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# 'A Prescription for Loneliness?'

## Ffrind i Mi/Friend of Mine

**Tanya Strange, Associate Director of Nursing/Divisional Nurse and  
Claire Jordan, Lead Nurse Patient Education and Engagement**

**Wales Audit Office**

**5<sup>th</sup> February 2019**



**1000 LIVES i  
O FYWYDAU**

# What is Ffrind i mi?

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- **Partnership approach**- combatting loneliness and promotes social inclusion
- **Social Movement**-wider determinants of health
- **Informed by** public feedback and current policies
- Contributing to - Welsh Government **Loneliness Inquiry** March 2017
- **Befriending** Service
- Trademarked

# Strategic Drivers

**GIG Cymru NHS Wales**  
**Cymraeg**

**More than just words**  
Delivering the 'Active Offer' Information Pack – Health

Lywodraeth Cymru Welsh Government  
www.gov.wales

**Dementia Action Plan for Wales 2018-2022**

Taking Wales Forward

**Social Services and Well-being (Wales) Act 2014**  
The Handbook

Well-being  
Partnership  
Prevention  
Protection

**Well-being of Future Generations (Wales) Act 2015**  
The Handbook

**Heneiddio'n Dda yng Nghymru**  
**Ageing Well in Wales**

Cymraeg



**Health, Social Care and Sport Commission**  
**Inquiry into Excellence and Innovation**  
December 2017

**The Strategy for Older People in Wales 2013-2023**

Living longer, ageing well

Making Wales a great place to grow old

**A Healthier Wales:**  
our Plan for Health and Social Care

# Public Health Issue

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- As **harmful** as smoking **15 cigarettes** a day (Age UK, 2015)
- **Increased** chance of an early **death by 45%** (Age UK, 2015)
- **Heart attack and stroke:** 30% increased risk (Valtorta et al, 2016)
- **Dementia:** Loneliness increases risk (Wilson et al, 2007)
- **Depression:** Loneliness a risk factor

# 'A Prescription for Loneliness?'

- ❖ **2015 - 79.5 million** prescriptions in Wales. **5 million were anti-depressants** – more than double previous decade.
- ❖ **2016 - 30% increase** in anti-depressants prescribed to **children** in Wales.

## NHS Wales Shared Service Partnership 2017

- ❖ **2017 - 80.4 million** prescriptions - **5.6 million anti-depressants**
- ❖ **2017-** Drugs for **dementia up 1,473%.** **11,000** in 2002, almost **179,000** in 2017.

*What people told us.....*



# Engagement Event May 2016

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- ❖ **Loneliness Kills (JRF)**
- ❖ Partnership Board
- ❖ Affects of loneliness/isolation and how people currently cope?
- ❖ What is already available? **Community Connectors**
- ❖ What else is needed/gaps?
- ❖ What the new service model should look like?
- ❖ **Name the Service Competition**



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**ffrind i mi**  
**friend of mine**

# Feedback

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## Overarching

- ❖ Single point of contact
- ❖ Signposting
- ❖ Bespoke befriending
- ❖ **Website/**Advertising/ Awareness
- ❖ **Opportunities** for people affected by loneliness to volunteer
- ❖ **People need people/**sense of purpose

## Specific Groups

- ❖ **DO NOT EXCLUDE**
- ❖ **Veterans**
- ❖ Older people – especially when **leaving hospital/care homes**
- ❖ Sensory and Communication/**Deaf community/Welsh Speakers**
- ❖ **Carers**
- ❖ **LGBT**
- ❖ **Childless** people (retirees)

# Responding to Feedback

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## Examples of our Social Movement



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## Welcome to Ffrind i Mi/Friend of Mine



**Everyone**, at some time in their life, has felt alone, vulnerable or wished that they had more company. Isolation or feeling lonely can affect **anyone at any age** and at **any time**. For example, after the loss of a loved one, on leaving the armed forces, retiring, or moving away. **Watch our film to hear what people said to us.**

People cope with life events in different ways. For some, going out and spending time in the company of friends really helps. For others, having someone visit them makes such a big difference. But sometimes, people may not like to ask or do not know who to ask for support or advice. Listening to **peoples stories** has really helped us to better understand what we need to do to better support people.

**Ffrind i mi** (or Friend of mine) is a new initiative that Aneurin Bevan University Health Board and its **partners** are developing to try and make sure that **anyone who feels lonely** or isolated are supported to reconnect with their communities. Working with **Community Connectors** and existing volunteer befriending services, we are aiming to recruit as many volunteers as possible to support those who are lonely and/or isolated. We hope to match the interests of people to volunteers with the same interests e.g. gardening, watching sport, dog walking etc. If you would like to become a **volunteer** and help us combat loneliness and isolation, or you would like more information on Ffrind I mi, please **contact us**.

If you would like to speak to a Community Connector, please visit the 'Community Connectors drop down menu located at the top of the page'.

## Cysylltu â Ni

Os oes gennych unrhyw gwestiynau neu os hoffech fwy o wybodaeth am Ffrind i Mi, bydd ein cynghorwyr yn fwy na pharod i helpu.

Ar gyfer pob ymholiadau cyffredinol ffoniwch **01495 241257**

Neu llenwch ein ffurflen gysylltu:

Fel arall e-bost atom:

Ffrindimi.abb@wales.nhs.uk

Enw	<input type="text"/>
E-bost	<input type="text"/>
Testun	<input type="text"/>
Neges	<input type="text"/>

Copy

# Keeping talking about it! Peoples Stories

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Sarah Rochira - "The reality for our older people across Wales is that time is their enemy too, but for different reasons, not because there isn't enough but because there almost seems to be too much of it." - Older People's Commissioner



Joan Watkins - "Loneliness is insidious. It's a very secret thing. It's an epidemic and as a society we should be working together to support this who are vulnerable." - War Widow



Sarah Adams - "I can feel so lonely even in the most crowded of places." - Mum of James, a fallen soldier



Rob Wiltshire - "No-one understands a soldier, like a soldier understands a soldier."



Alan Morgan - "I'm lucky. I'm one of the lucky ones."



Andrew Finny - "I have a toy snow machine."



# @ffrindimi

Home Moments Notifications Messages

Search Twitter



Tweets **932** Following **411** Followers **502** Likes **1,988** Lists **0** Moments **0**

Edit profile

## FfrindIMi

@FfrindIMi

Ffrind i mi is a partnership approach to combatting loneliness in our communities. #CountMeIn volunteers support those at risk of loneliness and isolation

Wales, United Kingdom

Tweets Tweets & replies Media

Pinned Tweet

**FfrindIMi** @FfrindIMi · Apr 10

Today we have been planning our very first intergenerational conference. Details to follow :-)

@AneurinBevanUHB @talkolderpeople @AgeingWellCymru @StrangeTanya @Kat1702Kt @justaniklepixie @TuggeyA @futuregencymru @karenhamer9 @AdamHesselden @Griff\_HEAD @Griff\_DEPUTY

Who to follow · Refresh · View all

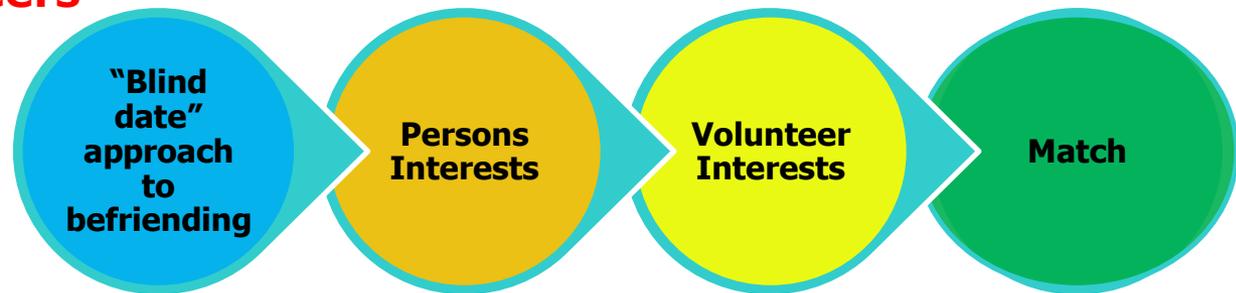
- Tracy Myhill** @TracyABMU [Follow](#)
- Cwm Taf UHB** @CwmTaf [Follow](#)
- Followed by Woffington House and others

# Ffrind i mi Volunteers

- ❖ **Hospital Volunteers:** 46
- ❖ Hospital Volunteering Hours: 5048.30
- ❖ **Community Volunteers:** 40 (28 actively working)
- ❖ Community Volunteering Hours: 1546.31
  
- ❖ **Total Volunteers:** 86
- ❖ **Total going through recruitment:** 26
  
- ❖ **Total FIM volunteering hours:** 6594.61



## Befriended/Volunteers



# Volunteer Recruitment/Training



Disclosure & Barring Service



[www.actiononhearingloss.org.uk/wales](http://www.actiononhearingloss.org.uk/wales)  
[ActionOnHearingLossCymru](https://www.facebook.com/ActionOnHearingLossCymru)  
[@hearinglosscym](https://twitter.com/hearinglosscym)



Gwybodaeth i Wirfoddolwyr

Volunteer Information



Ymadroddion Cymraeg Sylfaenol

Basic Welsh Phrases

Taflen / Sheet 1



Phrase  
Welsh  
Phonetically

*Good morning*  
Bore da  
Boree da

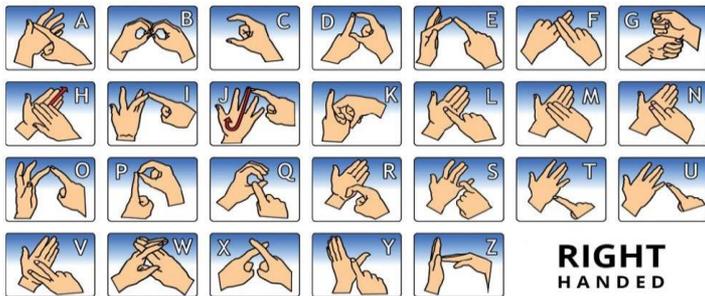


Phrase  
Welsh  
Phonetically

*Good afternoon*  
Prynhawn da  
Preen-haon da



## BRITISH SIGN LANGUAGE - FINGERSPELLING



RIGHT  
HANDED

## NUMBERS

0 Zero	Dim
1 One	Un
2 Two	Dau
3 Three	Tri
4 Four	Pedwar
5 Five	Pump
6 Six	Chwech
7 Seven	Saith
8 Eight	Wyth
9 Nine	Naw
10 Ten	Deg



british-sign.co.uk

LEARN BRITISH SIGN LANGUAGE ONLINE  
AT [WWW.BRITISH-SIGN.CO.UK](http://WWW.BRITISH-SIGN.CO.UK)

# Communication

## Hush Club



**SIGN LANGUAGE  
STUDIES CENTRE**  
Canolfan Astudio Iaith Arwyddion



**Dementia  
Friends**



**CYMRU**  
A national charity since 1911

[www.actiononhearingloss.org.uk/wales](http://www.actiononhearingloss.org.uk/wales)

[ActionOnHearingLossCymru](https://www.facebook.com/ActionOnHearingLossCymru)

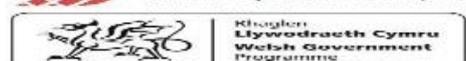
[@hearinglosscym](https://twitter.com/hearinglosscym)



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**Cymunedau  
Digidol  
Cymru** | **Digital  
Communities  
Wales**

Wales Co-operative Centre  
Canolfan Cydwelthredol Cymru



Klwydd  
Llywodraeth Cymru  
Welsh Government  
Programme

# Friendship Groups



New 'Friendship Club'



'Ffrind i mi @ Maindee'

Maindee Library

79 Chepstow Rd, Newport NP19 8BY

Starting Wednesday 10<sup>th</sup> May  
10.30 - 12.00 midday (no charge)



Come along for a **chat**, meet **new friends** and have a **cuppa**.  
**Everyone Welcome!**

**Cuppa and Chat**

Are you a parent or grandparent caring for young children?

Are you an experienced parent but your children have 'flown the nest'?

If you are and would like to have an opportunity to share experiences across the generations... come and enjoy a relaxed and informal chat at our Cuppa and Chat Group, where refreshments can be purchased at:

Greenmeadow Community Farm,  
Greenforge Way,  
Cwmbran,  
NP44 5AJ  
On:  
The first Monday of every month 10:00 - 11:30 in the Café.

My grandchildren have grown up and I miss them so, coming to the group and chatting to parents with their young children has been invaluable...

I really look forward to having a cuppa, friendly chat and know I can relax with my baby.

My little one loved meeting new people and entertaining them with her chatter!

No charge for entrance to the Café.  
Farm admission prices are £6.50 per adult, £5.40 per child (age 2+), under 2s are free) or £23.50 for a family (2 adults and up to 3 children)



S<sub>1</sub> C<sub>3</sub> R<sub>1</sub> A<sub>1</sub> B<sub>3</sub> B<sub>3</sub> L<sub>1</sub> E<sub>1</sub>

L<sub>1</sub>  
U<sub>1</sub>  
B<sub>3</sub>

If you would like a game of Scrabble, a friendly chat and a cuppa - please come along to the Scrabble Club at:

Venue: Cedar Ward Conservatory, County Hospital, Coed-y-Gric Rd, Griffithstown, Pontypool NP4 5YA

Day: 1st and 3rd Thursday of every month (starting in January 2019)

Time: 6:30 pm - 8:00 pm

Any questions please contact:  
01495 241257  
Ffrindimi.abb@wales.nhs.uk

J<sub>8</sub>  
O<sub>1</sub>

F<sub>4</sub> R<sub>1</sub> I<sub>1</sub> E<sub>1</sub> N<sub>1</sub> D<sub>2</sub> S<sub>1</sub>

U<sub>1</sub>  
N<sub>1</sub>



**'Mums without mums'**

# Community and Hospital Volunteering

- ❖ 1:1 Befriending (Home/Single Rooms)
- ❖ Coleg Gwent- Hairdressing
- ❖ Robins
- ❖ Action on Hearing Loss
- ❖ 'Welcomers'
- ❖ League of Friends
- ❖ Pets as Therapy
- ❖ CHAaT Hospital Transition
- ❖ Telephone Befriending
- ❖ Reading Friends



[www.actiononhearingloss.org.uk/wales](http://www.actiononhearingloss.org.uk/wales)  
ActionOnHearingLossCymru  
@hearinglosscym



# Older People in Care Homes



penfriend



# Intergenerational Befriending



**'Mums without mums'**

# Intergenerational Strategy



Building Bridges across the Generations

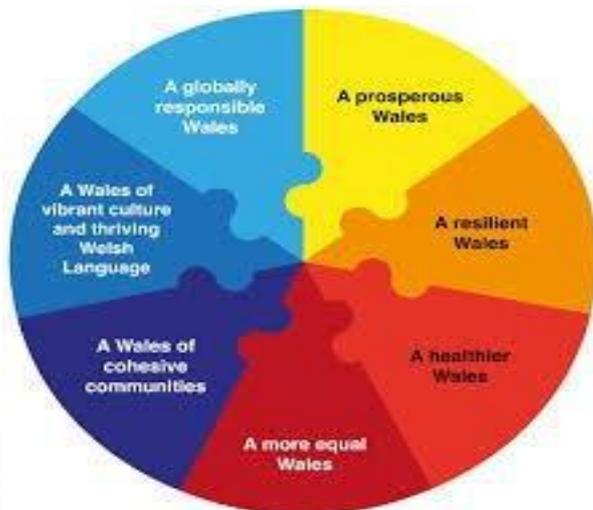


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# Going Forward

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## Responding to the Public Inquiry into Loneliness and isolation and the Well Being of Future Generations Act.



WALES |



# "Fill the anticipated care gap"

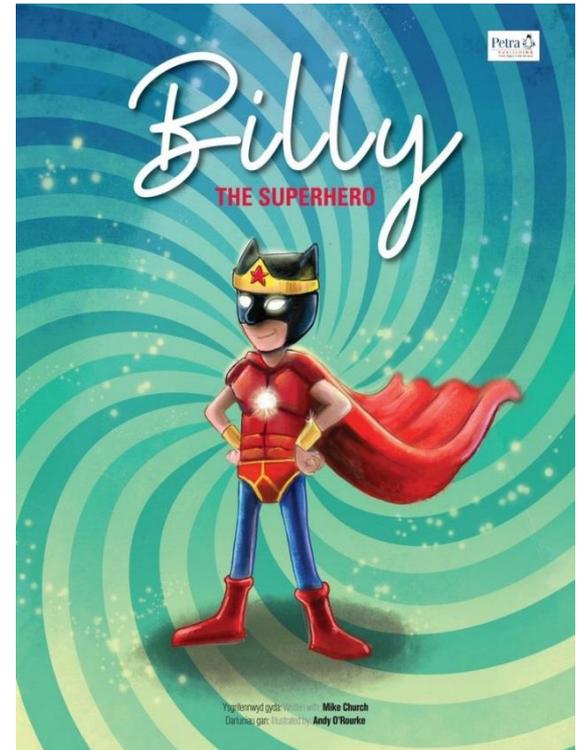
## I want to be:

- ❖ "a nurse"
- ❖ "a paramedic"
- ❖ "a doctor"

*"I want to work here when I'm older" (nursing home)*

*"I like going to the hospital because I have had a lot of information about becoming a nurse or a paramedic. I enjoy seeing the patients every week, it makes me happy to know that I am changing their day."*

*"I want to be a dementia nurse"*



# Experiential Learning

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- Twinning- **experiential learning**
- ❖ *"Ambitious, confident, creative contributors and ethical informed citizens"*
- ❖ Volunteering opportunities for younger adults
- Music in Hospital- **introductions**
- **Coleg Gwent** Career Pathways
- **Professional** Pen Friends



# Falls Reduction

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- ❖ 'Pimp My Zimmer'
- ❖ **Dementia Friendly** Coloured Walking Frames
- ❖ '*Use it or lose it*'
- ❖ Intergenerational **Exercise**
- ❖ Mangar/ISTUMBLE
- ❖ Falls and Bone Health **Strategy**
- ❖ **Anti psychotic** reduction



**CITIZENS** CYMRU  
WALES

 Coleg Nyrzio Brenhinol  
Cymru  
Royal College of Nursing  
Wales

**ROYAL  
VOLUNTARY  
SERVICE**  
*Together for older people*

# Case Study

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## Don't

- Dementia
- No family/friends
- Aggressive/resistive
- Self harm
- Sedated
- Increased falls



## Intergenerational Practice

- Digital Heroes- Pigeon Racing
- **50% reduction** in anti-psychotic prescribing
- **100% reduction** in PRN
- Chicken Coup/ 'In Charge'
- School Visits/ Tuck Shop
- Diversion Therapy
- **“ We now FIM rather than sedate”**

# Volunteer to Career

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- ❖ Awareness: Work Coaches/Claimants
- ❖ Volunteer Recruitment
- ❖ Volunteer Training
- ❖ 'Fast Track' to bank
- ❖ **Volunteer to Career Pathway**

# Other initiatives

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- ❖ **Public Sector** Volunteering
- ❖ Volunteer '**Explorers**'
- ❖ Dementia **Peer Support**
- ❖ Intergenerational Dining/**Poverty**
- ❖ '**Welcome Home**' Volunteers

# One last thought.....

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## Julies' Story



# Discussion and Questions

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# Thank you



01495 241257



Ffrindimi.abb@wales.nhs.uk



[www.ffrindimi.co.uk](http://www.ffrindimi.co.uk)



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