

<h1>BRIEFING</h1>	TO:	Health and Wellbeing Board
	DATE:	22 nd January 2020
	LEAD OFFICER	Ruth Fletcher-Brown Public Health Specialist Rotherham Metropolitan Borough Council
	TITLE:	Rotherham Loneliness Action Plan 2020 – 2022
Background		
1.1	Loneliness is not a new issue, but it is being recognised as a major public health issue.	
1.2	Research has shown that loneliness is as harmful to our health as smoking 15 cigarettes a day. Loneliness has been linked to numerous health issues like coronary heart disease, stroke, depression, cognitive decline and an increased risk of Alzheimer's.	
1.3	If people feel connected to others it can reduce the risk of mortality or developing certain diseases. There is some evidence to suggest that people who are lonely are more likely to place a higher demand on public services, for example visiting their GP and A&E more often.	
Key Issues		
2.1	Loneliness is a priority within the Health and Wellbeing Board Strategy (Aim 4) and a priority within the refreshed Place Plan.	
2.2	Loneliness can fluctuate over the life course and most people at some point in their life will experience loneliness. It is difficult to say what exactly causes loneliness but there are some known trigger factors which can be seen at an individual, community and societal level.	
2.3	In order to tackle loneliness and promote good social connections a response is required from individuals, communities, statutory partners, voluntary and community sector and local businesses.	
2.4	Actions to tackle loneliness can be very simple and in many cases low cost, building on local assets.	
Key Actions and Relevant Timelines		
3.1	Draft action plan to go out to partners of the Health and Wellbeing Board for consultation during January 2020.	
3.2	Final action plan to be signed off by the Health and Wellbeing Board March 2020.	
3.3	Better Mental Health for All Group to oversee the implementation of the Loneliness Action Plan.	
3.4		

3.5	Bimonthly updates to be provided to the Mental Health and Learning Disability Transformation Group. Quarterly updates to the Place Board. Annual updates to the Health and Wellbeing Board.
Recommendations	
4.1	Note the draft plan and agree the timescales for consultation.
4.2	Health and Wellbeing Board to ensure that their organisation comments and contributes to the draft plan.
4.3	Health and Wellbeing Board to receive the final version in March 2020.