

Decision Maker: HEALTH AND WELLBEING BOARD

Date: 29th March 2018

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

Title: SOCIAL ISOLATION – UPDATE ON LOCAL AND NATIONAL INITIATIVES

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Ward: Borough-wide

1. Summary

1.1 The Health and Wellbeing Board received a report on the Connecting Bromley campaign at its meeting in November 2017. The report outlined the resources that had been created both on Bromley MyLife and in hard copy to enable individuals, families, neighbours and front-line professionals to access activities and services to help alleviate or prevent social isolation among Bromley residents. The report was also able to provide initial information about those accessing the resources on-line. This report updates the Board on the promotion of the Connecting Bromley campaign, local intelligence on social isolation among Bromley residents as well national and local plans to address this issue.

2. Reason for Report going to Health and Wellbeing Board

2.1 In November the Health and Wellbeing Board asked that a further report be made to update on work being undertaken relating to social isolation in Bromley.

3. SPECIFIC ACTION REQUIRED BY HEALTH AND WELLBEING BOARD AND ITS CONSTITUENT PARTNER ORGANISATIONS

3.1 Members of the Health and Wellbeing Board are asked to:

- i) Note the continued promotion of the Connecting Bromley campaign and local intelligence about social isolation.
- ii) Consider how the Board and its members can work within communities in Bromley to prevent and alleviate social isolation and its impact on individual's health, wellbeing and safety.

Health & Wellbeing Strategy

1. Related priority: The prevention and alleviation of social isolation relates to a number of priorities within the Health & Wellbeing Strategy.

Financial

1. Cost of proposal: No Cost:
 2. Ongoing costs: No Cost:
 3. Total savings: Not Applicable:
 4. Budget host organisation: Not Applicable
 5. Source of funding: Not Applicable
 6. Beneficiary/beneficiaries of any savings: Not Applicable
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Supporting Public Health Outcome Indicator(s)

Yes

4. COMMENTARY

- 4.1. 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. Further evidence of the impact of loneliness and social isolation was given in the report by the All-Party Parliamentary Group on Hunger, *Hidden hunger and malnutrition in the elderly* – January 2018, which identified it as one of the three underlying causes of malnutrition.

Promoting Connecting Bromley

- 4.3. Following the initial campaign to launch Connecting Bromley a news release was issued in December. It had a focus on those who do not have family and friends to spend time with during the Christmas period, advertising the resources on Bromley MyLife about befriending schemes and the directory of activities. In conjunction with this, an item was included in the pre-Christmas email to residents. A second news release and email is being sent out in April highlighting that people who live alone and have difficulty getting out need to have contact with others all the time and not just when crisis situations such as the recent bad weather and lack of water supply occur.
- 4.4. The impact of the email going directly to over 50,000 residents can be seen with the spike in visits to the social isolation pages when it was distributed. Despite it being immediately before Christmas there were 639 visits to the social isolation pages.

Local Levels of Social Isolation

- 4.5. The Adult Social Care Survey and Survey of Adult Carers in England continues to provide information about how socially isolated people who use adult social care and their carers are. The last three surveys have shown that the following considered themselves to have only some social contact or are socially isolated. This shows that those receiving social care state that they have higher levels of social isolation and not enough contact with others than nationally. Although lower than figures national figures nearly half of carers of those receiving social care state they are socially isolated or do not have enough social contact.

	Adult Social Care Survey 2016/17		Adult Social Care Survey 2015/16		Carers Survey 2016/17	
	Bromley	England	Bromley	England	Bromley	England
Have some social contact, but not enough	15.8%	15.9%	18.2%	16.3%	33.8%	48.3%
Have little social contact and feel socially isolated	6.6%	5.7%	6.2%	4.3%	11.3%	16.2%
Total	22.4%	21.6%	24.4%	20.6%	45.1%	64.5%

- 4.6. Local authorities have the opportunity to include questions of local interest to the national survey and this year one of the questions Bromley included was about the Connecting Bromley campaign in November 2017. The question was directed to those living in the community and asked about individuals' awareness and use of the resources produced for the campaign. The Adult Social Care Survey 2017/18 concluded on 9 March and local headline data from the survey for the social isolation and Connecting Bromley questions will be tabled at the Board's meeting.

Looking Forward

- 4.7. During 2018 a new strategy aimed at older people and those approaching old age is being developed. One of its main themes will be prevention and wellbeing and, as part of this agenda, the issue of social isolation will be prioritised. The development of the strategy will be able to build on the work already undertaken to promote activities and services which can prevent or alleviate loneliness and social isolation. Engagement with older people will be taking place during the summer to develop the strategy and ways in which its priorities can be addressed.
- 4.8. The impact of loneliness and social isolation continues to be highlighted in the media. In January 2018 the Prime Minister appointed a minister for loneliness with a remit to work with the Jo Cox Commission on Loneliness, businesses and charities to highlight the issue and create a cross-cutting national strategy later this year. The publication of this strategy will continue to raise the issue of social isolation and give it prominence in the same way that the Prime Minister's Challenge on Dementia did.

Intergenerational Work

- 4.9. As part of the original action plan resulting from the Adult Services Stakeholder Conference a meeting was held with the Bromley Youth Council to discuss their attitude to working with older people and how to make it easier. As a result of this meeting members of the Bromley Youth Council are intending to volunteer with local charities during the summer and spend time working with older people.

5. IMPACT ON VULNERABLE PEOPLE AND CHILDREN

- 5.1. 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 resources developed as part of the Connecting Bromley campaign will help partner organisations and individuals find local support which can help prevent social isolation for adults and so reduce its impact.

Non-Applicable Sections:	Financial and Legal Implications, and Comment from the Director of Author Organisation.
Background Documents: (Access via Contact Officer)	Not Applicable.