

Report No.
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number

London Borough of Bromley

Decision Maker: HEALTH AND WELLBEING BOARD

Date: 2 February 2017

Decision Type: Non-Urgent Non-Executive Non-Key

Title: Social Isolation – developing a local campaign

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Ward: N/A

1. Summary

The Adult Services Stakeholder Conference on social isolation was held in November on 2016. This paper presents a summary of the main recommendations arising from the Conference and seeks support from the Health and Wellbeing Board in the development of a local campaign.

2. Reason for Report going to Health and Wellbeing Board

- 2.1 The purpose of this report is to keep Board members apprised of the recent Adult Services Stakeholder Conference on social isolation. Members of the Health and Wellbeing Board are also asked to consider and support the recommendations arising out of the Conference.

3. Recommendations

- 3.1 Members of the Health and Wellbeing Board are asked to work with London Borough of Bromley in developing a campaign to help signpost people who may be experiencing social isolation.
- 3.2 If the Board agrees to ‘sponsor’ the campaign, an action plan detailing the timetable and next steps for partners will be circulated at the Board meeting in March.

Health & Wellbeing Strategy

1. Related priority: Diabetes Hypertension Obesity Anxiety and Depression Children with Complex Needs and Disabilities Children with Mental and Emotional Health Problems Children Referred to Children's Social Care Dementia Supporting Carers

Financial

1. Cost of proposal: Not Applicable:
 2. Ongoing costs: Not Applicable:
 3. Total savings: Not Applicable:
 4. Budget host organisation:
 5. Source of funding:
 6. Beneficiary/beneficiaries of any savings:
-

Supporting Public Health Outcome Indicator(s)

Yes

4. COMMENTARY

- 4.1. The most recent Adult Social Care Users survey (2015/16) indicated that more people in Bromley, compared to residents in other London boroughs and elsewhere in the country, feel socially isolated or lonely. Not only does being socially isolated make you more vulnerable to abuse but also the impact of social isolation can be equivalent to obesity or smoking and can have a real impact on health and social care budgets. Age UK estimated that being isolated can be more damaging than smoking 15 cigarettes a day and also cites a study that found that lonely people have a 64% increased chance of developing clinical dementia.
- 4.2. The Adult Services Stakeholder Conference was held on 23 November 2016 to raise awareness of social isolation and specifically the link between social isolation and increased risk of abuse. Speakers at the Conference included the Portfolio Holder for Care Services and representatives from Bromley Voluntary Sector Strategic Network, Affinity Sutton, Advocacy for All and Bromley Trading Standards. More than 100 people attended, with representatives from partner organisations, faith groups, health sector. Around a third of people who attended were service users or carers.
- 4.3. The recommendations made in this report have resulted from the workshop discussions at the Conference.

5. RECOMMENDATIONS FROM THE CONFERENCE

- 5.1. Discussions from the workshops at the Conference yielded a number of recommendations. These are as follows:
 - 1) London Borough of Bromley to develop a new 'social isolation' resource on the Bromley MyLife website (by Summer 2017) which would:
 - provide support for the local third sector in planning services e.g collate existing data and resources relating to who in our local community is most vulnerable to social isolation.
 - provide detailed information for individuals, and organisations involved in signposting people, relating to activities and support which can help tackle social isolation. This information would be tailored according to peoples' interests, age, location.
 - 2) A campaign to signpost resources to people who may be experiencing social isolation which would be rolled out through members of the Health and Wellbeing Board and other partner organisations in Bromley. The purpose of this campaign, which would be developed by the London Borough of Bromley, would be to raise awareness of the new resources available at Bromley MyLife.

Partner organisations (including members of the Health and Well Being Board) would be asked as part of this campaign:

- To promote and disseminate materials to their service users which promote the new Bromley MyLife resource
 - To support an awareness week in the Autumn, through hosting or participating in activities, designed to highlight the issue of social isolation
- 3) Make sure that the issue of social isolation is reflected in the future Health and Wellbeing strategy and priorities, including the pilot project for social prescribing in Bromley – led by Bromley Healthcare and Community Links as part of the Integrated Care Networks.

5.2. Members of the Health and Wellbeing Board are asked to consider 'sponsoring' the campaign approach outlined in 5.1 with each partner agreeing to support the development of a campaign plan. If this is agreed, the detailed campaign plan will be presented at the next Health and Wellbeing Board meeting on 30 March.

6. IMPACT ON VULNERABLE PEOPLE AND CHILDREN

Vulnerable people and children are more likely to be abused if they are socially isolated. The recommendations outlined in this report, will help partner organisations and individuals find local support which can help prevent social isolation and so reduce the risk of abuse.

7. FINANCIAL IMPLICATIONS

Not applicable.

8. LEGAL IMPLICATIONS

Not applicable.

9. COMMENT FROM THE DIRECTOR OF AUTHOR ORGANISATION

Click here and start typing - *Please include a short comment from your respective organisation director.*



Adult Services Stakeholder Conference

Not on your own – be safer together
- Tackling social isolation in Bromley

Conference Evaluation

In total 100 people attended the Adult Services Stakeholder Conference on 23 November 2016. 36 people completed the evaluation form, the vast majority completing the form at the event.

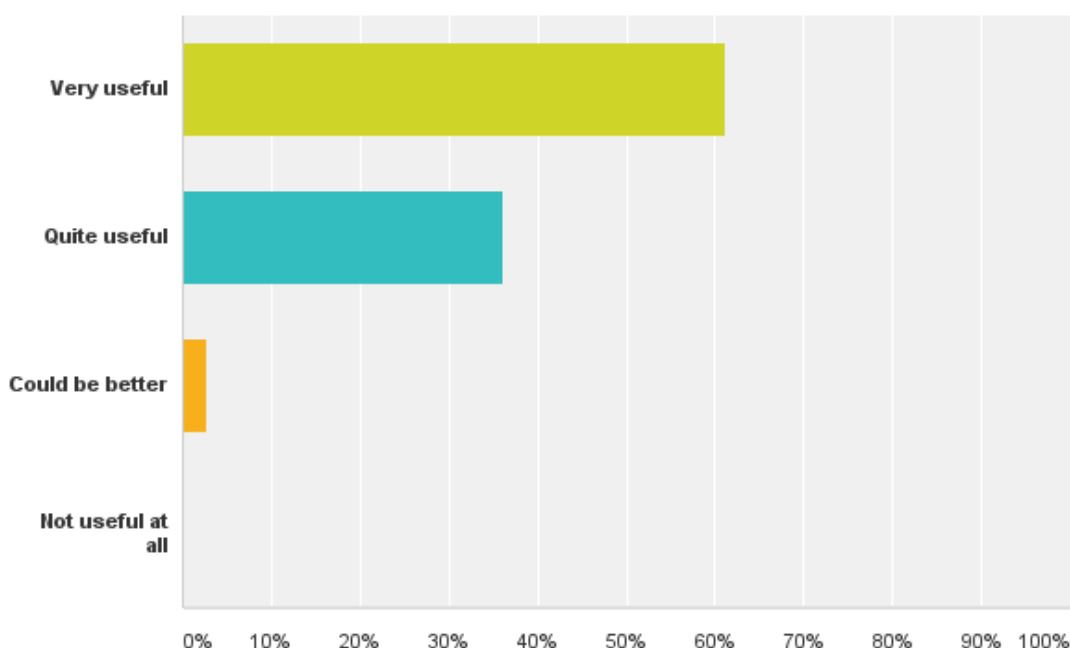
The total cost for the event was £321 (including refreshments and venue hire), or £3.21 per person.

Overall summary

- The vast majority of delegates found the Conference including the workshops and presentations useful or very useful and informative.
- People found the event well-organised and liked the venue
- A very small number of people suggested areas of improvement in terms of organisation of the event including:
 - smaller workshop area rooms
 - one set of presentations available to everyone and suitable for easy read
 - all day event rather than half day
 - Remove the mid-afternoon coffee break

Q.1 How useful did you find this Conference?

Answered: 36 Skipped: 0



Summary

- 35 respondents (97%) found the event quite useful or very useful.
- 1 respondent (1%) felt that the event could be better

When asked to explain their answer, people were positive about the presentations and the workshops

1.1 Additional Comments

When asked to explain their answer, the qualitative responses can be divided into the following themes:

i) Sharing information on this issue was really helpful

- Useful to see what other organisations do in Bromley to support who can be isolated. It was also great to hear people's personal experiences
- Met a lot of people who could be very useful in helping with the Dementia club I want to start
- Got a better insight into social isolation

ii) Was a good networking opportunity

- It was really helpful to network with other providers - the workshops were very helpful
- Good to talk to people. Stalls interesting.
- Good to network with local people and organisations
- Made some new connections with organisations working in the community
- Great networking opportunity and made some useful links. Learnt more about social isolation and how it manifests/impacts on lives.

iii) Made me more aware of social isolation as a problem affecting the local community and what we can do about it

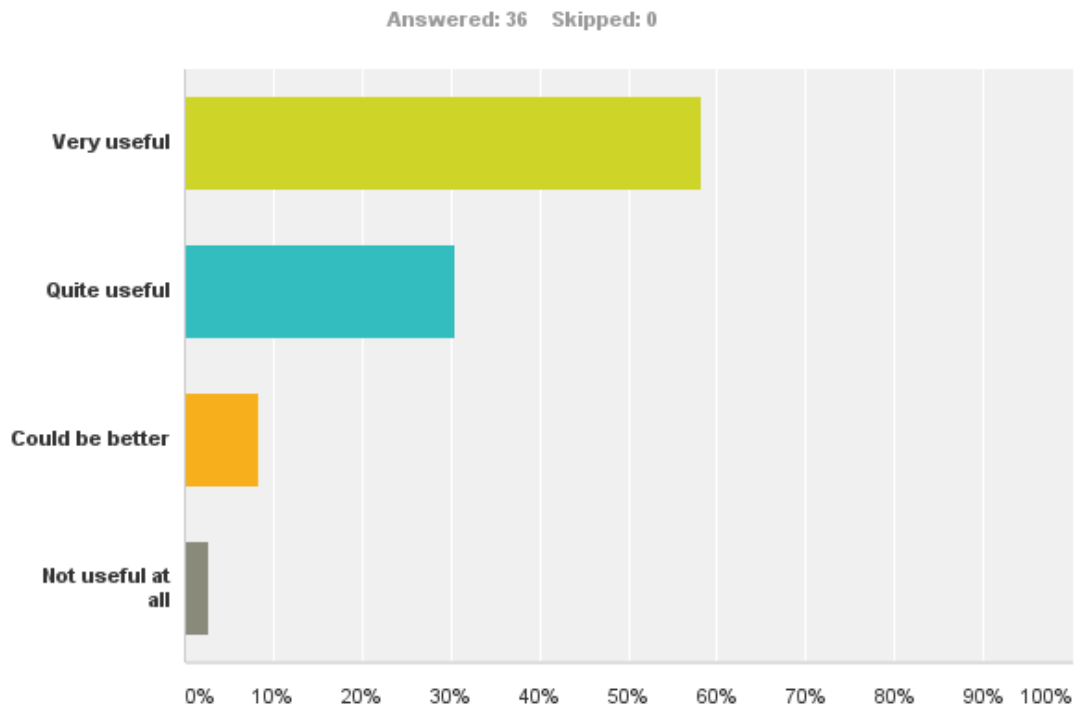
- The event was thought provoking and will be borne in mind whilst developing/ commissioning services
- Added to my current knowledge and experience on subjects discussed. Made useful contacts
- Early stages so hopefully a good starting point
- I like listening to the speakers
- Brought awareness that many different groups can be isolated. Previously I focused on the elderly and those with learning difficulties but now aware that social isolation affects many more people.

iv) Sharing information in this way was beneficial

v) Thoughts on how we can make the event more useful

- It was useful to hear the presentations and the workshops but wonder how much of the 'talk' will translate into actions
- More information stalls would be helpful
- Found it a bit drawn out - did we need the break in the middle?

Q 2) How useful did you find the presentations?



Summary

- 21 respondents found the presentations very useful or quite useful (88%)
- 3 respondents felt that the presentations could be better
- 1 respondent found that the presentations were not useful at all

i) Comments

When asked to explain their answer, people gave the following comments

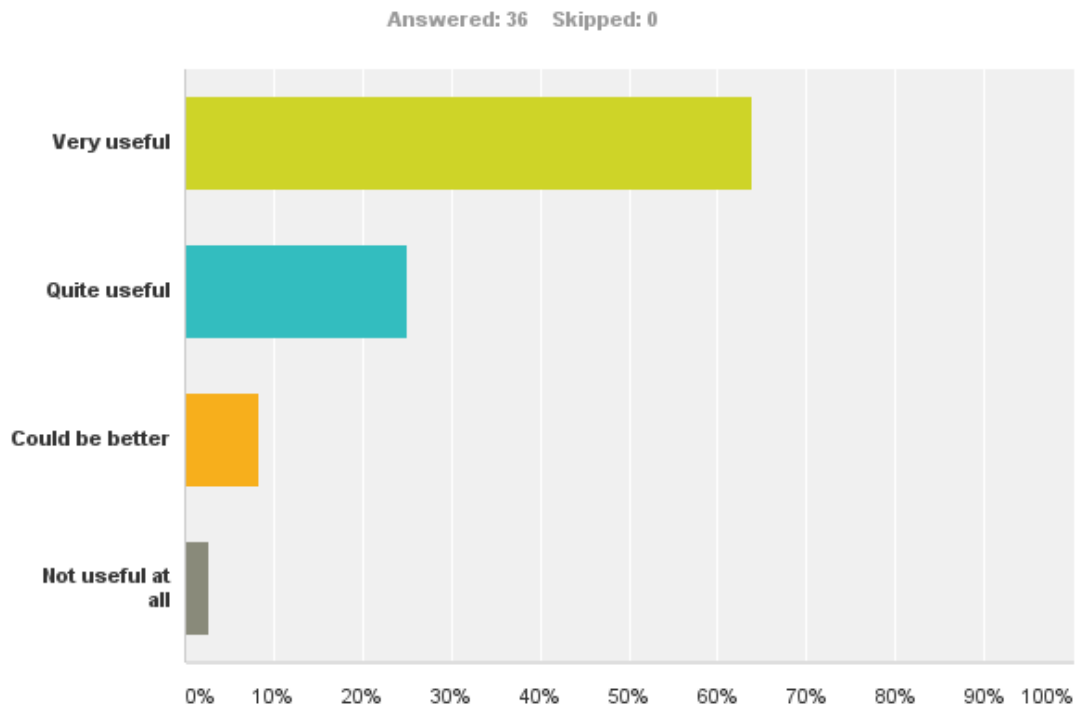
- Relevant and useful lead into workshops
- I could see the presentations and hear them!
- Good insight to different organisations that I can contact on behalf of trading standards and work together
- Very informative presentations
- All the presentations were well done and clear.
- Presentation from Advocacy for All was brilliant, thought provoking. Information is powerful and has enabled the individuals to have confidence in changing lives.

ii) Room for improvement

When suggesting areas for improvement, the following comments were made

- It was sometimes difficult to hear due to problems with the microphone
- Could the Sparks crowd (Advocacy for All) be higher up so we all could have seen them?
- Accessibility could be improved - my clients could not read the easy read material quickly enough
- Rather than easy read versions, one version should be printed for all. One presentation was done with music and no words and was difficult to follow - not good for people with visual impairment or find it difficult to read.

Q 3) How useful did you find the workshops?



Summary

More than $\frac{3}{4}$ of respondents found the workshops useful
22 out of 26 respondents found the workshops very useful or useful (89%)
3 people felt that the workshops could be better
And 1 person felt that the workshops were not useful at all

Comments

Only one person gave an additional comment - reflecting that only four out of seven people expected in their group turned up

Q 4) Would you suggest that we do anything differently at the next conference? Or do you have any other comments?

Overwhelming number of responses were positive in response to these two linked questions.

Example of the responses are printed below:

- Learnt a lot
- This was my first time. It made me think of more ways of linking into different groups in as community to combat isolation.
- I liked the fact that young people and adults had a focus - it does make sense to have themed conferences of importance to all
- Good venue, well thought out layout and it was good that coffee was also brought into main church

When suggesting areas for improvement, the following comments were made:

- Have sweeteners
- Workshops need to be in quieter rooms and our room was cold

- Would it be too much to have an all day event? Then after the workshops there could be a Q and A
- Send out questions beforehand so we have more time to think and prepare
- Have one version of speeches/ presentations which is all easy read for everyone - one version for everyone would be more inclusive and promote equality rather than have two versions



Adult Services Stakeholder Conference

Not on your own – be safer together
- Tackling social isolation in Bromley

What is social isolation? A briefing

The purpose of this briefing is to give delegates some background information about social isolation and also highlight what we do know about social isolation for people living in Bromley.

Definition of social isolation

According to the Campaign to End Loneliness, we can be clear when we talk about social isolation that we mean the absence of any social contact e.g contact with friends, families or community involvement or access to services.

National picture

We know that feeling isolated can affect people at different stages of their life. National figures tell us that social isolation can significantly affect following groups of people.

For example:

people with learning disabilities

- Nearly half of young people aged 18-35 (47%) surveyed by Mencap with a learning disability would like to spend more time outside their house. (Mencap, 2016)

carers

- Research by Carers UK in 2015 found that 83% of carers surveyed felt lonely or isolated due to their caring role.
- In a survey carried out by the London Borough of Bromley in 2014 (Your future, your support and your say) revealed that a third of carers who responded (total 105) do not have any friends or family close by to support them.

older people

- It is estimated that more than 1 million older people (aged over 65) say that they always or often feel lonely (Age UK, 2016)

young people leaving care

- 77% of the care leavers surveyed by the Centre for Social Justice highlighted their feelings of loneliness or social isolation when leaving care

What is the impact of social isolation?

Safeguarding and social isolation

If you are socially isolated, you can be more vulnerable to abuse, whether this be physical, domestic abuse or violence, sexual abuse, psychological or emotional, financial or material, modern slavery, discrimination, organisational, neglect or self neglect. Being isolated can make you a target for an abuser.

Not only can being isolated make you a target but if you have little contact with other people, it can make it really difficult to report. The work of our community organisations in Bromley, many of whom are represented here is vital in bridging the gap for many, many people.

Excess Winter deaths

More people die during the winter months. The cold of winter is hazardous to health especially to the elderly and the sick but the latest figures for Bromley show that the number of excess winter deaths in Bromley is worse than elsewhere in England and that there are around 150 potentially preventable winter deaths each year, accounting for 6% of all Bromley deaths. People especially at risk include those living in poorly heated or expensive to heat homes, and those with underlying chest conditions (breathing). Obviously social isolation can be a factor in identifying people who cannot afford to heat their homes or are not aware that their home is too cold – but currently we don't know how much a factor it can play.

Falls – people falling at home

It is estimated that more than 1000 older people (1214) living in Bromley will be admitted to hospital as a result of an unintentioned fall. If you are socially isolated, and don't have friends or family to call on, you may not found quickly and may not get prompt hospital treatment (often A and E) to get you back on your feet.

Research carried out in Devon and Cornwall which has a growing elderly population due to the numbers of older people that choose to retire there, found out of all older people admitted to A and E, a third had little social contact (less than one contact a month) .

Costs, social, psychological, financial

The impact of social isolation can be equivalent to obesity or smoking and thus can have a real impact on health and social care budgets. Age UK estimated that being isolated can be more damaging than smoking 15 cigarettes a day, and also cites a study that found that lonely people have a 64% increased chance of developing clinical dementia.

People who are socially isolated have higher blood pressure than their less lonely peers. A recent study from York University found that lonely people are around 30% more likely to suffer a stroke or heart disease, two of the leading causes of death in Britain.

In Bromley, the 2011 Census showed that 31,012 people (10% of the population) are unpaid carers. Carers who feel socially isolated are more likely to experience depression or other impact on their mental health and potentially be unable to carry on their caring role – obviously any increase in the number of people who can no longer be supported by their carer would lead to increasing pressure on health and social care budgets.

What about social isolation in Bromley? What is happening here? What do we know?

We know in Bromley from the most recent Adult Social Care Users Survey that more people in Bromley compared to other London Boroughs and other areas in England tell us that they feel socially isolated or lonely. Out of 680 people that answered the survey, we know that 23% of people have some social contact but do not feel that it is enough or feel socially isolated. (This is a higher percentage compared to other London Boroughs/ rest of England figures) Out of this group of people who felt that they needed more social contact, 62% of people were over 65 years old.

This is an important figure because we know that Bromley's population of older people is growing over the next few years thus more people in the future may experience social isolation.

□ **Facts and figures:** The proportion of older people in Bromley (aged 65 and over) is expected to increase gradually from 17.7% of the population in 2015 (56, 500) to 17.9% by 2020 (58,600) and 18.7% by 2025 (62, 800).

What is already happening in Bromley?

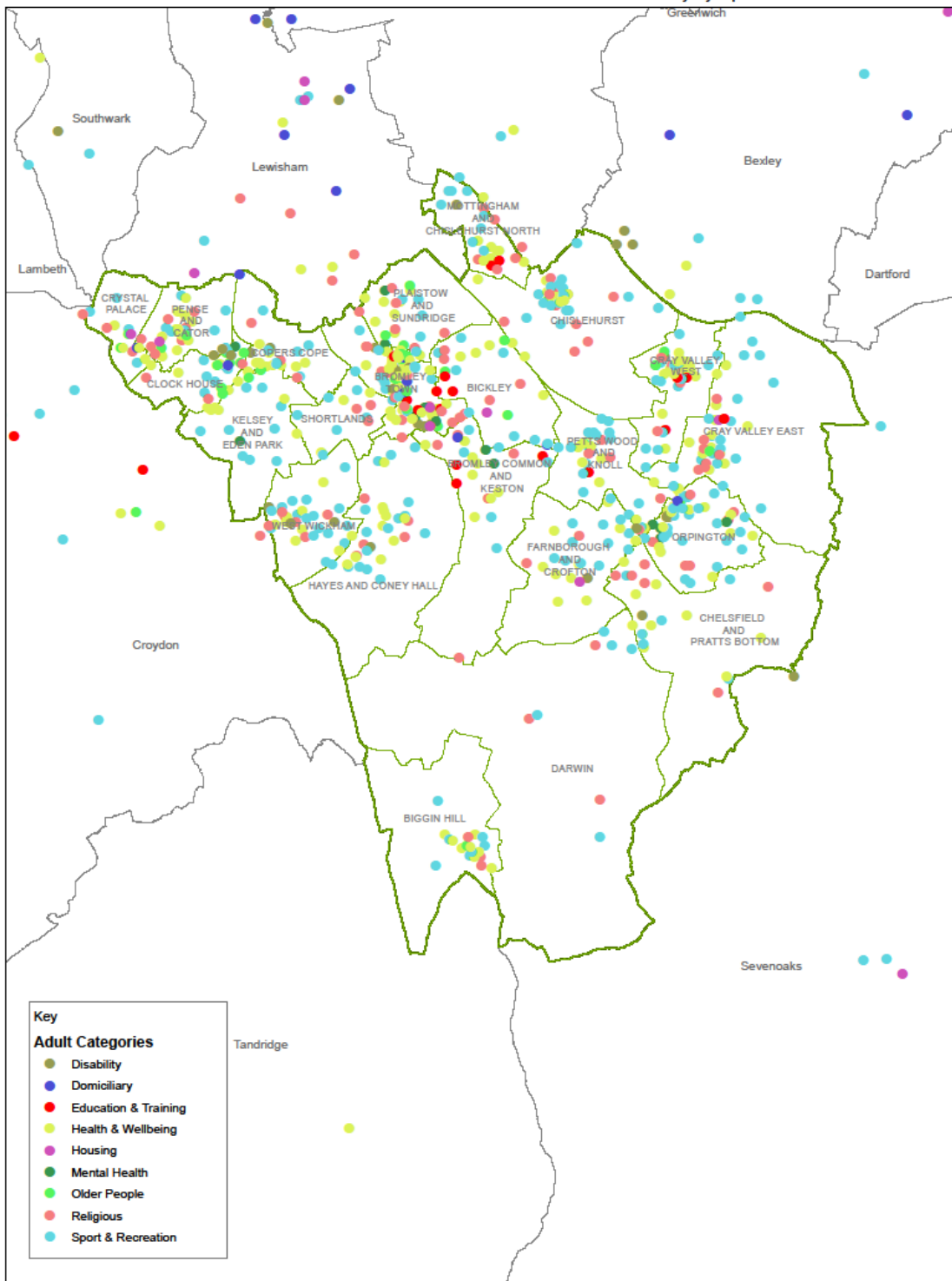
Bromley has a wealth of community organisations which connect people who may be feeling isolated. The Conference is an opportunity to find out more about what is going on in the local area, and delegates will also have the chance to see maps which show where services are located in the borough.

MAPS

What do we know about where support services in Bromley are located?

Adult Support Services in Bromley – from Bromley MyLife website

The purpose of this map is to show a snapshot of services aimed at adults in Bromley (as of October 2016). The data has been drawn from the Bromley MyLife website and gives an idea of where many services and support is concentrated. The data has been categorised to give an idea of the kind of support that is available for adults and where it is located. More detailed information about individual services can be found at bromley.mylifeportal.co.uk



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Adult Support Services in Bromley Town Centre – from Bromley MyLife website

The purpose of this map is to show a snapshot of services aimed at adults in Bromley (as of October 2016)
The data has been drawn from the Bromley MyLife website and gives an idea of where many services and support is concentrated.
The data has been categorised to give an idea of the kind of support that is available for adults and where it is located.
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