

Isolation All Party Working Group – Executive Response Action Plan

Cabinet: 15 April 2020

| | Recommendation | Proposed action (or action already taken) | Lead Member/Officer | Deadline |
|------|--|---|---|-----------------|
| No.1 | <p>(Awareness Raising: Family and Friends) Through awareness raising, look to raise the profile of the issues of social isolation and loneliness to reduce stigma and improve people’s awareness of what direct help already exists and what people can do themselves to support their independence (e.g. participate in sport and physical activity, undertake volunteering, etc.).</p> | <p>Raise awareness to tackle stigma around social isolation and loneliness targeting this through #DoingOurBit (including December 2019 / June 2020 targeted campaigns).</p> <p>Information, advice and guidance (IAG) and improving the ‘signposting offer’ is a key focus of the Supportive Communities Programme. Phase one of the programme will go live in Spring 2020, and will include promoting Staffordshire Connects, improving awareness and access to community assets for people to help themselves and each other to support independence and tackle social isolation / loneliness.</p> | <p>Cllr Gill Health / Helen Riley / Andrew Donaldson (Doing Our Bit)</p> <p>Cllr Alan White / Richard Harling / Andrew Donaldson (Supportive Communities)</p> | June 2020 |
| No.2 | <p>(Community Centred and Focused) Encourage and promote positive opportunities to build meaningful relationships through shared interests / Support initiatives that promote community cohesion and empowerment, enabling people to come together and help reduce feelings of loneliness and social isolation.</p> | <p>Phase one of the Supportive Communities Programme, will include activity that will encourage and promote opportunities to support independence and tackle social isolation, launching in Spring 2020 this will include:</p> <ul style="list-style-type: none"> • New IAG Offer, prioritising self-care and independence and improving navigation through the whole system (e.g. Staffordshire.gov.uk / Staffordshire Connects / My Staffs App) • Creation of over 40 ‘Community Help Points’ • Exploring the opportunity to develop a workforce training package that promotes the local IAG offer • Feedback from community champions / hubs to continue to improve IAG content <p>Through the People Helping People Fund:</p> <ul style="list-style-type: none"> • County Councillors to support initiatives to tackle social isolation / loneliness as locally appropriate through the 2019-20 People Helping People Fund (i.e. investing in projects which will help people to get support in their local community). | <p>Cllr Alan White / Richard Harling / Andrew Donaldson (Supportive Communities)</p> <p>Cllr Mike Sutherland / John Henderson / Andrew Donaldson (Digital)</p> <p>Cllr Gill Health / John Tradewell / Andrew Donaldson (People Helping People Fund)</p> | June 2020 |

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| <p>No.3 (Collaboration) Further understand existing community provision / assets, make this picture available, also supporting the expanding use of social prescribing.</p> | <p>Supportive Communities focuses on social prescribing for adult social care, with effective asset mapping requiring an ongoing focus.</p> <p>Through Phase one of the Supportive Communities programme, i.e. New IAG Offer and also wider Sustainability and Transformation Partnership Primary Care Network developments (e.g. STP Primary Care Networks Prevention Data Packs), ensure a focus on assets being available to all professionals across the health and social care economy to support social prescribing.</p> | <p>Cllr Alan White / Richard Harling / Andrew Donaldson</p> | <p>June 2020</p> |
| <p>No.4 (Technology as an enabler) Explore and maximise opportunities for technology as an enabler to tackle social isolation and loneliness.</p> | <p>Take forward exploration of opportunities through the Staffordshire Digital Plan, Supportive Communities programme and Community Learning Strategy, including:</p> <ul style="list-style-type: none"> • Driving up digital skills and providing digital solutions, including the installation of hardware to allow access to 5G and Full-Fibre Broadband. • Identifying opportunities through new government initiatives to further enhance digital access, such as Universal Service Obligation (launch March 2020) and Rural Gigabit Connectivity programme. • Streamline Staffordshire Connects website and update Staffordshire County Council Adult Health and Care webpages. The used of Assisted Technology is to be explored and digital solutions to be sought to support those who may benefit from them (Phase one Supportive Communities Programme). • Continued delivery of the Community Learning Strategy, prioritising vulnerable, low skilled and disadvantaged residents to access learning programmes and address digital inclusion. In addition, the Local Enterprise Partnership and the Skills Advisory Panel promotes digital entitlement in the further education sector. | <p>Cllr Philip White / Cllr Mark Winnington / Cllr Mike Sutherland / Darryl Evers / Andrew Donaldson / Tony Baines (Digital / Skills)</p> <p>Cllr Alan White / Richard Harling / Andrew Donaldson (Supportive Communities)</p> | <p>June 2020</p> |