

# Southern Services Reform Group (SSRG)

## Reaching the Unreachable

*Project assessment stage: To be completed and forwarded to the SSRG Steering Committee for consideration*

### Project name

Reaching the Unreachable

### Project description

This project is designed to reduce the stigma of loneliness and encourage people who are socially isolated to make contact with a service that can assist with creating a meaningful connection and goals for that person.

The aim is to design a postcard and poster that reduces the stigma attached to loneliness and creates an atmosphere of acceptance by using appropriate graphics and wording to help individuals feel comfortable in contacting a service provider for assistance.

Key service provider contact numbers will be displayed on the postcard / poster. It is expected that the post card / poster will reach individuals that are socially isolated by being available at targeted places, for example medical clinics, pharmacies, Centrelink etc.

### List the key result areas and service principles the project addresses

**Key result Area 4:** The collaborative Projects will provide leadership and build the capacity of stakeholders to engage in service reform and innovative, improved practice. This project falls under objective 4 'The identification of new and innovative ways of working with the HACC target group and the broader community.

**Service Principles:** The project addresses the following service principle.

1. Quality of Life: Promote each person's opportunity to maximise their capacity and quality of life

### Reason for the project

The project aims to create opportunities for people to engage in life again – to ignite or continue their connection with life and feel a sense of hope for the future despite restraints or disability. Individuals need to feel they belong and that they are achieving and productive. As peoples basic needs are often being met (particularly when there is financial security) social connections become even more important.

The project 'Alone is a crowd: Supporting older Australians managing loneliness' suggests the following: '...the research literature reports that

loneliness is an increasingly pressing social and health issue that has potential to influence quality of life of older people. Concern is further raised by the ageing of Australia's population....' (Dr Mandy Stanley et al, 2010)

## Project scope

The following are excluded from this project:

- The project is not targeting younger people and youth
- The project is not targeting specific social programs, the aim is to connect each individual to something appropriate for that person

## Project stakeholders

Name	What their interest is / how they're affected
City of Holdfast Bay	All workgroup participants deliver social programs.
City of Marion, City of Mitcham	
City of Onkaparinga, HSS	
ACH, COTA, Circle of Friends St Johns	
ECH, Resthaven	
Domiciliary Care, AHCP	

## Project objectives

The objectives of this project are to

- Reduce the stigma associated with loneliness
- Create a resource (post card / poster) that encourages individuals to contact services and engage in social programs

## How am I planning for/engaging with Consumers? (including carers of younger disabled)

- SSRG Consumer workgroup
- Workgroup members from various community organisations speak to consumers and get feedback about the proposed project

### How am I planning for/engaging with CALD clients?

- The project is inclusive of all, including clients from different cultural groups.
- Contact Ethnic Link for feedback and advice.

### How am I planning for/engaging with Aboriginal clients?

- The project is inclusive of all, including clients from aboriginal backgrounds
- Contact Aboriginal Home Care for feedback and advice.

### How am I planning for/engaging with 'disadvantaged' clients?

- The project is inclusive of all, including clients from disadvantaged backgrounds.

### Risks

The risks for this project are:

- Sustainability
- Consumers do not 'relate' to the postcard design / words
- Referrals are not appropriately dealt with

### Estimated time frame

Desired Start Date: March 2012

Desired Completion Date: September 2012

### Estimated cost

The estimated project cost is:

Based on the following  
calculations:

Possible funding source:

Person who prepared this document:

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