reshaping care for older people:
social isolation

31/10 Interim Presentation

Aaron Bolton · Vlad Borza
Kathleen Collins · Massimo Papini · Chris Patterson
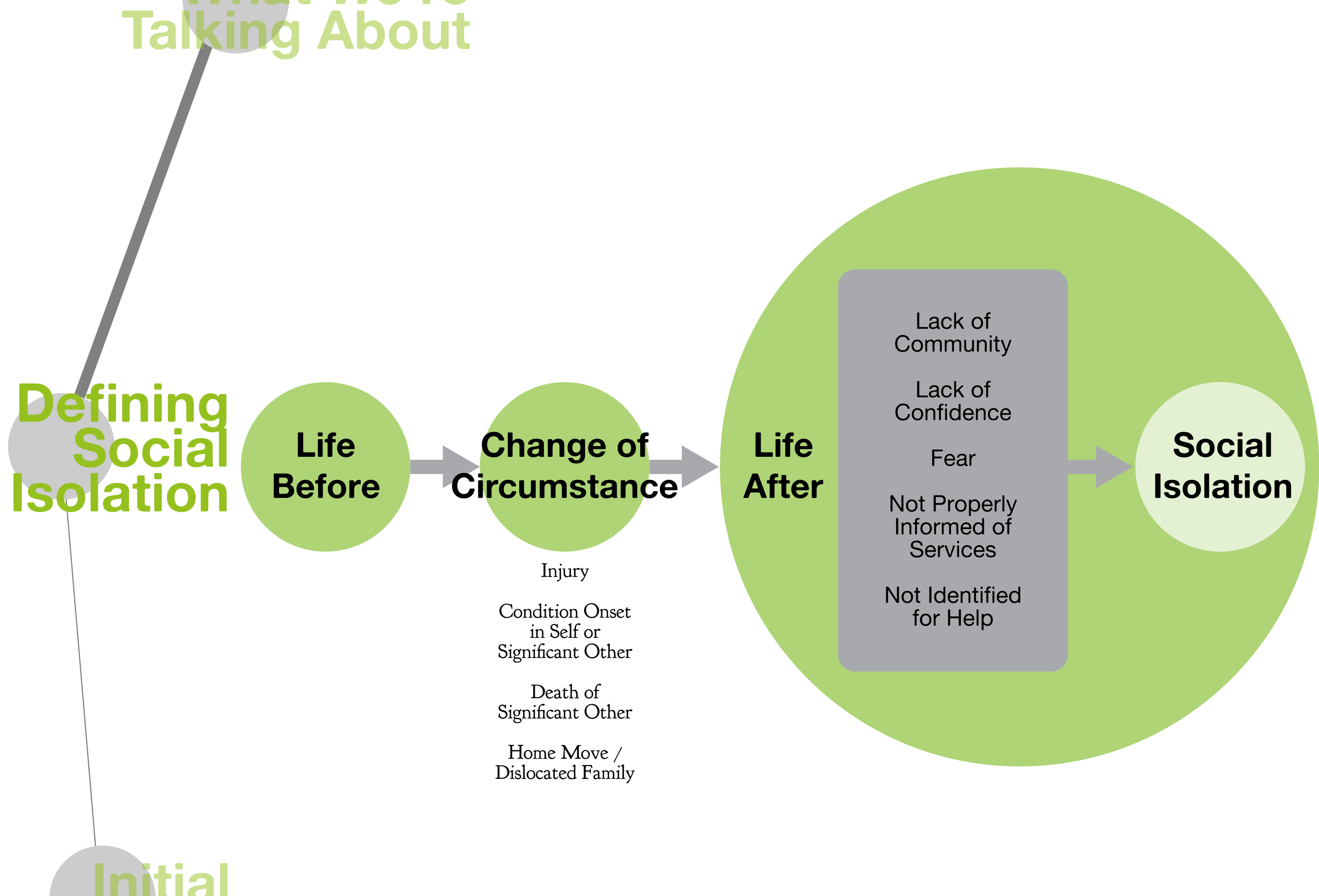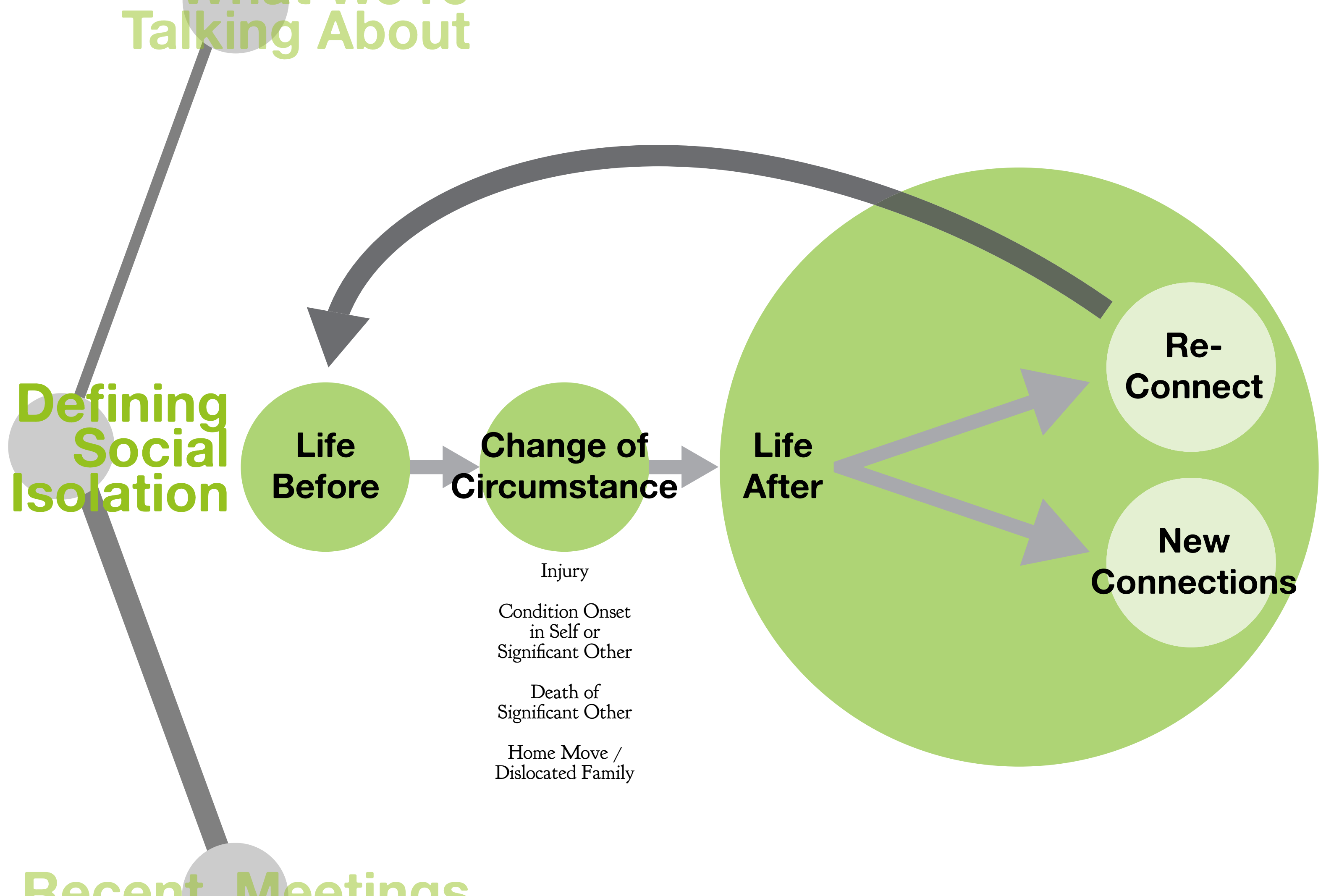
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What We're Talking About

1) Defining Social Isolation

2) Initially Generated Concepts

3) Visits

3) Focussed Concepts

4) Reflection & Next Steps

Defining
Social

Defining Social Isolation

Life Before → **Change of Circumstance** → **Life After**

Injury

Condition Onset in Self or Significant Other

Death of Significant Other

Home Move / Dislocated Family

Lack of Community

Lack of Confidence

Fear

Not Properly Informed of Services

Not Identified for Help

Social Isolation

Initial

Defining
Social
Isolation

Life
Before

Change of
Circumstance

Life
After

Re-
Connect

New
Connections

Injury

Condition Onset
in Self or
Significant Other

Death of
Significant Other

Home Move /
Dislocated Family

Social Isolation

Recent Meetings

Initial

- GP has an awareness of the patient over time, but how do they act on this knowledge? Diagnose on immediately treatable or testable matters.

- Tablets (drugs) were discussed as a solution as opposed to Social Service referrals

- GP considered it his position to refer to services instead of Social Services, yet only knew one service that he doesn't normally refer elderly patients to

- Home visits are very helpful to diagnose social isolation, but then again the steps from there are unclear, and there weren't many home visits anymore

- Social Isolation is a cause of a diagnosis i.e. low mood

- Recited what his ideas on social isolation but wasn't able to mention specific cases or what he would do in a hypothetical situation

Initial Concepts

Grouped Areas

Focused Concepts

Initial Concepts

1. Education & Support For Carers

2. Real Life Rehab

3. Resource/Information Education

4. Connecting People With A Similar Diagnosis - iCare

5. Community Awareness
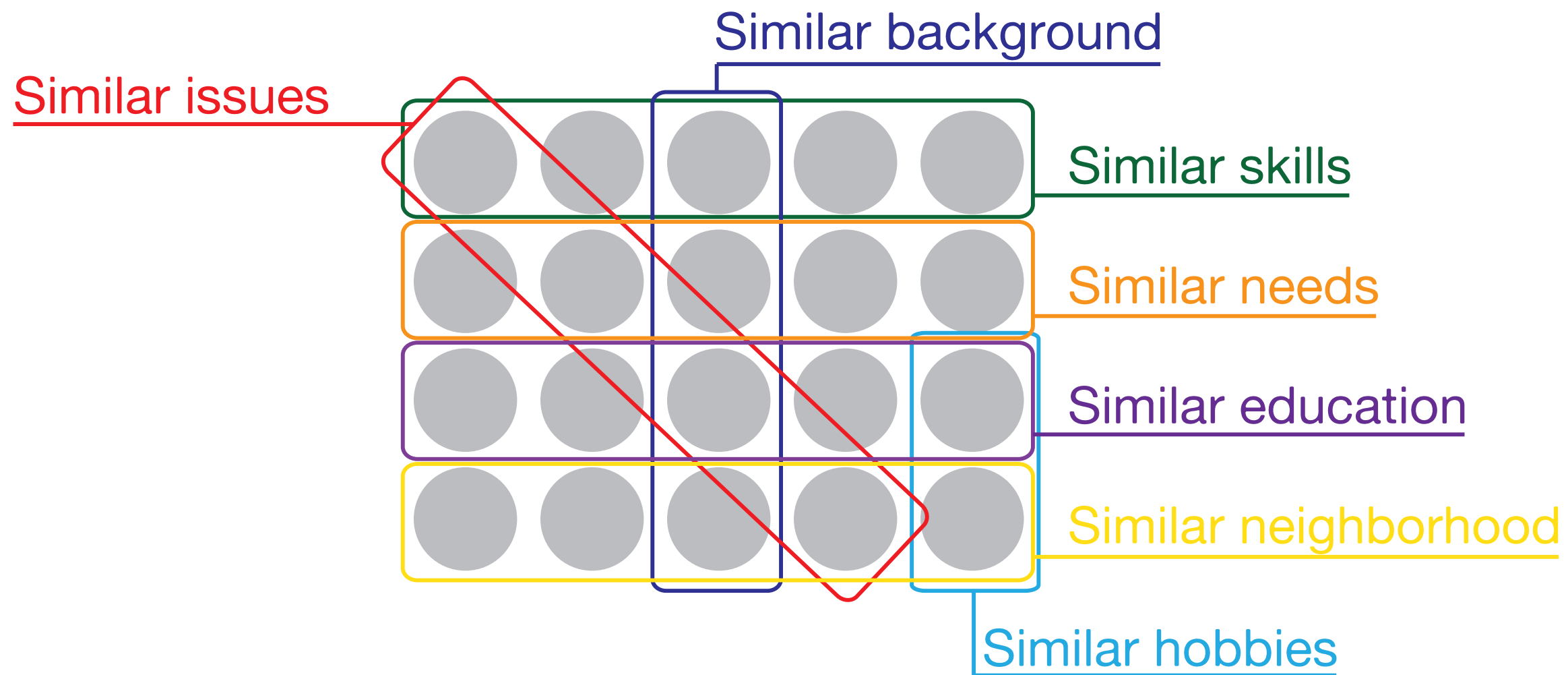
6. Information & Connection

Personalised Interaction

Community Based

1. Connecting people locally in a low-tech way

2. Connecting people through common interests/skills

3. Connecting the wider community

Concepts

Similar background

Similar issues

Similar skills

Similar needs

Similar education

Similar neighborhood

Similar hobbies

Focused
Concepts

Next Steps

Concepts

Community-Based Solutions

1 Connecting in a Low-Tech Way

2 Connecting Common Skills & Interests

3 Connecting the Wider Community

Focused Concepts

Next Steps

1

Connecting in a Low-Tech Way

Insights

1) Communities are becoming less intimate making people more self-involved causing social isolation for all ages.

2) Older people that are isolated or at risk of isolation can be very hard to discover as they tend to not engage in the community. Younger people in the community use technology to network but the older generation does not have this technical aptitude or desire.

Opportunity

Get people interacting with one and other in their local neighbourhood environment through the means of a low tech take on the social networking phenomenon but designed for use by all ages.
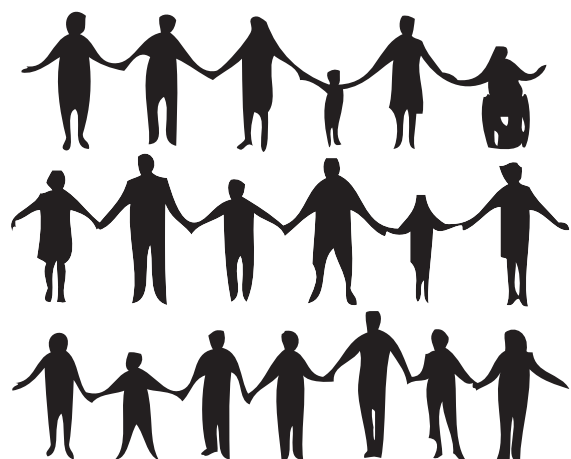
1 Connecting in a Low-Tech Way
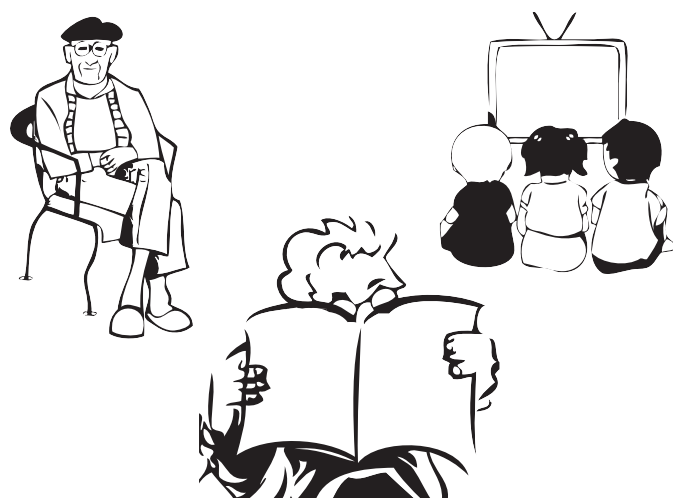
Existing Communitty

Posting Interactions

Creating Opportunities

Active Community

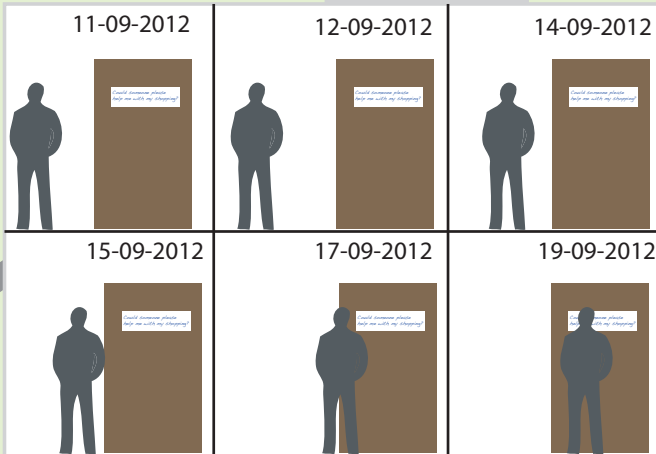Building Relationships

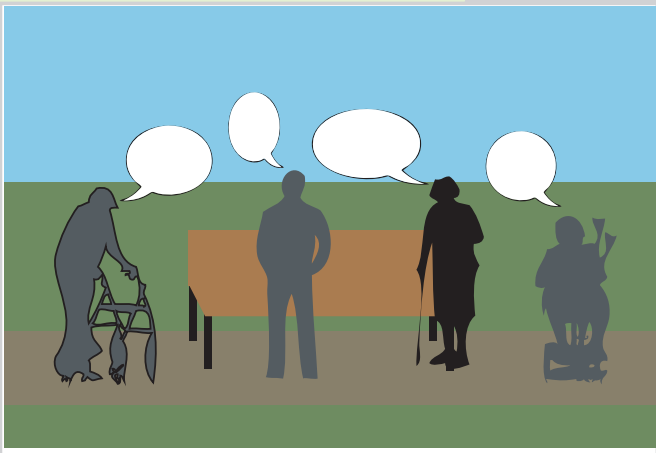Establishing Relationships

1

Connecting in a Low-Tech Way

Around the time of Rita's accident this localised social network is implemented.

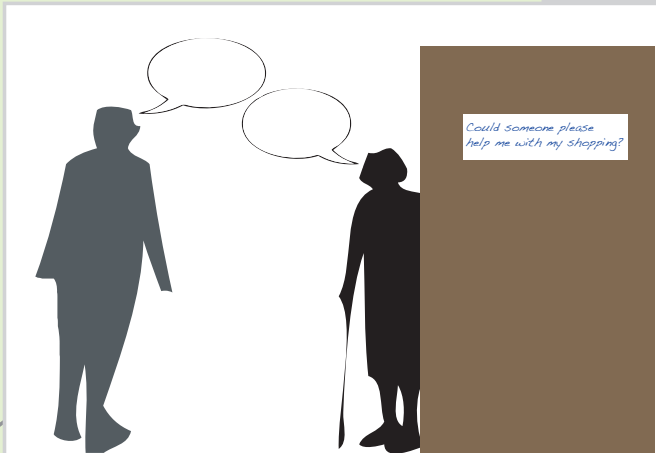Depending on the status that is posted depends on the people that may visit.

The same person may return more often as a relationship is established.

Rita's former life of visiting friends in the park is restored.

Being more confident about leaving her house Rita feels less isolated.

As the relationship is built upon Rita feels less alone and more confident.

2

Connecting Common Skills & Interests

Insights
1) Globalisation and the switch to the web in the ways people network and share experiences and skills has left a lot of older people disconnected in more ways than one.
2) The last thing older people want to show up at their homes is another service.
3) In many neighbourhoods there are still people that are willing to lend a hand to engage with or check up on the older people around them.
4) Older people often posses talents, skills and time that could be valuable to others in the community.

Opportunity Using concepts of Social Capital, is there a way to connect older people up with those in the community around them, through shared interests, that results in an exchange of skills and experiences with someone in the community?

2

Connecting
Common
Skills &
Interests

Concept 1) Connect up older people with others in their vicinity using shared interests using tech and non-tech methods.

2) Identify a neighbourhood champion who is brought in at the time of assessment in the event an older person does not have solid links to the community or loses a significant other - i.e. is identified at risk for isolation.

3) People can be linked up to create an agreement where an older person teaches someone else around them something in return for having the company and new friendship of someone in the community.

2 Connecting Common Skills & Interests
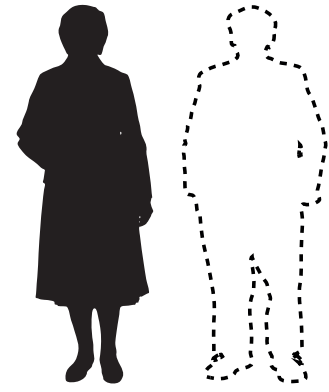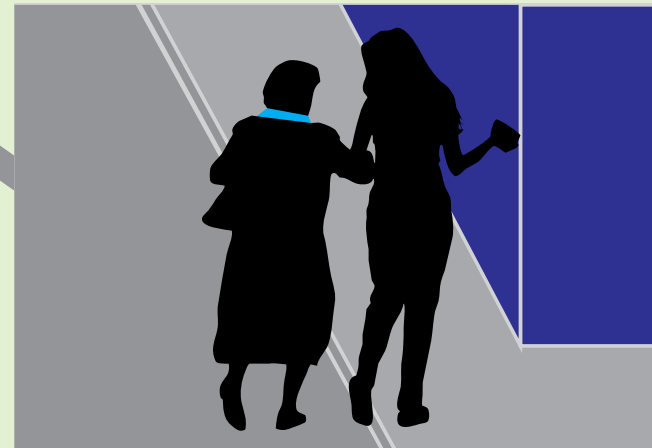
Rita's husband passes away.

Social worker is alerted and visits Rita for comp. assessment.

Neighbourhood "Champion" introduced to Rita.

After getting home Rita teaches Jennifer how to knit a scarf.

Jennifer takes Rita out to Tesco for her weekly shop.

Rita is introduced to Jennifer who is trying to learn how to knit.

3

Connecting the Wider Community

Insights
- A concept to prevent people from needing to use services and shift responsibility back into the community.
- It targets those who services don't cater too as well as those who find it too difficult to become involved with.
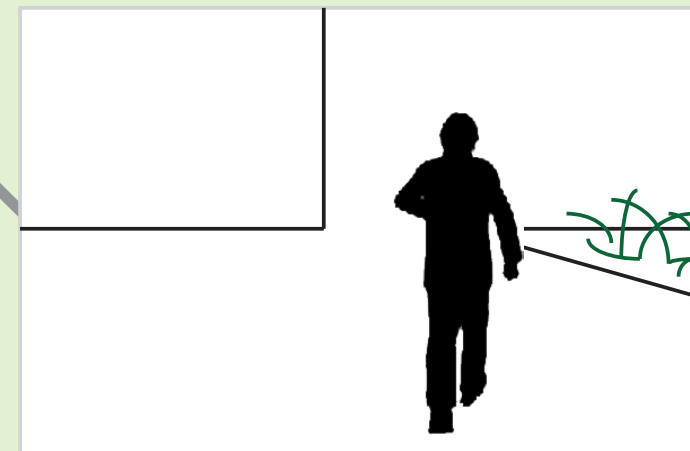- Main benefit: allows for independence

Opportunity
- Through triggers in the community such as key words, adverts, and the participation of the community
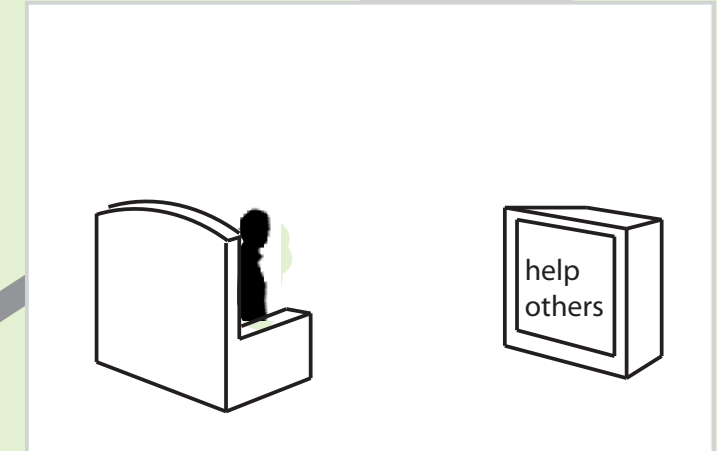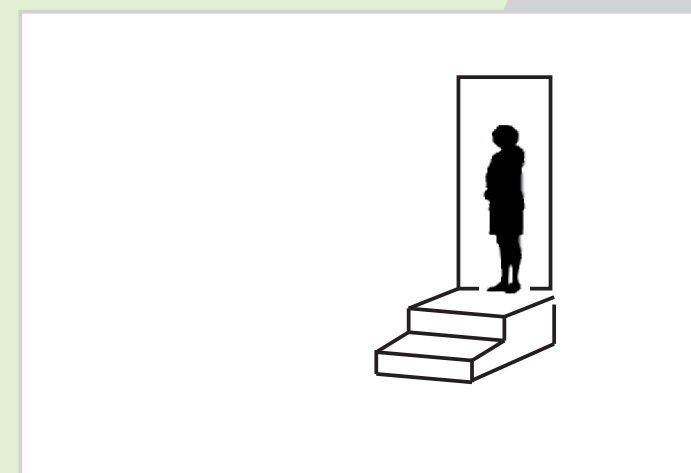- Understanding the younger generations of the south-side will be key
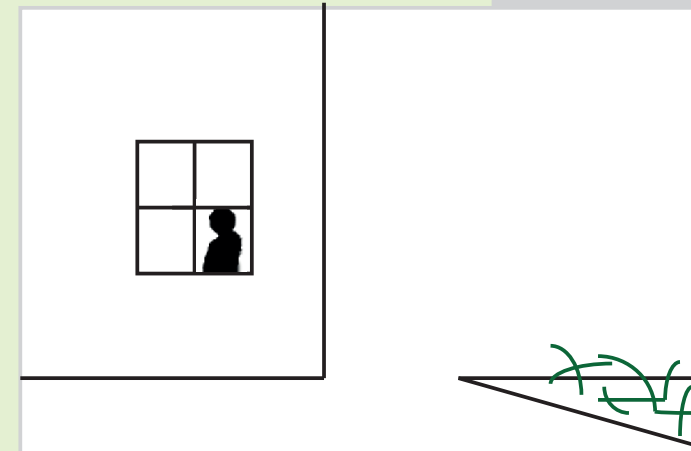
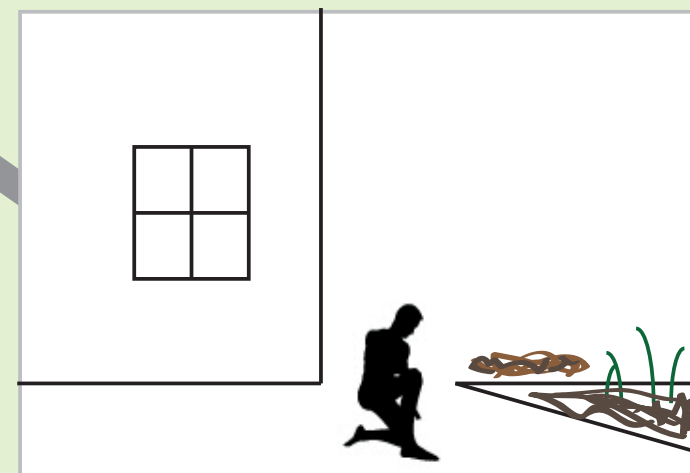With her disability Ellen can't take care of her garden anymore

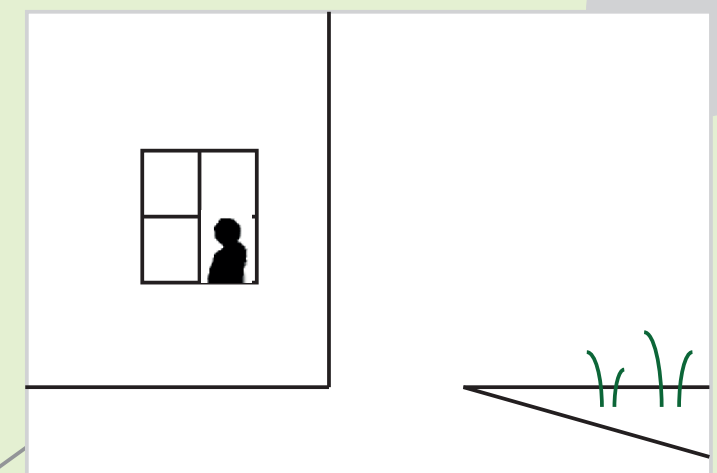Harris walks by and notices that Ellen hasn't taken care of her garden this year

help others

Harris sees awarness campaign on television that night

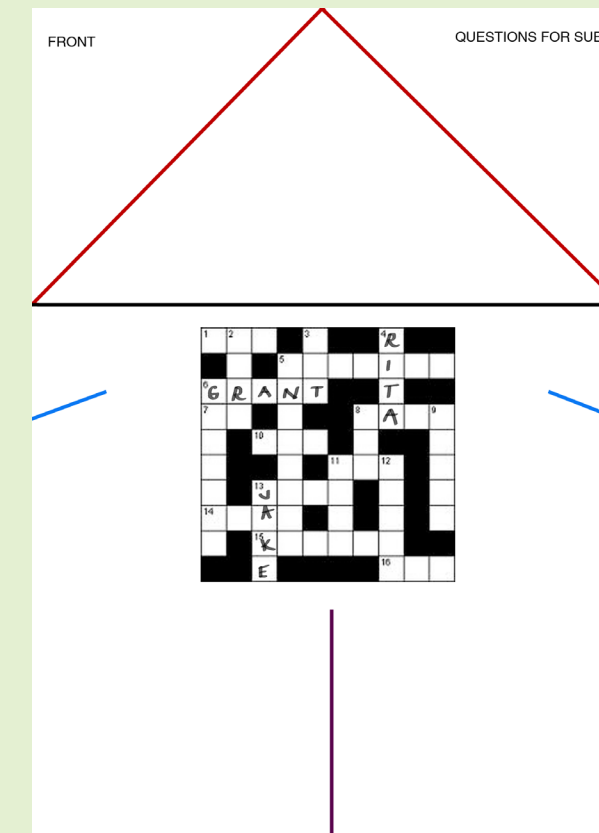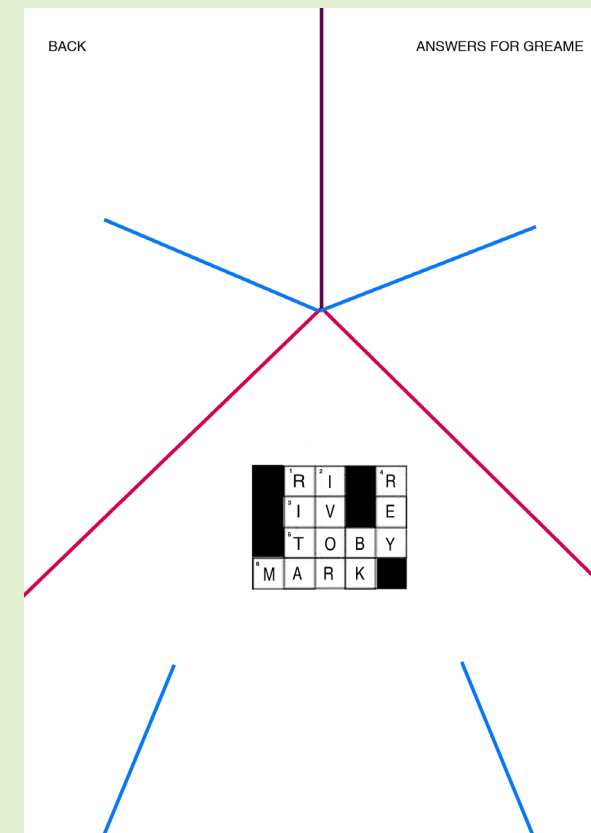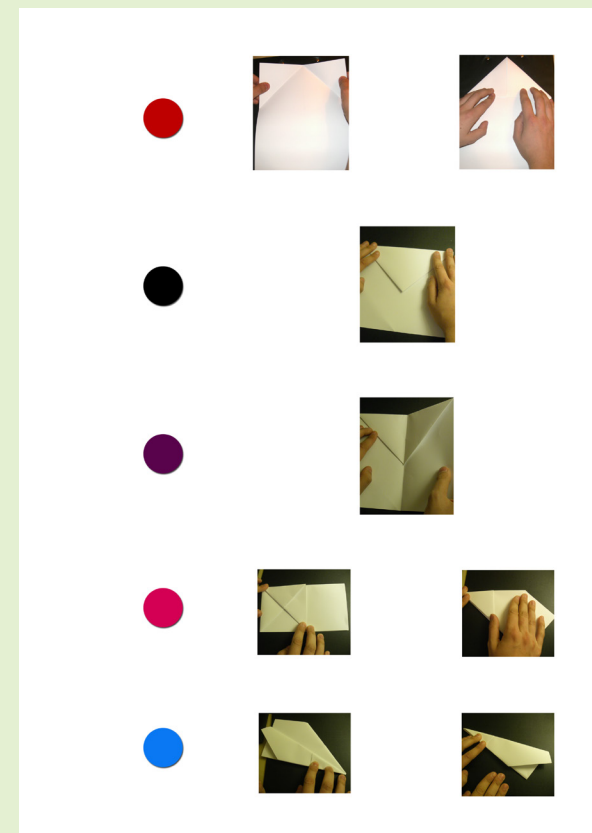Harris sees another neighbor helping someone with their paper, and decides to take action

Harris digs up the yard the next weekend and plants Ellen's favorite flowers

Ellen is delighted to see her lovely garden in bloom

Engagement
Tactics

Evaluation & Next Steps

Key Points

- We should have talked to the GP sooner; we would like to raise awareness on the lack of GP knowledge but we had already decided on our topic.

- We don't know the general south-side community outside the older community we've met so far.

- We've made sense of the complex system the older people and practitioners confront and understand the tasks of each practitioner.

- We've formed a solid base of personas based on real people to use as foundation and reference in developing our concepts.

Next Steps

- Localise our ideas to the Southside through deeper contact and close verification of concepts with community stakeholders.