NEWS RELEASE

New Government map of isolation in adults using social care

New Government data out today finds that the majority of adults using social care (57.7 per cent) in England are not getting the social contact they would like.

Public Health England has published the latest update to the Public Health Outcomes Framework (PHOF) data tool today [1]. The indicator which tracks social isolation in adult social care (1.18i) has found that between 2010 and 2011, well over half those questioned (57.7 per cent) were not getting as much social contact as they wanted.

This revelation comes on the back of comments made earlier this month by the Sectary of State for Health Jeremy Hunt, who called loneliness among older people a 'national shame' - and other reports of harmful 15 minute social care visits.

The new data on social contact, which can also be mapped by each local authority, demonstrates the increasing need for loneliness and isolation to be given a greater priority as public health issues.

Kate Jopling, 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."

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-

Regional highlights

Best performing local areas:

Area Name	Value
1. Bolton	56.90
Rutland	54.20

Halton	52.80
Middlesbrough	52.40
Darlington	52.20
North Lincolnshire	51.90
Plymouth	51.20
Knowsley	51.20
Portsmouth	50.90
Newcastle upon Tyne	50.90

Worst performing local areas

Area Name	Value
Harrow	32.20
Camden	32.30
Westminster	32.40
Ealing	33.70
Harrow	33.70
Bristol, City of	33.90
Enfield	34.00
Haringey	34.10
Hounslow	34.50
Hillingdon	34.60

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 Healthy lives, healthy people: Improving outcomes and supporting transparency sets out a vision for public health, desired outcomes and the indicators that will help us understand how well public health is being improved and protected.

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 Servi**ce and **Sense**. More information about the Campaign can be found at: www.campaigntoendloneliness.org.uk