



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 isolation and lonely. In order to achieve this, our strategic objectives are:

1. **Prevent:** to prevent people from becoming chronically socially isolation 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)

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

STRATEGIC OUTCOME:					
Objective Number	Action	Responsible Officer	Target Date(s)	National Outcomes Delivered	Funding Source
	BUILD RESILIENCE				
1.	Develop training/awareness programmes with a focus on prevention, reducing stigma and promoting self-care	Public Health, NHS Ayrshire & Arran	2018-2019	1,2,6	Existing resources
2.	Identify and promote existing training programmes that build resilience and self-confidence and promote self-care	Public Health, Workplace Team, NHS Ayrshire & Arran	2018-2019	1,2,6	Existing resources
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	2020-2021	1	Existing resources

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>

4.	Raise awareness of social isolation and loneliness, and kindness, within communities via South Ayrshire Health & Social Care Locality Planning Groups.	South Ayrshire Health & Social Care Partnership Locality Planning Groups	2018-2019	1,3	Existing resources
5.	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	Social isolation subgroup	2018-2021	1, 7	Existing resources
6.	Promote the availability of a range of preventative services within communities that can be made available to support individuals as an alternative statutory services	Voluntary Action South Ayrshire	2018-2021	1, 5	Existing resources
PROMOTE POSITIVE AGEING					
7.	Identify and work with relevant partners to consider their contribution to tackling social isolation and loneliness when developing community structures, such as ensuring resting spaces/social spaces and a mix of housing for older and young people.	Social isolation subgroup	2020-2021	1,2, 9	Existing resources

8.	Work with older people to provide informal community spaces where older people can just sit and talk to each other, and promote these activities throughout communities		2018-2021	1,2,5	Existing resources
	<ul style="list-style-type: none"> Promote Chatty Cafe initiative within local community cafes 	Locality Planning Groups			
	<ul style="list-style-type: none"> Consider the role of local shops and supermarkets in tackling loneliness 				
	<ul style="list-style-type: none"> Develop library services to include informal spaces for older people to socialise 	South Ayrshire Council Cultural Co-ordinator			
	<ul style="list-style-type: none"> Utilise the university garden for local activities 	University of the West of Scotland			
PROMOTE ASSETS AND VOLUNTEERING					
9.	Investigate the barriers and potential solutions to utilising potentially multi-use buildings for local activities	All Community Planning Partners	2018-2021	1, 9	Existing resources
10.	Promote the existing sheltered housing model by increasing uptake of activities within the communal areas within sheltered housing across South Ayrshire	South Ayrshire Council Housing	2018-2021	1,4	Existing resources
11.	Increase targeting of older people to become volunteers	Voluntary Action South Ayrshire	2018-2021	1	Existing resources

12.	Promote and raise awareness of volunteering opportunities across all organisations and communities	Voluntary Action South Ayrshire	2018-2021	1, 9	Existing resources
COMMUNITY-LED SUPPORT PROGRAMME					
13	Promote the existing programmes and activities offered via 'new front doors' across South Ayrshire using a co-production approach	South Ayrshire Health & Social Care Partnership	2018-2021	1,4,5	Existing resources
TACKLE POVERTY AND ADDRESS INEQUALITY					
14.	Ensure services are in place to support income maximisation of older people across South Ayrshire	All Community Planning Partners	2018-2021	1,5	Existing resources
15.	Ensure social isolation and loneliness is explicit within other plans and strategies that target groups at higher risk of experiencing social isolation and loneliness such as those who have addictions, are unemployed, those who are homeless, survivors of abuse, those experiencing abuse, carers etc. consider their contribution to tackling social isolation and loneliness	All Community Planning Partners	2018-2021	1,5, 7	Existing resources

	PROMOTE HEALTH & WELLBEING				
16.	Ensure activities within other strategies and plans to promote health and wellbeing consider their impact on promoting self-care, and supporting and maintaining social connections.	All Community Planning Partners	2018-2021	1,2, 9	Existing resources
	TRANSPORT				
17.	Work with South Ayrshire Community Transport and local older people forums to further develop the South Ayrshire Community Transport Service with a particular focus on tackling social isolation by utilising mixed-age transport	Social isolation subgroup	2019-2021	1,3,4, 9	Existing resources
18.	Explore better rural transport links to activities and ensure that vehicles are better suited to the needs of older people using a co-production approach in alignment with Locality Planning Group priorities	Locality Planning Groups	2018-2019	1,2,4	Existing resources
19.	Work with older people to develop a network of volunteer drivers that is accessible and affordable	Voluntary Action South Ayrshire	2018-2019	1,2,4	Existing resources
	TECHNOLOGY				
20.	Provide opportunities for older people to develop their technological skills where younger people can share with older people in order for them to remain	South Ayrshire Council Lifelong Learning Partnership		1,4,5	Existing resources

	connected				
21.	Expand the use of TV screens in local authority buildings, Customer Contact Centres, GP surgeries, hospitals, college and university buildings, shops etc to screen messages on local activities and contacts	All Community Planning Partners with their Communication Departments /Teams	2019-2020	1	Existing resources
22.	Investigate the role of Technology Enabled Care in tackling social isolation and loneliness including how it can support and maintain existing relationships	TEC Team, South Ayrshire Health & Social Care Partnership	2019-2020	1,3,4	Existing resources
CONSISTENT APPROACH					
23.	Raise awareness of social isolation and loneliness as public health issues among the NHS and a range of partner agencies (the wider public health workforce); this will include the development of briefing papers and identification of suitable resources for local use.	Public Health, NHS Ayrshire & Arran	2018-2019	1,8	Existing resources
24.	Identify appropriate existing training programmes to include social isolation and loneliness, such as Dementia Friendly training	All Community Planning Partners	2019-2020	1,4,5	Existing resources

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

Objective Number	Action	Responsible Officer	Target Date(s)	National Outcomes Delivered	Funding Source
	RAISE AWARENESS OF TRIGGERS AND IDENTIFY THOSE AT RISK				
25.	Raise awareness of “trigger points” and other contributing factors to social isolation and loneliness in older people across both services and local communities	Social isolation subgroup	2018-2020	1,2,3	Existing resources
26.	Utilise existing community resources, including libraries and local businesses/traders to raise awareness, identify and respond to older people experiencing or who are at risk of experiencing social isolation and/or loneliness.	All Community Planning Partners including Library Service	2019-2020	1, 9	Existing resources
27.	Work with Primary Care to consider support those at risk of developing social isolation and loneliness ie around life transitions and “triggers” such as when older drivers who have not had their driving license renewed	Social isolation subgroup	2019-2021	1,2, 9	Existing resources

	CO-DESIGN SERVICES AND PROMOTE PEER-LED SUPPORT				
28.	Involve a wider network of third sector organisations through VASA, and older people, in the planning and delivery of services to tackle social isolation and loneliness across our communities.	Voluntary Action South Ayrshire	2018-2021	1,4, 9	Existing resources
29.	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	2019-2020	1,4, 9	Existing resources
30.	Develop links with the South Ayrshire Community Safety Intergenerational Joint Action Group to consider their contribution to tackling social isolation and loneliness via intergenerational projects.	Social isolation subgroup	2019-2020	1, 9	Existing resources
31.	Develop intergenerational programmes with older people and schools, youth groups, further and higher education.	South Ayrshire Council Community Learning & Development and Education, Ayrshire College and University of the West of Scotland	2019-2020	1,3,9	Existing resources

	DEVELOP PATHWAY FROM IDENTIFICATION TO RECONNECTION				
32.	Develop a consistent pathway from identification to reconnection that can be accessed and utilised by all partners, frontline and community staff:	All Community Planning Partners	2018-2021	1,3,4,5,8,9	Resource required for co-ordination
	<ul style="list-style-type: none"> Investigate examples of best practice nationally and monitor development of national strategy 	Social isolation subgroup			
	<ul style="list-style-type: none"> Develop and introduce a brief intervention approach with a focus on social isolation and loneliness linked to the existing community led support model. 	South Ayrshire Health & Social Care Partnership			
	<ul style="list-style-type: none"> Promote a culture of having different conversations when visiting older people in their homes. 	All Community Planning Partners			
	<ul style="list-style-type: none"> Raise awareness of guided, compassionate conversations to understand an individual's loneliness and train those in direct contact with older people to have these conversations across all sectors 	All Community Planning Partners			
	ACCESS TO LOCAL SERVICES				
33.	Improve links across all relevant services that contribute to social isolation and loneliness	All Community Planning Partners	2019-2020	1, 3, 5, 9	

35.	Develop and provide information on local activities to new tenants/home owners who may be at risk of social isolation	South Ayrshire Council Housing/ Library Service/ Landlords/ House Building Companies	2018-2021	1,4	Existing resources
37.	Promote the use of South Ayrshire Life across the partnership as the main source of information so communities are aware of what local activities are available	All Community Planning Partners	2018-2021	1, 2, 9	Existing resources
38.	Promote social prescribing/referral to local activities as a means to preventing social isolation and loneliness around a life transition or “trigger point”	NHS, Primary Care, HSCP	2018-2021	1,4,5, 9	Existing resources

RESTORE: to prevent those who are chronically lonely and socially isolated from experiencing poor social or health outcomes (tertiary prevention)

Objective Number	Action	Responsible Officer	Target Date(s)	National Outcomes Delivered	Funding Source
	IDENTIFICATION OF CHRONIC LONELINESS				
39.	Work with General Practitioners and other primary care services to identify and respond to patients experiencing chronic loneliness and/or isolation.	South Ayrshire Health & Social Care Partnership	2018-2021	1,3,5,9	Existing resources
40.	Improve the knowledge and skills of key services such as social work/home care, housing services etc to identify and respond to those who may be chronically lonely and/or isolated.		2019-2021	1,2, 8,9	Additional resource required for co-ordination
41.	Support key NHS Ayrshire & Arran services to: <ul style="list-style-type: none"> • Consider the impact of social isolation and/or loneliness on patients • Identify ways to reduce barriers to connection while accessing services • Develop an appropriate pathway from identification to support 	Public Health, NHS Ayrshire & Arran; Learning Disability; Audiology; Optometry Respiratory; Mental Health; ICT; Physiotherapy;	2018-2021	1,3,4,5,8,9	Existing resources

		Occupational Therapy Teams etc			
	INDIVIDUAL OR GROUP SUPPORT AND RECONNECTION				
42.	Explore localised befriending and volunteering initiatives that can reintroduce people to social activities.	Voluntary Action South Ayrshire	2019-2021	2,4	Existing resources
43.	Investigate the potential to developing stronger partnerships and programmes between schools and care homes, including sheltered housing to provide opportunities for intergenerational connection in those who are chronically isolated and lonely	South Ayrshire Council Education and Housing Departments	2019-2021	4, 9	Existing resources
44.	Investigate the contribution of mental health services in tackling social isolation and loneliness via psychological approaches such as CBT etc	South Ayrshire Mental Health Services	2019-2021	5,7	Existing resources
	SELF-DIRECTED SUPPORT				
45.	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	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