



The Rotherham Less Lonely Campaign: Combating loneliness through partnership



Introductions

Lesley Dabell - Chief Executive, Age UK
Rotherham

Carole Haywood - Partnership
Manager, Rotherham Partnership

Liz Booth – Chair, Rotherham Older
People's Forum



Aims

- Describe our journey to you...
- Tell you what we have done so far...
- Tell you what we have achieved so far...



The Rotherham Less Lonely Campaign – Getting Started

- Started with a ‘germ’ of an idea (2010/11)
 - Age UK Rotherham’s Hospital Aftercare Service – couldn’t get people off the books (hidden problem)
 - Informal discussion with other providers (e.g. district nurses)
 - Raised the issue in meetings – clear recognition of a problem by all partners at operational level



RLL: Getting strategic buy in

- Seize the opportunity – LSP Summit – 2010
- Inclusion in refreshed Community Strategy (2011) under priority: ‘Protecting the most vulnerable in our community’
- ROPF Consultation = 2nd priority for local OP
- Offered solution – ‘whole community approach’
- No additional resources – didn’t ask for money!
- Got LSP sign off – December 2011 – LSP Champion



RLL: Getting strategic buy in

The 'hook': Impact on public services – evidence base/ sound facts/ fits their agenda

- Loneliness costs us money
- Exacerbates and creates health conditions
- Decreases ability to live independently
- Leads to 'inappropriate' use of services as no other alternative service to address the issue
e.g. AUKR Hospital Aftercare, District Nurses, GPs, Police



RLL: Offering solutions

Good news – amenable to low level and relatively low cost interventions

- Effective in combatting vulnerability and reducing need for health and social care services
- Problem too big for any one agency – ‘whole community approach’
- Volunteers and VCS organisations have a large part to play – but remember ‘low cost’ not ‘no cost’



RLL: The Campaign Group

Partner buy in got us:

- People's time released to support the work of the Campaign (LSP, NHS, Council, Fire Service)
- Small amounts of funding to support the Campaign
- Commitment at a senior level to support the work
- The Campaign Group was formed Jan 12



RLL: The Campaign Group

Initial stages of the Campaign:

- We lobbied like mad!
- We presented our case everywhere possible
- We lobbied MP's, elected members, students at the local college, Health and Well Being Board – you name it!
- We sold our vision of a 'whole community response'
- We presented our evidence and 'made it real' with our video and real life stories
- We planned our launch and press campaign



RLL: Campaign aims

1. Raise awareness of the issue of loneliness in older age and its impacts.

2. to combat this issue at a local level by promoting a whole community response to this issue encouraging local people:

- To give **time (volunteers)**
- To **give money (donations and fundraising)** to support the Campaign and services to address this issue as well as
- To **take action** in their own local communities - to be 'better neighbours' and to run events and develop local services to support people in their own locality.



RLL Campaign: Official Launch April 2012



Richard Tweed – our LSP Champion!



RLL Campaign: Official Launch

April 2012

- At the Launch organisations and individuals were asked to pledge **action** in support of the Campaign.
- We got over 40 pledges – some small and some big – e.g. to fundraise, to make a QTV film, to make a donation, to volunteer for Age UK's Befriending Service
- We are still working through these pledges with the people who made the offers.
- We got lots of press and radio coverage – which brought more volunteers forward....



RLL Campaign: Official Launch April 2012



**Public, private and voluntary and community sectors were represented.
Cabinet members from RMBC and local MP's gave support.**



RLL Campaign: Official Launch April 2012



Councillor Ken Wyatt,
Chair of Rotherham
Health and Well Being
Board makes his pledge!



What have we achieved so far?

- Greater awareness of the issue across partners and local communities
- Inclusion in Community Strategy
- Inclusion in draft Health and Well Being Strategy
- 28 new volunteers for Age UK Rotherham's Befriending Service
- Range of other pledges in process – Wilmott Dixon Thermometers; QTV film etc.....



Critical Success Factors

People

- Good pre-existing relationships
- Prepared to go the extra mile and push boundaries

Passion

- Commitment to local people
- Recognition of the importance of the issue

Persuasion

- Evidence base
- Local consultation

Partnership

- Every little helps, no one could do this alone
- Many (relatively) small contributions have helped the success!



Challenges

- It takes a long time and continued commitment to effect change... Keeping it going in the face of multiple priorities will be a big challenge!
- Getting the wider community engaged in action (with few resources).
- Any ideas??????





Contacts: Lesley Dabell, Chief Executive, Age UK
Rotherham

lesley.dabell@ageukrotherham.org

Carole Haywood, LSP Manager,

Carole.haywood@rotherham.gov.uk

www.rotherhamlesslonely.org