

MEDWAY HEALTH AND WELLBEING BOARD

15 SEPTEMBER 2015

MEDWAY SOCIAL ISOLATION STRATEGY IMPLEMENTATION PLAN AND PROGRESS UPDATE

Report from: Dr Alison Barnett, Director of Public Health

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Medway Council

Summary

The Medway social isolation strategy implementation plan and progress update (attached) is a partnership plan that identifies key actions that are being taken to reduce social isolation in Medway. It has been developed from the Medway Social Isolation Strategy 2014-2018 which was approved in 2014. An initial progress update against these actions also comprises part of the attached plan.

1. Budget and Policy Framework

- 1.1 Reducing social isolation was agreed as a priority for partnership action by the Health and Wellbeing Board in 2014. This led to the development of the Medway social isolation strategy. Resources for implementation of this strategy are being identified from within existing budgets. The Medway Health and Wellbeing Board has prioritised social isolation because it recognises that it is a serious problem for many Medway residents and it can have far reaching consequences for individuals and for wider communities. It has also been included in the Council Plan for 2015/16.

2. Background

- 2.1 Social isolation can affect anyone, although certain groups in the population are at increased vulnerability to social isolation. Older people are significantly more likely to suffer from social isolation with contributing factors being 'loss of friends and family, loss of mobility or loss of income'. Other population groups at risk include; carers, refugees and those with mental health problems. The key risk factors for loneliness and being socially isolated include being in later old age (over 80 years), on a low income, in poor physical or mental health, and living alone or in isolated rural areas or deprived urban communities.
- 2.2 Social isolation can have a considerable negative impact on health and wellbeing and reducing it can reduce the demand for health and social care interventions.

- 2.3 Social isolation is associated with a range of negative health outcomes including increased risk of dementia, high blood pressure, stress levels, poorer immunity and death⁵. Research has shown that having well-connected strong social relationships can have an impact on survival comparable with well-established risk factors for mortality such as smoking, obesity and physical inactivity.
- 2.4 It is estimated that across the present population aged 65 and over, that 5%-16% are lonely and 12% are socially isolated. If this estimate was applied to Medway this would result in an estimate of 4,698 people over 65 years old being socially isolated and between 1,958 and 6,264 people being lonely.

3 Risk management

Risk	Description	Action to avoid or mitigate risk	Risk rating
Partners may not deliver in a timely fashion	Resource capacity reduction due to budget cuts may impact on partners ability to deliver actions agreed as part of the implementation plan	Monitoring of actions to try and identify alternative actions if necessary	C111

4 Consultation

- 4.1 A Medway social isolation strategy implementation group to oversee the implementation of the strategy has been set up and includes membership from Medway Council, Medway Voluntary Action, Carers First, Age UK and Medway CCG. The first meeting of this group was held in June 2015.

5. Financial implications

- 5.1 There are no additional financial implications from this report. Costs of implementation will be met from existing budgets.

6. Legal implications

- 6.1 There are no direct legal implications arising the from implementation of the Medway Social Isolation Strategy.

7. Recommendations

- 7.1 The Health and Wellbeing Board is asked to consider and comment on this implementation plan.

Lead officer contact

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Background Papers

None

Appendices

Appendix 1: Medway social isolation strategy implementation plan and progress update.

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MEDWAY SOCIAL ISOLATION STRATEGY DELIVERY PLAN 2015/16

Appendix 1

THEME	Improve mental and physical health and wellbeing	LEAD HWB MEMBER	
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PRIORITY ACTION	Reduce social isolation through a social isolation strategy delivered jointly with key partners.	LEAD OFFICER	Karen Macarthur
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No.	ACTION	Who responsible	Completion date	Outcome and output measures	Progress to date (July 2015)
	Raising awareness				
1	<ul style="list-style-type: none"> Raise awareness about social isolation by <ul style="list-style-type: none"> Developing and delivering social isolation awareness raising sessions Developing a summary information resource on available services to be used by frontline professionals. Initially, this will be particularly targeted at older people. 	Sara Moreland Public Health	Nov 2015	Information resource completed	<p>Social isolation module awareness raising module being developed for the A Better Medway Champions programme.</p> <p>Initial scoping and information gathering exercise with partners including Medway Voluntary Action underway to inform development of information resource for older. 1st draft of resource to go to implementation group early September. Resource will be launched at the social isolation summit.</p> <p>Discussions re integrating social isolation into the Citizens Portal are also taking place as this could would provide a more integrated comprehensive electronic resource to complement the planned paper based resource .</p>

2	<ul style="list-style-type: none"> Hold Medway social isolation summit for private, statutory and third sector organization to raise awareness of social isolation and build networks to tackle it more effectively. 	Karen Macarthur Sara Moreland All partners	Dec 2015	Increased awareness of the risks of social isolation and knowledge of how to address it.	Planning for the social isolation summit is underway. The summit will be held in early December at Gillingham Football Club. Programme will include speakers and networking opportunities. A marketplace for appropriate organisations to showcase their work will also be part of the event.
3	<ul style="list-style-type: none"> Mapping of existing voluntary sector activity in order to provide a more comprehensive understanding of the third sector resource available to tackle social isolation Improve the availability of information and advice on existing services and activities that reduce loneliness and isolation 	<p>Jane Howard, Medway Voluntary Action</p> <p>Jane Howard Medway Voluntary Action Karen Macarthur Sara Moreland Public Health</p>	<p>Jan 2016</p> <p>Mar 2016</p>	<p>Initial mapping exercise completed.</p> <p>Information and advice on services and activities that reduce social isolation are widely available in various sites/locations e.g. local authority websites, social network groups, sports clubs, art groups, day centres,</p>	Mapping underway
4	<ul style="list-style-type: none"> JSNA chapter on social isolation is finalised and published to provide baseline information on this across Medway. 	Karen Macarthur Public Health	Aug 2015	JSNA chapter on social isolation finalized and published.	JSNA chapter on social isolation was finalized and went to Commissioning Management Group. It has been revised following comments and will be published as soon as final approval is obtained.
5	<ul style="list-style-type: none"> Utilise existing public health programmes to raise awareness about social isolation and signpost people to support and activities. 	Sally-Ann Ironmonger Public Health	Oct 2015	Social isolation incorporated within Public Health programmes such as health checks, stop smoking and substance misuse.	Health improvement teams ensure that people are signposted to services and activities to reduce social isolation. For example, ensuring there is up to date information about activities offered by libraries, adult learning and leisure centres, for example, as well as encouraging volunteer through the walks programme,
Action to support individuals					

	<ul style="list-style-type: none"> Scope and if appropriate implement pilot with Fire and Rescue targeting vulnerable people in areas of high social isolation to signpost to resources 	Karen Macarthur Sara Moreland Public Health Samantha Jones Kent Fire and Rescue	Oct 2015 March 2016	Pilot scoped Pilot implemented	Meetings have taken place with Fire and Rescue and there is willingness to work in partnership on this. Initial protocol being drawn up.
7	<ul style="list-style-type: none"> Develop the Health and Social Care Navigator programme in Medway to improve the interface between the community and public services in helping socially isolated individuals find appropriate interventions. Ensure appropriate training and linkages to support reduction in social isolation 	Penny Hever Hanifa Ditta Medway CCG Rachel Horner Public Health	Aug 2015	Health and Social Care Navigators recruited. Appropriate training and resources to support reduction social isolation given	Care Navigators have met with GP practices, Integrated Discharge Team at MFT, and Community nurses. Referrals are already being received from GPs and community nurses. The integrated discharge team will commence referring in August. Support with transport to and from home is biggest need area so far. This may change as more data is gathered through the life of this pilot project.
8	<ul style="list-style-type: none"> Support voluntary and community sector build referral partnerships with frontline staff (GPs, community nurses), fire services and social workers. 	Sara Moreland Public Health	March 2016	Referral pathways between voluntary and community sector, frontline staff and other services established.	The social isolation summit will bring together voluntary and community sector groups with frontline professionals to support the development of referral pathways
9	<ul style="list-style-type: none"> Utilise opportunities to work with faith groups as partners to identify and support people at risk of being isolated. 	Rathini Mills/Jane Howard Public Health.Medway Voluntary Action	Ongoing	Increased number of faith groups identifying and supporting people at risk of being isolated.	Ongoing
Community action					
10	<ul style="list-style-type: none"> Work with communities to encourage intergenerational engagement between young and older people. 	Sallyann Ironmonger Public Health	March 2016	Increased number of both young and older people volunteering	Through a small grants programme public health have facilitated an intergenerational projects which provides training for at risk young people to provide a 'Themed Restaurant' for older adults. In additional some scoping work has been undertaken to map intergenerational projects across Medway which could inform future initiatives

11	<ul style="list-style-type: none"> Develop CPCE Programme (Combing Personalisation with Community Empowerment in Hoo Peninsula and Walderslade respectively. The CPCE programme is underpinned by forming of two CIC's in each area with Social Investment and support from DERiC (National CIC). CPCE programmes will include addressing social care needs of vulnerable people and involving the whole community to support these. This could reduce social isolation by involving local supporters to visit or introduce persons to a range of activities taking place in their communities. 	Programme Manager: Carla Vanzyl, Children and Adults Directorate: Medway Council	January 2016	CICs developed by January 2016	Two Community Interest Companies (CIC) have been established in Walderslade CIC (WALT) and on the Hoo Peninsula CIC (wHoo cares). Both CIC's are preparing business plans for approval by DERiC end of October and endorsement by Council and partners. Propose for business plans to be presented to JCMG at December meeting 2015. Public meetings will be held in September to review business plans with communities. Developed draft pathways with Social Care to allow close partnership with CIC's to be ready when CIC are operational. Investigating option to pilot Individual Service Funds (ISF) in these two areas. Meeting with GP clusters and Care Navigators in these two areas in September to build similar pathways and close partnerships to work with WALT and wHoo cares. Operational date planned for February 2016.
14	<ul style="list-style-type: none"> Increase the number of supportive groups in Medway, such as the men's health group operating at the Sunlight Centre to support vulnerable populations at risk of being socially isolated. 	Sara Moreland Public Health	Mar 2016	Increased number of supportive groups	Ongoing
15	<ul style="list-style-type: none"> Evaluate programme to assess its effectiveness 	Public Health Intelligence Team	Mar 2016	Appropriate evaluation put in place.	Evaluation will focus on individual initiatives rather than be population based so will be carried out as appropriate.