



Ageing Better in Camden



Tackling social isolation...

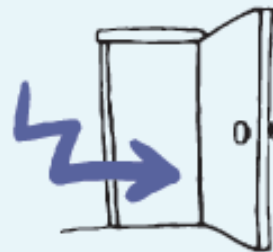
Finding

Identifying socially isolated older people. We use specialist services to find those from under-served communities, an outreach team to find people Nobody knows and Community Connectors to support people who find it Hard to Engage...



Motivating (with a push)

Community Connectors and Social Prescribing services help to overcome barriers to participation in community activities...



Welcoming (with a pull)

We give them a warm welcome with 'Meeter and Greeters', follow-up and reminder phone calls and assistance with transport



Warm Welcome -

The issue

- Some community activities are unfriendly for a variety of reasons
- All older people deserve a warm welcome, some may need it to engage and remain connected

The solution – develop and specifically fund a warm welcome approach in our community activities

Warm Welcome activities: Service Design

Service design is vital eg

- Meeters and greeters
- Introductions at the start of each group
- Regular reminders and communications
- Phone calls and follow up for those who need it, either always due to memory loss or at a specific point, eg following a period of illness or a bereavement

Warm Welcome activities: Staff Skills

- It takes skill to ensure all groups are friendly and inclusive
- Staff need to have skills to intervene/support difficult group dynamics and be supported by their organisation
- We are looking at how we can recognise and support staff to develop these skills and feel confident they can deliver high quality, meaningful activities

Warm Welcome activities: Cost and funding

The wrap around support costs more – it's not just a yoga teacher and room hire!

- Need to cost in the capacity of all staff who are involved
- We know that VCS 'over offer' to win funding as they believe this increases the chance of a success. This leads to lots of people and activities, but only some with the capacity to run warm welcome activities
- Men – really hard to reach so need to allocate even more funding when trying to engage that group



Keep in touch

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