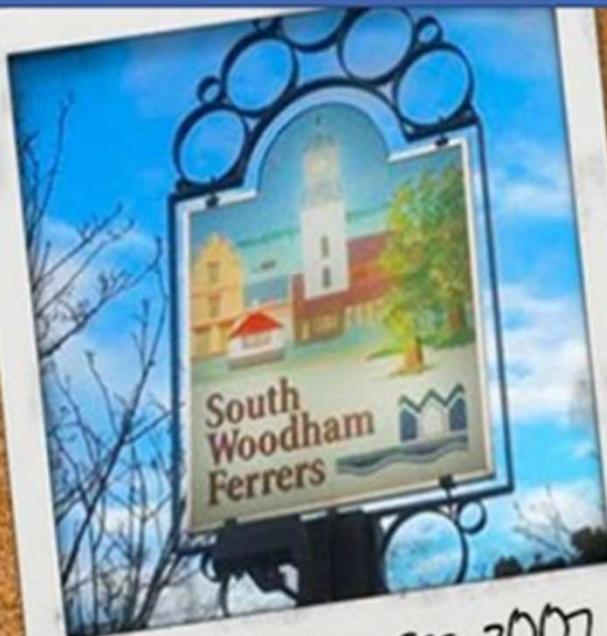
Manage Group

PLEASE NOTE:
THIS IS NOT A SELLING PAGE
please use one of the local
selling groups if you have
items for sale. Thanks x

CHECK OUT THE SWF
MICRO-VOLUNTEERING GROUP



**Micro Volunteering
in South Woodham
Ferrers**



SWF GROUP - EST. 2007

Change Group Photo



Joined ▾

✓ Notifications

➦ Share

⋮ More

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

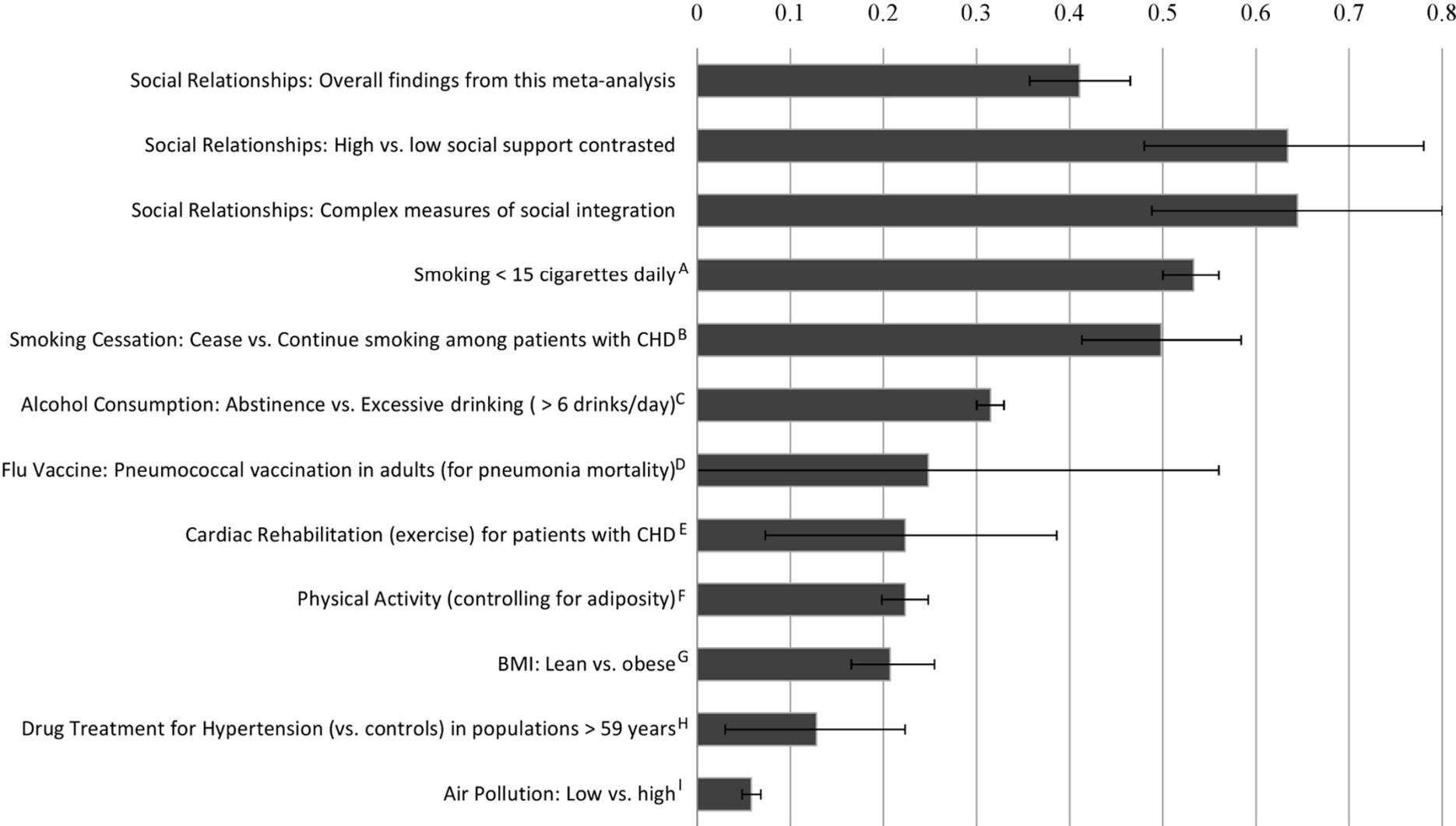
**FACEBOOK GROUP
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Improved odds of Survival after Seven Years

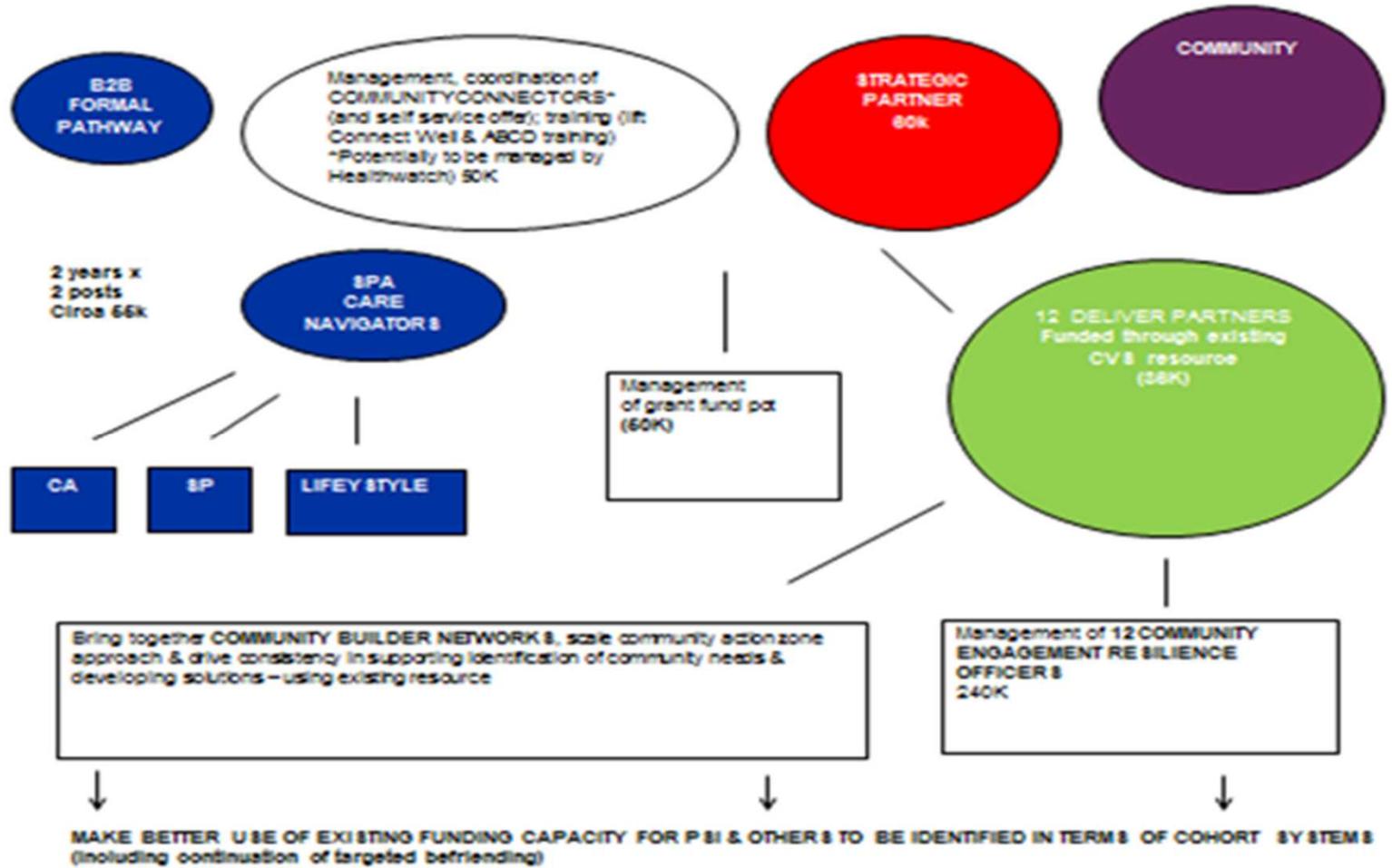
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Developing a Social Isolation Model



FACEBOOK and Social Media

- Opportunity to link people really well
- People can do as little as they want
- People need to know its ok to help
- The NHS etc can't crack the issues on the slide



RETHINK

PARTNERS



Social Isolation Communities have a better understanding of the impact of loneliness and how to help each other

Social movement campaign to recruit Community Connectors, who will...

Share knowledge of local support across communities

Raise awareness

Help build connections across communities

Improve understanding

Identify people who might be lonely

Individuals

Helpful People: individual, informal, micro-volunteering

Aim

Encouraging communities to identify their own needs, and giving them the tools to meet them



Essex County Council

Helpful People: individual, informal, micro-volunteering

Example: South Woodham Ferrers Mental Health First Aid Training

After a member of the local community committed suicide, residents of South Woodham Ferrers identified a need for training so that they would be more capable of supporting individuals with mental health issues.

We facilitated connections with Mind and space at a local pub, using the local Facebook group to publicise the Mental Health First Aid training, which was attended by 100 people.

Out of this a micro-volunteering Facebook group in South Woodham Ferrers has been set up, and is being run by the community, connecting local volunteers with residents that need small amounts of support. The pub has also now offered space for a community café.



Helpful People: individual, informal, micro-volunteering

Example: South Woodham Ferrers Mental Health First Aid Training

This is an approach that we can help to foster across the county, building local networks led by local people, enabling communities to identify issues and supporting them to access the means of addressing them.

Next steps

- Mapping and creating a network of existing local Facebook community groups across Essex
- Developing a tool to measure the needs of people in their local area
- Acting as the facilitator, support these groups to understand how to access support
- Creating summits where community groups can come and share ideas and best practise



Helpful People

Activity:
Facebook Group created and administrator trained to support volunteers manage tasks

Activity:
Volunteer Training Programme provided to help volunteers to support people with Learning Disabilities

Activity:
Volunteer Training Programme provided to help volunteers to support people with daily living tasks

Activity:
Buddies trained to support programme recipients on how to use Social Media and Software

Outcome:
More Vulnerable people remain independent

Outcome:
More People within a community want to support and connect people

Outcome:
More Volunteers help people with a learning disability and older people

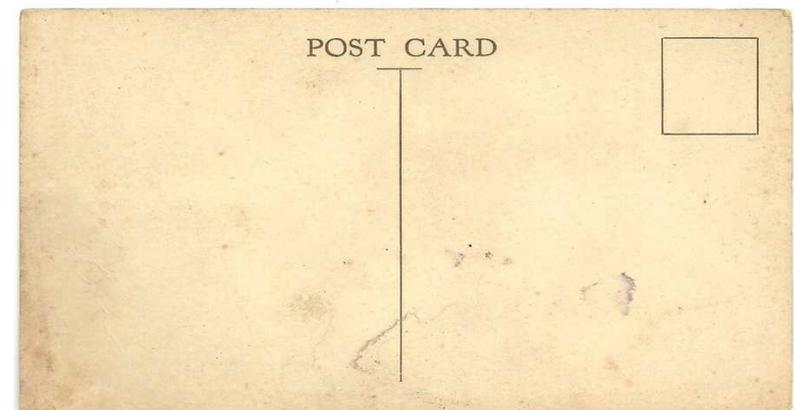
Outcome:
More People know how to use Social Media

Reduced need for Services

Goal: To help more people to be more connected and active in their communities

Community Chest – Answers on a Postcard

- **Last week we launched access to a Community Chest with– each pilot group admin will have access to a pot of £750. We will work with this group to build an asset based approach to addressing the below**
- Loneliness in Essex will be systematically addressed
- People will be make healthy lifestyle choices around Weight loss and Physical Activity
- More people in with mental health issues, who misuse substances or are ex-offenders will have better outcomes
- Communities will have more appropriate skills and aspiration enabling them to access a wider range of jobs

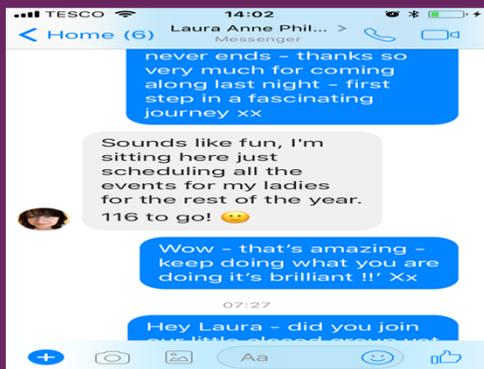


Essex Facebook Admins Summit 28th of June

It was attended by a range of local admins and we will pilot our approach with them and re-group in September. We underestimate how much is happening in our communities already

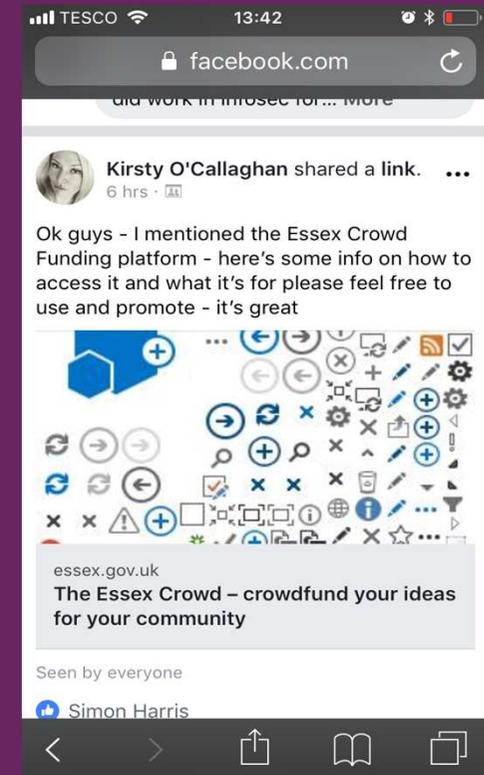
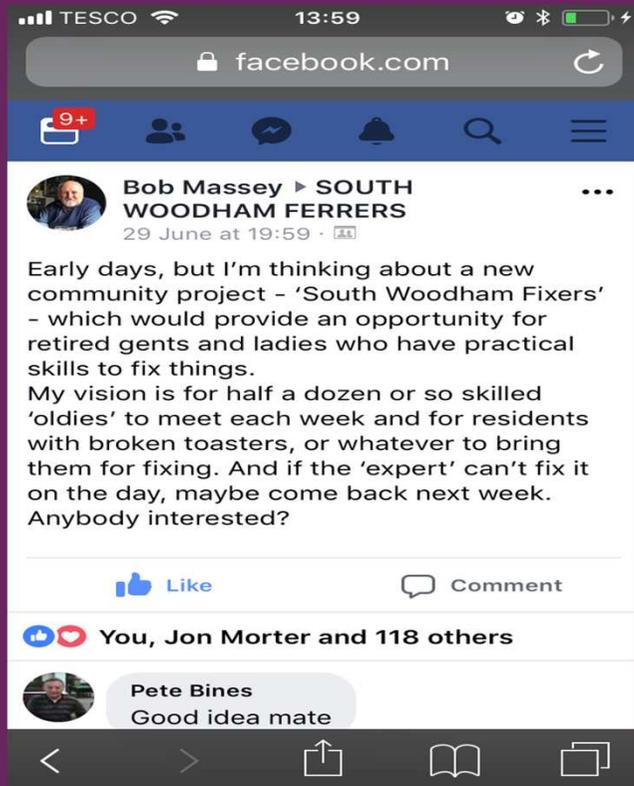
Next steps

- Creation of Pilot Admins Group - completed
- Development of Admins role as a conduit to help us better understand communities
- Mental Health First Aid, MECC and LD Training to be delivered to Admins in August
- Space created to allow admins to share best practice on community schemes they have developed



Rapid Results for Citizens

This stuff moves FAST – on the back of this....



Discussion

