



south ayrshire
health & social care
partnership

Social Isolation and Loneliness Strategy
Implementation Plan: Older People
2018-2021



Implementation Plan 2018-2021

This plan is the first in a series of three, three-year action plans which will be developed in alignment with the South Ayrshire Social Isolation and Loneliness Strategy 2018-2027. This action plan will detail the proposed work, and continuing progress, of the South Ayrshire Community Planning Partnership in addressing social isolation and loneliness within our older population and has been developed with local partners and Health & Social Care Partnership Locality Planning Groups. This older people's focus is in alignment with the priorities of the South Ayrshire Community Planning Partnership's Local Outcomes Improvement Plan 2018-2021 (LOIP). The LOIP can be found by pressing [here](#)

Framework

As discussed within the South Ayrshire Social Isolation & Loneliness Strategy 2018-2027, our local approach will focus on prevention and reducing the range of harms associated with being socially isolated and lonely. In order to achieve this, our strategic objectives are:

1. **Prevent:** to prevent people from becoming chronically socially isolated or experiencing loneliness (primary prevention)
2. **Respond:** to prevent people from developing chronic social isolation or loneliness following one of the known "triggers" (secondary prevention)
3. **Restore:** to prevent those who are chronically lonely and social isolated from experiencing poor social or health outcomes (tertiary prevention)

STRATEGIC OUTCOME 1:**PREVENT: prevent people from becoming chronically socially isolated or experiencing loneliness (primary prevention)**

No.	Action	Responsible Organisation(s) Reporting Officer	Target Date(s)	National Outcomes Delivered	Funding Source
Promote kindness and self care, raise awareness and reduce stigma of social isolation and loneliness					
1.	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 <ul style="list-style-type: none"> • Produce and disseminate appropriate information • Link to proposed Ayrshire & Arran Public Health Campaign 	South Ayrshire Health & Social Care Partnership Locality Planning Groups Community Engagement Officers, HSCP	2018-2020	1,3	Existing resources
2.	Develop and promote the values of kindness and consider the barriers to kindness within partner organisations and communities <ul style="list-style-type: none"> • Identify and raise awareness of kindness and barriers to kindness • Develop and evaluate small tests of change 	All Community Planning Partners Susan McCardie, SAC Fiona Smith, NHS A&A			

The National Outcomes which are relevant here have been identified and are described at the end of the document. For more information: <https://www.gov.scot/About/Performance/scotPerforms/outcome>

3.	Work with local businesses to raise awareness of and consider their role in tackling social isolation and loneliness, reducing stigma and promoting self-care. This will include tackling barriers to kindness within the workplace	Public Health, Workplace Team, NHS Ayrshire & Arran Fiona Smith, NHS A&A	2020-2021	1	Existing resources
Promote asset-based and place-based approaches					
4.	Identify and develop current asset-based activity within communities to ensure older people are included		2018-2021		Existing resources
5.	Promote volunteering opportunities for older people across all organisations and communities	All Community Planning Partners Marie Oliver, VASA	2018-2021	1	Existing resources
6.	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: <ul style="list-style-type: none"> • Age friendly • Falls prevention • Sensory impairment • Accessibility 	All Community Planning Partners HSCP Locality Planning Groups, Community Engagement Officers HSCP Service Manager			

7.	<p>Identify and work to influence relevant partners to consider their contribution to tackling social isolation and loneliness when developing community structures:</p> <ul style="list-style-type: none"> • Housing options for older people • Environmental planning options • Town centre developments 	<p>South Ayrshire Council</p> <p>Kevin Anderson Corporate & Housing Policy, SAC</p>	2020-2021	1,2, 9	Existing resources
8.	<p>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</p>	<p>Community Safety Partnership</p> <p>Linda Warwick, Community Safety, SAC</p>	2018-2021	1, 7	Existing resources
Raise awareness of local activities and services					
9.	<p>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</p> <ul style="list-style-type: none"> • South Ayrshire Life web portal • Other formats which meet the needs of older people in particular • Local digital screens 	<p>Marie Oliver, VASA</p> <p>HSCP Locality Planning Groups, Community Engagement Officers</p>	2018-2021	1, 5	Existing resources
10.	<p>Promote the existing sheltered housing model by increasing uptake of activities, particularly those that increase physical activity, within the communal areas within sheltered housing across South Ayrshire</p>	<p>South Ayrshire Council</p> <p>Vera Kidd, SAC</p>	2018-2021	1,4	Existing resources

11.	Support initiatives to increase participation of older people in cultural activities	South Ayrshire Council Gerry Bergin, Library Services, SAC			
12.	Support initiatives to increase participation of older people in physical activity <ul style="list-style-type: none"> • Invigor8 • Club Diamonds • Discounted leisure rates • Care About Physical Activity (CAPA) Programme • Health Improving Care Homes (HICH) 	Janey Anderson, Leisure Services, SAC HSCP Service Manager			
13.	Work with older people to provide informal community spaces where older people can meet, and promote these activities throughout communities <ul style="list-style-type: none"> • Promote Chatty Cafe initiative within local community cafes following evaluation of current scheme • Make links to the Scottish Grocers Federation to further investigate the role local shops and supermarkets in tackling loneliness • Develop library/other services to include informal spaces for older people to socialise 	HSCP Locality Planning Groups, Community Engagement Officers Gerry Bergin, Library Services, SAC	2018-2021	1,2,5	Existing resources
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	South Ayrshire Health & Social Care Partnership Phil White, HSPC	2018-2021	1,4,5	Existing resources

Addressing inequality					
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	Link to Health In All Policies Working Groups Kevin Anderson, SAC	2018-2021	1,5, 7	Existing resources
Transport					
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	South Ayrshire Community Transport Catriona Haston, SAC	2019-2021	1,3,4, 9	Existing resources
17.	Explore rural transport routes and links to ensure accessibility is suited to the needs of older people using a co-production approach <ul style="list-style-type: none"> • South Ayrshire Community Transport • Strathclyde Passenger Transport • Stagecoach • ScotRail • Voluntary Action South Ayrshire • Active Travel Hub • Age Friendly driving conditions and parking 	South Ayrshire Health & Social Care Partnership Locality Planning Groups Community Engagement Officers, HSCP Link to South Ayrshire Rural Forum Link to Ayrshire Roads Alliance	2018-2019	1,2,4	Existing resources
18.	Work with older people to develop a network of volunteer drivers that is accessible and affordable	Voluntary Action South Ayrshire Marie Oliver, VASA	2018-2019	1,2,4	Existing resources

Technology					
19.	Provide opportunities for older people to develop their technological skills where younger people can share their knowledge with older people, particularly with those who are at a higher risk of loneliness, such as those with a sensory impairment, long-term condition and/or living alone, in order for them to remain connected.	Community Safety Partnership Intergenerational Joint Action Group Callum Reilly, Public Health, NHA Ayrshire & Arran		1,4,5	Existing resources
20.	Investigate the role of Technology Enabled Care in tackling social isolation and loneliness including how it can support and maintain existing connections		2019-2020	1,3,4	Existing resources

STRATEGIC OUTCOME 2:**RESPOND: prevent people from developing social isolation or loneliness following one of the known triggers or transitions (secondary prevention)**

No.	Action	Responsible Organisation(s) Reporting Officer	Target Date(s)	National Outcomes Delivered	Funding Source
Develop a pathway from identification to reconnection					
21.	Develop a consistent pathway from identification to reconnection that can be accessed and utilised by all partners, frontline and community staff <ul style="list-style-type: none"> • Involve Locality Planning Groups in development of pathway at locality level and to identify gaps in provision • Link to General Practitioner re-direction work • Link to Community Link Practitioner service 	All Community Planning Partners, Community, Voluntary Organisations, local businesses Steven Kelly, HSCP	2019-2021		Existing resources
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 <ul style="list-style-type: none"> • Identify services etc which are more likely to come into contact with those older people who are at risk of loneliness • Public Health briefing papers will also raise awareness • Link to training requirements for those with a sensory impairment 	All Community Planning Partners, Community and Voluntary Organisations, local businesses, transport organisations Fiona Smith, NHS A&A	2018-2020	1,2,3	Existing resources

23.	Promote social prescribing/referral to local activities as a means to preventing social isolation and loneliness around a life transition or “trigger point”	NHS A&A, Primary Care, HSCP, Community Links Practitioners Phil White, HSCP	2018-2021	1,4,5, 9	Existing resources
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”	South Ayrshire Health & Social Care Partnership Phil White, HSCP	2019-2021	1,2, 9	Existing resources
Promote service co-design and peer-led support					
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.	Voluntary Action South Ayrshire Marie Oliver, VASA	2018-2021	1,4, 9	Existing resources
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	Voluntary Action South Ayrshire Marie Oliver, VASA	2019-2020	1,4, 9	Existing resources

STRATEGIC OUTCOME 3:**RESTORE: prevent people from developing social isolation or loneliness following one of the known triggers or transitions (tertiary prevention)**

No.	Action	Responsible Organisation(s) Reporting Officer	Target Date(s)	National Outcomes Delivered	Funding Source
Provide support and reconnection					
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 <ul style="list-style-type: none"> • Training as 24. above 		2019-2021	1,2, 8,9	Additional resource required for co-ordination
28.	Explore localised volunteering initiatives that can reintroduce people to social activities.	Voluntary Action South Ayrshire Marie Oliver	2019-2021	2,4	Existing resources
29.	Investigate the potential to develop stronger partnerships and programmes between schools/early year centres and care homes, including sheltered housing to provide opportunities for sustained intergenerational connection in those who are chronically isolated and lonely	South Ayrshire Council Education and Housing Departments Vera Kidd, SAC	2019-2021	4, 9	Existing resources

30.	Investigate the contribution of mental health services in tackling social isolation and loneliness via psychological approaches	South Ayrshire Mental Health Services	2019-2021	5,7	Existing resources
31.	Provide information and advice, and promote the uptake of self-directed support as a means to reconnecting individuals with their communities.	South Ayrshire Health & Social Care Partnership Steven Kelly, HSCP	2018-2021	1,3,9	Existing resources

The **National Health and Wellbeing Outcomes** are high-level statements of what health and social care partners are attempting to achieve through integration and ultimately through the pursuit of quality improvement across health and social care.

By working with individuals and local communities, Integration Authorities will support people to achieve the following outcomes:

1. People are able to look after and improve their own health and wellbeing and live in good health for longer
2. People, including those with disabilities or long term conditions, or who are frail, are able to live, as far as reasonably practicable, independently and at home or in a homely setting in their community
3. People who use health and social care services have positive experiences of those services, and have their dignity respected
4. Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services
5. Health and social care services contribute to reducing health inequalities
6. People who provide unpaid care are supported to look after their own health and wellbeing, including to reduce any negative impact of their caring role on their own health and well-being
7. People using health and social care services are safe from harm
8. People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide
9. Resources are used effectively and efficiently in the provision of health and social care services