

HSCP Social Isolation and Loneliness Strategy 2018-21


Generated on: 16 August 2021



PREVENT: prevent people from becoming chronically socially isolated or experiencing loneliness (primary prevention)


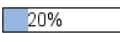

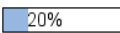

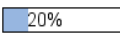
1 Promote kindness and self care, raise awareness and reduce stigma of social isolation and loneliness

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 01 Raise awareness of social isolation, loneliness, and kindness, across communities via South Ayrshire Health & Social Care Locality Planning Groups to reduce stigma and promote self-care.	Phil White	31-Mar-2021		<input type="text" value="40%"/>	<p>13-Aug-2021 Small grant funding events were held online for the period 20/21 where organisations across the localities applied for small grants to assist with tackling social isolation. Funding was granted to 2 organisations within the Prestwick & Villages locality, 2 organisations within the Troon & Villages locality, 4 organisations within the North Carrick and Maybole locality and 3 Girvan and South Carrick locality. which directly supported Social Isolation and Loneliness. There was a small pot of funding left over from the Troon & Villages locality and the Locality Planning Partnership members agreed to allocate the remaining funds to Voluntary Action South Ayrshire to supplement the Connecting Scotland Programme.</p> <p>06-08-2020 Update provided by Fiona Smith 06.08.2020</p> <p>The current COVID19 pandemic has increased awareness of SI&L and its impact on our health & wellbeing within our communities. Information on making and maintaining social connections was made available on the NHS Ayrshire & Arran Keeping Well During COVID-19 webpage to promote self-care within individuals and communities. This webpage was highlighted in flyers delivered to households receiving emergency support from SAC and VASA during this time and Keeping Connected messages were promoted via the NHS Ayrshire & Arran Public Health social media pages. Additional messages were developed to support Mental Health & Wellbeing, and Loneliness Awareness Weeks.</p> <p>Training development is in progress that could be delivered to communities to raise awareness of loneliness and social isolation, promote self-care and reduce stigma.</p>
SIL 02 Develop and promote the values of kindness and consider the barriers to kindness within partner organisations and communities.	Susan McCardie	31-Dec-2021		<input type="text" value="40%"/>	<p>06-Aug-2021 As highlighted in the last update, the values of kindness continue to be developed and promoted through partnership working that has continued to support communities through the pandemic and now as restrictions ease. It is proposed to raise awareness of the values of kindness as part of an input on the Social Isolation and</p>


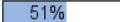
					Loneliness Implementation Group at a community planning event taking place in November.
SIL 03 Work with local businesses to raise awareness of and consider their role in tackling social isolation and loneliness, reducing stigma and promoting self-care.	Phil White	31-Mar-2021		<input type="text" value="20%"/>	<p>31-Mar-2021 Update provided by Fiona Smith</p> <p>Information for local businesses on isolation and loneliness is in development and will be shared, in the first instance with local workplaces registered with our Healthy Working Lives Award.</p> <p>24-Nov-2020 Update provided by Fiona Smith, Public Health 06.08.2020</p> <p>Information on Keeping Connected was highlighted to local businesses registered with our Healthy Working Lives programme during both Mental Health & Wellbeing Awareness Week and Loneliness Week. Additionally Remote Working for Managers guidance was produced which included information on the importance of keeping connected during the COVID19 pandemic. Remote delivery of Resilience at Work training, which highlights maintaining connections as key, was piloted with colleagues from DWP.</p>

2 Promote asset-based and place-based approaches

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 04 Identify and develop current asset-based activity within communities to ensure older people are included	Phil White	31-Mar-2021		<input type="text" value="40%"/>	<p>13-Aug-2021</p> <p>The website has recently been relaunched and updated. The calls coming into the Freephone are also becoming more complex in nature from the general public, social work, Community Link Practitioners, Health Visitors, OTs etc. as the lifeline becomes the first point of contact. From the beginning of April there has been almost 3000 searches on the website and 836 signposting interactions from referral agencies. The staff have been trained in the use of credit unions and will soon be having debt management signpost training to a local cab.</p> <p>The hearing aid battery service that started during lockdown continues to also be popular with 1063 packs sent out since the 1st of April.</p> <p>The team are also supporting groups to reopen now that restrictions have been lifted. In the next few weeks drop-in sessions from some of the support groups will start again at the book and bun (which is the new home for South Ayrshire Lifeline).</p> <p>31-Mar-2021 Update by Marie Oliver 15-Apr-2021</p> <p>Over 300 activities taking place across South Ayrshire being delivered by community / third sector groups. South Ayrshire Lifeline continues to be updated as we move out of lockdown and will promote face to face activities once available.</p>


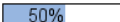
					<p>Digital connectivity has started to increase the ability of older people to become involved in on-line activity and we see this growing over the community year.</p> <p>Looking at working in partnership to deliver Intergenerational Work in the Ayr North area over the coming year.</p> <p>Letter box drop to take place later in the year advertising SAL.</p>
SIL 05 Promote volunteering opportunities for older people across all organisations and communities	Phil White	31-Mar-2021			<p>31-Mar-2021 Update provided by Marie Oliver 15-Apr-2021</p> <p>Due to COVID many volunteering opportunities were either put on hold or lost. Moving forward we are already seeing an increase in demand of digitally aware volunteers. This section to be updated as we come out of lock down and see the scope of opportunities that may be available.</p>
SIL 06 Work together to understand the needs of older people and promote positive ageing to ensure local opportunities and services are being co-produced to meet the needs of older people.	Lisa McAlpine; Liz Roy	31-Mar-2021			<p>12-Aug-2021 Update from Marie Oliver (VASA) 12.08.2021</p> <p>New staff member will be ramping up membership of the senior's forum to ensure that they have a voice at local level and also to understand their needs. The "selling" of the Wellbeing Pledge will also be included in these actions.</p>
SIL 07 Identify and work to influence relevant partners to consider their contribution to tackling social isolation and loneliness when developing community structures.	Laura Thomson	31-Mar-2021			<p>24-Nov-2020 Update provided by Laura Thomson 24.11.2020</p> <p>The Corporate and Housing Policy Team is currently reviewing Housing Support services in South Ayrshire. Work is ongoing to draft tender specifications which will include a outcome which will reduce social isolation and loneliness. Many people experiencing homelessness feel isolated and lonely. One of the priorities is to ensure that people are supported to find sustainable housing outcomes and build support networks around them to allow them to live well independent of housing support.</p> <p>Seascope currently has the Homelessness and Tenancy Sustainment Housing Support Contract. In addition to delivering the Council contract they provide a successful befriending service.</p> <p>Disabled adaptations continue to be delivered to those living in private sector housing and help and support with delivery of the adaptations is available from the Corporate and Housing Policy Team. Many of these individuals are elderly and frail and require the adaptation to remain independent in their own home and maintain their community links.</p> <p>Our Tenant Participation Team during lockdown has been carrying out regular calls to involved tenants, continued running meetings including the Tenants' Choir, even assisting with helping people get essential items including prescriptions and food. Proposal have been made to the Service Lead regarding digital inclusion for involved tenants as lockdown has highlighted a number of gaps to some tenants participating –</p>


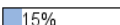
					i.e. a couple don't have computers/tablets and/or wifi. The team is also taking forward an idea to introduce a digital inclusion project over the next year called 'conversation cafes' aimed at helping people reduce social exclusion and isolation, with a particular focus on rural communities.
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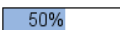

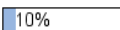
SIL 08 Develop links with South Ayrshire Community Safety Partnership to consider their contribution to tackling social isolation and/or loneliness at a neighbourhood level by tackling anti-social behaviour and perception of unsafe neighbourhoods.	Linda Warwick	31-Mar-2021			21-Jul-2021 Work has been undertaken within the Intergenerational Joint Action group within the CSP to take forward support within local communities to target loneliness and social isolation. This group are now represented on the Social Isolation sub-group within Community Planning. The Community Safety team have continued to work with local communities within Covid restrictions to provide support for the development of local initiatives aimed at reducing social isolation, for example within the Time Team group in Ayr North, who have continued to meet over the last year, and provide support to members of the local community.
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3 Raise awareness of local activities and services

Action	Assigned To	Due Date	Status	Progress	Notes
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SIL 09 Promote and evaluate the availability of a range of preventative services within communities that can be made available to support individuals as an alternative to statutory services.	Phil White	31-Mar-2021			13-Aug-2021 Update from Stephanie Smith 13.08.2021 Girvan Connect and Maybole Connect hubs are promoted as a weekly face-to-face drop-in contact for advice and information on a variety of subjects to support health and wellbeing. Information on local activities and groups is available via South Ayrshire Life at both Connect sites. Information submitted to local community newsletters within North and South Carrick areas.
					13-Aug-2021 Update provided by Marie Oliver 13.08.2021 South Ayrshire Lifeline continues to develop and grow making it the first point of contact and building the capacity of local groups to enable them to reopen is now also high on the agenda. The team have had additional training on credit unions and going forward debt management. Outreach will start again soon tighter with a range of drop in sessions at the book and bun in New Market Street.

SIL 11 Support initiatives to increase participation of older people in cultural activities.	Gerry Bergin	31-Mar-2021			13-Aug-2021 The Reminiscence project in Partnership with the Scottish Football Museum is just beginning to take some recovery steps following the initial impact of COVID. Content for the online presence by way of local images from South Ayrshire and other participating authorities is underway. The project officer post will be advertised over the coming months. As the project progresses we can look at how we can encourage access and participation to individuals and groups who are, or who are risk of experiencing social isolation and/or loneliness.
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					<p>This project is now making good progress with South Ayrshire submitting a good number of images to reflect social history-particularly on holidays! These images will be uploaded on to the SFM website and in time there will be sufficient content from many Scottish authorities to begin to use the site in a participative way. A Project Officer has been appointed and will make progress on the overall project. Once more progress is made we will be able to consider how we can set-up and facilitate groups to use the content in a positive way. Ideally-we would like to use trained Volunteers to do this. The project officer at a local level is Tom Barclay.</p>
<p>SIL 12 Support initiatives to increase participation of older people in physical activity.</p>	<p>Janey Anderson; Lisa McAlpine; Liz Roy</p>	<p>31-Mar-2021</p>			<p>24-Nov-2020 Update provided by Janey Anderson 01.09.2020</p> <p>Invigor8 – falls prevention programme for people over the age of 60: Due to Covid-19 these classes have been paused since the end of March 2020 and hoping to resume in September 2020. This could be subject to change depending on announcements from the First Minister. Since lockdown South Ayrshire Council’s Health Team have kept in touch with all class participants in various ways.</p> <ul style="list-style-type: none"> • Phoning over 700 class participants weekly, fortnightly, monthly and some people have asked that we contact them when classes re-start. • Zoom live exercise classes with the Health Team • South Ayrshire Council Leisure zoom classes • Private Facebook Pages for Invigor8, HARP, Weigh to go • Health Team Exercise Videos emailed out or put on Private Facebook Pages • Super 6 balance exercises given to attendees • Exercise booklets • Information on exercises available via YouTube, NHS Inform, British Heart Foundation, Later Life Training, MSK physio’s, and any other helpful websites or videos • Information on fun activities, virtual walks, quizzes, how to access South Ayrshire Council Library services – free online books, magazines and newspapers, General information. • Signposting to other organisations eg. VASA, Alzheimer’s Scotland, Local Community Groups. <p>New Activities – August 2020: introduction of a buddy walking and doorstep visit system to support our class participants, reduce loneliness, improve a person’s confidence, strength, balance, fitness; introduction of whatsapp chat groups to reduce loneliness, and improve mental health.</p>
<p>SIL 13 Work with older people to provide informal community spaces where older people</p>	<p>Gerry Bergin;</p>	<p>31-Mar-2021</p>			<p>25-Nov-2020 Unable to progress due to pandemic and associated social distancing measures and closure of communal spaces.</p>

can meet, and promote these activities throughout communities	Phil White				
SIL 14 Utilise the existing programmes and engagement taking place at 'new front doors' across South Ayrshire as a means to tackling social isolation and loneliness	Lisa McAlpine; Phil White	31-Mar-2021		<input type="text" value="25%"/>	13-Aug-2021 See update at SIL09.

4 Addressing inequality

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 15 Ensure social isolation and loneliness is explicit within other key plans and strategies that target groups of older people at higher risk of experiencing social isolation and loneliness.	Kevin Anderson; Steven Kelly	31-Mar-2021		<input type="text" value="40%"/>	24-Nov-2020 Update provided by Fiona Smith 06.08.2020 See update for the Connecting Scotland Programme at SIL 19 below which aims to mitigate against the increasing digital inequality exacerbated by COVID19 for those on a low income on our shielding list. Creating connections and opportunities to tackle loneliness and isolation is an underpinning principle of the South Ayrshire ADP draft strategy (2019-2024) currently out for consultation.

5 Transport

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 16 Work with South Ayrshire Community Transport and local older people forums to further develop and promote their service across the locality with a particular emphasis on providing transport solutions which are accessible and affordable for older people.	Steven Kelly	31-Mar-2021		<input type="text" value="30%"/>	24-Nov-2020 Update provided by Catriona Haston 06.08.2020 The use Community transport vehicles was offered to support response to COVID19 pandemic. The Community Transport service has maintained connection with their service users by phone during this time, and are investigating the possibility of arranging social trips (ie shopping together) following current guidelines on hygiene and physical distancing.
SIL 17 Explore rural transport routes and links to ensure accessibility is suited to the needs of older people using a co-production approach.	Phil White	31-Mar-2021		<input type="text" value="10%"/>	24-Nov-2020 Update provided by Marie Oliver 20.11.2020 Unable to work on this action due to COVID.
SIL 18 Work with older people to develop a network of volunteer drivers that is accessible	Steven Kelly	31-Mar-2021		<input type="text" value="10%"/>	13-Aug-2021 Update provided by Marie Oliver 13.08.2021

and affordable.					Action still outstanding.
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6 Technology

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 19 Provide opportunities for older people to develop their technological skills where younger people can share their knowledge with older people.	Callum Reilly	31-Mar-2021		<div style="width: 50%;"><div style="background-color: #4f81bd; height: 10px; width: 100%;"></div></div> 50%	13-Aug-2021 Update provided by Marie Oliver 13.08.2021 To date over 100 devices and free Wi-Fi have been distributed to people. Each person have also received bespoke training and support to ensure they get the best use out of their new digital equipment. Over 800 hours of digital support has been carried out with members of the general public. This covers all devices including TV remotes.
SIL 20 Investigate the role of Technology Enabled Care in tackling social isolation and loneliness including how it can support and maintain existing connections.	Steven Kelly	31-Mar-2021		<div style="width: 30%;"><div style="background-color: #4f81bd; height: 10px; width: 100%;"></div></div> 30%	25-Nov-2020 The Connecting Scotland Programme, led by SAC with input from Public Health, VASA and SA HSCP, will see those on a low income on our COVID19 shielding list be provided with a digital device and connectivity to increase social connections during and following the pandemic. This will help to mitigate against the increasing digital inequality exacerbated by restrictions imposed to protect against COVID19 infection. Skills based input will be provided by SAC staff and volunteers working as Digital Champions. 27-Jan-2020 Work has yet to commence in this area due to resource capacity.

RESPOND: prevent people from developing social isolation or loneliness following one of the known triggers or transitions (secondary prevention)

1 Develop a pathway from identification to reconnection

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 21 Develop a consistent pathway from identification to reconnection that can be accessed and utilised by all partners, frontline and community staff.	Phil White	31-Mar-2021		<div style="width: 50%;"><div style="background-color: #4f81bd; height: 10px; width: 100%;"></div></div> 50%	13-Aug-2021 The Partnership Engagement Officers continue to promote South Ayrshire Lifeline to Locality Planning Partnerships and wider networks. 13-Aug-2021 Update provided by Marie Oliver 13.08.2021 South Ayrshire Lifeline has been relaunched and aims to be the first point of contact. A

					clear pathway has still to be established.
SIL 22 Develop and deliver training for all partners, community and voluntary organisations and local business using a suitable model to identify and respond to social isolation and loneliness in communities.	Susan McCardie	31-Mar-2021		<input type="text" value="10%"/>	13-Aug-2021 Local workplaces were also provided with information on the importance of keeping connected with colleagues during this time; this was included within the Remote Working for Managers guidance and piloted with colleagues from DWP. 06-Aug-2021 Due to the COVID19 pandemic the messages and delivery method of training is currently under review.
SIL 23 Promote social prescribing/referral to local activities as a means to preventing social isolation and loneliness around a life transition or "trigger point."	Phil White	31-Mar-2021		<input type="text" value="30%"/>	13-Aug-2021 Partnership Engagement Officer for Prestwick and villages and Troon and villages locality met with Community Link Practitioners covering the same area and initiated a 'walk round' of the localities to introduce ourselves to local organisations. New CLP's have taken part in a short introduction with the Partnership Engagement Officers and VASA were invited along. Facilitated working relationships with CLP's and Broadway Centre, Prestwick with the aim of having a new front door venue for the CLP to be based. Girvan and Maybole Connect continue to operate remotely via telephone in line with COvid-19 restrictions. This has been highlighted at both LPP meetings and promotional materials have been circulated to Girvan and South Carrick locality distribution lists. 28-Jan-2020 Update provided by Sharon Connolly 28.01.2020 Promoted via Community Led Support Initiative's at Maybole Connect and Girvan Conenct hubs and South Ayrshire Life. Girvan & South Carrick LPG produce local newsletter for community members to promote local Health and Social Care supports and activities. Strong links to North Carrick Community newsletter to promote local health and social care initiatives, activities and Maybole Connect.
SIL 24 Work with Primary Care to consider support required for those at risk of developing social isolation and loneliness ie around life transitions and "triggers."	Phil White	31-Mar-2021		<input type="text" value="15%"/>	13-Aug-2021 Local services such as Community Link Practitioners and South Ayrshire Lifeline have continued to respond to loneliness and promote reconnection within communities. Additionally, Mental Health Practitioners within GP practices and CMHTEs are being encouraged to signpost individuals who are experiencing loneliness to community/third sector support. There will shortly be 11 Mental Health Practitioners, nine Community Link Practitioners and six Self Help Workers linked to GP Practices and localities that can direct and refer people to wider supports. There is also a Community Connector within Learning Disability services. Social isolation and loneliness awareness raising activity has taken place with Locality Planning Groups, Community Links Practitioners and other staff groups. 24-Nov-2020 Update provided by Fiona Smith 06.08.2020

					Training on Social Isolation and Loneliness training was developed and delivered as a pilot session to CLPs to raise awareness of life transitions and triggers (March 2019). Discussion took place around potential sources of local support. To update when local 'pathway' has been agreed.
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2 Promote service co-design and peer-led support

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 25 Involve a wider network of third sector organisations and older people in the planning and delivery of services to tackle social isolation and loneliness across our communities.	Steven Kelly	31-Mar-2021		<div style="width: 15%;"><div style="width: 15%;"></div></div> 15%	13-Aug-2021 Update provided by Marie Oliver 13.08.2021 Revamped seniors forum to be established and developed over the coming weeks to ensure that they have a voice at a local level and also are aware of actions like the Wellbeing Pledge.
SIL 26 Develop links with local churches and faith groups to develop/promote local activity with those who are experiencing or are at risk of experiencing social isolation and/or loneliness.	Phil White	31-Mar-2021		<div style="width: 20%;"><div style="width: 20%;"></div></div> 20%	13-Aug-2021 Partnership Engagement Officers continue to build engagement networks with local faith groups and will progress further as we move forward.

RESTORE: prevent people from developing social isolation or loneliness following one of the known triggers or transitions (tertiary prevention)

1 Provide support and reconnection

Action	Assigned To	Due Date	Status	Progress	Notes
SIL 27 Improve the knowledge and skills of key services such as social work/home care, housing services, Primary Care etc to identify and respond to those who may be chronically lonely and/or isolated	Steven Kelly	31-Mar-2021		<div style="width: 30%;"><div style="width: 30%;"></div></div> 30%	13-Aug-2021 Update provided by Marie Oliver 13.08.2021 VASA continue to promote the services they deliver that can support those that are lonely and/or isolated. Over the coming months, VASA will look at ways of strengthening those links.
SIL 28 Explore localised volunteering initiatives that can reintroduce people to social activities.	Phil White	31-Mar-2021		<div style="width: 15%;"><div style="width: 15%;"></div></div> 15%	13-Aug-2021 Update provided by Marie Oliver 13.08.2021 Many older people that volunteered pre-Covid have not returned to volunteering. A campaign will take place in the autumn to try and encourage volunteers to return and also to attract new volunteers.

					<p>24-Nov-2020 Update provided by Linda West 06.08.2020</p> <p>In response to the COVID10 pandemic, a telephone befriending service was set up which, at its peak, saw 160 people receiving a call, from one a week to daily, from around 120 volunteers. This service will continue post-pandemic as many of these matches are still ongoing and still needed by those isolated in the community.</p> <p>22-Jan-2020 Update provided by Linda West 22.01.2020</p> <p>Possible part of VASA work plan 2020-21 depending on resource.</p>
SIL 29 Investigate the potential to develop stronger partnerships and programmes between schools/early year centres and care homes, including sheltered housing	Derek Cargill	31-Mar-2021		<input type="text" value="30%"/>	<p>12-Aug-2021 No further update since last time. The common areas are still closed currently but we are looking into reopening these in the near future.</p> <p>18-Nov-2020 Update provided by Derek Cargill 18.11.2020</p> <p>Due to COVID-19 the common areas are closed so we are unable to have anyone in. All projects that we were working on getting off the ground pre-COVID have stopped i.e. 12 week programme with Ayr Academy. However, some units are continuing to do some work with schools and early years. For example, Limonds Court is working with Newton Primary to design Christmas cards and kind quotes for the residents which will be printed and delivered in the community. Boyle Court are having the kids paint and draw pictures that can be put in a window display at the complex for residents. A few of the units have been in touch with schools/early years for the kids to come and do some carol singing in the grounds for residents to enjoy from a distance in their gardens.</p> <p>During the summer, the staff within Sheltered Housing worked hard to keep people's spirits up and moved things outside when common areas closed. This included entertainment such as singers, musicians & bag pipers, music and movement for exercise, bingo, lunch clubs, coffee mornings/afternoons, helping residents with gardening, fund raising and one of the staff made a music video with the residents that ended up on the BBC Scotland Channel news.</p>
SIL 30 Investigate the contribution of mental health services in tackling social isolation and loneliness via psychological approaches.	Sharon Hackney	31-Mar-2021		<input type="text" value="100%"/>	<p>18-Nov-2020 Update provided by Stephen McCutcheon 18.11.2020</p> <p>CMHTE continue to signpost appropriate patients to Nursing Assistants within CMHTE to alleviate Social Isolation .</p> <p>As above , Mental Health Practitioners within GP Surgeries identify and signpost individuals who are socially isolated.</p> <p>Community Link Practitioners continue to be actively involved in supporting individuals who have been identified as isolated to initiate contacts within their community.</p>
SIL 31 Provide information and advice, and	Steven	31-Mar-		<input type="text" value="15%"/>	<p>25-Nov-2020 Update provided by Steven Kelly 25.11.2020</p>

<p>promote the uptake of self-directed support as a means to reconnecting individuals with their communities.</p>	<p>Kelly</p>	<p>2021</p>			<p>Through the pandemic, there has been a focus on preventative services.</p> <p>The Connecting Scotland Programme, led by SAC with input from Public Health, VASA and SA HSCP, will see those on a low income on our COVID19 shielding list be provided with a digital device and connectivity to increase social connections during and following the pandemic. This will help to mitigate against the increasing digital inequality exacerbated by restrictions imposed to protect against COVID19 infection. Skills based input will be provided by SAC staff and volunteers working as Digital Champions.</p> <p>Advice on SDS is provided through CLS, a range of voluntary sector orgs and VASA. If people come into formal social work services, advice and guidance is provided to connect individuals with their communities. The new Social Work assessment is a strengths-based approach and focused on outcomes. The assessment emphasises community and family support.</p>
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