

# Campaign to End Loneliness

## Constituency campaign pack

### Council Motion: Tackling Loneliness

This Council notes that loneliness and isolation are a public health issue that must be tackled at a local, as well as at a national level.

It is estimated one in ten people of pensionable age living in our constituency are likely to be classed as lonely or severely lonely.

#### **This Council believes/This Council must recognise that:**

1. Loneliness increases the risk of heart disease and puts people at greater risk of blood clots.
2. Being chronically lonely is equivalent to smoking 15 cigarettes a day.
3. Loneliness makes people more likely to drink more alcohol, eat more and exercise less.
4. Raising awareness of the health impact of loneliness is important because it affects older people's mortality and morbidity.
5. Councillors and the authority as a whole can play a key leadership role in ensuring X is an area in which people maintain and forge social connections.
6. The Health and Wellbeing Board must play a central role in mapping local services and supporting local interventions to help reduce social isolation and loneliness.

## **This Council resolves to/This Council will work at three levels to address loneliness:**

### One to one:

1. Improve information and advice on existing services and activities that reduce loneliness and isolation. Make sure this information is available both off and online.
2. Launch a local campaign to raise awareness of the health effects of loneliness and isolation amongst target risk groups.

### Neighbourhood:

3. Set up a pilot scheme in **X ward** to map local assets for, and barriers to, keeping connected in older age. Involve local businesses, police officers and voluntary organisations in the project.
4. Involve older people, including those experiencing or at risk of loneliness, in mapping local assets, determining responses, and co-producing solutions.
5. Support the voluntary and community sector to build referral partnerships with frontline healthcare staff, fire services and social workers.

### Strategic:

6. To take an active interest and role in ensuring the public health problem of social isolation in **X** is recognised and assessed.
7. To regularly measure loneliness and mapping need through Joint Strategic Needs Assessment and/or lifestyle surveys. Use this to monitor impact of interventions.
8. To ensure addressing loneliness and isolation is part of any 'ageing well' or 'mental health' or other relevant priority in the Health and Wellbeing Board's Joint Health and Wellbeing Strategy.
9. Protect subsidies for public transport for over-60s, and improve accessibility to public and community transport.
10. Agree a plan, in conjunction with the Health and Wellbeing Board's Joint Health and Wellbeing Strategy, to take action to prevent and reduce loneliness.