

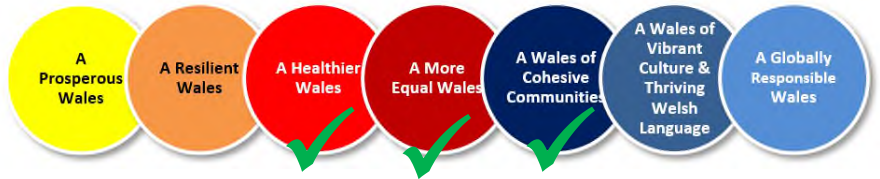


## Well-being Objective 9

Live Well/Age Well - Support good connections with friends, family and safer communities

### So why is this important?

- Loneliness and social isolation are harmful to our health, with research showing that lacking social connections is as damaging to our health as smoking 15 cigarettes a day and is worse for us than well-known risk factors such as obesity and physical inactivity.
- Social networks and friendships not only have an impact on reducing the risk of early death and illness, but they also help individuals to recover when they do fall ill.
- Social isolation puts individuals at greater risk of cognitive decline
- Loneliness amongst young people has been shown to increase the likelihood of poor physical & mental health, the risk of becoming involved in criminal activity and reduce future employment opportunities.



### Why this should concern us?

- In our well-being survey of 2,500 residents, good relationships and a sense of belonging was the 3<sup>rd</sup> highest thing that mattered.
- The importance of family in positively influencing well-being is evident in findings from primary engagement activities delivered as part of Carmarthenshire's Well-being assessment. Family and friends were overwhelmingly identified as the most important factor in experiencing positive well-being by over 500 adults and children taking part in an exercise.
- 48% (close to the National average of 50%) of Carmarthenshire residents feel they live in cohesive communities. 72% agreed that local people treat each other with respect and consideration, 68% agreed that people from different backgrounds get on well together and 70% feel they belong to their local area. (*National Survey for Wales, 2016/17*).
- Safety-related issues were highlighted throughout the Carmarthenshire Wellbeing Assessment and feeling safe at home and in the local community impacts on everyone's sense of well-being

### What do we need to do?

- We need to ensure services respond to the needs of families and communities.
- We need to continue to build greater community cohesion and to support and empower communities to address their safety, collective well-being and the well-being of those within the community, including the building of social bonds within groups and social bridges between groups in our communities.
- We need to encourage promotion of independence, wellbeing, community engagement & social inclusion.
- We need to keep our communities safe when delivering our services

### How will we do this?

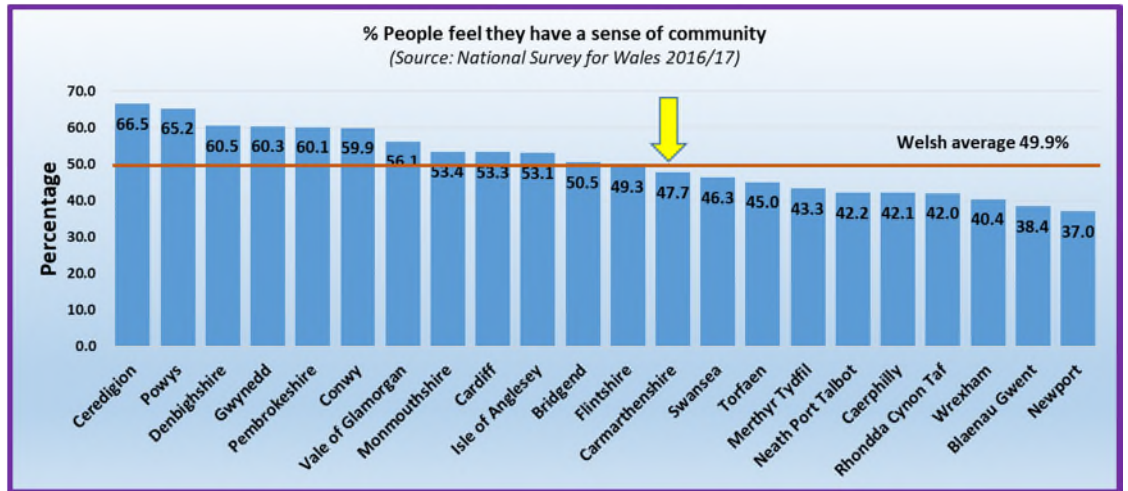
- A. We will continue to develop and implement how we provide information, advice and assistance across social care services.
- B. We will promote and develop strong connections for people, places and organisations.
- C. We will identify the strengths and resources within communities which can contribute to promoting and supporting the health and wellbeing of neighbours.
- D. We will continue to support community safety to help increase people's sense of personal security and their feelings of safety in relation to where they live, work and spend their leisure time.

## Key Measure of Success

**% Say they have a sense of community** (National Survey for Wales) (National Well-being Indicator)

The 'Sense of Community' is derived from three questions; People feel they belong to their local area; People in the area from different backgrounds get on and People in the area treat each other with respect'.

Carmarthenshire has the 4th highest year on year % change having reduced from 73% in 2014/15 to 47.7% and moved down from 5th to 13th position



## An example of what we are doing

### The White Ribbon Campaign - end male violence against women and girls



Carmarthenshire Council, Mid and West Wales Fire and Rescue Service and Dyfed-Powys Police have all met the standards required to be awarded with White Ribbon UK accredited status. Achieving White Ribbon UK status shows an organisation's commitment to The White Ribbon Campaign - the largest global initiative to end male violence against women. The award is recognition of the work which the three organisations have already undertaken in involving men in speaking out

and challenging male violence against women and girls. It is also a reminder of the work that still needs to be done.



Lead Executive Board Member  
Cllr Cefin Campbell



View our **detailed delivery plan** against this objective