

## London Borough of Bromley—Health and Wellbeing Report

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**Decision Maker:** HEALTH AND WELLBEING BOARD

**Date:** 7 September 2017

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

**Title:** Social Isolation – Local Awareness Campaign and Action Plan Update

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**Chief Officer:** Ade Adetosoye OBE, Deputy Chief Executive & Executive Director, Education, Care and Health

**Ward:** N/A

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### 1. Summary

The Adult Services Stakeholder Conference on social isolation was held in November 2016. The Health and Wellbeing Board received the subsequent action plan at its meeting in March. This report outlines progress on the action plan that will drive the Social Inclusion campaign, including the development of a social isolation resource on Bromley MyLife, a Social Isolation Awareness Month in the autumn, work by partners to assist people who are experiencing social isolation and baseline KPI information from the annual and biennial national surveys.

### 2. Reason for Report going to Health and Wellbeing Board

- 2.1 In March the Health and Wellbeing Board agreed to the action plan to develop awareness and knowledge of social isolation and organise a campaign to signpost people experiencing social isolation. The Board asked that an update on the action plan be brought to the Board in September 2017.

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### 3. Recommendations

- 3.1 Members of the Health and Wellbeing Board are asked to note the progress on the action plan and to promote these actions, including the Social Isolation Awareness Month, within their individual agencies.
- 3.2 That the Board note the measures by which social isolation can be measured in Bromley in comparison to other authorities in England.
- 3.3 That Board members advise of additional ways to advertise the Social Isolation Awareness Month throughout Bromley.

## 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

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## 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:
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## Supporting Public Health Outcome Indicator(s)

Yes

### **4. COMMENTARY**

- 4.1. The issue of social isolation was highlighted at the Adult Services Stakeholder Conference held in November 2016. Social isolation can affect a number of vulnerable groups such as the elderly, people with physical disabilities, learning disabilities or mental ill-health, young parents and care leavers without a local support structure. Carers can also be impacted especially when they are caring many hours a week. Social isolation can impact on an individual's physical and mental wellbeing as well as leaving them at greater risk of abuse.
- 4.2. The recommendations developed as an outcome of the Social Isolation Conference were consolidated into an action plan and the Health and Wellbeing Board agreed at its meeting in March to support the campaign to raise awareness of social isolation and signpost people to services and activities. An update on the action plan was requested for September 2017.

### **ACTION PLAN**

- 4.3. The updated Social Isolation Action Plan (Appendix 1) outlines progress on the various workstreams for the London Borough of Bromley and the Health and Wellbeing Board members to carry out in order to raise awareness of social isolation and to prevent vulnerable individuals becoming socially isolated.
- 4.4. The Action Plan covers the following main areas:
  - Developing a Social Isolation section on Bromley MyLife focussing on 3 areas:
    1. Information on social isolation in Bromley for use by third sector organisations in planning services and supporting bids for grant-funding from national and regional bodies

2. Providing information on activities for individuals to access and also organisations which signpost
  3. Information and suggestions for individuals or community organisations who want to volunteer or organise activities for people who are socially isolated
    - A Social Isolation Awareness Campaign in November which informs organisations about social isolation and its impact whilst encouraging individuals to take part in activities through invitations to community activities or befriending activities in their own homes.
    - A number of specific actions by partners using various methods to decrease social isolation and increase take up of activities.
    - Work being undertaken with groups of potentially vulnerable individuals aimed to prevent them becoming socially isolated.
- 4.5. There has been some delay in developing the Bromley MyLife Social Isolation area for the third sector due to staffing issues in late spring and the summer. However, it is anticipated that work commencing in mid-August will make information available in the autumn as indicated on the revised timescales shown in the action plan.
- 4.6. During the summer the tendering for the Primary and Secondary Intervention Service has progressed and now been awarded. In addition, the social prescribing portal for the Proactive Care and Elderly Frail pilot of the Integrated Care Network has been developed and begun to be used. Both these services provide information and sign-posting about activities which can alleviate social isolation, therefore discussions are being held in August between commissioners, the Bromley Third Sector Enterprise and Bromley MyLife to ensure that the three projects go forward in alignment and that there is no unnecessary use of resources and duplication of information. Information on activities will be available for Social Isolation Awareness Month.
- 4.7. It was originally envisioned that a Social Isolation Week would be held in the autumn. However, it was realised that extending it to a month would give more flexibility to promote awareness of social isolation and for organisations to hold local events. Therefore, November has been chosen as the Social Isolation Awareness Month which will encompass Self-Care Week, which will link in with the campaign. The month would focus on:
- raising awareness of the impact of social isolation on individuals with community groups, local businesses and health and social care professionals and encouraging them to reach out to those members of their communities who would wish to increase their links with individuals and groups.
  - targeting those who are socially isolated and encourage them to join schemes that provide befriending for those unable to leave their homes or that offer transport to activities or to take part in new activities and interest groups or to restart interests that have lapsed.

The Bromley Communications and Engagement Network, comprising health and social care commissioner and provider leads, will play a key part in advertising the month to their staff and service users.

- 4.8. A number of the actions are focussed on promoting existing services such as Adult Education and Children and Family Centres to those who are socially isolated or using existing channels to promote these and other activities. One of the outcomes of the Adult Education service, which was previously re-configured, is to build skills such as language, literacy and numeracy as well as providing opportunities for more specialist skills and activities which will mitigate against social isolation. The re-tendered Family Nurse Partnership and Health Visitor service continues to promote the use of the Children and Family Centres by being located there and sign-posting to services and activities.

4.9. During the year services have been developed or are starting in the near future which link into social isolation and so these have been added to the action plan. Linkages are being made with these services so that those who are already isolated or at risk of isolation can be signposted to the services and activities identified as part of the Social Isolation Awareness Campaign. These include:

- The Care Navigators in the Integrated Care Networks.
- The Transfer of Care Bureau – many older patients who are being discharged from hospital do not have levels of need for services but have no other local support and they would benefit from being supported to access befriending services or other local activities.
- More Homes for Bromley – support for those in temporary accommodation to access local activities.
- Primary and Secondary Intervention Service – those with low level needs will benefit from becoming more involved in their community and mitigate against becoming socially isolated.

4.10. The actions are built around number of approaches which are proven to impact positively on social isolation:

- Understanding that communities are a source of opportunities and strengths through the resources of individuals and community groups of all kinds. Communities are not limited to geographical areas but also to common interests or life events;
- Utilising community spaces, such as libraries, halls, churches and green spaces as well as using venues such as cafes, pubs and cinemas;
- Building skills of individuals including language skills and use of technology especially social media;
- Preventing social isolation from developing by supporting people to connect to their communities and neighbours especially at times of changes in their lives.

## **OUTCOMES**

### **For Individuals and Community Groups**

4.11. It is envisaged that achieving the objectives in the action plan will lead to outcomes including:

- Greater understanding of social isolation and its impact on individuals among residents and community groups;
- Community groups and third sector organisations will be able to attract more funding into the borough to tackle social isolation due to readily available information about socially isolation, its impact in Bromley and activities that work;
- New activities are created by community groups and other organisations whilst promoting existing activities to new members;
- Individuals and families will be able to easily locate appropriate services and activities to increase contact outside the home. Professionals and volunteers will be able to signpost individuals to activities, peer support, befriending and services to reduce their social isolation;
- More people will have the opportunity to take part in community activities and local services;
- An increase in residents building skills which will increase opportunities for employment and connecting with their families, friends and communities;
- Specific groups of residents at risk of social isolation including young parents, care leavers and those in temporary accommodation will receive information and support to

form relationships and support groups in their new circumstances and take part in activities in their neighbourhood;

- Increased opportunities to volunteer which itself mitigates against social isolation;
- More residents are aware that their socially isolated neighbours will be more vulnerable to abuse, particularly financial abuse and scams, and know how to report concerns;
- Increasing the numbers of people volunteering in the community.

### For Health and Social Care

4.12. Research has shown that people who are socially isolated and feel lonely are more likely to visit their GP or Accident and Emergency department, be admitted to hospital or move into a care home. This is because of the impact of social isolation on their physical health and mental wellbeing. Social isolation can increase levels of physical inactivity which leads to a greater likelihood of developing long term conditions.

4.13. Therefore working to connect people who are socially isolated with others, or prevent social isolation from developing, will lead to better physical outcomes for individuals as well as increased mental wellbeing. In turn this should lead to a reduced or delayed need to access health and social care services. These include:

- Reducing numbers of GP visits because of a health issue due to social isolation or because individuals do not feel they have anyone to talk to about their feelings.
- Reducing visits to A&E and re-admissions by those who are socially isolated.
- Delaying the need for social care support.
- Reducing the risk of financial abuse and being victims of scams among older people as well as other types of abuse.

### KEY PERFORMANCE INDICATORS

4.14. The Adult Social Care Survey and Carers Survey were carried out in 2016/17 with a sample of those receiving services from Bromley Council and those known to Bromley Council as having a caring role. Combined they show that 277 (28%) of the 974 respondents stated that they do not have as much social contact as they would like and 71 of these said that they are socially isolated.

4.15. National data is now available for the Carers Survey and this shows that fewer carers (11.3%) in Bromley stated they are socially isolated than nationally (16.%). National data is not available for the Adult Social Care Survey until mid-September, but the 2015/16 survey had 158 individuals (24.4%) stating they did not have as much social contact as they would like and 41 people (6.2%) of these said that they are socially isolated.

	Adult Social Care Survey 2015/16		Carers Survey 2016/17	
	Bromley	England	Bromley	England
Have some social contact, but not enough	18.2%	16.3%	33.8%	48.3%
Have little social contact and feel socially isolated	6.2%	4.3%	11.3%	16.2%
Total	24.4%	20.6%	45.1%	64.5%

- 4.16. For those not known to social care the new Primary and Secondary Intervention Service have a number of monitoring outcomes related to those using befriending services, a sitting service and peer support groups all of which can help individuals and carers to be less socially isolated. Measuring the impact of this service on reducing social isolation is also under discussion.

## **5. IMPACT ON VULNERABLE PEOPLE AND CHILDREN**

Vulnerable people and children are more likely to be abused if they are socially isolated. Social isolation can also have an impact on an individual's physical health and their wellbeing. The actions outlined in this report will help partner organisations and individuals find local support which can help prevent social isolation for adults and so reduce its impact. One of the actions is to raise awareness of the vulnerability of older residents who are socially isolated to scams and financial abuse.

## **6. FINANCIAL IMPLICATIONS**

Not applicable.

## **7. LEGAL IMPLICATIONS**

8. Not applicable.