

The Kirklees Approach: Making Loneliness Everyone's Business

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Jeremy's Story

https://www.youtube.com/watch?v=c_gkOWmrels

communityplus

A good life: it starts with you



What
loneliness
feels like

'..beyond any realms of reality.. the worst feeling in the world..that makes you question your own existence and desire to be alive.'

'..you can be lonely in a room full of people, feeling like you are on the outside looking in, not feeling part of it..'

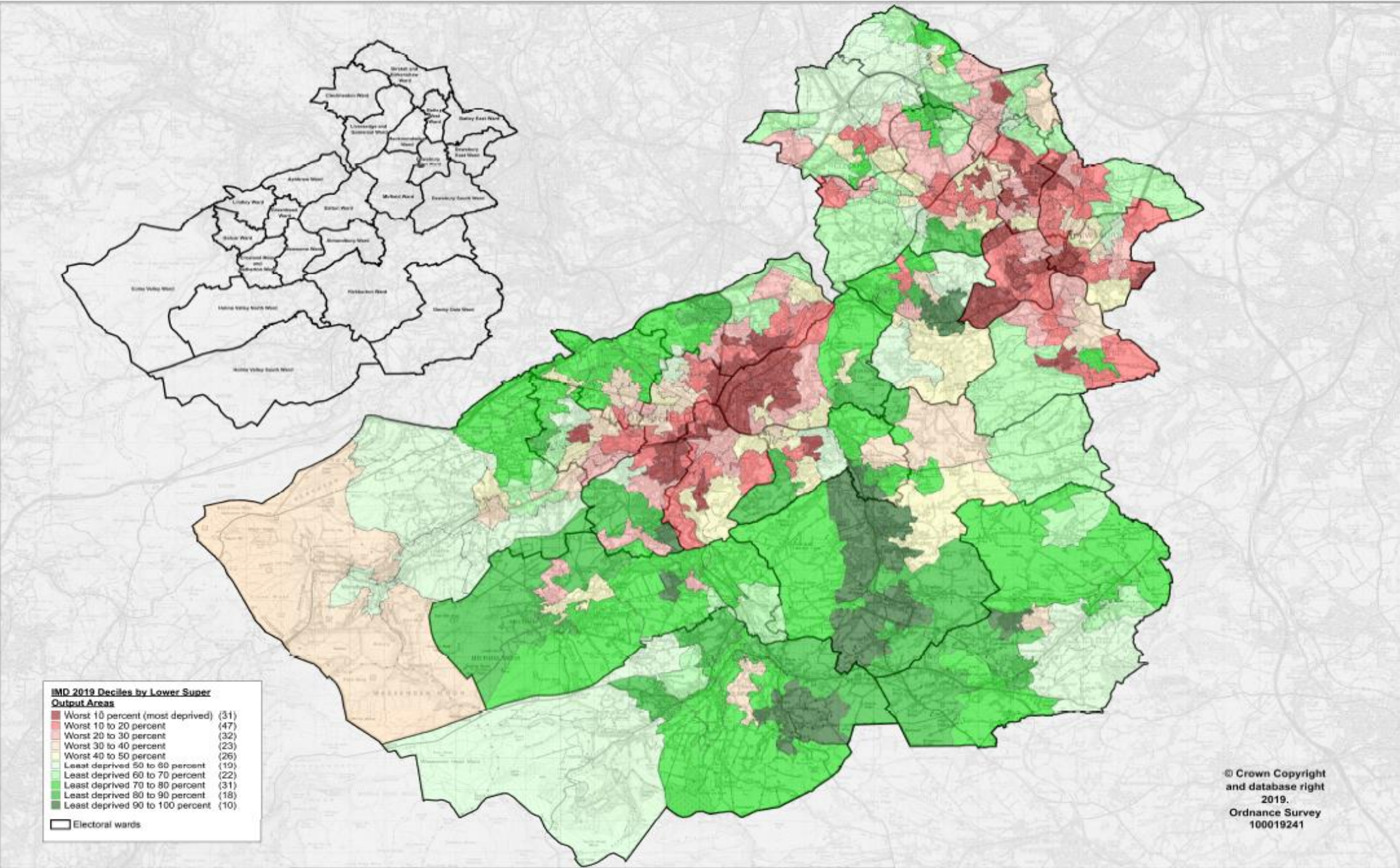
'..it hits you like a bomb in your mind, what am I going to do now that I am on my own?'

'.. no- one to support you when you are ill, no-one to make you a cuppa..'

'...you can know a lot of people, but not have a 'best friend', someone to confide in..'



Index of Multiple Deprivation 2019, Electoral Wards



The Starting Point

- Loneliness identified as a cross cutting theme that needed strategic work
- Existing community initiatives – people , places and partners were already doing a lot
- Kirklees health and wellbeing plan
- National strategy
- Multi agency group



First Steps

- Scoping
- LGA tool
- Mapping
- Professional feedback
- Local focus groups
- Neighbouring authorities
- Integrated Commissioning Away Day

Community Engagement

- 4 Focus Groups – one in each community hub area of Kirklees
- Dewsbury , Huddersfield, Batley and Spen, Kirklees Rural
- January – March 2019

Key questions:

- What does loneliness mean to you?
- What activities / services or other things **in your local community** help reduce loneliness?
- What can make it hard for people to connect with each other **in your local community**?

Summary of Themes Across Groups

Contributing factors:

- Mental health and loneliness link
- Disability/impairment
- Changes in society
- Life course triggers

Recurring Themes Across Groups

Things that help tackle loneliness in local community:

- Support and encouragement
- Being accompanied initially
- Awareness of and availability of local groups and activities
- Groups/activities that are accessible financially and physically
- Groups that are welcoming and open access

Recurring Themes Across Groups

Things that hinder social interaction/participation in local community

- Being 'stuck in a rut'
- Lack of activities close by
- Cost

Visioning Activity

- Visioning Sessions – Partnership and Community Members
- Vision and Strategic Goals
- Health and Wellbeing Board

Principles and Values

- Ongoing reflection/ evaluation of approach and impacts and shared learning
- Influencing approach linked to other agendas
- Non stigmatising approach/ tackling stigma
- Partnership approach that includes organisations as well as communities and citizens (co-production)
- Asset (strengths) based approach
- Empowering communities to tackle loneliness themselves not just formal service responses
- People have choice about how and when they connect
- Realistic approach
- Creative and innovative approaches

Kirklees Loneliness Strategy

Vision

Kirklees is a place where people and communities are more connected and support each other to develop meaningful relationships and reduce loneliness

Goals

Making loneliness everyone's business

Making the most of existing assets to address loneliness

Understanding the experiences and expectations for different groups, communities through the life course

Fostering personalised approaches for those that need extra support to overcome barriers to developing meaningful connections

Action Planning

CO-PRODUCTION

KIRKLEES LONELINESS STRATEGY



- Host community conversations to understand community-level perspectives
- Create links between Loneliness Working Groups and groups / individuals with lived experience of loneliness in Kirklees
- Collect stories demonstrating diversity of people's experiences to inform and shape Working Group actions

*Groups and individuals named below are illustrative and not exhaustive



Key Links

- Poverty strategy
- Mental Health Prevention Concordat (Better Mental Health For All Prevention Pledge)
- Frailty Strategy

Challenges

- Scope of a system wide approach
- Emerging evidence
- Resourcing
- Commitment to co-production

Next Steps

- Action Planning
- Making Loneliness Everyone's Business

Thanks for Listening

Any Questions?

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