

# Welcome!

**Please use the question on the postcard on your chair to introduce yourself to the people on either side of you**



# Good Practice Mentors

Sharing good practice to reach, involve and connect with older people

Outreach and Co-production findings from the Ageing Better Programme: a 7-year Test & Learn project



# What is the GPM Programme?

New funding has enabled a team of **Good Practice Mentors to:-**

- Continue the legacy work of Ageing Better
- Share a plethora of learning, experience and in-depth practice from an established national network
- Help to overcome challenges in reaching, connecting & empowering older people in local communities.



# Who are we?

- **South Yorkshire Housing Association**
- **Age UK Camden**
- **Leeds Older People's Forum**
- **Associate support from Ageing Better delivery partners**





# Our aims

- Provide innovative and collaborative ways of working
- Drive culture change in the way systems and communities interact
- Help communities and older people's support services to adapt, flex and thrive
- Encourage collaborative partnership working between voluntary, community and social enterprise organisations (VCSE) to tackle isolation and loneliness more effectively
- Provide a listening ear and supportive guidance based on our own lived experiences



# Good Practice Mentors

## How can we help you?

I want to reach older people in the community



- Increasing diversity of inclusion
- Creating informal settings to enable engagement and build community
- Explore outreach practice and door knocking to increase inclusion

I want older people to feel welcome & connected



- Resources on Ageism, Social Inclusion and Loneliness
- Insight into barriers to engagement
- Warm Welcome toolkit - creating the right environment for engagement of older people

I want to create an environment for everyone to take part



- Co-Production Toolkit
- Embedding Co-design into everyday practice
- Strengths Based Approaches
- Asset Based Community Development

I want to create sustainable connections & partnerships



- Partnership working to foster wellbeing
- creating a 'community front door'
- Creating an 'ecosystem' of support, resources and connections based on social prescribing for older people

I want to capture learning and data



- Ripple Effect Mapping
- Bespoke Assessment tool for signposting to resources
- Solution Focused Approaches and goal setting

# The Ageing Better Programme

- One of five major programmes set up by TNLCF adopting a test and learn co-production approach to designing services which aimed to make people's lives healthier and happier
- 7 years of funding from the National Lottery Community Fund
- A national programme developing creative ways for older people to be actively involved
- Delivered in partnership by larger organisations and smaller, on the ground, community partners
- 14 different geographical areas took place in the project, delivering in their local areas
- In the final year, all 14 areas collaborated to build a Co-Production Toolkit





# The Stronger Together Toolkit

- A user-friendly resource with all the co-production resources, tools and learning in one place
- Created in collaboration with delivery partners and older people from across the country
- **Learning and resources** are shared around 12 themes, it is for *anyone* who has an interest in co-production, including local authorities, funders, people focused organisations and community services
- Provides guidance and practical tools on themes such as ‘diversity and inclusion’, ‘researching with the community’, and ‘creating a co-production culture’





# How the Toolkit can help you

- Adapt and translate resources for your own unique setting
- Demonstrate that co-production is a meeting of minds and hearts towards reaching a shared solution.
- Explore new and creative methods that have been tried and tested by, and with, older people
- Get practical guides to help you explore co-production in your organisation and your community
- Our hope is that you are able to translate Ageing Better's journey of working with people to shape services and projects that help to reduce loneliness and isolation amongst the over 50s, within your specific role and areas of work



Stronger Together:

A Co-Production Toolkit  
from Ageing Better

## Principles and values of co-production



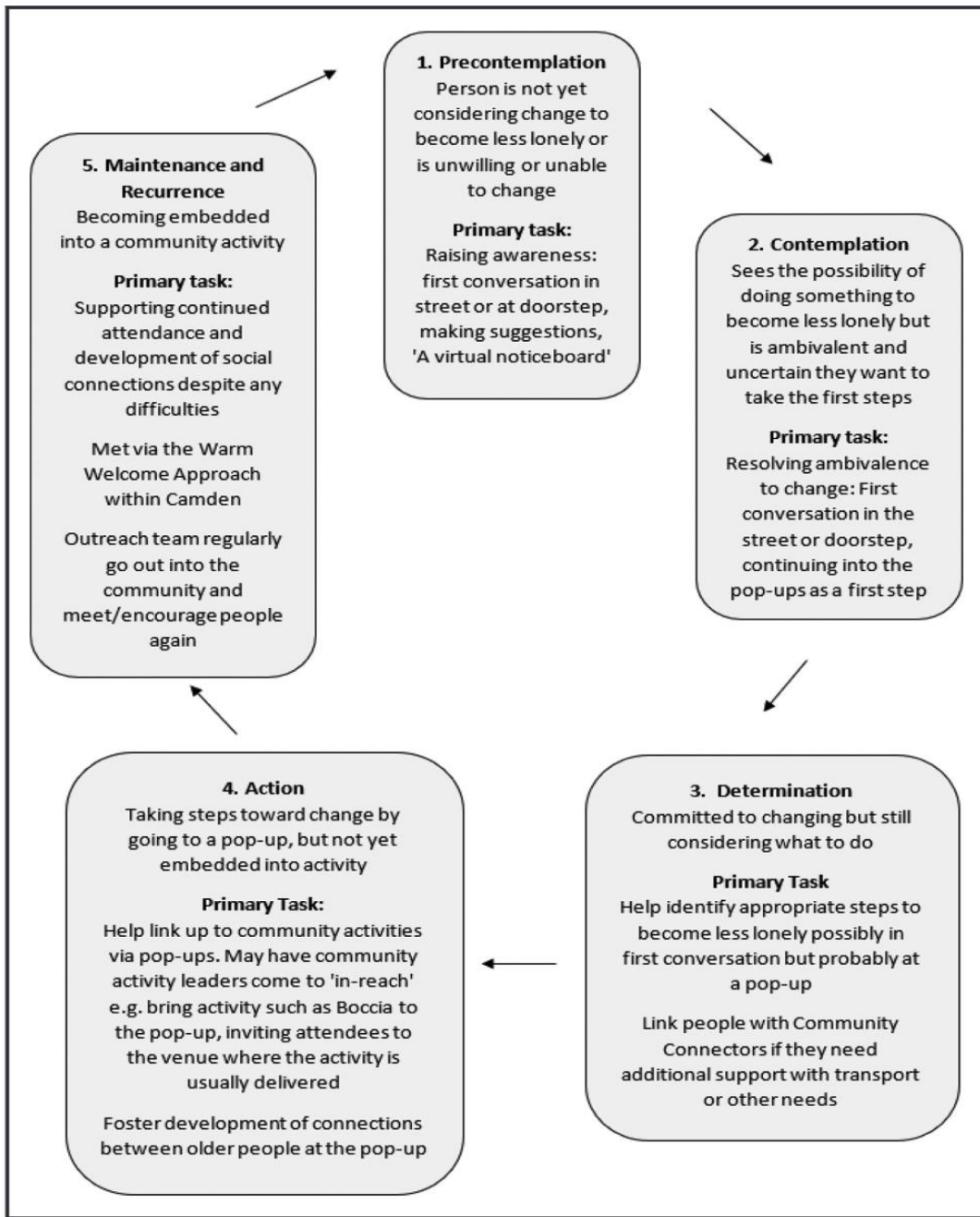
# Outreaching to find and engage older people "no-one knows": a necessary element of work to address social isolation and loneliness

**Helen MacIntryre, Annabel Collins and Jo Stapleton; Working with Older People Journal; January 2023)**

An innovative skilled outreach approach developed by Ageing Better in Camden (2015-2022), to address common challenges around successfully finding seldom reached older people, including:

- Traditionally low take up of groups, activities, services and support by harder to reach and engage groups of older people e.g. older men
- How to find and engage the older people "no-one knows" the people not already know to or connected to existing groups, activities, services and support
- Older people who could most benefit from social connection are often the least likely to say 'yes' to accessing formal groups, activities, services and support

**Figure 1** The cycle of change model adapted to show impact of the ABC outreach approach



*In the context of groups and services designed to address SIAL amongst older people, how can 'outreach' address barriers to engaging older people 'no-one knows'?*

Florio and Raschko (1998) and Goodman et al., (2015) highlight risks of SIAL for the people 'no-one knows' including

- A lack of motivation to seek out help and support
- Barriers to accessing support
- Suspicion of services
- Fear of losing independence
- Stigma around loneliness
- Lack of support networks (friends and family) to provide encouragement

The purpose of outreach is "creating the pre-requisites for a process of social change" (Anderson 2013)

# Outreach as an 'agent' of change

## 2018 - 2022 ABC Outreach Service delivered:

**Table 1** Key features of the ABC Outreach approach

*Features of ABC Outreach*

*Function*

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>Proactively going to find people 60+ in the community, face-to-face and by putting up flyers carefully worded to reassure/avoid alienation</li> </ul>                          | <p>Enables contact-making</p>  |
| <ul style="list-style-type: none"> <li>Creating initial and repeat encounters which were non-stigmatising, unrushed, empathic and person-centred</li> </ul>   | <p>Provides positive social experience to encourage</p> <ul style="list-style-type: none"> <li>Development of trust/relationships, creating openness to help</li> <li>Feelings of safety and social confidence which support subsequent social interactions</li> </ul>   |
| <ul style="list-style-type: none"> <li>Providing information about local social opportunities and support</li> </ul>  | <ul style="list-style-type: none"> <li>Builds individual knowledge of local social opportunities and support, matched to interests and needs</li> <li>Combines with positive social experience/developing confidence to increase likelihood of taking up opportunities</li> </ul>  |
| <ul style="list-style-type: none"> <li>Organising informal “low social risk” pop-up events in the community (e.g. at cafes, libraries and parks) which were inclusive, unpressured and socially supportive</li> </ul> | <p>Offers alternative social opportunities which</p> <ul style="list-style-type: none"> <li>Can bypass individual reluctance to attend more formal activities and locations (e.g. at community centres) or those which are perceived as “cliquey”</li> <li>Provide opportunities to socialise and connect with other local older people</li> </ul> |
| <ul style="list-style-type: none"> <li>Supporting individuals to attend a pop-up, e.g. if they had mobility problems or lacked confidence to attend</li> </ul>  | <p>Overcomes additional barriers to engagement</p>   |
| <ul style="list-style-type: none"> <li>Using light touch “stepping-stone” approach to signposting social opportunities/support or to fostering interactions between individuals</li> </ul>                            | <p>Provides the possibilities for the individual to make social connections without becoming dependent on Outreach workers</p>   |

- 7,346 outreach interactions (41% men, 59% women)
- 54% of interactions resulted in sharing information
- 2,176 participation at outreach pop-up events or access group, activity or support (29% conversion rate)
- 1 in 10 interactions were ‘Special Conversations’



### Outreach Interactions: January to March 2020

|               | Interactions recorded | Men       | Women     | Isolation indicated                  | Men identified as isolated           | Women identified as isolated      |
|---------------|-----------------------|-----------|-----------|--------------------------------------|--------------------------------------|-----------------------------------|
| January 2020  | 282                   | 81        | 196       | 8                                    | 2                                    | 6                                 |
| February 2020 | 237                   | 104       | 133       | 12                                   | 7                                    | 5                                 |
| March 2020    | 133                   | 73        | 65        | 4                                    | 1                                    | 3                                 |
| <b>Total</b>  | <b>652</b>            | 258 (40%) | 394 (60%) | <b>24 (4% of total interactions)</b> | <b>10 (4% of <u>men</u> engaged)</b> | <b>14 (3.5% of women engaged)</b> |

## Data collection and indicators of isolation

Outreach interactions are light touch and informal (not case work)

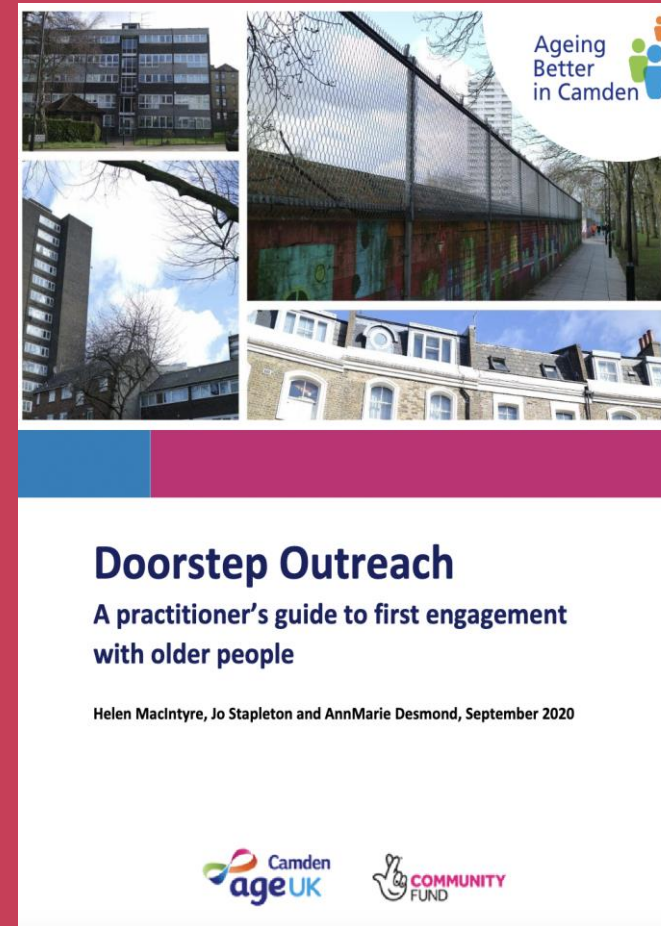
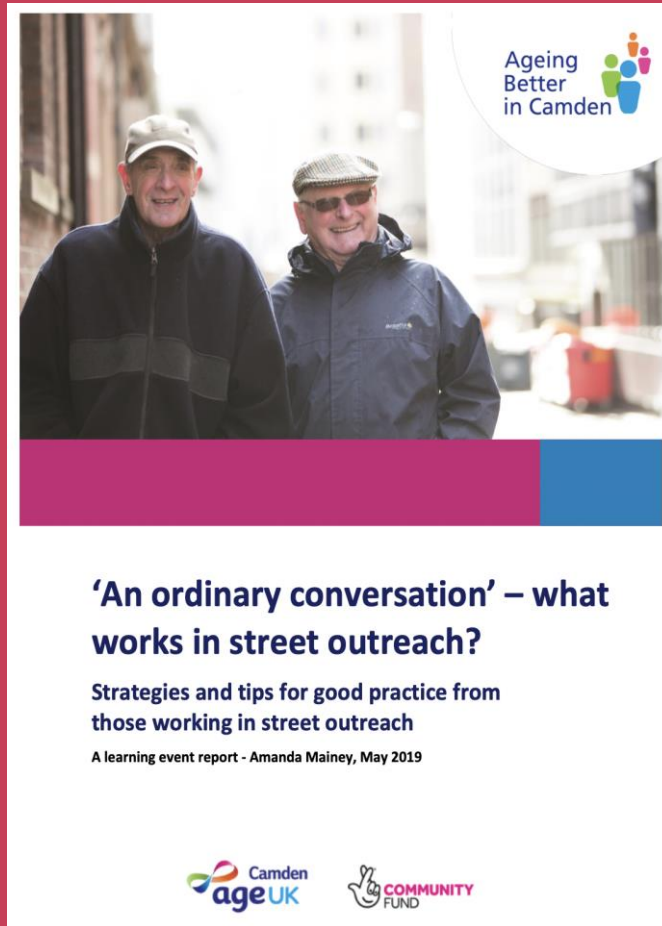
As part of data capture, indicators of isolation captured in response to:

- something the older person discloses/shares with the outreach worker
- what the outreach worker learns or observes about the older person based on the outreach interaction and/or older person's behaviour

### Breakdown of isolation by category/reason for outreach worker assumption and outreach setting:

| Outreach setting                 | Mental Health  | Health/Mobility | Social isolation | Bereavement   | Caring responsibilities | Total instances of 'isolation' recorded |
|----------------------------------|----------------|-----------------|------------------|---------------|-------------------------|---|
| Sheltered housing door knock (M) |                | 2               |                  |               |                         | 2                                       |
| Sheltered housing door knock (F) |                | 1               | 1                |               |                         | 2                                       |
| Sheltered housing pop-up (M)     | 1              | 1               |                  | 1             |                         | 3                                       |
| Sheltered housing pop-up (F)     |                |                 |                  |               | 1                       | 1                                       |
| Street Outreach (M)              |                | 3               | 2                |               |                         | 5                                       |
| Street Outreach (F)              | 2              | 4               | 3                |               | 2                       | 11                                      |
| <b>Total</b>                     | <b>3 (12%)</b> | <b>11 (45%)</b> | <b>6 (25%)</b>   | <b>1 (6%)</b> | <b>3 (12%)</b>          | <b>24</b>                               |

# Outreach to engage the older people 'no-one knows – further information, training and support:



A range of free outreach reports and practitioner guides available to download from:

<https://www.ageuk.org.uk/camden/about-us/ageing-better-in-camden/>

# Case study: Edward



Edward, found and engaged via door knocking, connects to his community.

# Further Support

## A wide variety of GPM sessions available online including

- Practical elements of outreach practice
- An introduction to the Stronger Together toolkit

## Bespoke training and support, available online and in person including

- To find and engage the older people you want to meet
  - Street outreach
  - Door knocking
  - Street outreach as a tool for social action research
- An introduction to co-production and practical application of co-production methods





To find out more about co-production and outreach, come along to our afternoon session

We'll explore practical, hands-on methods for finding and hearing the voices of older people in your communities



**Questions?**

# How to get in touch

Find details of future GPM sessions here;  
<https://www.eventbrite.co.uk/organizations/collections>

For general enquiries and further questions email our central team  
[gpm@syha.co.uk](mailto:gpm@syha.co.uk)

For specific workshops & sessions you can contact GPMs individually :-

|                |                                     |
|----------------|-------------------------------------|
| <u>Jo</u>      | Age UK Camden                       |
| <u>Jessica</u> | Leeds Older People's Forum          |
| <u>Jennie</u>  | South Yorkshire Housing Association |

