



All together  
Sunderland!

# Social isolation and loneliness in older people JSNA

# Issues

- 36% aged 65+ feel out of touch with society
- 50% consider TV their main source of company
- 12% never spend time with family or friends
- Major negative impact on health – 15 cigarettes a day
- Leads to poor lifestyle, overweight, smoke and don't exercise
- Increases risk of premature death or suicide
- Much higher use of GP and A&E, more use of medication, more falls
- Early entry into residential care

# What needs to be done?

- Raise awareness of social isolation and loneliness as an issue to relevant partner organisations across the city to ensure that, wherever possible, prevention is considered as primary rather than secondary service objective and risk of loneliness and impact on health is given due consideration
- Develop community based networks of activities and opportunities that help to prevent or alleviate loneliness in older age
- Map current services available across city and consult with those at risk of isolation and loneliness when developing or reviewing services to understand what works in an area and understand who is lonely
- Embed the benefits of tackling loneliness and isolation within all other health and social care assessments and initiatives
- Make every contact with older people as a potential opportunity to share information, assist with re-engagement with the community and to support access to assistance
- Establish clear processes for health and social care to access the relevant services and information sources
- Ensure health promotion messages relevant to older people are included in initiatives to prevent or alleviate loneliness
- Develop a clear evaluation process to measure the impact and effectiveness for Sunderland drawing on national evidence and outcome frameworks
- Tackle the stigma of admitting you are lonely through local campaigns