

# Leeds City Council

LinkAge Plus

## Older People and Social Isolation Pack

A resources pack developed by front-line, multi-discipline professionals whose work involves contact with socially isolated people. Applying principles of holistic working it includes information, signposting, training, and best practice.

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# Older People and Social Isolation Pack

## Objective

The pack answers the question 'What as a practitioner in the field, do I wish I had known when I started, and what more do I need to be fully effective in my job?'

## Activity

The pack is divided into three main sections.

- **Section one** summarises research into social isolation – what it is, what causes it, and potentially disadvantaged groups most at risk of it.
- **Section two** covers good practice how to target socially isolated people, how to encourage take-up of services that people are reluctant to access, and information on specific areas such as mental health, debt and finance, care homes, Ethnic Minority groups, lifelong learning, bereavement, Telecare and equipment. There is also a section on coping strategies for workers. Good practice includes case studies, followed by questions which enable them to be used as training aids. An outline of a three hour training session for practitioners is also included.
- **Section three** includes contact information grouped around issues workers are likely to face.

## Achievements against objectives

The pack has been well-received – so much so that a re-print has been demanded. The tremendous interest from colleagues in the statutory sector (as well as the voluntary sector) shows the extent of the need for the product. Colleagues value the format, structure, and breadth of the information available. Many have commented that they were unaware of the range of possible interventions, and the variety of organisations available locally, who can help address social isolation.

## Resources

The document took around 50 hours to draft. A first print run of 500 copies, including distribution, cost in the region of 5K. A subsequent print of 500 costs around 3K.

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## Key lessons learned

It's important to find out what local practitioners need to know, and to research local organisations with whom to partner. A good quality, glossy format, has proved popular. As well as making the document visually attractive and easy to use, it is robust enough to be carried around as a reference tool. Assume you will need to re-print a second edition, which will include additional information. As colleagues have read the product, and seen its potential, they have asked for information and good practice on other areas.

## Further information

Contact: Caroline Starkey

Tel: 0113 380 4911

Email: [VSRG@opforum.org.uk](mailto:VSRG@opforum.org.uk)

[www.olderpeopleleeds.info](http://www.olderpeopleleeds.info)

## Related documents

Electronic copies are available on the Leeds Infostore website.

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