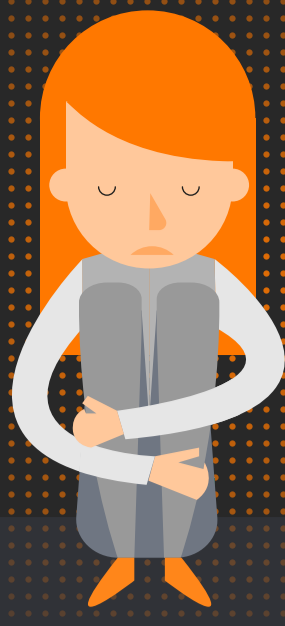


SOCIAL ISOLATION & LONELINESS IN THE UK



DEFINITIONS

SOCIAL ISOLATION

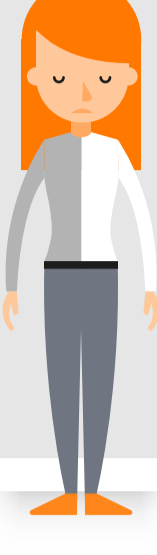
"An objective condition determined by the number of social relationships and contacts between individuals, across groups and communities."



LONELINESS

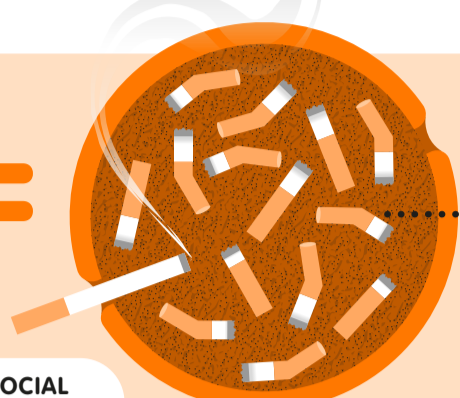
"A subjective state based on a person's emotional perception of the number and/or quality of social connections they need, compared to what is currently being experienced."

It is possible to be socially isolated without feeling lonely, or conversely feel lonely without being socially isolated.



IMPACTS

NO = SOCIAL CONNECTIONS



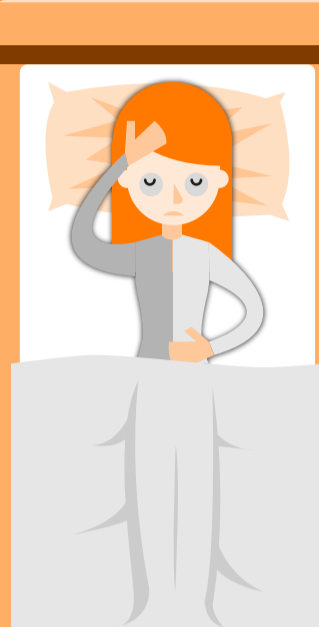
15 A DAY

Research has shown that, in terms of negative health outcomes, **lacking social connections is comparable to smoking 15 cigarettes a day, and has worse health outcomes than risk factors such as obesity and physical inactivity.**

HELLO! THIS IS SOCIAL SERVICES. HOW CAN I HELP?

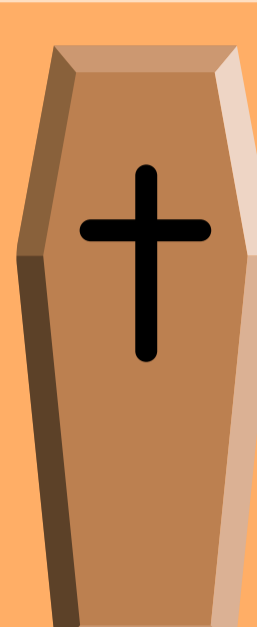
MORE FREQUENT USE OF PUBLIC SERVICES

- 1.8 times more likely to visit a GP
- 1.6 times more likely to visit A&E
- 3.5 times more likely to enter state funded residential care



INCREASED LIKELIHOOD OF DEVELOPING CERTAIN HEALTH CONDITIONS

- 3.4 times more likely to suffer depression
- 1.9 times more likely to develop dementia in the following 15 years
- 2-3 times more likely to be physically inactive, which may result in many health conditions



INCREASED MORTALITY

Loneliness increases the likelihood of mortality by

26%

WHO IS AFFECTED ?

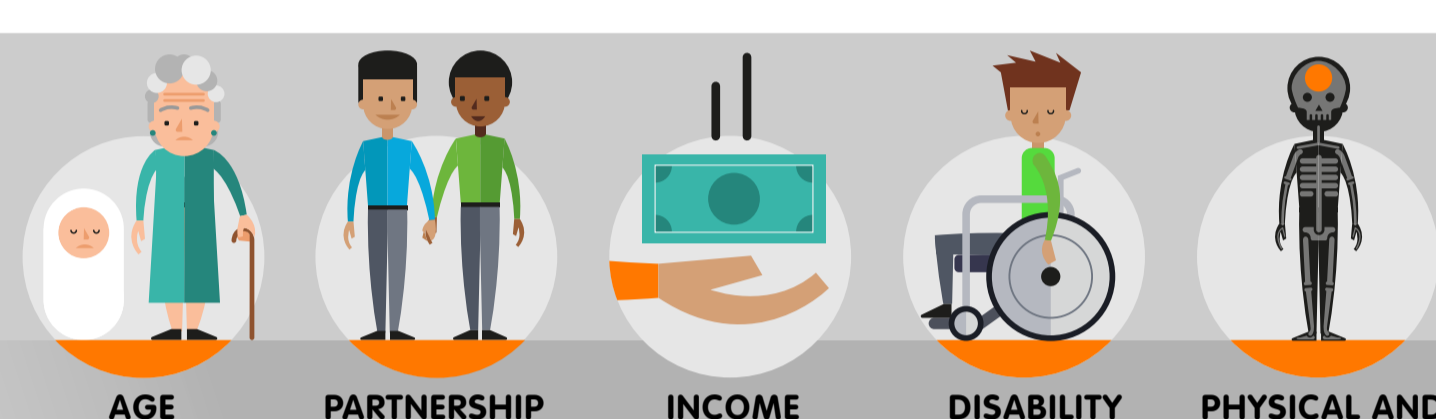
It is not just older people that suffer from social isolation and loneliness.

The conditions affect people throughout the life-course and the effects are compounded as life progresses.



GENERAL CONTRIBUTING FACTORS

INDIVIDUAL-LEVEL CONTRIBUTING FACTORS



COMMUNITY-LEVEL CONTRIBUTING FACTORS



SOCIETAL-LEVEL CONTRIBUTING FACTORS



LIFE-COURSE TRIGGERS

PREGNANCY

20%

of expectant mothers lack a supportive social environment to support them through their pregnancy.

CHILDHOOD & ADOLESCENCE

Social isolation and loneliness in the young is generally caused by bullying due to differences in physical appearance, cultural attitudes, spoken languages and sexuality.

YOUNG ADULTS

The major life change that occurs after leaving school has been a trigger for social isolation and loneliness for many young adults.

WORKING AGE

Loss of employment, parenthood and formative experiences such as addiction can trigger the onset of social isolation and loneliness.

RETIREMENT & LATER LIFE

Decreasing economic resources, declining health, mobility impairments and the death of peers all contribute to the onset of these conditions in older people.

WHAT IS BEING DONE?

Examples of technology being used to tackle these conditions

Technology is a key enabler in efforts to reduce social isolation and loneliness. There are several technology-based innovations aiming to tackle social isolation and loneliness. They are predominately aimed at the older demographic.

FAMILY IN TOUCH (FIT) PROTOTYPE

A LED photo-frame which sends messages to pre-programmed contacts when the frame is touched by the lonely person. When a reply has been received, the video flashes and the video reply is played when the frame is touched again.

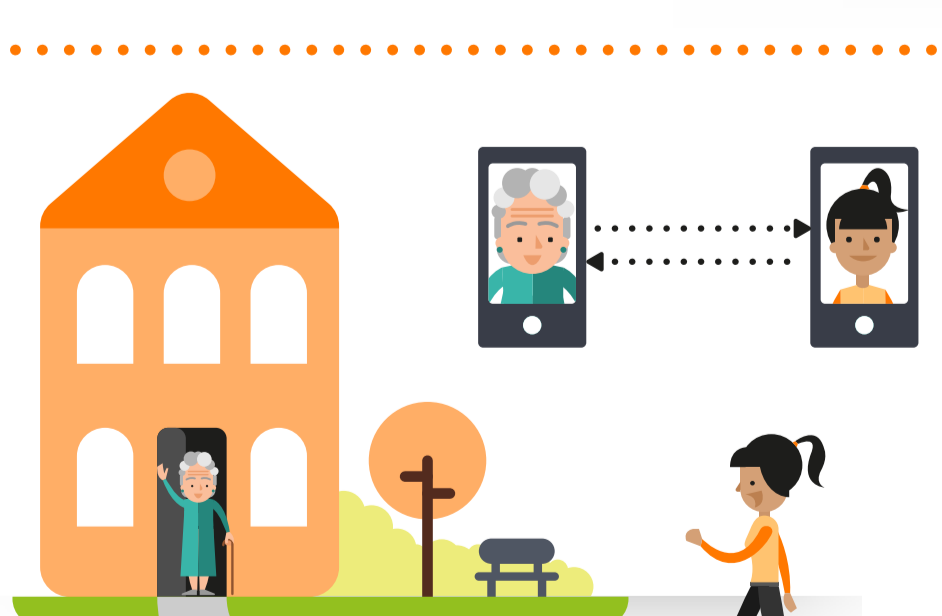
CASSEROLE CLUB

A social enterprise platform that connects those who enjoy cooking and often have extra portions of home-cooked food, with those who may not be able to cook for themselves. The majority of diners are over the age of 80, and 70% of diners consider their volunteer cooks to be friends.



GOOD GYM

An online platform runs elderly individuals with local runners in order to channel the energy people use while exercising into social good. Volunteers run to visit their 'coach' for regular social visits, or to support the older person with one-off difficult tasks such as clearing gardens or painting.



VINCLES (BARCELONA):

An innovative platform that aims to coordinate interactions and enabled communication between the formal care sector and informal caregivers such as families, friends, neighbours and volunteers in order to reduce loneliness and social isolation amongst the elderly. The platform also provides the older person with a social network of other individuals that they can interact with through adapted technology.

