

# Isolation Innovation Lab

MAECare, Moor Allerton, Leeds, 02/10/2015  
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## The issue of isolation

During our discussions we identified four key opportunities to intervene in order to reduce isolation.

### 1. Identify people at risk of isolation.

A change in home, a recent bereavement, a new registration with a GP, the observations of a trusted professional (post, fire, police, doctor). Identifying people at risk of isolation is difficult and technology may be able to help.

### 2. Ensure that people at risk of isolation were aware of the services available.

How would someone know that organisations like MAECare exist? Do the people that those at risk of isolation come into contact with know what services are available nearby?

### 3. Invite and welcome people at risk of isolation to use services.

Tackling isolation is about more than just letting people know what services are available; it's about inviting and welcoming them into the existing community of users.

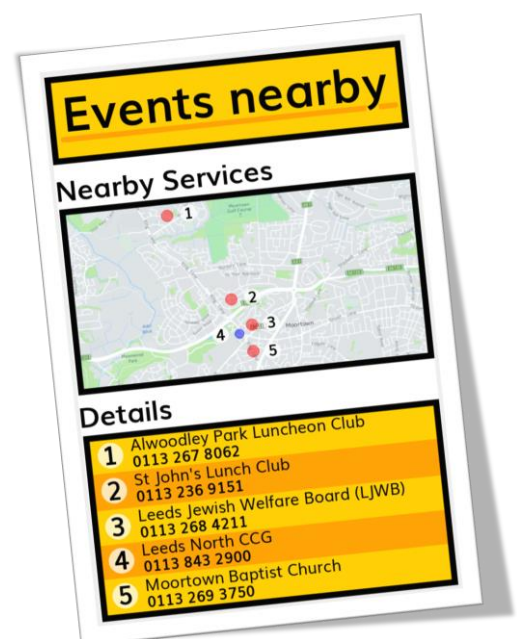
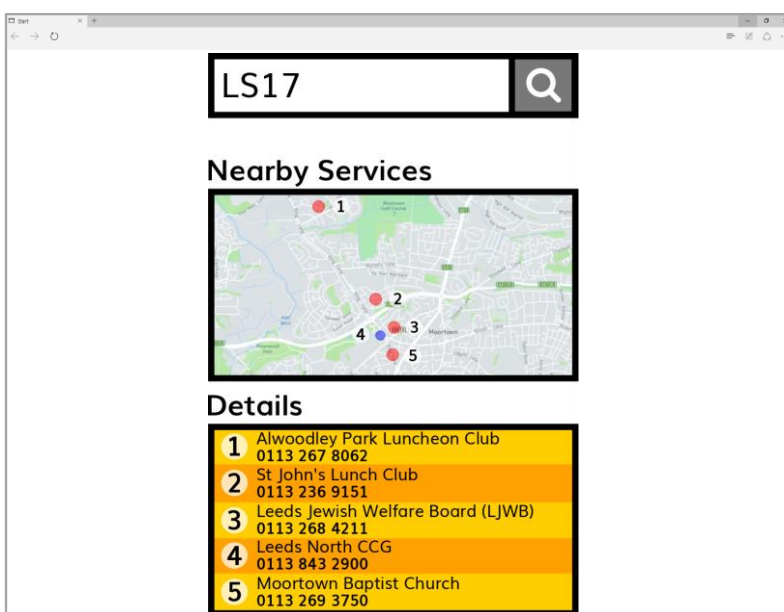
### 4. Measure success.

How will we know which efforts at tackling isolation are effective?

## Our solution

We focused on opportunity two by prototyping a leaflet built automatically from open data on nearby support services. The leaflet is aimed at trusted professionals who might come into contact with people at risk of isolation. It is [available as a website](#)<sup>1</sup>, where the user enters their postcode, and is presented with an attractive 1-2 page customised leaflet highlighting local support services.

The leaflet will be printable and I envisage that it would be stuck up on noticeboards in supermarkets, shops, doctors surgeries and police stations to raise local awareness of local support services.



<sup>1</sup> [imactivate.com/IsolationSite/](http://imactivate.com/IsolationSite/)

## **Requirements and challenges**

We had access to a preliminary list of around 120 support services in Leeds which we have used in our prototype. This data may be made open soon but it is clear that it omits a lot of great services in Leeds. A much richer source of information is used on the Leeds Directory website, but this is not open and thus not possible for us to use.

We could implement this solution in a small area around MAECare just by making use of local knowledge. This would let us decide how much information to include for each listing and how best to style the leaflet. However, for any wider use of this tool we would access to better data on Leeds' support services.