

Social Isolation South Area



Public Health
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BARNSLEY
Metropolitan Borough Council

The Request

To conduct a health needs assessment into social isolation on older people.

Research Aims

- Learn how to support people
- Identify barriers and issues
- Prevent further escalation
- Re-engage residents who want to be involved with community life
- Inform future commissioning



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Context

Social isolation and loneliness are different.

Health Impacts

- Premature mortality
- 50% increase risk of coronary heart disease
- Increased mental health issues

Return on Investment

£5.96 for every **£1** spent

(PHE, 2015)



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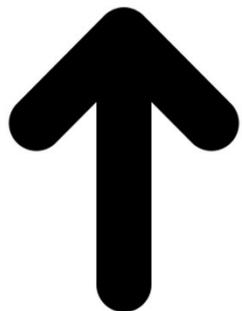
Local Data

Local predictions reveal that by 2020 40% (17,647) of Barnsley's 65+ years will be living alone.

South

Approximately 3640 out of the 9100 65 years + living alone by 2020.

Source: Mid-Year 2016 Population Estimates, Office of National Statistics.



Risk of becoming socially isolated



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Research Methodology

- Desk based research
- Consultation
 - focus groups
 - 121 consultation meetings

Service users and professionals
Quantitative and qualitative data



Findings

What are the major issues contributing to social isolation in older people?

- Transport & Geography
- Awareness & Information
- Confidence & Reassurance
- Technology



Continued...

What could we do to make it easier for older people to engage with others and social activities?

- Increases awareness & advertising
- Transport
- Friendly face



Foundation Services	A service or activity that reaches people, understands people & supports people i.e. <i>Age UK Eyes on the Ground</i>	Foster & enable new connections Change their thinking about their social connections
Direct Services	A service or activity that meet the needs of older people & provides meaningful social contact & new connections. The primary aim of such groups should not be social contact; the groups should have an alternative focus.	Foster & enable new connections
Gateway Services	Transport and technology services. A lack in the availability of gateways services “could be a serious barrier to social connection.	Maintain existing connections Develop new connections

Continued...

- Individual Factors
- Community Factors



Contribute to social isolation



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Recommendations

- ★ Utilise existing community assets
- ★ Reduce barriers to existing activities
- ★ Targeted & proactive

Options

1. A part time Community Communications Officer
2. Collaborative Partnership Age UK Barnsley & Community Communication Officer
3. Transport budget
4. “Happy to Chat” campaign



Discussion

- Preferred option
- Different Wards need a different approach?
- Multi-agency Group

