



Overcoming barriers to engagement

Chaired by Ingrid Abreu Scherer
Head of Accelerating Innovation programme

April 25th 2022
3-4pm

[@NASPTweets](https://twitter.com/NASPTweets)

Housekeeping

- Please note we are **recording** this webinar
- There will be a **Q&A session** at the end
- Please submit questions via the chat
- Please use the chat for introducing yourself and networking
- Please stay on **mute** and **camera off**



Accessibility

- **Closed Captions** are available - turn these on at the bottom of your screen
- **BSL interpretation** is available - the interpreters will be spotlit



Today we will be hearing from

Jo Stapleton, Outreach Manager, Age UK Camden

Karen Ironside, Partnerships Director, Transitions UK and

Charlie Dixon, Senior Project Manager, Transitions UK

Jenny Hartnoll, Development Lead for Local Social Prescribing, NASP



Coming Up Next:

Jo Stapleton, Outreach Manager, Age UK Camden



Ageing Better in Camden: the impact of working in partnership

2015-2022



Jo Stapleton

Good Practice Mentor, Outreach Specialist

Overcoming barriers to engagement with the older people unknown to and less likely to access formal services and support - learning from an outreach and warm welcome approach

Ageing Better in Camden (ABC)

2015-2022, worked in partnership with older people and Camden organisations to tackle social isolation and loneliness

www.ageingbetterincamden.org.uk

Tackling social isolation...

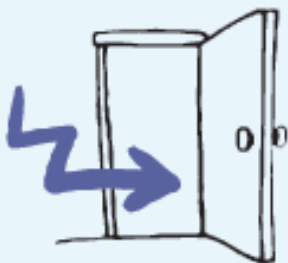
Finding

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



Finding older people through street outreach and door knocking: our approach and learning



What have we learned about street outreach with older people?

Operational strategies from the Ageing Better in Camden Outreach Team

Amanda Mainey, May 2019



Street outreach:

Pro active, not passive (not the same as handing out a leaflet) – we are an interactive human notice board

For the older person, **street outreach can provide a valuable social interaction/engagement in it's own right.**

Focus on listening and responding to the older person and may include providing responsive information

Light touch in approach - not case work but signposting

Opportunity to meet, learn from and respond to the older people you may not usually meet

Outreach interactions range from a brief chat about local activities and social opportunities, to a more in-depth conversation in which the older person chooses to share information about themselves

Breakdowns the barriers preventing older people from accessing community activities and support

Doorstep outreach:

Systematically finds and engages with older people who may have become lost behind closed doors and within their community.

Simple three stage approach: 1. letter drop, 2. door knock, 3 informal pop-up event held onsite

Links older people back to their neighbours/community, **raises awareness of older residents and encourages social connection** (permission to chat) within the wider housing community.



Doorstep Outreach

A practitioner's guide to first engagement with older people

Helen MacIntyre, Jo Stapleton and AnnMarie Desmond, September 2020



Street Outreach - Impact and evidence

Breakdown summary of 3 periods of street outreach engagement activity (January to February 2020) to proactively meet and engage with older people and invite them to attend stepping-stone outreach pop-up events.

	Citro Italian restaurant lunch pop-up event	Mes café, drop-by informal pop up, Kilburn *street outreach focus on older men	Kentish Town Library 'drop-in' social pop-up.
Street Outreach engagements/conversations	82	104	103
Men	34 (41%)	69 (66%)	41 (39%)
Women	48 (59%)	35 (34%)	62 (61%)
Information given/ taken including event into, AUC Info&Advice postcard, Outreach activity listing	61 (74%)	73 (70%)	94 (91%)
Expressions of intent to attend	27 (32%)	33 (31%)	42 (41%)
Special conversations	3	9	5
Older people attending event	29 (conversion from outreach engagement 35%)	11 (conversion from outreach engagement 10%)	29 (conversion from outreach engagement 28%)
Men	8 (28%)	3 (27%)	12 (41%)
Women	21 (72%)	8 (73%)	17 (59%)
Of the above sheltered Housing residents (if known)	9	2	6
Approximate percentage of people attending alone (if known)	50%	40%	80%
New contacts added to ABC CLOG	17 (5 men, 2 women)	10 (3 men, 7 women)	11 (4 men, 6 women)
Of the above, first recorded CLOG contact with ABC	16	9	9

Pre Covid (2019). The outreach team delivered:

- 2816 interactions/engagements (1165 engagements with older men, 1651 with women aged 60+)
- Number of people who agreed to accept our support (e.g. attended an outreach stepping stone pop-up: 640 (23%))
- Of the above, the number of people (that we are aware of) went on to embed/receive additional support (e.g. join something) 292 (10%)
- We gave out/people took away information during 1544 (54%) outreach interactions. This included info about free local activities for Camden residents aged 60+ and also Age UK Camden, Information and Advice service postcards.
- Of the people we spoke to during outreach activity, 429 indicated that they planned to act on the info we had provided e.g. to come and meet us at our pop-up event

Street outreach ‘Special conversations’

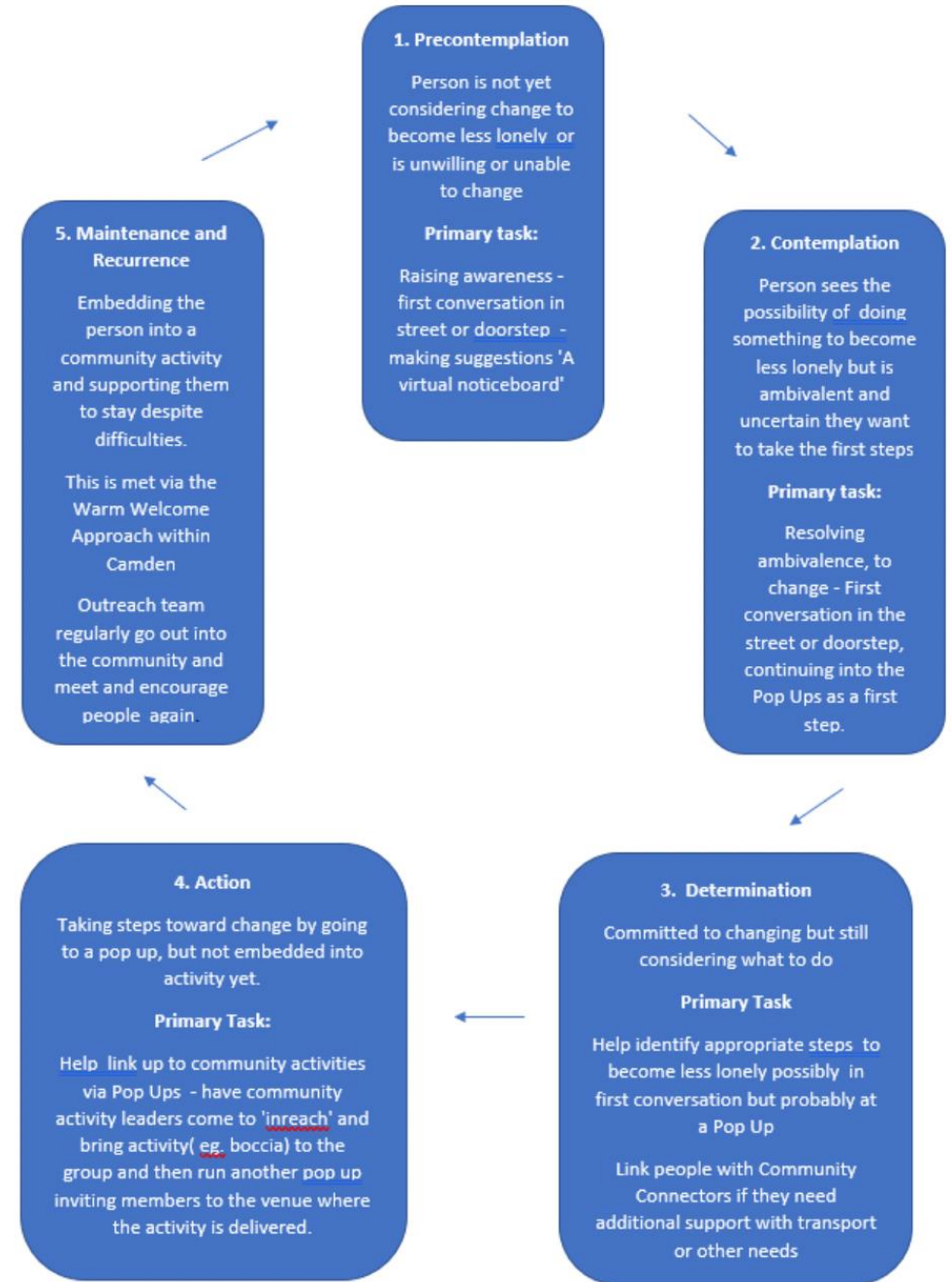
Approximately **10% of all street outreach interactions/conversations are identified by the street outreach team as ‘special conversations’**. These are conversation in which the older person chooses to share information about themselves. This might include:

- older person sharing their own local knowledge with the outreach worker
- a substantial social interaction between the older person and the outreach worker
- a responsive conversation involving the outreach worker providing signposting information
- older person making a disclosure about their situation which indicates isolation, safe guarding and/ or the need for additional support.

Key issues identified:

- Health and mobility
- Social isolation
- Mental Health
- Caring Responsibilities
- Bereavement

Lady shared that she has tried 3 times to apply for a blue badge scheme (has sight loss and other health issues and she has collapsed a number of times). Talked about going [community activity] but not being made to feel welcome 'was told I couldn't sit somewhere because someone else usually sat there' and hadn't been back. Feeling quite negative about things but we had good chat. Gave info and advice card and she said that she would think about coming along on Thursday to talk more. This lady did come to the pop up and agreed to Community Connector support



Street outreach stepping stone events - informal pop-up events in parks and public spaces “neutral settings’ as a stepping stone to opportunities for deeper engagement. Set aside budget to provide refreshments and in post covid context host informal pop-up events in the spaces where older people feel safe such as outdoor cafes.



Outreach Learning Report Connecting older men to their communities

A research project by the Ageing Better in Camden Outreach Team
Amanda Mainey and Jo Stapleton, May 2019

Outreach stepping stone events offer:

- A Low risk social opportunity for individuals with preconceptions about activities for older people/ education or groups not part of their life experience/ people who have not considered or discounted themselves from joining an activity
- Another opportunity for outreach workers to meet and engage with people met through street outreach to build rapport
- Opportunity to provide information and signposting in a relaxed and informal setting
- Opportunity to build local communities through contact with neighbours/peers and introduce people who may be isolated to a safe, affordable and friendly space to visit at other times

ABC Warm Welcome Toolkit



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Warm Welcome Film

Further information, outreach practitioner guides, learning reports, information for commissioners and Warm Welcome toolkit available at: www.ageingbetterincamden.org.uk

For more information and for FREE OUTREACH GUIDANCE AND TRAINING contact Jo Stapleton, Ageing Better in Camden Good Practice Mentor until the end of March 2023.
E: ageingbetterincamden@ageukcamden.org.uk or T: 0207 239 0474.

Jo can provide training for individuals and organisations to develop their own outreach approach/practice. This can cover

- Street outreach skills
- Door knocking and working in housing settings
- Hosting and promoting informal pop-up events to find and bring local older people together.
- Setting up informal outreach walks
- Outreaching to engage with older men

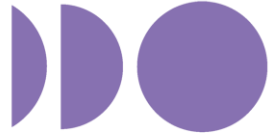
Next you will be hearing from

**Karen Ironside, Partnerships
Director, Transitions UK**

and

**Charlie Dixon, Senior Project
Manager, Transitions UK**





transitions uk

support that changes young lives

Supporting young people to
engage in mentoring and
early intervention

Karen Ironside
Partnerships Director
karen.ironside@transitionsuk.org

Charlie Dixon
Senior Project Manager
charlie.dixon@transitionsuk.org



OUR PROJECTS

A unique mentoring support service

A key emphasis on a person-centred approach. Support is tailored to the needs of a young person.

Core focus on:

- Confidence-building and self-esteem
- Relationships
- Personal development
- Building hope and ambition
- Interpersonal skills
- Professional development

2 years support

3 – 4 hours / week

Referrals from:

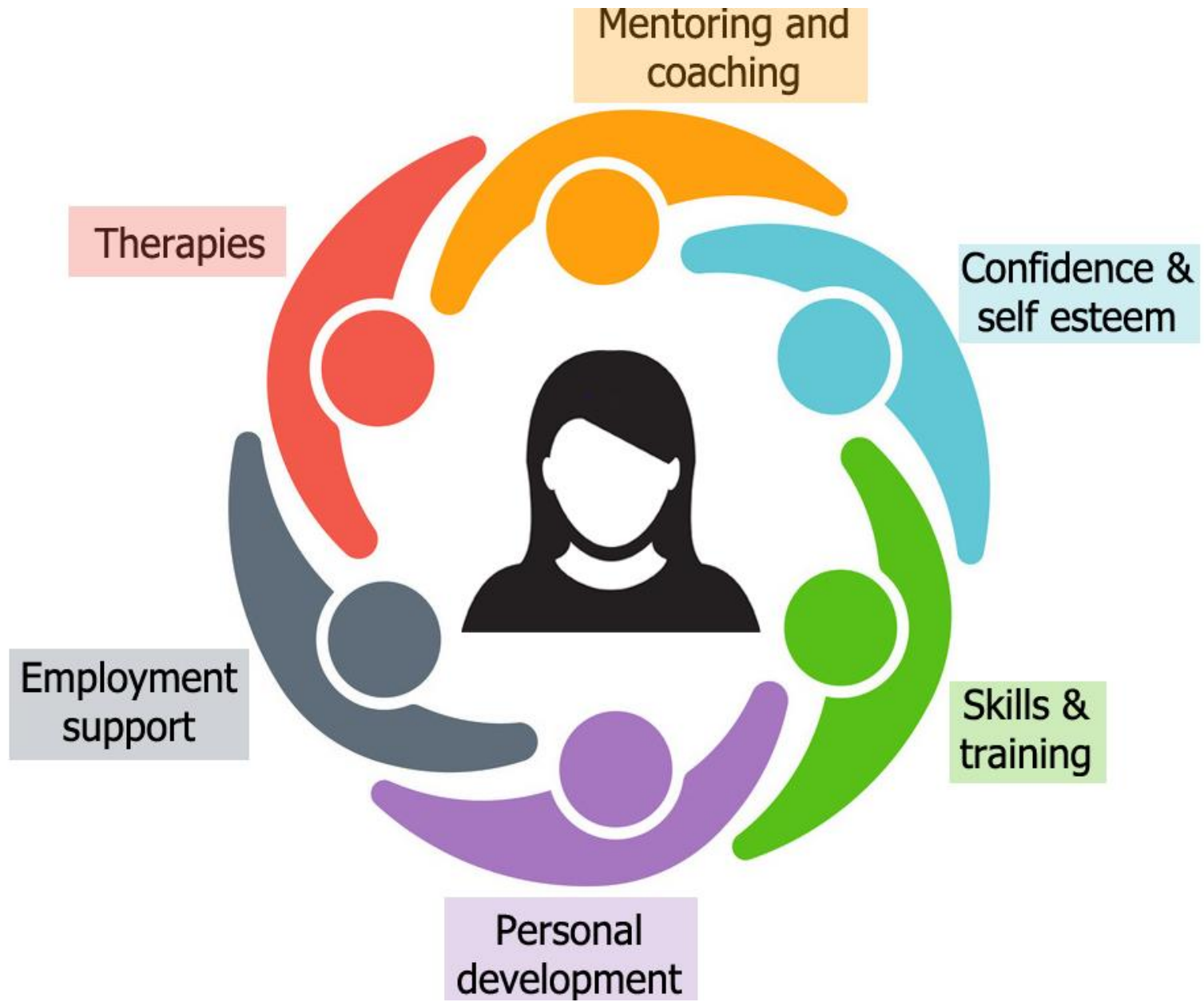
- Local Authorities
- GPs
- Social Prescribers
- Schools
- Police
- DWP
- NHS
- Other charities
- Self or parental referral

 **attain**
support for young people leaving care

 **affirm**
support for young people with mental health and emotional needs

 **aspire**
support for young people who have offended, are at risk of offending or criminal exploitation

 **achieve**
support for young people with special needs and learning disabilities



SOFIA (Attain)

- She came onto the project via the virtual school (late 2020)
- Had not been in education for some time.
- Initial goals were to find apprenticeship in childcare or a placement in a nursery.
- Housing became unstable very quickly
- Support mental health
- Has not had somewhere stable to live for over a year
- Secured a job in a local nursery
- Moved back with Mother who had a baby and has not been into work since.
- Urgent goals moving forward is to secure semi-independent living
- Get back into education/ work



ALI (Aspire)

- Ali was referred to us via the youth offending team after a court order
- Very ambitious – wants to own Reptile Sanctuary
- Attends colleges for Animal management
- Engagement dropped
- More recently has mental health struggles and has reached out to his mentor for support
- Liaised with school as they too raised concerns
- Working to support anxiety
- Holistic approach
- He is looking forward to going into second year of college after passing his exams
- Learning to drive



If you would like to work with us or learn more about the work we do, drop us a line.

- TRANSITIONS UK

Karen Ironside
Partnerships Director
karen.ironside@transitionsuk.org

Charlie Dixon
Senior Project Manager
charlie.dixon@transitionsuk.org



Next you will be hearing from

**Jenny Hartnoll, Development Lead for Local
Social Prescribing, NASP**





HEALTH CONNECTIONS MENDIP

SPLW CCG
Health Coaches ARRS
Employed by the GP practices
Practice pop 118,000
11 GP practices



Living and feeling better can start with a simple step-connecting. Health Connections Mendip is provided by your Mendip GP practices to improve your health and wellbeing.

GREEN/ NATURE/ ENVIRONMENT

Print page Add page to print basket

Living and feeling better can start with a simple step-connecting. Health Connections Mendip is provided by your Mendip GP practices to improve your health and wellbeing.



DIRECTORY
You can browse categories from

PETS

Print page Add page to print basket

BLUE CROSS PET BEREAVEMENT SERVICE

We provide free and confidential emotional support and information to anyone who is affected by the loss, or anticipated loss, of a pet or assistance animal through illness, euthanasia, natural death or other circumstances like theft or attack. We commit to providing this support service every day of the year from 8.30am to 8.30pm.

- pbssmail@bluecross.org.uk
- 0800 096 6606
- https://www.bluecross.org.uk/pet-bereavement-and-pet-loss

Print page Add page to print basket

THE CINNAMON TRUST

The Cinnamon Trust is a national network of community service volunteers that provide practical help when any aspect of day to day care of pets pose a problem, for example, walking the dog for a housebound owner. A national fostering service is provided for pets whose owners face a spell in hospital. Volunteers take pets into their own homes and supply love and care in abundance until owner and pet can be reunited. For more information about the service or to become a volunteer please call us or visit our website. Please note referrals need to be done by the individual.

- 01736 757 900
- http://www.cinnamon.org.uk/

Print page Add page to print basket

DIRECTORY

You can browse our directory by selecting a category from the dropdown box below.

- Abuse
- Advocacy/Mentoring
- Arthritis
- Autism
- Befriending/Isolation
- Bereavement
- Bladder and bowel conditions
- Brain Injury
- Cancer
- Carers
- Community Support
- Counselling/Therapy
- Covid-19 support
- Dementia
- Diabetes
- Drug, Alcohol & gambling addictions
- Eating Disorders
- Epilepsy
- Exercise
- Families, parenting and young children
- Fibromyalgia, ME and CFS
- General Advice
- Green/ Nature/ Environment
- Healthy Lifestyles
- Healthy Weight
- Hearing
- Heart/ Cardiac
- Heating/Energy Efficiency
- Home from Hospital/Help at Home
- Housing
- Learning Difficulties

RESOURCE / INFORMATION CENTRE

ORGANISATIONS

- Health App Library
- Independent Age
- JoinedUpHealth
- NHS

TOPICS

- Alcohol, Drug, Addictions
- Armed Forces
- Bereavement
- Cancer
- Carers Information
- Counselling
- Covid 19 Support Information
- Dementia
- Digital skills and information
- Disability
- Falls
- Families, Parenting & Young People
- Fire Safety
- Green and Healthy
- Healthy Eating
- Healthy Lifestyles
- Healthy Weight

SELF MANAGEMENT

Get well, Stay well
for people living with long term health conditions and is a set of simple activities designed to support people to make changes in managing their day to day health.

Get Well, Stay Well- Healthy Lifestyles Online Course Website

Goals can bring direction to your life. Completing a goal, however small, can give you a sense of achievement and encouragement to do more.

Goal Setting Sheet

Breathlessness
What is breathlessness?
Managing Breathlessness Information Sheet

my Live Well with Pain
for people who are living with pain
Website Link

ORCHA - Health App Library

Self Help Resources From

Ten Footsteps - Your

th a simple step-connecting. Health Connections Mendip is provided by your Mendip GP practices to

Search...

FORMATION CENTRE

MENTAL WELLBEING

NS

a simple step-connecting. Health Connections Mendip is provided by your Mendip GP practices to

Search...



**SEND
DOCUMENTS
TO PATIENTS
BY TEXT**




SUBSCRIBE

Date	Consultation Test	Consultant
23-Jun-2017	Face to face consultation (Health and Wellbeing Mendip)	HARTNOLL, Jenny (Ms)
	Empty consultation	
13-Jun-2017	GP Surgery (Health and Wellbeing Mendip)	HARRAM, Gareth (Mr)
	On integrated care pathway	
	Goal identifier/plan/monitor/evaluate	
	Assessment	
	RAM Patient Activation Measure: 58 /100	
	Comment	
	This patient has made some developments in his goals and is progressing well	
09-Apr-2017	Multiple Choice Question	FRAMPTON, Sally (Ms)
	Problem	
	HISTORY	
	Social	
	Comment	
	jolly	
	respectably fruit & vegetables. He has gained weight due to lack of	
	binge to lose some weight.	
	blank	
27-Apr-2017	Face to face consultation (Health Connections Mendip)	HARTNOLL, Jenny (Ms)
	Empty consultation	
27-Apr-2017	Face to face consultation (Health Connections Mendip)	HARTNOLL, Jenny (Ms)
	Empty consultation	
07-Mar-2017	Face to face consultation (Health Connections Mendip)	HARTNOLL, Jenny (Ms)
	Additional	
	www this person and want to signpost them and trying to figure out if it	
	Informal referral - signposted to other agency HCM signposting - Autism	
	Informal referral - signposted to other agency HCM signposting - Children and Families	
	Informal referral - signposted to other agency HCM signposting - Adults	
06-Mar-2017	Health Connections Mendip	HARTNOLL, Jenny (Ms)



Website directory



Phone



Physical place



Physical place

Access points to information/support/opportunities

Community Connectors



Signpost friends, family, colleagues, neighbours and strangers to information access points.

One hour

Not a formal volunteer

“I know what’s out there” rather than “if only I had known that.”

Police, taxi drivers, hairdressers, students, doctors, café staff, supermarket staff, parents, grandparents, homeless people, housebound people, job centre staff.....



36,000

1,800 +



WHAT IS IMPORTANT TO YOU?

- Improving your health and wellbeing
- Meeting new people
- Getting involved in community projects and training



There are lots of ways you can get support or get involved. To find out more visit our website, call us, visit a Talking Bench or Talking Café or train as a Community Connector.

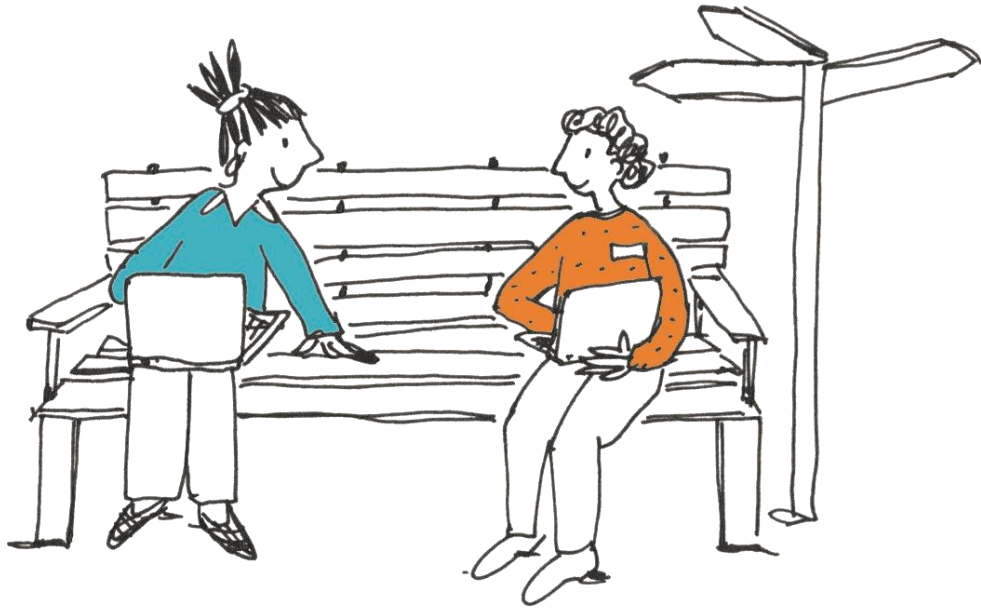
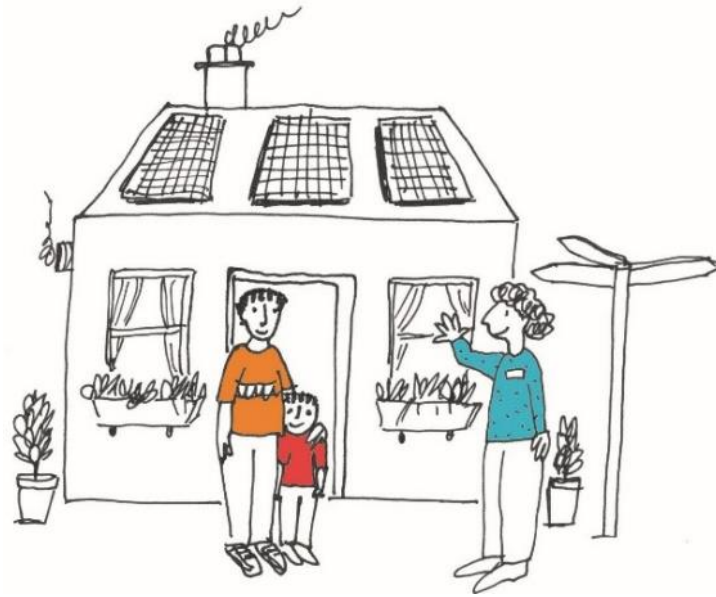
Your nearest Talking Café is: _____
Your nearest Talking Bench is: _____

Call: 01373 468368
Email: mendip.healthconnections@nhs.net
Visit: www.healthconnections mendip.org



Mendip General Practices working with you to improve your health and wellbeing





Library Connectors
What Matters to You Connectors
5 Ways to Wellbeing Connectors
....and more....



- ◊ Health Connectors = SPLW and Health Coaches
- ◊ Simple signposting – access to groups/services 15% (access points esp Phone SPLW)
- ◊ Complex lives
- ◊ One to one
- ◊ Phone, GP practices, homes, hospitals, care homes etc.
- ◊ Groups (Healthy Lifestyles Prog, On Track and Talking Cafes).
- ◊ Work with GPs eg group education and group consultations
- ◊ Connector training
- ◊ Green Health Connector and Digital Health Connector



Community support and information

- Community groups
- Community opportunities
- Information

Access Points

- Web directory
- Phone line
- Physical places

People spreading the word

- Community Connectors
- Digital Connectors
- Warm Home Connectors
- Green Connectors
- Library Connectors

Creates a bit of a movement

SPLW

- One to one
- Groups
- Community development
- Get involved in projects
- Working with GPs/clinicians
- Offer training to become Connector



Shows that 'social prescribing' type services based on 'What Matters' to people and communities can be exciting, innovative, place based and belongs to everyone.



Thank you

Jenny Hartnoll, Health Connections Mendip Development Lead

j.hartnoll@nhs.net

NASP – jenny.Hartnoll@nasp.info



National
Academy
for Social
Prescribing

Thank you

Our next webinars will be:

Supporting refugees: 27th April, 1.30-2.30pm

<https://www.events.england.nhs.uk/events/splw-webinar-series-supporting-refugee>

Exploring funding models in the voluntary and community sector: 16th May, 3.00-4.00pm

<https://www.eventbrite.co.uk/e/nasp-webinar-exploring-funding-models-in-the-vcfse-tickets-319721875737>

More details and to catch up with previous sessions see our website:
socialprescribingacademy.org.uk/thriving-communities-webinars

And

<https://socialprescribingacademy.org.uk/our-work/accelerating-innovation/accelerating-innovation-community-of-practice/>



National Academy for Social Prescribing

Get in touch

socialprescribingacademy.org.uk



@NASPTweets



@NASP_insta

To find out more about joining up to the
Community of Practice email:

innovation@nasp.info

And

Sign up to the Thriving Communities
Network here:

socialprescribingacademy.org.uk/thriving-communities/network/