

London Borough of Bromley

PART 1 - PUBLIC

Briefing for Care Services Policy Development and Scrutiny Committee 21st March 2017

SOCIAL ISOLATION: DEVELOPING A LOCAL CAMPAIGN

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1. Summary

- 1.1 This information briefing gives details of a report considered at Health and Wellbeing Board on 2nd February 2017 on the Adult Services Stakeholder Conference on social isolation and is provided to the Care Services PDS Committee for Members' information.

2. **THE BRIEFING**

- 2.1 The Adult Services Stakeholder Conference on social isolation was held on 23rd November 2016. A summary of the main recommendations arising from the Conference and proposals for the development of a local campaign was presented to the Health and Wellbeing Board at its meeting on 2nd February 2017.
- 2.2 The relevant extract from the draft minute of Health and Wellbeing Board on 2nd February 2017 is provided below for Members' information:

Minute 112 – Social Isolation – Developing a Local Campaign

The report on Social Isolation was written and presented by Jenny Manchester, LBB Strategic Business Support.

The report was presented to HWB members to provide an update on the Adult Services Stakeholder Conference on Social Isolation that took place on 23rd November 2016.

The report recommended that the HWB and LBB work together in developing a campaign to signpost people that may be experiencing social isolation. If the HWB agreed to support the campaign, an action plan and suggested next steps for partners would be brought to the HWB meeting on March 30th.

The Board heard that social isolation meant that an individual was more likely to experience various types of abuse, and that the elderly were more likely to develop clinical dementia.

The Board were appraised that a recommendation from the Conference was that LBB develop a new 'social isolation' resource on the Bromley MyLife website. It was further recommended that

a campaign to signpost resources for people experiencing social isolation be rolled out. It was suggested that an awareness week in the Autumn be put in place.

The Conference recommended that the matter of social isolation be reflected in the future HWB strategy and priorities.

The Chairman expressed the view that social isolation should be addressed as a priority. Dr Bhan felt that this was an excellent initiative that would link well with the work being undertaken on Integrated Care Networks (ICNs). Dr Bhan thought that social isolation could be incorporated into 'Building a Better Bromley'. She wondered if KPIs around a joint project would be required. Cllr Carr had no problem with this idea in principle, but felt that greater clarification on how the KPI's would be measured was required. He asked how the figures for social isolation were being measured. Ms Manchester clarified that the same measuring tools were being used across all boroughs. The Chairman asked if the data was 'age corrected'. Ms Manchester responded that the survey undertaken was robust and comprehensive. Cllr Carr suggested that the issue concerning the future measurement of KPIs may be something that Jackie Goad could investigate further.

Cllr Bennett queried why so many people felt isolated when there were lots of ways that they could engage in the community. She wondered if there were psychological reasons for this, and if these individuals could be identified. Janet Tibbalds explained that some people would be happy with low level contact. She felt that others may not engage for a variety of reasons which could include no access to IT, ill health and grief.

The Chairman suggested that it may be a good idea for some of the attendees at the Conference to attend the next HWB meeting.

Cllr Evans expressed his thanks to Jenny Manchester for organising the conference, and felt that it had highlighted a problem that needed urgent attention. Now was the time for action.

RESOLVED that:

- 1) The HWB and LBB work together in developing a campaign to signpost people that may be experiencing social isolation;**
- 2) An Action Plan for all partners be brought to the next HWB meeting;**
- 3) LBB develop a new 'social isolation' resource on the Bromley MyLife website;**
- 4) An 'Awareness Week' be scheduled for the Autumn; and,**
- 5) The matter of 'social isolation' be reflected in the HWB Strategy.**

2.3 A further update on this report, including an action plan for all partners, will be considered at the next meeting of Health and Wellbeing Board on 30th March 2017.