

HSCP Social Isolation and Loneliness Strategy 2018-21

Generated on: 25 November 2020



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.	Sharon Connolly; Neil Goudie; Seonaid Lewis	31-Mar-2021		<input type="text" value="30%"/>	<p>24-Nov-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-Mar-2021		<input type="text" value="40%"/>	<p>18-Nov-2020 Update provided by Susan McCardie 18.11.2020</p> <p>Examples of values of kindness can be seen in the Local Outcome Improvement Plan Annual Progress Report 2020 which demonstrates the partnership working to support communities as a result of the COVID-19 pandemic.</p> <p>Values of kindness within communities were developed and promoted to support the delivery of the emergency response to the COVID19 pandemic by SAC and South Ayrshire Lifeline. This included delivery of food, medicines and hearing aid batteries by local volunteers and local resilience groups. This response to the pandemic created relationships between local volunteers and individuals. The SAC response included signposting and referral to local organisations to help support individuals on our shielding</p>


				<p>list.</p> <p>The South Ayrshire Lifeline helpline has taken 8000+ calls signposting people to services or information. This includes direct signposting to our own services dealing with prescriptions pick-up and delivery, food ordering and delivery, hearing aid batteries, telephone befriending and sensory support. Many calls were signposted to other agencies dealing with food crisis, homelessness, adult protection, transport etc. Lots of the calls also dealt with people's anxieties and reassurances around what the guidelines were at any point of the pandemic.</p> <p>Over 3000 prescriptions picked up and delivered across South Ayrshire. 20% of these were in the South Carrick area as far as Pinwherry, Pinmore, Barr, Lendalfoot, Girvan and the surrounding areas.</p> <p>Addictions Team referred a handful of clients to the service which saw South Ayrshire Lifeline pick up daily repeats of Methadone and other substances for delivery to clients in the community. With one client this meant the witnessing of consumption of the medicines daily alongside the support worker and required co-ordinating accordingly.</p> <p>Emergency requests were also dealt with when possible such as picking up samples from customers and delivering to doctors surgeries or altering schedules to suit emergency prescription pick-ups.</p> <p>Prescription service will end on 15th August 2020.</p> <p>100 items of toiletries and food stuff were offered, to purchase at cost price, to those self-isolating or shielding, this included toiletries, pet food, denture tablets, incontinence products, tea/coffee, meals, cold meats, raw meats, fruit, veg, biscuits etc. Shopping was paid for over the phone and delivered to the customer's door by volunteers. £17000 worth of cost price food was sold and 6000+ miles travelled across South Ayrshire from Dundonald to Ballantrae. Many customers used the service often over the 14 weeks, leading to good relationships being created and often a bit of a blether over and above the ordering of food. This also allowed the call handler to signpost these customers to other services when needed. This service ended at the beginning of July with all customers being signposted to other available options at that time.</p> <p>SA Lifeline has sent out over 2300 packs of Hearing Aid batteries, free of charge, to customers across South Ayrshire. They simply call the helpline number and give their name and address and battery size. This service will continue.</p>
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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%"/>	24-Nov-2020 Update provided by Fiona Smith, Public Health 06.08.2020 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.
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2 Promote asset-based and place-based approaches


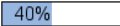

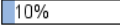
Action	Assigned To	Due Date	Status	Progress	Notes
SIL 04 Identify and develop current asset-based activity within communities to ensure older people are included	Phil White	31-Mar-2021		<input type="text" value="20%"/>	24-Nov-2020 Update provided by Community Builders 01.09.2020 There are several groups running within Ayr North which are supported by the Ahead project which involve local older people, including a Wellbeing Group which meets in the Ahead office and provides a welcoming space where people can share their skills; several groups at Morrison Gardens and a Friendship Group at Newton & Wallacetown Church. The Community Builders also have a presence at Care & Share in Ayr North and can signpost lonely individuals to the Wellbeing Group. More recently, groups have been meeting via Zoom due to restrictions imposed by COVID-19. These groups are promoted via the Ahead Facebook page which ensures an open invitation and new members can attend.
SIL 05 Promote volunteering opportunities for older people across all organisations and communities	Phil White	31-Mar-2021		<input type="text" value="20%"/>	24-Nov-2020 Update provided by Linda West 06.08.2020 Volunteer bank created during COVID19 pandemic in order to sustain volunteering capacity during this time.
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.	Sharon Connolly; Neil Goudie; Seonaid Lewis; Lisa McAlpine; Liz Roy	31-Mar-2021		<input type="text" value="10%"/>	24-Nov-2020 Update provided by Marie Oliver 20.11.2020 VASA are looking at new ways of engaging with older people particularly now that many activities have been suspended. New services for example telephone befriending and out and about have been set up to support the most vulnerable during these uncertain times.


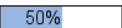



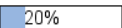
<p>SIL 07 Identify and work to influence relevant partners to consider their contribution to tackling social isolation and loneliness when developing community structures.</p>	<p>Laura Thomson</p>	<p>31-Mar-2021</p>	<p></p>	<p><input type="text" value="20%"/></p>	<p>24-Nov-2020 Update provided by Laura 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>Seascape 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 – 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.</p>
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<p>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.</p>	<p>Linda Warwick</p>	<p>31-Mar-2021</p>	<p></p>	<p><input type="text" value="30%"/></p>	<p>24-Nov-2020</p> <p>Unable to progress due to pandemic.</p>
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3 Raise awareness of local activities and services

Action	Assigned To	Due Date	Status	Progress	Notes
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<p>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.</p>	<p>Sharon Connolly; Neil Goudie; Seonaid Lewis; Phil White</p>	<p>31-Mar-2021</p>			<p>24-Nov-2020 Update provided by Fiona Smith 06.08.2020</p> <p>South Ayrshire Lifeline and Better Health Hubs continue to be promoted throughout the COVID19 pandemic via flyers distributed to households included within the emergency response. Additionally they were promoted via local webpages and social media.</p>
<p>SIL 11 Support initiatives to increase participation of older people in cultural activities.</p>	<p>Gerry Bergin</p>	<p>31-Mar-2021</p>			<p>24-Nov-2020 Update provided by Gerry Bergin 24.11.2020</p> <ul style="list-style-type: none"> • Ongoing support for those in communities by provision of hearing aid drop in clinics. • Our Mobile Library makes targeted visits and provision for those unable to visit a library or a mobile library. Ongoing but variable depending on COVID Guidance. • Recent notification of a successful funding bid will now allow us to progress a Reminiscence project in Partnership with the Scottish Football Museum. Detail to follow. A project officer will be appointed and several local authorities are involved. More detailed discussion to identify the target groups within the SI&L priorities can now take place. Bid was successful but has been halted by COVID. The Bid carries a Post and it was agreed recently by all Partners that the Post should be redefined before going to advert to increase the focus to carry a greater Digital element. <p>Another Joint Bid submitted to the Public Library Improvement Fund on 16th Nov 2020. Partnership with Libraries & Sheltered Housing to pilot a digital project in Acron Sheltered Housing in Mossblown. Bid seeks funding for digital equipment and will involve Library Staff & Staff from Acron. Project will aim to provide connectivity, support and 'training' to residents in Acron. Outcome of Bid due 4th December.</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 can meet, and promote these activities throughout communities</p>	<p>Neil Goudie; Phil White</p>	<p>31-Mar-2021</p>			<p>24-Nov-2020 Unable to progress due to pandemic and associated social distancing measures and closure of communal spaces.</p>
<p>SIL 14 Utilise the existing programmes and engagement taking place at ‘new front doors’</p>	<p>Lisa McAlpine;</p>	<p>31-Mar-2021</p>			<p>24-Nov-2020 Update provided by Fiona Smith 06.08.2020</p>

across South Ayrshire as a means to tackling social isolation and loneliness	Phil White				South Ayrshire Lifeline and Better Health Hubs continue to be promoted throughout the COVID19 pandemic via flyers distributed to households included within the emergency response. Additionally they were promoted via local webpages and social media.
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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%"/>	<p>24-Nov-2020 Update provided by Fiona Smith 06.08.2020</p> <p>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.</p> <p>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.</p>

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%"/>	<p>24-Nov-2020 Update provided by Catriona Haston 06.08.2020</p> <p>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.</p>
SIL 17 Explore rural transport routes and links to ensure accessibility is suited to the needs of older people using a co-production approach.	Sharon Connolly; Neil Goudie; Seonaid Lewis; Phil White	31-Mar-2021		<input type="text" value="10%"/>	<p>24-Nov-2020 Update provided by Marie Oliver 20.11.2020</p> <p>Unable to work on this action due to COVID.</p>

SIL 18 Work with older people to develop a network of volunteer drivers that is accessible and affordable.	Steven Kelly	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
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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		<input type="text" value="40%"/>	24-Nov-2020 Update provided by Fiona Smith 06.08.2020 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.
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		<input type="text" value="30%"/>	24-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.

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
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SIL 21 Develop a consistent pathway from identification to reconnection that can be accessed and utilised by all partners, frontline and community staff.	Neil Goudie; Steven Kelly	31-Mar-2021		<input type="text" value="10%"/>	24-Nov-2020 Update provided by Marie Oliver 20.11.2020 South Ayrshire Lifeline website being updated and will be relaunched early 2021.
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%"/>	18-Nov-2020 Update provided by Fiona Smith 06.08.2020 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."	Neil Goudie; Phil White	31-Mar-2021		<input type="text" value="30%"/>	24-Nov-2020 Update provided by Lynn Anderson 20.11.2020 Our mPower update is that we have continued to deliver our service during COVID 19 with a steady number of referrals continuing to come in from our established 5 priority pathways. We receive a number of referrals from GP Practices and have been embedded within the PCMHT pathway for GP referrals. We continue to receive a small number of self referrals. During CoVID 19 we suspended home visits and moved to a telephone service, however , we are delighted to announce that we are now live on Near Me and are able to offer our beneficiaries video consultations via the link: https://nhsattend.vc/ayrshire/mpower
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%"/>	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.

2 Promote service co-design and peer-led support




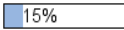
Action	Assigned To	Due Date	Status	Progress	Notes
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SIL 25 Involve a wider network of third sector organisations and older people in the planning and delivery of services to tackle social isolation and loneliness across our communities.	Steven Kelly	31-Mar-2021		<input type="text" value="10%"/>	24-Nov-2020 See SIL 06 above.
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.	Sharon Connolly; Neil Goudie; Seonaid Lewis; Phil White	31-Mar-2021		<input type="text" value="15%"/>	25-Nov-2020 Through the related loneliness and social isolation work promoted through our LPGs and other related groups (e.g. Dementia Friendly) there is some engagement with local churches who are actively supporting this agenda. This needs to be developed strategically in the next financial year's Work Plan. There are several groups running within Ayr North which are supported by the Ahead project and which involve local older people, including a Wellbeing Group which meets in the Ahead office and provides a welcoming space where people can share their skills; several groups at Morrison Gardens; and a Friendship Group at Newton & Wallacetown Church. The Community Builders also have a presence at Care & Share in Ayr North and can signpost lonely individuals to the Wellbeing Group.

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
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<p>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</p>	<p>Steven Kelly</p>	<p>31-Mar-2021</p>			<p>25-Nov-2020 Update provided by Steven Kelly 25.11.2020</p> <p>During the pandemic, work has been carried out in line with the strategy and VASA with a focus on developing tailored services e.g. telephone befriending.</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>The new social work assessment tools focuses on a strengths based approach and support from family members.</p> <p>Support groups have been carried out virtually and information on this is provided on South Ayrshire Life.</p>
<p>SIL 28 Explore localised volunteering initiatives that can reintroduce people to social activities.</p>	<p>Phil White</p>	<p>31-Mar-2021</p>			<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>SIL 29 Investigate the potential to develop stronger partnerships and programmes between schools/early year centres and care homes, including sheltered housing</p>	<p>Vera Kidd</p>	<p>31-Mar-2021</p>		<p>30%</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>
<p>SIL 30 Investigate the contribution of mental health services in tackling social isolation and loneliness via psychological approaches.</p>	<p>Sharon Hackney</p>	<p>31-Mar-2021</p>		<p>100%</p>	<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>
<p>SIL 31 Provide information and advice, and promote the uptake of self-directed support as a means to reconnecting individuals with their communities.</p>	<p>Steven Kelly</p>	<p>31-Mar-2021</p>		<p>15%</p>	<p>25-Nov-2020 Update provided by Steven Kelly 25.11.2020</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</p>

					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.
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