MAKING COMMUNITIES HEALTHIER

PUBLIC HEALTH ENGLAND

ESSEX ASSOCIATION OF LOCAL COUNCILS

NALC

RURAL COFFEE CARAVAN

SUFFOLK ASSOCIATION OF LOCAL COUNCILS

nalc

National Association
of Local Councils

A Public Health Approach to Loneliness

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With help from Elaine Rashbrook- PHE lead for loneliness

The health impacts of social isolation and loneliness

- **Loneliness and physical health**
  - increases the likelihood of mortality by 26% (Holt-Lunstad, 2015)
  - comparable to impact smoking 15 cigarettes a day (Holt-Lunstad, 2010)
  - increased risk of developing coronary heart disease and stroke (Valtorta et al, 2016)
  - increases the risk of high blood pressure (Hawkley et al, 2010)
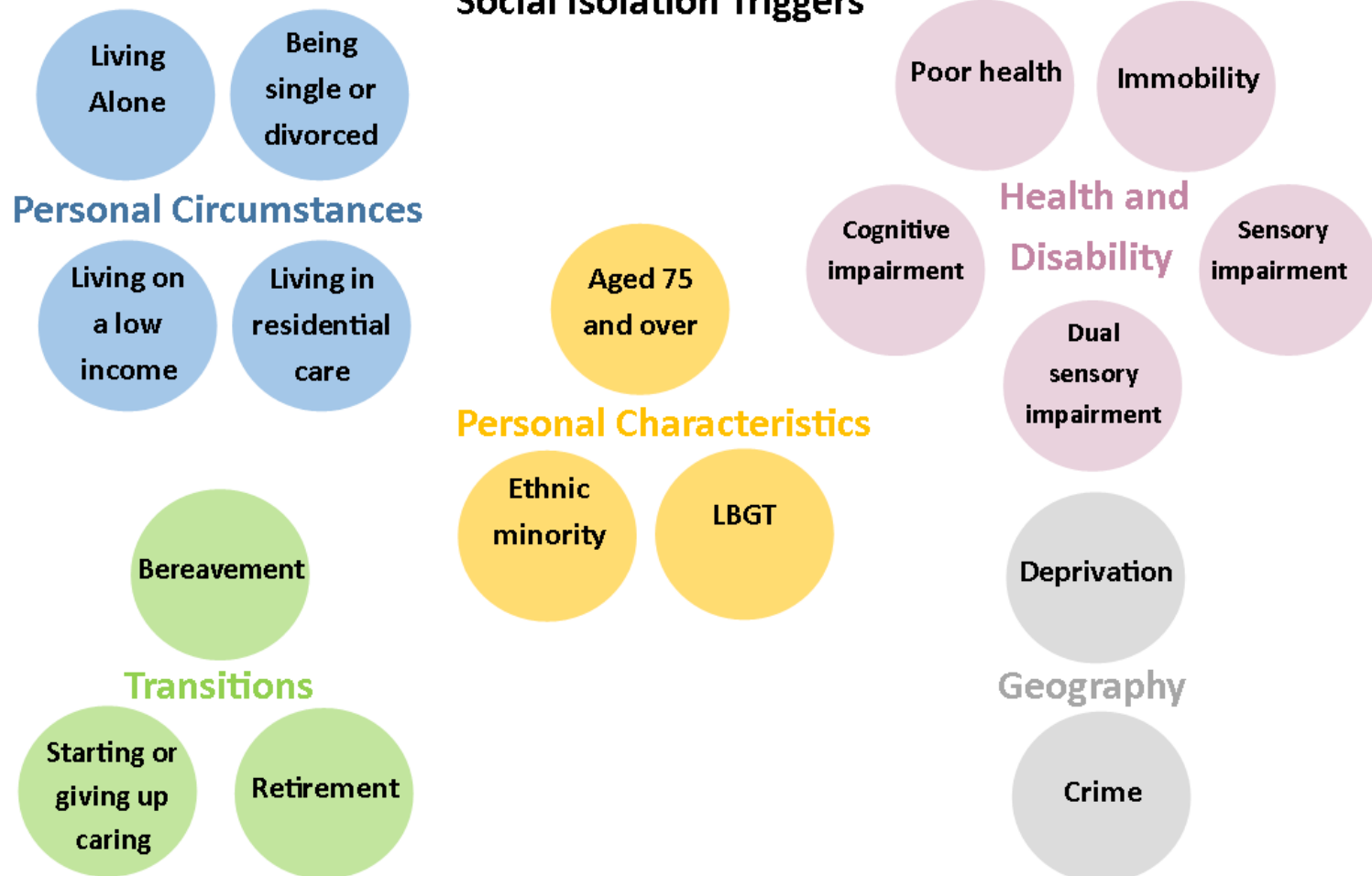 - higher risk of the onset of disability (Lund et al, 2010)

- **Loneliness and mental health**
  - greater risk of cognitive decline (James et al, 2011)
  - one study concludes lonely people have a 64% increased chance of developing clinical dementia (Holwerda et al, 2012)
  - more prone to depression (Cacioppo et al, 2006) (Green et al, 1992)
  - Loneliness and low social interaction are predictive of suicide in older age (O'Connell et al, 2004)
  - Social networks / friendships –help individuals to recover (Marmot, 2010).
- **'Young or old, loneliness doesn't discriminate' –Jo Cox**

How and why people experience social isolation and loneliness at different points in their life

Social Isolation Triggers

Living Alone

Being single or divorced

Personal Circumstances

Living on a low income

Living in residential care

Poor health

Immobility

Health and Disability

Cognitive impairment

Sensory impairment

Dual sensory impairment

Aged 75 and over

Personal Characteristics

Ethnic minority

LBGT

Bereavement

Transitions

Starting or giving up caring

Retirement

Deprivation

Geography

Crime

Children

- Key transitions – school, university, work (ONS, 2018)
- Girls report feeling lonely more often than boys
- 27.5% of children who received free school meals (FSM) reported feeling lonely often, compared to 5.5% of who did not.
- 19% of children living in a city reported often feeling lonely, compared to 5.4% living in a town

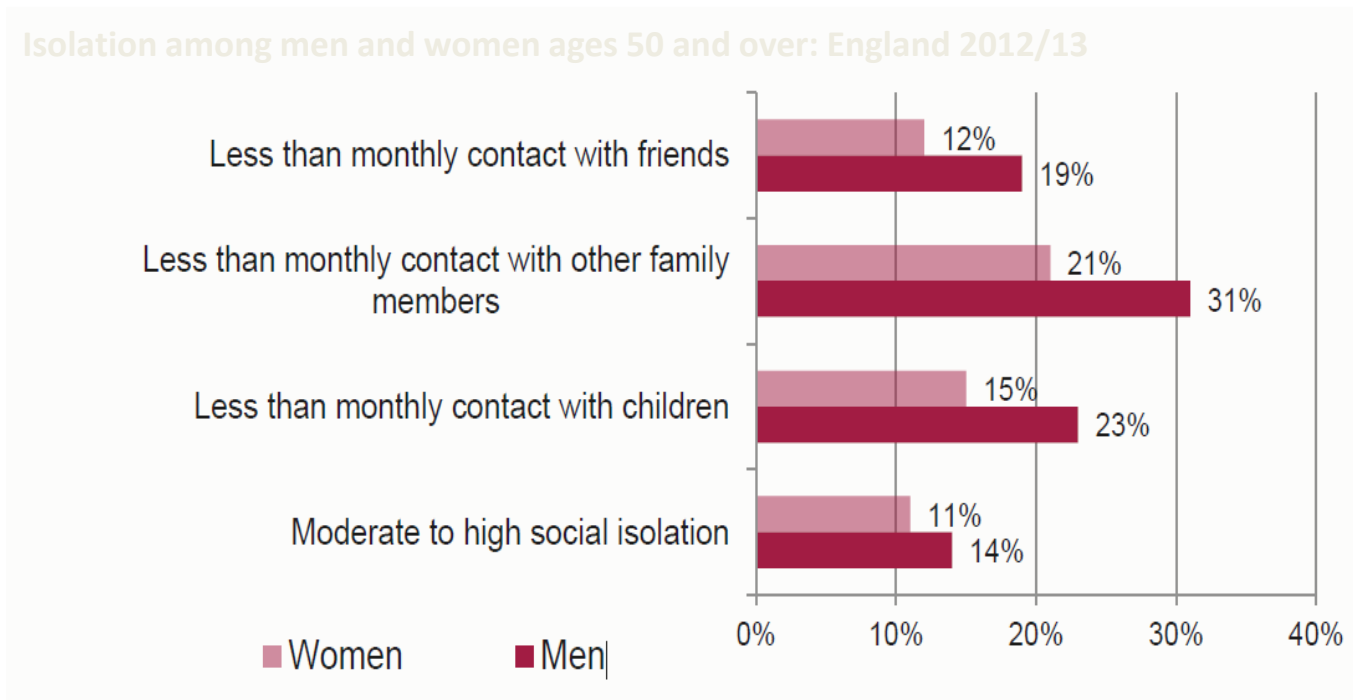5
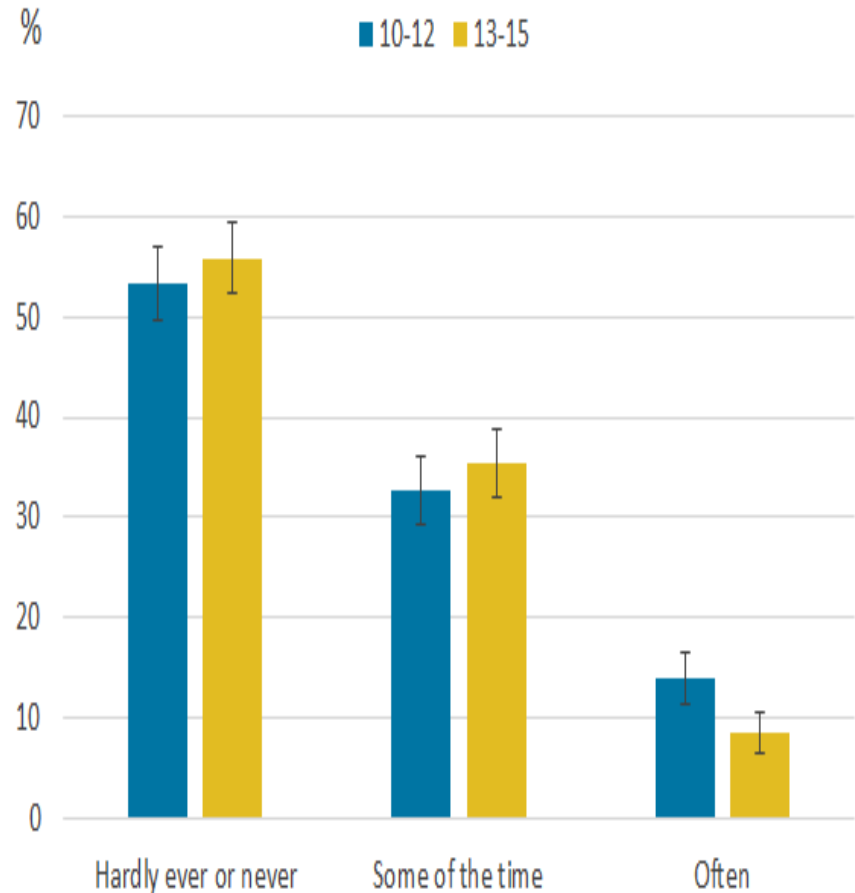
Inequalities – ethnic minority

•Some evidence suggests that levels of loneliness are **higher** among older adults from ethnic minorities (exception of Indian population). (Victor et al, 2012)

•Data collection issues make it difficult to
•identify the scale of the issue.

•Older adults in ethic minority groups face **greater barriers** in accessing support services available. (British Red Cross and Runnymede Trust, 2019)

Inequalities – gender

•Older men are more likely to be **isolated** than older women (Independent Age, 2016)

•ONS found that more women reported feeling **lonely** than men (ONS, 2017)

Isolation among men and women ages 50 and over: England 2012/13

	Women	Men
Less than monthly contact with friends	12%	19%
Less than monthly contact with other family members	21%	31%
Less than monthly contact with children	15%	23%
Moderate to high social isolation	11%	14%

Action needed – a public health approach

- Define your population
- Data and intelligence to understand, inform and build a compelling case for action
- Using the evidence base- effective interventions
- Implementation (including communication)
- Evaluation
-

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Data and intelligence

- https://fingertips.phe.org.uk/profile/healthy-ageing
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Addressing Loneliness

- Campaign to End Loneliness
- Action on Loneliness published by the British Red Cross
- Let's Talk Loneliness Campaign
- Loneliness published by Age UK
- The Silverline
- UK Men's Sheds Association
- The Chatty Café Scheme
- The UK Network for Shared Lives and Homeshare - promoting and supporting 'Shared Lives carers' and 'Homeshare UK'
- A connected society: a strategy for tackling loneliness (2018) - a cross-government initiative
- Loneliness - What characteristics and circumstances are associated with feeling lonely? (2018) published by the Office for National Statistics
- Local action on health inequalities: reducing social isolation (2015) - guidance published by Public Health England and UCL Institute of Health Equity

Productive Healthy Ageing

Introduction

This tool provides data and further information on a wide range of topics relevant to our health as we age. Indicators can be examined at local, regional and/or national level. This is the start of an ongoing development. Please see:

- the launch paper for background on productive healthy ageing policy, the aims of the tool and an overview of current and planned content
- the recorded launch webinar (registration required) providing further insights
- results of a stakeholder survey on the planned tool and potential future indicators
- current geographies and inequalities available for each indicator

Further resources

The following sections contain links to more data, information and ideas that can help you to explore the issues raised in this profile in more detail and inform actions to improve health outcomes.

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Evidence - research on loneliness

•The What Works Centre for Wellbeing published:

• [guidance for small charities](#) on how to use the recommended loneliness measure;

• [conceptual review](#) exploring the concept of loneliness and what it means in practice;

• future work on loneliness includes publishing qualitative evidence reviews of the way in which culture and sport interventions work to alleviate loneliness in community spaces; the role of volunteering; and of traditional culture, customs and practices in reducing loneliness.

•Other useful reports published this year include:

[‘Bringing People Together’](#), The National Lottery Community Fund;

•‘[Barriers to Belonging](#)’, from British Red Cross and Co-op;

•'[Loneliness in Childhood](#)' from The Children's Society;

•A [briefing paper and reading list](#) from the House of Commons Library.

•DCMS has published a [Loneliness Factsheet](#)

Evidence – summary

– **Targeting** has the greatest impact

– Reduce '**stigma**' attached to being lonely – *avoid the 'L'* word

– Base interventions on effective evidence - positive **mental health promotion** showed good outcomes

– **Group activities** achieve good outcomes especially those with an arts, educational learning or social focus

– **Participatory** initiatives are most beneficial

– One-to-one initiatives (e.g. befriending) only appear to be effective in certain circumstances

What Works- Centre for Loneliness Review of Reviews (2018**)**

Interventions with a positive effect

Leisure – indoor and outdoor gardening

Therapies – reminiscence, humour therapy

Community – companionships, social and community interventions, advice and signposting services,

Education – self-management

Befriending – complex picture, covers many aspects, no significant benefit

Evidence: wider public health interventions

•**Design of cities and towns** : provision of public seating and toilets, and good public transport can encourage older people to get out and about, increase their mobility, and socialise. Age Friendly Communities, Compassionate Cities…..

•**Physical activity** : promotion of physical activity to meet new guidelines emphasising the importance of strength and balance exercise among the over 50s also create opportunities to increase social interactions and build social networks.

•**Drugs and Alcohol** : efforts to tackle drug and alcohol misuse can be more effectively targeted if loneliness is recognised as a potential contributing factor

•• **Health screening and preventative interventions** (e.g. NHS Health Checks) can be capitalised upon to also identify, and address, or build resilience to, loneliness and isolation

•• **Falls prevention programmes**: fear for falls can lead to people becoming socially isolated. These programmes are not just a means of reducing costly hospital admissions, but also an opportunity to maintain mobility and independence.

Tackling Isolation and Loneliness

Interventions : action in pharmacies

- There are currently 9,500 Healthy Living pharmacies. By April 2020, all community pharmacies will be signed up.

- PHE produced a toolkit "A Menu of Interventions for Productive Healthy Ageing"

- Available online and in hard copy in each Healthy Living Pharmacy.

- There is a section on Social Isolation and Loneliness section included, which is shown below.

Suggested interventions

- Identify older adults most at risk, by either using the list of indicators on the "Campaign to end loneliness" website or from individual conversations with older people and signpost them into local community activities and support (such as the Jo Cox Foundation and "Campaign to End Loneliness" or local village agent projects, e.g. Somerset). Age UK also has a number of resources and support available to individuals (such as Age Champions).

- Look for risk factors such as those who live alone, have a low income, have poor health, have been recently bereaved or are carers, and consider signposting them to local interventions such as group interventions involving some form of educational training, arts or social activity. Details will be available from the local Age UK and/or Local Authority Public Health teams.

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Interventions : physical activity

- There is evidence that physical activity can improve mental health and through social interaction, can support connected communities.
- The UK's leading health and social care charities and Sport England, supported by Public Health England, have developed a new campaign, 'We Are Undefeatable' to inspire and support people with health conditions to get active.
- The campaign shares the lived experiences of people who navigate the ups and downs of their conditions alongside being active

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Interventions: Consensus statement on Healthy Ageing

- Launched mid October 2019 and co-signed by nearly 60 organisations
- Co-facilitated by PHE and Centre for Ageing Better
- 5 principles

  - **Putting prevention first** and ensuring timely access to appropriate services and support when needed.

  - **Removing barriers** and creating more opportunities for people as they age to contribute to society.

  - **Providing good homes and communities** to help people remain healthy, active and independent in later life.

  - **Narrowing inequalities** in years of life lived in good health between richer and poorer people, between different population groups and between different

Interventions : place based approaches to reducing inequalities

•PHE have produced Guidelines to support local action on **"Placed Based Approaches to Reducing Health Inequality".** The Guidelines are intended for use by local parts of the healthcare and public health system including:

•local authorities (LA)

•Clinical Commissioning Groups (CCGs)

•sustainability and transformation partnerships (STPs)

•integrated care systems (ICSs)

•the voluntary, community and social enterprise (VCSE) sector

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•Full Guidelines and supporting documents are available here:

•https://www.gov.uk/government/publications/health-inequalities-place-based-approaches-to-reduce-inequalities

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Evaluation : Measuring success

•New Public Health Outcome Framework measures

1. How often do you feel that you lack companionship?
2. How often do you feel left out?
3. How often do you feel isolated from others?
4. How often do you feel lonely?

Other case studies

- Making Every Contact Counts www.mecclink.co.uk

- Befriending.
- https://www.youtube.com/watch?v=tMSLvGSUZas&feature=youtu.be
-
- Social Clubs.
- https://www.youtube.com/watch?v=m-vmxePnMno&feature=youtu.be

- Healthy Telford
- https://healthytelford.com/category/loneliness/

- Leeds Careview

- Yorks and Humber Social Isolation App
- https://www.yhphnetwork.co.uk/media/1637/careview-the-social-isolation-app.pdf
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In summary– a public health approach

- Define your population
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Health & Wellbeing

Help to shape and guide communities so that they are great places to grow up, live and work.

Health and Wellbeing Boards or Panels

County – Health and Wellbeing Boards

District, Boroughs or City Councils – Health and Wellbeing Boards, Panels, Livewell Partnership groups etc

National Associations of Local Councils

Essex Association of Local Councils

Local Councils

What is the Health and Wellbeing agenda?

- MENTAL HEALTH

- LEARNING DISABILITIES

- SOCIAL ISOLATION

- ACTIVITY AND DIET

- WEIGHT MATTERS

Role of the Local Councils

- DISSEMINATE INFORMATION TO RESIDENTS.
- Plan for Health and Wellbeing. Have it as an agenda item.
- Understanding their residents needs?
- What could the future bring and how can they meet those needs?
- How can they support their residents?
- Promoting partners and signposting initiatives.
- Funding initiatives.

Partners

- Signpost residents to access free services to meet their needs from partners.
  - United in Kind   Live Well, Link Well
  - Community Agents   Frontline
  - Befrienders   CVS
  - Social Prescribers   Smartlife
  - Community Champions   Community Capacity Builders
  - Care Navigators   Alzheimer's Society (Dementia Friendly Communities)
  - Essex Map…… and lots and lots more

Essex Association of Local Councils (EALC)

- Health and Wellbeing Board for Local Councils.
- Training
- Promote National Campaigns
- Promote District Initiatives
- Showcase Local Parish Initiatives

County Update

ESSEX ASSOCIATION OF LOCAL COUNCILS

COUNTY UPDATE
Special Edition

September 2019
No: 187

EALC

Health & Wellbeing

Public Health Chief Executive, Duncan Selbie, commented in the summer edition of LCR

"What is clear is that Local Councils are indispensable to the solutions around keeping people in good health."

PANFIELD
PARISH

Clubs, groups/organisations with regular events in the village

Village Hall — Box & Tone Circuit Training
Every Monday

Village Hall — Panfield Craft Group
First Tuesday of the Month
2-4pm

Village Hall — Panfield Plodders
Walking Group

Village Hall — Puppy & Dog Training
Every Tuesday Evening

Village Hall — Coffee Morning
Monthly

Panfield Community Association (PCA)

Thanks to the Panfield Community Association (PCA) and the generosity of a village resident and the company he works for, Panfield has its very own defibrillator installed along with a box to store it in.

AED

Panfield Community Association (PCA)

The Community Association also organises an annual 'Vintage Villager's Christmas Lunch' free of charge, Santa visiting every household who requests it on Christmas Eve with a gift for the children.

Panfield Community Association (PCA)

The Community Association has just had a cinema system installed in the village hall and will be showing films from the Autumn.

For more information please visit: www.essexinfo.net/panfield/panfield-parish-council/

MANUDEN
PARISH

Although not run by the Local Council, the Parish Council of Manuden has been supportive of a weekly walking group called Valks.

Valks! launched in October 2018 as a weekly walking group.

It was set up in memory of the Pratley's beloved English Springer Spaniel, Vinni, who sadly died in July 2018.

Come Dine Valk! With Me!

Valks! aims to contribute to the maintenance of the public footpaths and to promote physical and mental fitness through:

◊ walking;
◊ a shared gratitude for our countryside; and
◊ creating a community.

Each *Valk!* is be planned around Manuden's public footpaths so we will also be supporting the Village

Valkers have reported that being a Valker has helped them through some difficult times. Therefore, their hope for the future is that Valks! continues to bring benefits to its members and is consistently well attended.

Meeting in the Churchyard at 7.30am each Friday, we have a brisk one-hour Valk! We cover about 3-5k around the surrounding footpaths, with many villagers discovering areas of the village they have not visited before

All are welcome so please spread the word and join! There is no need to commit but if you want to find out more contact 07958464777 or vikki@skylark.life

County Update

SUFFOLK ASSOCIATION OF LOCAL COUNCILS & RURAL COFFEE CARAVAN

https://prezi.com/view/dIOdXm4y0w5rm9aP23Mb/