

# NORFOLK COUNTY COUNCIL HAS COMMISSIONED SERVICES ACROSS THE COUNTY TO HELP TACKLE LONELINESS AND SOCIAL ISOLATION

The services offer 1-to-1, group and peer support to adults (18+) whose loneliness and social isolation are the primary issues affecting their health & wellbeing.

## Clients are supported to:

- Access social & community activities, volunteering opportunities and local support networks
- Identify and overcome barriers that prevent them from becoming connected
- Reconnect with family & friends and make new connections in their community

The services can also form part of a wider package of support for individuals where loneliness and social isolation are symptoms of other more complex challenges, such as caring responsibilities, mental or physical ill health or debt.

See map inside for details of the referral process in different areas and features of each service.



Norfolk County Council

The services and referral process vary slightly according to district council boundaries (see map inside) and are delivered by lead providers working with a range of other specialist health & wellbeing organisations.

## KING'S LYNN & WEST NORFOLK

Service Name: Lily  
Lead Provider: The Borough Council of King's Lynn & West Norfolk



## NORTH NORFOLK & BRECKLAND

Service Name: CAN Connect  
Lead Provider: Community Action Norfolk (CAN)



## NORWICH, BROADLAND, GREAT YARMOUTH, SOUTH NORFOLK

Service Name: Better Together  
Lead Provider: Voluntary Norfolk



The three service providers work closely together and adopt a No Wrong Door policy to this countywide service to ensure clients are referred to the most appropriate support in their area.

# COMBATting LONELINESS AND SOCIAL ISOLATION IN NORFOLK

"It's nice to know that someone cares"

"I don't know how I would have got through the past few months without you"

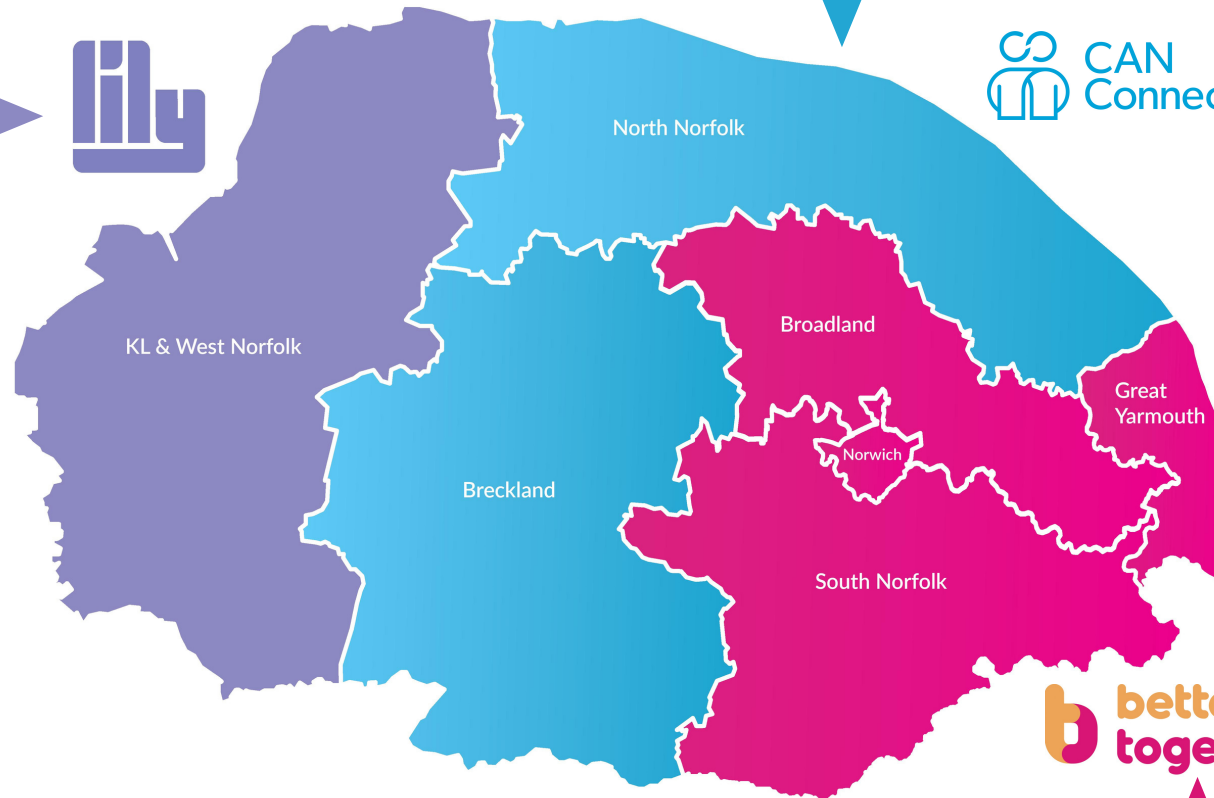
"My life connector helped me find out about a creative arts course"

# COMBATting LONELINESS AND SOCIAL ISOLATION IN NORFOLK

## WEST NORFOLK

- Referral by phone, email, or online referral form
- 1-to-1 support delivered face-to-face and on the phone by Lily advisors
- Online directory of services and events

01553 616200 (option 6)  
asklily@west-norfolk.gov.uk  
www.asklily.org.uk



## NORTH NORFOLK & BRECKLAND

- Online and phone referral
- 1-to-1 assessment, coaching and support
- Freephone helpline open 9-5pm, Monday-Friday
- Access to local groups and activities

CAN Connect Helpline 0300 303 3920  
www.canconnect.org.uk

- There are an estimated 38,000 lonely people in Norfolk aged 65+ plus many others of all ages who are lonely through isolation caused by physical or mental health problems.
- Being lonely increases the risk of premature death by 30%.
- Loneliness is associated with an increased risk of developing coronary heart disease, high blood pressure and stroke.
- It is considered more harmful to health than smoking 15 cigarettes a day.

Sources: Norfolk County Council, Norfolk Public Health, Local Government Association and the Campaign to End Loneliness



## NORWICH, BROADLAND, GREAT YARMOUTH, SOUTH NORFOLK

- Online and phone referral
- 1-to-1 assessment, coaching and support from a team of Life Connectors
- Freephone helpline open 9-5pm, Monday-Friday
- Support to access groups and activities

Better Together Advice Line 0300 303 3920 www.bettertogethernorfolk.org.uk