

The background of the slide is a vibrant teal color, overlaid with a pattern of various-sized squares and crosses in shades of blue, green, purple, and brown. The text is centered and rendered in a clean, white, sans-serif font.

+ READING VOLUNTARY ACTION

Loneliness and Social Isolation in Reading

**Presentation to the Health and Wellbeing Board
6th October 2017**

Sarah Morland, Partnership Manager

Presenting the findings from a Reading-wide questionnaire into loneliness and isolation in April and May 2017

Aims and approach

- Local organisations working together to address loneliness and social isolation
- Understanding local issues
- Seeking to identify:
 - who is affected by loneliness and isolation?
 - what barriers do they face to being socially active?
 - what would enable people feel less lonely and socially isolated?

Methodology

- Jointly developed survey
- Accessible on-line and hard copy
- Distributed by local organisations, through libraries and surgeries
- 437 responses inc 74% hard copies and 26% on-line
- Most likely to have reached those who can get out and about or are connected on-line
- Not representative of population - work underway to address this

Loneliness and Isolation

Loneliness is characterised by a negative feeling which occurs between desired and actual quality of relationships or social contacts - situational /transient or chronic

Social isolation is generally agreed to be more objective - relates to the extent to which an individual is isolated from social contacts including friends, family members , neighbours or the wider community

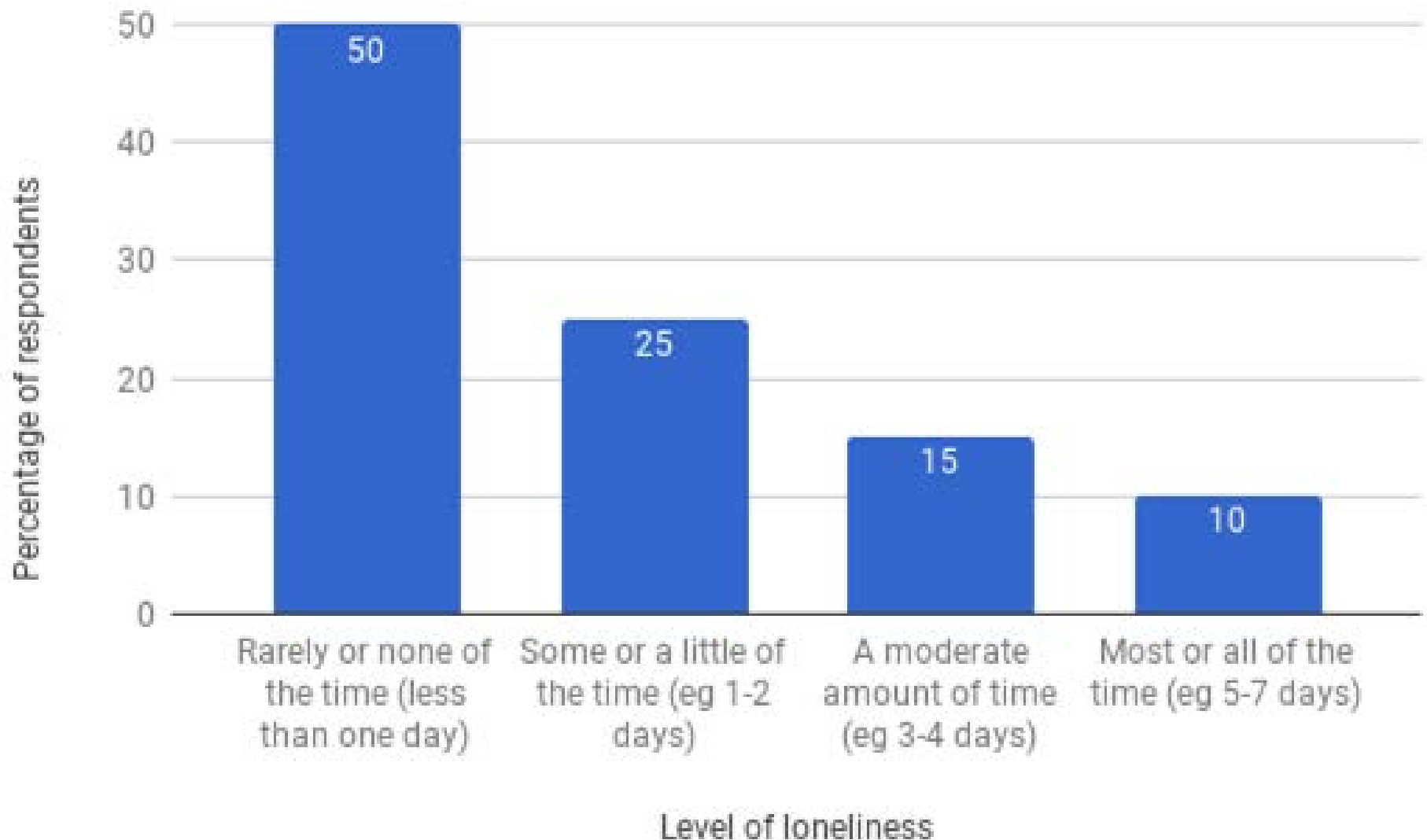
Loneliness and Isolation

“Having friends does not necessarily stop people feeling lonely. Loneliness is about belonging, disconnection and not feeling supported”

50-64 year old female, moderately lonely despite having a busy social life

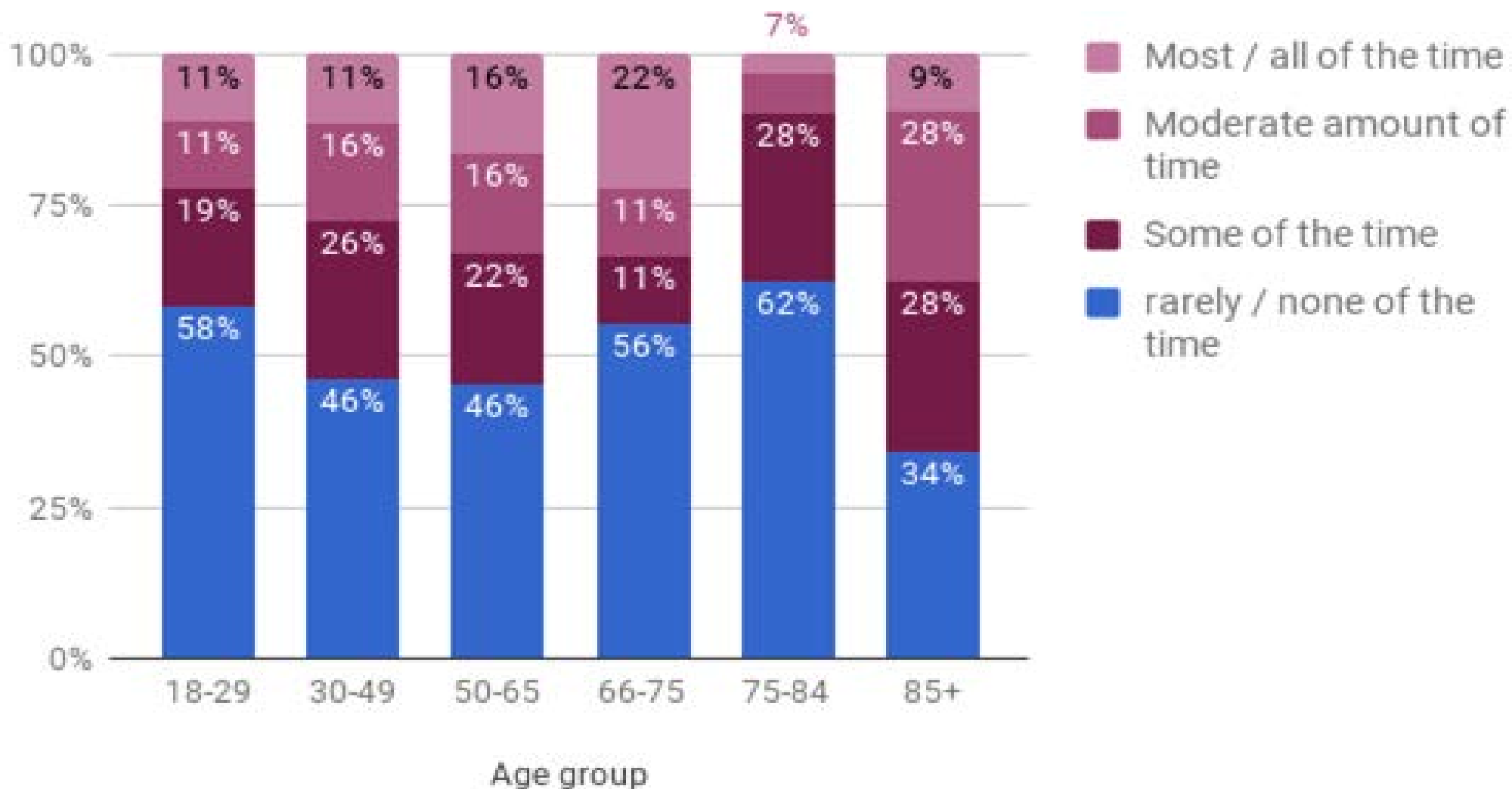
Who is experiencing loneliness?

During the past week I have felt lonely...



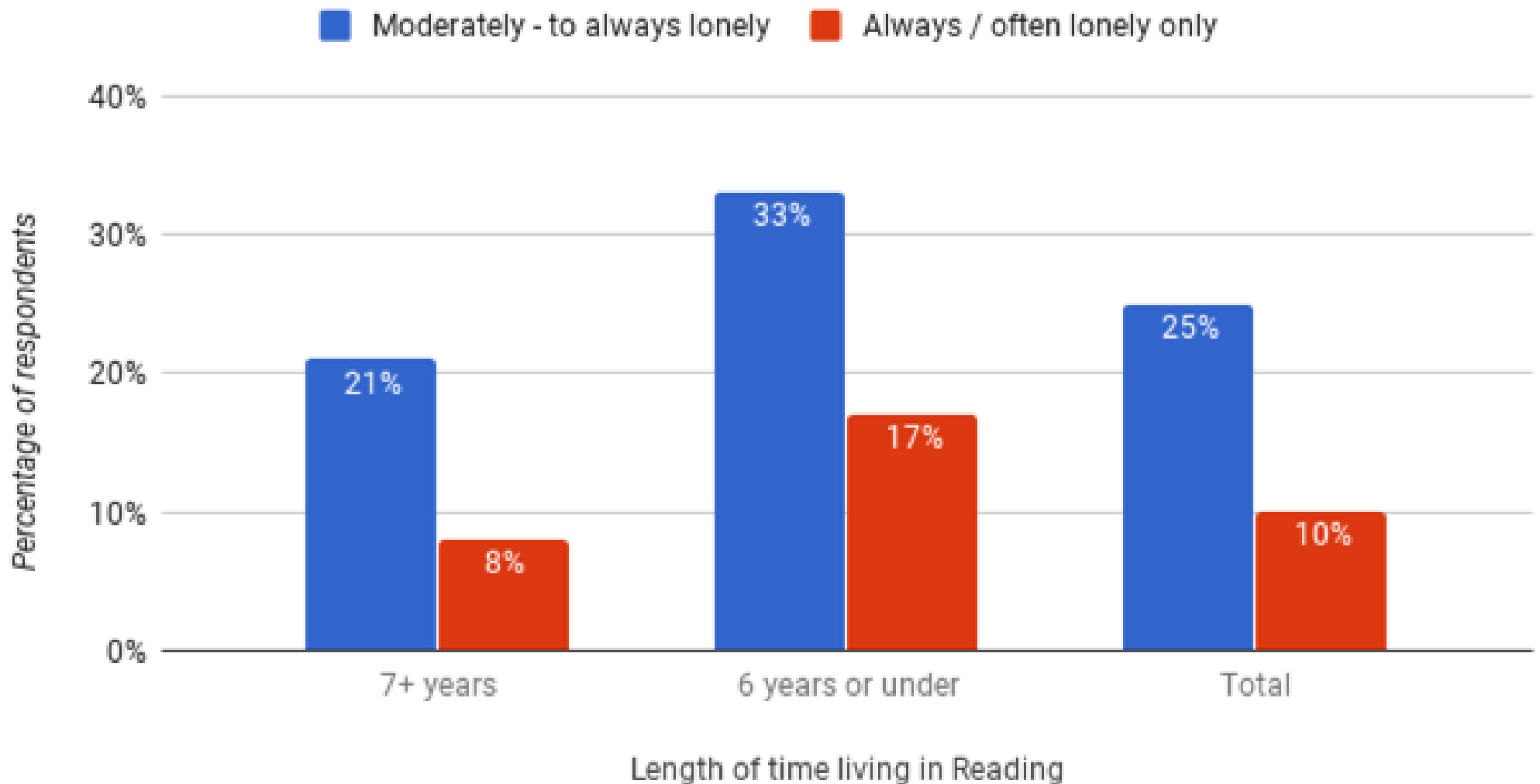
Who is experiencing loneliness?

Loneliness by age



Who is experiencing loneliness?

Loneliness by length of time in Reading



Barriers to social activity

- Lack of information about what/when/where things are happening
- Lack of confidence
- Difficulties with transport

How is voluntary sector responding?

Lack of information about
what/when/where things are happening

- Signposting (between organisations and groups)
- Social prescribing
- Reading Services Guide and RVA Directory

How is voluntary sector responding?

Lack of confidence

- Getting out and about - e.g. Age UK Berkshire
- Peer mentoring - e.g. Reading Your Way
- Befriending - e.g. Engage Befriending
- Groups - e.g. Tilehurst Together
- Volunteer buddies (being explored)

How is voluntary sector responding?

Difficulties with transport

- Readibus
- Caversham Good Neighbours
- The Globe
- Volunteer buddies (being explored)
- Volunteer car driving schemes (being explored)

Champions to End Loneliness

Engaging members of the public to take action on loneliness

- Workshops in partnership with local community groups to inform
- Pledge cards and online pledge board
- Signposting people to local organisations that need volunteers
- Support to take action through personal commitments or getting involved with existing organisations

I pledge to
take coffee
Companions Cards
to 2 coffee
shops.

Member Card

I'll start using a Chat Mat / run a Coffee
Companions hour in a local cafe

Name Anne O'Neill

I'll chat to my friends / classmates / colleagues
about what we can do as a team to end loneliness

Name ANUS

Pledge Card

I'll chat more often to a neighbour I know is lone

I'll promote being a Champion to End Loneliness
where I live / work / study

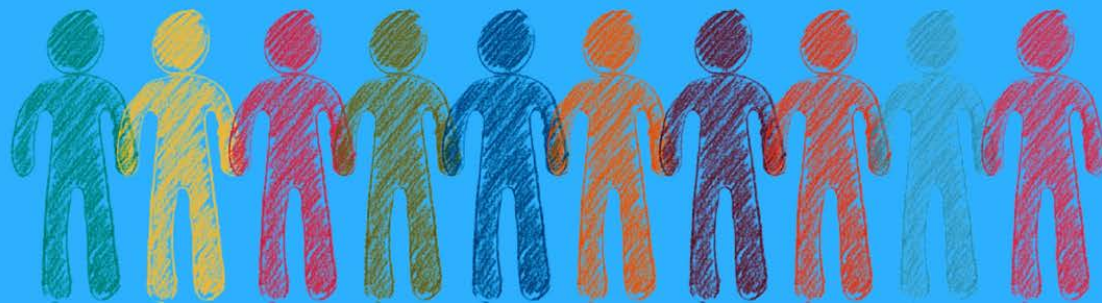
Name Emma

Pledge Card

I'll make 5 more people aware
of champions to end loneliness

Name AT

Caversham needs Champions to End Loneliness



are
YOU with us?

Join the workshop to find out how

Caversham Library

Tues 26 Sept, 5:30 pm - 7:30 pm

Book: bit.ly/CavershamChamps

+READING
VOLUNTARY
ACTION

Free
refreshments!

The Earley Charity

by hook or by crook

Champions to End Loneliness

Make a pledge to end loneliness

- 10.5% of people in Reading are lonely most or all of the time. That's around 16,000 people.
- 50% of people in Reading are lonely at some point every week. That's around 78,000 people.

Little actions can make a big difference. What could you do?

Name (required)

Email (required)

I pledge to... (required)

Customise your pledge (if you'd like to say something more specific / personal about what you'll do):

In order to carry out my pledge, I would like more information about...

- Please sign me up to the Champions to End Loneliness mailing list.
- Please do not include my name on the online pledge board.

Submit >

How is the research being used?

- Already supporting individual funding bids
- Basis for future voluntary sector bids to address gaps
- Informing Reading's JSNA

A role for statutory agencies?

- Nominate Champions to End Loneliness within services and practices
- Promote VCS services e.g. via Social Prescribing
- Invite RVA to brief on VCS services that can support patients and clients
- Consider joint funding opportunities to reduce the risks of loneliness and isolation (NTG draft framework out for consultation)
- Work with VCS to co-design services to address health and social care priorities

Final comments from two people

‘It was good to meet with you today....It's actually quite a step to recognize that one is lonely, never mind acknowledging that one needs help to overcome it. I feel that today's meeting with you was a very positive first step.’

(Social Prescribing patient)

Final comments from two people

“Reading is extremely lucky that it has places to meet which are welcoming and not purely commercial enterprises e.g. Global Cafe, Rising Sun Arts Centre and facilities to enable voluntary groups to easily meet. Without these, I personally would be seriously lonely”

(Unemployed male; 50 - 64yrs; long-term resident)

Questions?

Thank you

Sarah Morland, Partnership Manager

Reading Voluntary Action

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