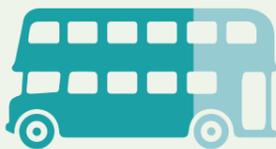


# Connecting with others

Why is this issue important for Cornwall and the Isles of Scilly?

## Whole community

Isolated geography, dispersed population with poor transport links



70% of bus users generally travel by bus because they have no alternative<sup>1</sup>



Earnings are 22% below Great Britain average<sup>2</sup> yet average house prices 10x annual income<sup>3</sup>



In 2013 the local total economic output was 70% of the EU average<sup>1</sup>

## Personal costs



42% Pupils 6-8years said they sometimes feel scared to go to school because of other children<sup>4</sup>



Loneliness can increase the risk of high blood pressure<sup>5</sup> and depression<sup>6</sup>

Loneliness can be as damaging as smoking and alcohol consumption<sup>7</sup>

## A Heath Trainer's Case Study

“ Freddie (name changed) was referred to us. Ex heroin addict, dyslexic, poor mobility due to back problems, depression, frustrated with life, overweight, and unemployed. There were lots of discussions about behaviour change, info on healthier eating & exercise, goal setting, overcoming barriers. He joined the swimming on referral scheme, and towards the end of our time together he was ready to start the Healthy Weight course. He is now losing weight and eating a much better diet; being more aware of what he is eating, and able to read food labels. He is socialising more; has come on the walking group, played golf, swum and ridden a bike - all since we started meeting. He has also started a part time job and is hoping to apply for more hours. ”

## Inequalities

Sexual identity can increase risk of becoming socially isolated in school settings<sup>8</sup>



Young people in the UK not in education, training or employment feel too anxious to leave the house<sup>9</sup>

Older people and those from ethnic minority groups are at higher risk of social isolation



34,137 households in Cornwall where a person over 65 lives alone (15% of all households)<sup>10</sup>, which can increase loneliness and isolation



Average Life Expectancy for homeless man (47) and woman (43), compared to general population (77)<sup>11</sup>

# What is being done locally to address this issue?



## Building resilience

Schools in two localities piloting the Headstart Kernow programme to build emotional resilience  
In the last year 305 people were helped to make sustainable lifestyle changes through Health Trainers<sup>12</sup>



## Helping with employment

Since 2007 Cornwall Works has helped 10,000 people on long-term health related benefits to move back into work<sup>13</sup>  
Since 2004, 10,000 Welcome Packs for migrant workers distributed by Inclusion Cornwall<sup>14</sup>



## Helping with homelessness

Since 2013, our Homeless Patient Hospital Discharge Service has supported 170 homeless patients, 89% discharged into suitable homes and saved 338 bed days or equivalent of £169,000 in healthcare costs<sup>15</sup>

## Why invest?



Social interventions have been shown to give an SROI of £5.96 for every £1 invested<sup>16</sup>

## Partnerships

Partnership work between the NHS, Age UK, Health and Wellbeing Board, Local Nature Partnership, the Local Enterprise Partnership and VSF Cornwall

## Helping lonely and isolated people

Active Plus utilises skills and experience of injured veterans, and has courses based on group work, making friends, building confidence and communication skills

Age UK Cornwall & the Isles of Scilly befriending service aims to rebuild a person's confidence and to help them re-connect to their community. Between 2013-14 168 volunteers gave 2,536 hours of friendship to 161 people<sup>17</sup>

Living Well's person-centred ethos delivers care more efficiently, reduces loneliness and improves people's health and wellbeing

People who took part last year said Mental wellbeing (happiness) improved nearly 20%<sup>18</sup>

Volunteer Cornwall's Welcome Home scheme has supported over 500<sup>19</sup> people recently discharged from hospital, helping them get back home and settled as well as looking at social networks around them - friends, family, neighbours, volunteers or paid services

The scheme also raises awareness of community-based resources such as Memory Cafes, Coffee Mornings and Arts & Crafts groups

## What are the reported local outcomes?<sup>20</sup>

Adult social care users who have as much social contact as they would like



Adult carers who have as much social contact as they would like



## Evidence

Key documents include:  
The Marmot Review Fair Society, Healthy Lives(2010); Public Health England's Local action on health inequalities Reducing social isolation across the lifecourse (2015); and LGA's Prevention: A Shared Commitment. Making the case for a Prevention Transformation Fund (2015)

## Local advice and support

Public Health 01872 327977

Inclusion Cornwall 01872 355015

Age UK Cornwall & The Isles of Scilly 01872 266 388

Shelter-Cornwall 07969 801807

For volunteering opportunities contact Voluntary Sector Forum (VSF) on 01872 241584

Notes: 1. Cornwall Council, the case for Cornwall, 2014 2. NOMIS Official Labour Market Statistics, 2014 3. Ratio of average house price to average annual income 4. SHEU (2014) Supporting the Health of Young People in Cornwall Primary Schools 5. Hawkey et al (2010), Loneliness Predicts Increased Blood Pressure: Five-Year Cross-Lagged Analyses in Middle-Aged and Older Adults 6. Cacioppo et al (2006), Loneliness within a nomological net: An evolutionary perspective 7. Holt-Lunstad J, Smith TB, Layton JB (2010) Social Relationships and Mortality Risk: A Meta-analytic Review 8. Guasp, A, (2012) The experiences of gay young people in Britain's schools in 2012 9. The Prince's Trust. The Prince's Trust McQuire: Youth Index 2015 10. ONS, 2011 Census 11. Strategic Housing Framework, Our Strategy for Cornwall 2014 - 2019

Notes: 12. Health Promotion Service (2015), Sign ups for 2014/15 13. Cornwall Council (2014) Youth employment and worklessness 14. Data from Inclusion Cornwall, 2015 15. Cornwall Council (2015) Cornwall homeless patient hospital discharge service 16. Family Action (2014) Family Action Impact Report 2014 17. Cornwall & the Isles of Scilly ageUK website (2015) Befriending, 2015 18. Cornwall & the Isles of Scilly ageUK website (2015) Living Well, 2015 19. Volunteer Cornwall website (2015) Welcome Home, 2015 20. PHOF social isolation indicators 1.181 and 1.181i  
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