

## NEWS RELEASE – CORRECTION

**Embargoed: 00:01 Tuesday 08 July 2014**

Contact: Jack Neill-Hall on 020 7012 1411 or out of hours on 07787 404 271

### **New Government map of isolation in adults using social care**

**Millions of lonely people are going uncoun­ted as government tracking of isolation and loneliness fails to see beyond those in social care.**

On Tuesday 8 July the [Health and Social Care Information Centre](#) will publish the latest findings of the Adult Social Care Outcomes Framework which seeks to assess the quality of life and care for adults receiving any form of social care. However, the Campaign to End Loneliness has warned that without measuring loneliness more widely, millions of people at risk of loneliness will be overlooked and could miss out on the support and help they need.

The Campaign has called for Ministers to follow through with their commitment to measure loneliness across the population – allowing limited resources to be targeted at the people and places that need them most.

Between 2012 and 2013 the indicator which tracks social isolation in adult social care found that well over half of adults receiving social care (56.8 per cent) were not getting as much social contact as they wanted.[1] The Campaign to End Loneliness wants local authorities to see this new data as a wakeup call and make reducing loneliness a key target in their attempts to improve health and wellbeing.

**Laura Ferguson**, Director for the Campaign to End Loneliness, says: “Adults using social care are some of those most at risk of suffering from loneliness and isolation. We know that being lonely and isolated can have a profound effect on our health and it is our duty to better serve these vulnerable people.

“These results make it clear that those responsible for providing local health and care services need to do more to tackle loneliness and isolation among their older populations and vulnerable service users.

“But we need to go further than this. We know loneliness poses a significant health risk to people long before they enter the social care system. The Government says it is committed to measuring loneliness across the population, but we are yet to see any meaningful progress. If we don’t know where those at risk of loneliness are, we can do little to help them, and less to prevent the health issues that can follow as a consequence.”

Loneliness and isolation are associated with poor mental, physical and emotional health, including increased rates of cardiovascular disease, hypertension, cognitive decline and dementia. Socially isolated and lonely adults are more likely to undergo early admission into residential or nursing care.

**-ENDs-**

**Facts about loneliness:**

- Those who are lonely are at higher risk of the onset of disability and those who are deafblind are at considerable risk of loneliness.
- 17% of older people are in contact with family, friends and neighbours less than once a week, and 11% are in contact less than once a month.
- Over half (51%) of all people aged 75 and over live alone
- Half of all older people (over 5 million) say the television is their main company
- 9% say they feel cut off from society
- 61 of the 128 published Joint Health and Wellbeing Strategies have acknowledged loneliness and/or isolation as serious issues. However, over half of all health and wellbeing boards with published strategies (53%) have not recognised that loneliness and/or isolation are issues that need addressing.

**NOTES TO EDITORS**

[1] The Public Health Outcomes Framework, 1.18ii - Loneliness and Isolation in adult carers:

<http://www.phoutcomes.info/public-health-outcomes-framework#gid/1000041/pat/6/ati/102/page/3/par/E12000007/are/E09000002>

**The Campaign to End Loneliness** is network of local, regional and national organisations and individuals working together through community action, good practice, policy and research to combat loneliness and isolation in the United Kingdom.

Anyone can make their voice heard in their own area by letting their local health and wellbeing board know about the problem of loneliness and isolation – more information is available on our website: <http://bit.ly/1amMJCX>

The Campaign has five partners who lead the strategic direction of the Campaign: **Age UK Oxfordshire, Independent Age, Manchester City Council, Royal Voluntary Service** and **Sense**. More information about the Campaign can be found at: [www.campaigntoendloneliness.org.uk](http://www.campaigntoendloneliness.org.uk)