

Tackling Social Isolation & Loneliness At a Community Level

United in Kind Campaign and Coaches Provision



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our community
with kindness



Why a new campaign and Project?



Loneliness impacts on individuals, services & communities:

- * Equal to smoking 15 cigarettes a day
- * Approx. 18,000 people in Essex provide unpaid care or support to adult family member or friend
- * As many as 200,000 people in Essex say they feel lonely
- * ECC adding to existing provision:
 - * County wide campaign - United in Kind
 - * Local support through provision of United in Kind Coaches;
- * Targeting specific groups (18+years):
 - * Older People
 - * Carers
 - * Learning Disabilities & Autism
 - * Mental Health Issues



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United in Kind Campaign



- * Countywide campaign – encouraging social mobilisation and recognising acts of kindness



- * Three strands to Campaign:

- * Kind Together

- * Learn Together

- * Tidy Together



- * Social Media #unitedinkind

- * Training

- * Coaches to connect people/organisation and support new initiatives



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United in Kind Coaches



- Tendring, Colchester
- Braintree, Maldon, Chelmsford
- Rochford, Castle Point, Basildon, Brentwood

- * Strategic partner – Provide
- * WECAN cover West Essex and RCCE cover North, Mid & South Essex
- * A United in Kind Coach for each district
- * Work with Befriending Service, sensory team, Live Well, Link Well, EALC, Town & Parish Councils
- * Encourage acts of kindness, support local action



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Project Update – Story so far



- * Mapping existing support/services and gaps
- * United in Kind campaign – launched 23rd Sept.
- * Multiple training opportunities;
- * Increasing volunteering
- * Signposting to and supporting existing services and initiatives;
- * Raising awareness of those most isolated or those at a higher risk of Loneliness;
- * Facilitating new initiatives where nothing already exists.

Projects /Initiatives



Thank - You



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