



# The role of technology in combating social isolation

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Tim Barclay, CEO





**Social isolation is an objective state whereby the number of contacts a person has can be counted. One way of describing this distinction is that you can be lonely in a crowded room, but you will not be socially isolated.**

**Campaign to End Loneliness**





The Role of Technology  
in Combating Loneliness  
and Social Isolation:  
A Guide for Housing  
Providers

appello

Campaign to  
End Loneliness  
CONEXIONES DE ORO EN LA VEJEZ

Good Things  
Foundation

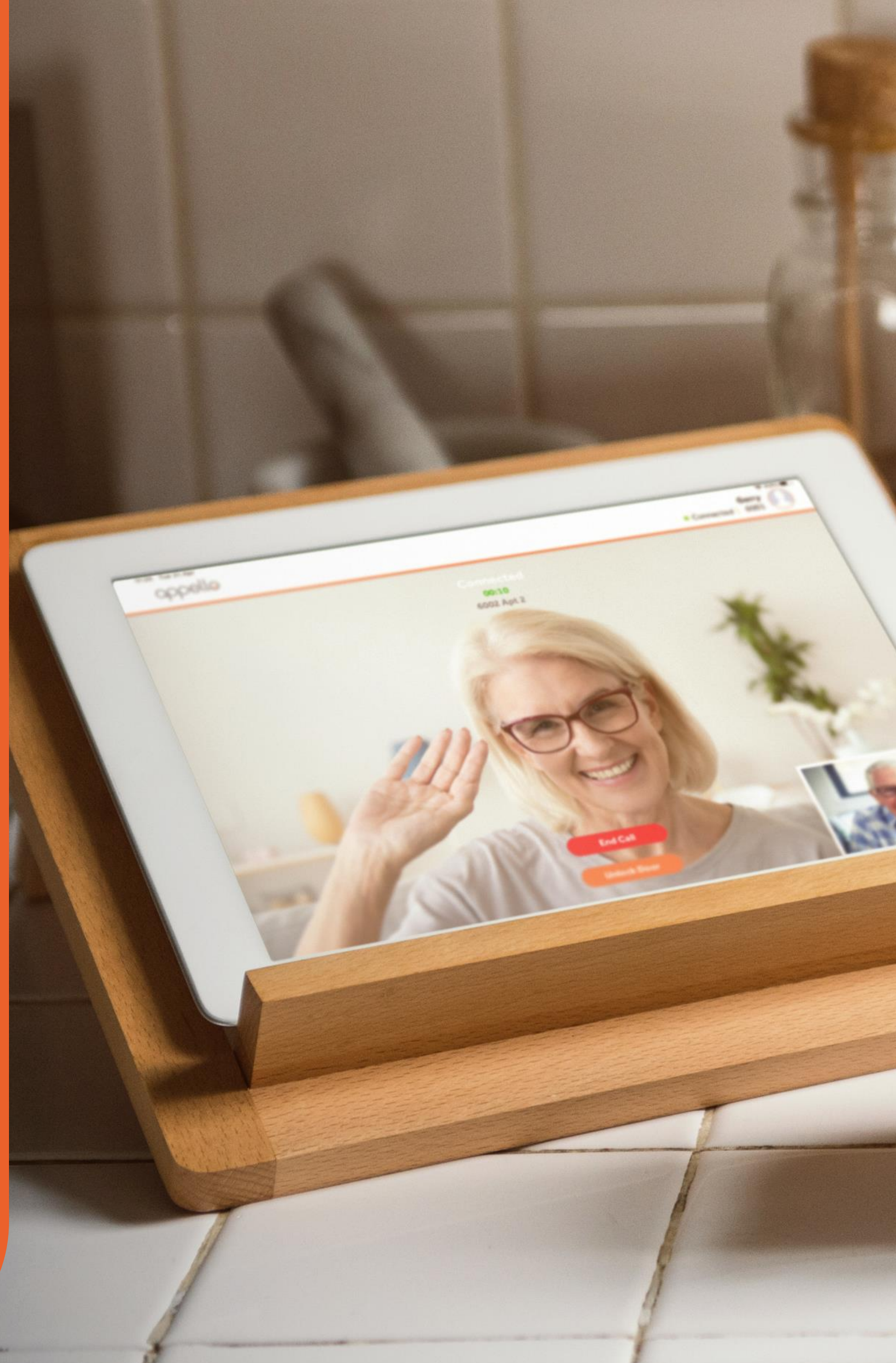
## The Challenges

### Social Isolation

AgeUK identify 38% of those aged over 70 as having mobility issues.

The most common barrier to socialising more was mobility issues (57%).

56% believe technology can aid communication and help close the physical gap between distant family and friends



## The Challenges

### Social Isolation

33% state that social alarms provided by their housing provider are the 2<sup>nd</sup> most favoured means of communication, after the telephone.

64% of those aged 70+ agreed that seeing the face of the person they are talking to improves the conversation



## Video Communication

### Social Isolation

- This led us to integrate video technology into Smart Living Solutions.
- Enabling greater visual communication between residents, staff and added security with access to the property.

**50% of our customers said that the introduction of Smart Living Solutions improved their wellbeing.**

**During COVID-19 across all our customers we saw an 164% increase of using video for communicating with neighbours/friends and staff.**



## I'm OK Feature Social Isolation

- Enables residents to have control over the support they require.
- Provides managers with visibility and insight into where to prioritise their time.

## Tablet Applications

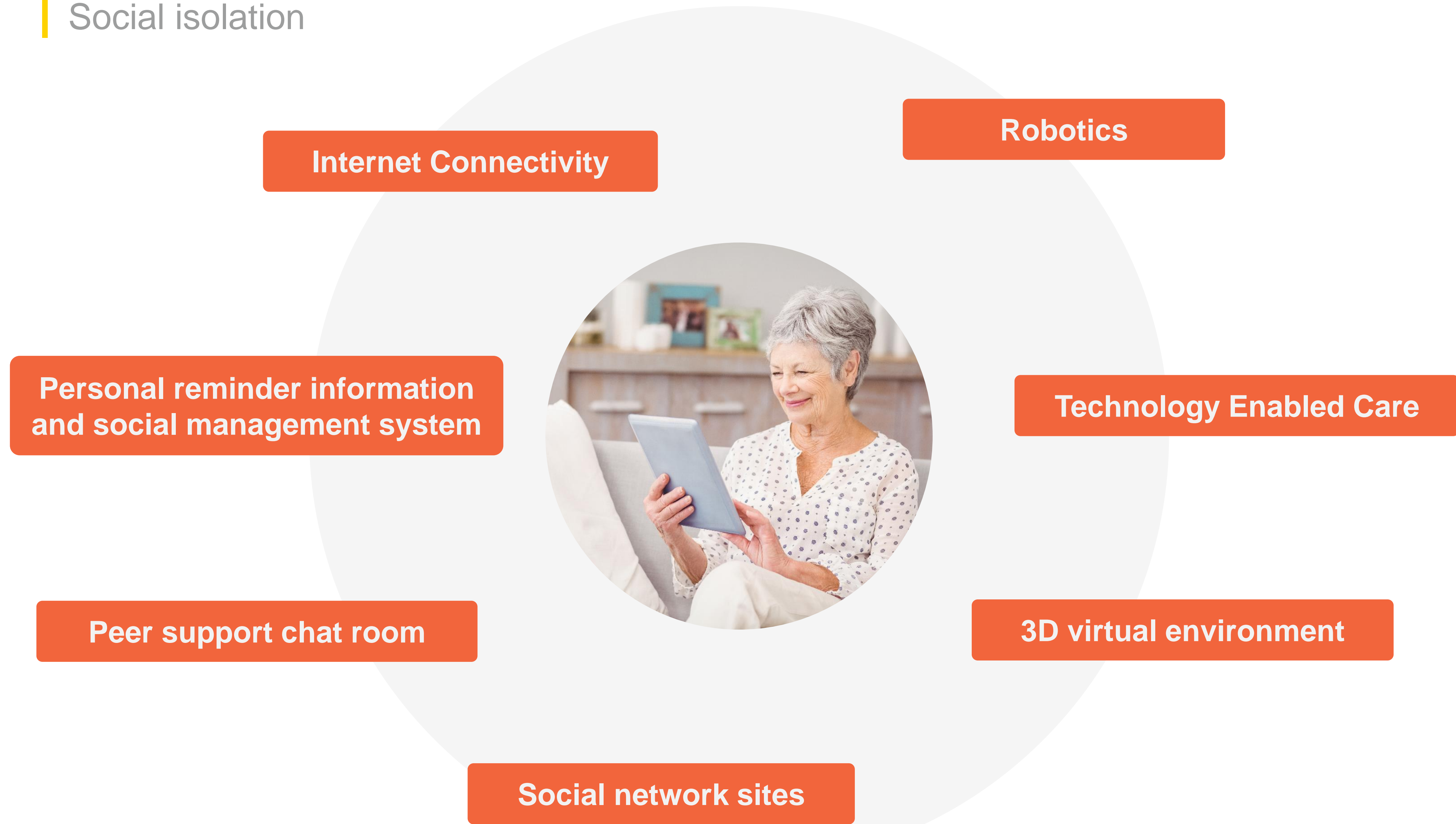
- Ensures services can be accessed from anywhere in the home.
- Reduces the impact of mobility on socialising

# How technology can tackle social isolation

Social isolation



**Technologies to consider**  
Social isolation



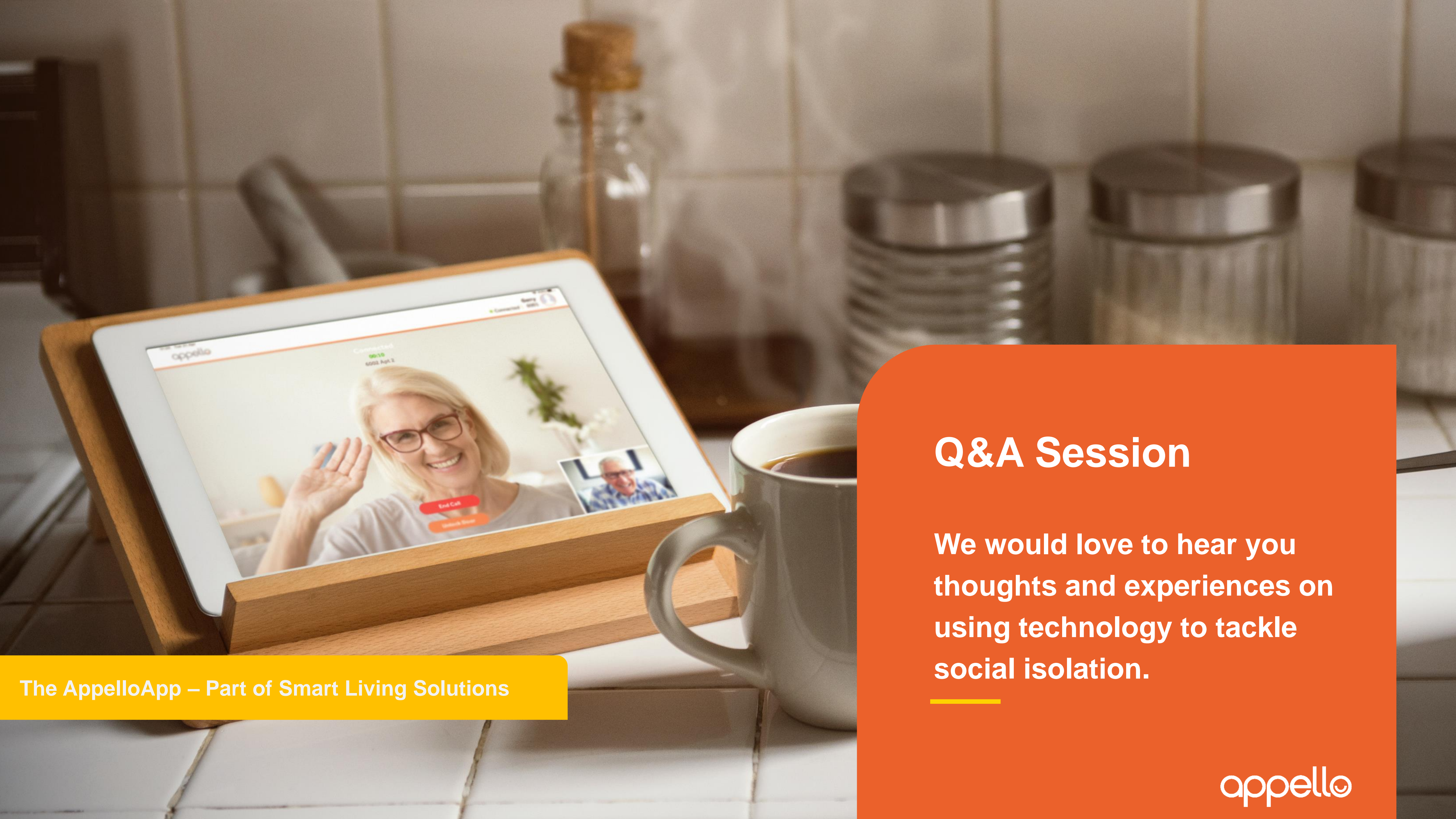




## Considerations

### Social Isolation

- Are we confident we know what good looks like for individuals?
- How do we overcome the financial and physical barriers to ensure everyone has access to the technology, services and tools?
- How do we provide adequate training and support?
- How do we tackle a perceived fear of technology?



The AppelloApp – Part of Smart Living Solutions

## Q&A Session

We would love to hear you thoughts and experiences on using technology to tackle social isolation.