

SOCIAL ADVENTURES



AN EXAMPLE OF HOW SOCIAL ENTERPRISES AND THIRD SECTOR ORGANISATIONS GALVANISE IN A CRISIS TO EFFICIENTLY SOLVE ISSUES AND SUPPORT COMMUNITIES



**SOCIAL
ADVENTURES**
TRADING FOR CHANGE

RESPONDING DURING A **PANDEMIC**

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Social adVentures is a health and wellbeing organisation dedicated to helping people and communities to live healthier and happier lives. Much of our usual work has bringing people together at it's heart.

However, in March 2020, as the true impact of Covid-19 was only beginning to realised we quickly mobilized to change the way that we delivered our services to ensure we met the needs of our communities within the constraints of the restrictions.

We were acutely aware of the negative effect that the restrictions were going to have on people, particularly those that were vulnerable, across the different delivery areas.

Approach

Across the organisation there was a fast growing feeling that all teams wanted to do what they could to help whether this was supporting vulnerable people and communities or whether it was helping front line staff to be able to do their jobs.

As a starting point we reached out to our partners and out communities to see what was needed, making our organisation and our staff available to help wherever we could.

This led to key partnerships with Salford Primary Care Together, Salford CVS and with Keyworker Families.

SUPPORTING PRIMARY CARE - COVID TRIAGE



From our discussions with SPCT it quickly became apparent that managing suspected Covid cases was an issue within A&E. The hospitals were already becoming overwhelmed and modern open plan hospitals posed concerns around infection control. Ideally initial Covid triage needed to be contained.

As a former hospital and with a GP surgery onsite (that was now closed due to Covid) we knew we could quickly offer suitable facilities for a triage centre.

We get the Centre ready for the SPCT team within a couple of days installing signage, one way systems, different entry points and controlled access. The controlled access meant we could lock down each part of the building to stop travel between the building areas and ensure other areas of the building were able to continue to be used as needed.

We ensured we kept a keyworker nursery open as we knew many of our parents were essential workers who needed to work during the pandemic. We offered earlier and later opening hours to accommodate these parents and opened on bank holidays.

The team worked hard to ensure we worked within Government guidelines while providing children with as normal a nursery experience as possible.

During school holidays, as guidelines permitted we increased the number of outdoor holiday club places available. Outdoor education was a really important part of delivery during the pandemic as parents were more confident that being outdoors was a safer option.



0-5Yrs Flexible Hours childcare For Manchester Keyworkers

Many of the people that we work with suffer from mental health issues or are at risk of loneliness and isolation.

In March 2020 at the start of the lockdowns we phoned all service users regularly and we set up a 24 hour phone line for our service users.

As soon as guidelines allowed we offered one to one walks local to where service users lived. This was a lifeline for many who otherwise were not getting to see anyone. Some had become agoraphobic, and we carefully took small steps to start building their confidence again.

"It was important for Garden needs to stay open as it provided us with a structure and social interaction, it also gave us a reason to get out of the house and have a purpose. It was vital for our mental wellbeing as a lot of our other groups had been cancelled." Female Service user, age 45

In Summer 2020 we were successful in gaining a £10k National Lottery Covid Support grant. We were able to offer our Health and Horticulture sessions albeit with added restrictions. The grant enabled us to make changes to the service so that we could continue to support people suffering with their mental health. We provided shorter sessions with a maximum of 6 people, added more outdoor seating, shelter and fire pits so that we could continue to support in Covid safe way.

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We recognized that food deprivation was becoming a bigger issue for many local families and for vulnerable service users. We therefore purchased more chilled and frozen space and set up an account with fareshare. We worked with our local school, St Philip's Primary to offer the service to families and it gradually grew from there. We supplemented the food supply, buying more food using our own funds when needed. We recognized that Radcliffe, where we have one of our Kids adVentures nurseries, was another area where families would benefit from a food club. As the Radcliffe was in enforced lockdown (like all non keyworker nurseries) we used this as a base to offer a food club to families that needed it.

"I was struggling financially as a single parent with two disabled lads and was waiting for my benefits to get sorted out. The food you provided helped feed the family. My lads are my priority and the food provided was much appreciated. It supported me through a tough time.." Female Service user, age

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“Thanks for all the help you gave me, the craft sets helped me to keep my brain active and the keep fit set enabled me to do sit down exercises to stay fit.” Female Service user, age 57

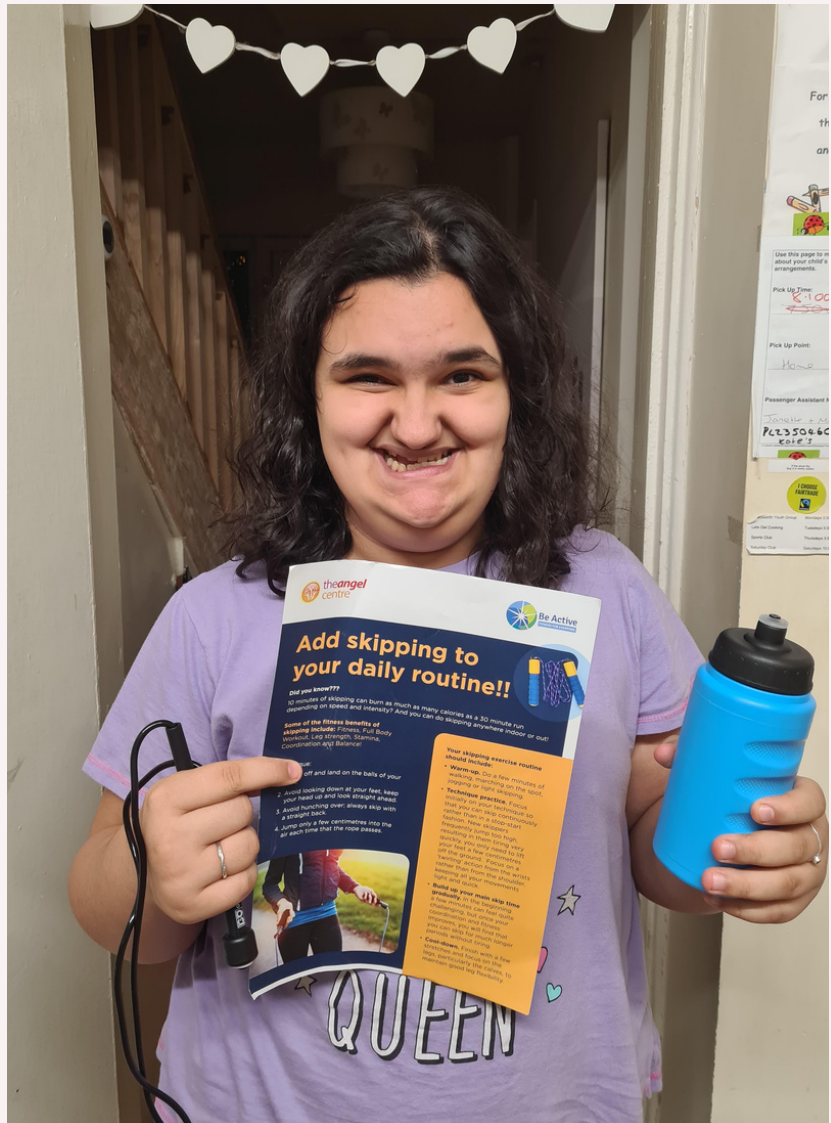
As we couldn't bring people together to do group activities we had to think of other ways to keep people busy, to keep their minds active and to reduce the feeling of isolation.

We created postal activity packs which were accompanied by professional videos and whatsapp feedback groups.

The packs created included Art and Crafts; At Home Fitness; Local Walking Pack; Winter Warmer; Windowsill growing Kit; Wellbeing Keep Busy Pack and many many more.

“I live on my own and struggle financially so when the hamper arrived unexpectedly it was very much needed. Receiving it made me feel joyful and helped me to remember that there are people out there that care.

Christmas is a very difficult time for me and this helped to make it a bit easier.” Male Service user, age 60



SUPPORTING THE SALFORD COMMUNITY



At Christmas we would usually bring everyone together for Christmas Dinner and a party. We still wanted to do something to lift the community spirit and remind people that they weren't alone.

We created a Christmas Hamper for all the usual Christmas Party regulars, donned our santa hats and went out delivering and combining doorstep chats.

“During the Covid-19 pandemic Social adVentures had to quickly and completely change the way they worked to be able to continue to engage with the people of Salford. The CCG was incredibly impressed by their adaptability and resilience...Social adVentures worked within Government guidelines during the pandemic to do whatever they could to reach out and support people during this incredibly difficult time.”

Tori Quinn, Head of Service Improvement, NHS Salford Clinical Commissioning Group

In April 2020 Salford Primary Care Together approached us for help again. Frontline staff at Salford Royal A&E and at the Covid Triage Centres across the City were working long hours, canteens were closed and keyworkers weren't getting hot meals while working long shifts.

We quickly set up a dedicated cooking facility at our Garden Needs where we provided 600 hot meals a week Monday to Sunday. We provided everything from curries and pies through to Sunday Dinner, which was a particular favourite.

SPCT contacted Social adVentures during the pandemic seeking an urgent response to mobilising a food hub dedicated to producing hot meals and sandwiches to NHS staff on the frontline of Covid in Salford. This was a response to the fact that during the initial phases of Covid 19 there was limited availability of food for Clinical staff due to the closure of cafes and shops.

Within a day Social adVentures set up their Garden Needs site as a food hub and redeployed three members of their team.



SUPPORTING SALFORD'S NHS STAFF

This was an essential resource for staff teams who were working long hours, and in the circumstances would have found it difficult otherwise to get a hot and nutritious meal during their shift.

Over 10,000 meals were produced in this period, a fantastic example of the public sector and third sector working together to quickly organise an essential service to support NHS delivery.

SPCT will be forever grateful for the outstanding support we received from Social adVentures during the pandemic."

Lance Gardner, Chief Executive, Salford Primary Care Together

Our usual smoking cessation service operates face to face giving users a free E-Cigarette to help them quit smoking with a minimum of 4 weeks face to face support. Anyone can refer into the service and people can self refer. The Salford Royal Hospital Smoking Cessation Team is a big referrer.

We wanted to find a way to continue the service as we knew that at times of stress and anxiety people would need the support. We also knew that as Covid is a lung condition then many people would be thinking about quitting smoking.

We trialed the service as phone and postal service, doing the weekly support appointments over the telephone and sending out the E-Cigarette quit kit in the post. The scheme worked well and so we have continued to offer this as an option. Referrals from Salford Royal increased during this period.



FREE E-CIGARETTE, 4 WEEKS OF LIQUIDS AND 121 SUPPORT TO HELP YOU QUIT SMOKING.

WE'VE HELPED 100'S OF SALFORD PEOPLE TO QUIT SMOKING USING E-CIGARETTE'S



"It is the only service in Manchester that we can refer patients to for smoking cessation with support and e-cigs. It has been wonderful for patients who don't feel quite ready to quit or just don't want to quit at all, so when offered this option they are very happy to try and we have found very good results... This is lifesaving work. When we first talk to the patients about e-cigs, a lot are not aware of the latest evidence that e-cigs are 95% safer than smoking...it has been a very valuable part of our intervention to be able to offer them this.

Providing support, along with the e-cigs is vital. Just buying an e-cig in a shop is all well and good but doesn't substitute for having additional support and encouragement. It is extremely commendable that you have maintained your service throughout the pandemic and how you have adapted your service to continue seamlessly has been a triumph. It has been truly valuable for us to be able to offer this service to our patients throughout the pandemic and is helping towards our big goal of making Smoking History in Manchester by 2030."

Giovanna, Stop Smoking Specialist Nurse at Salford Royal

SUPPORTING PEOPLE TO QUIT SMOKING

Case Study April 2020 – One Change Leads to Another

What was the situation?

V engaged in the ecig programme at the beginning of the covid-19 lockdown she contacted us through email and was interested in starting the programme as soon as possible. V was smoking around 20 cigarettes a day and would also smoke cannabis in the evening to relax. She was very stressed and anxious about the lockdown and was struggling to cope being isolated from everyone.

What was the intervention?

I gave V a call and we made a plan of action. We got V started on the e-cigarette scheme. I delivered the device to her with the forms and instructions on how to set up the device, I then gave V a call back a couple of days later to check in with her.

What was the outcome?

I called V a week later and she had cut down from 20 cigs a day to around half and was aiming to cut down again by the end of the week, over the next couple of weeks V was down to 5 a day and had cut back on smoking cannabis. She had started some online courses I had suggested for anxiety which were helping her sleep better and she was less anxious about Covid-19. V is still using the e-cigarette and is down to 2 cigs a day, she's started to walk for an hour a day around her estate and is looking forward to coming into the Angel to join some classes once we are up and running again.

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I am really proud of the Social adVentures team who as always put people first and pulled together in a difficult time. As always our communities were at the heart of all of our delivery. The team went over and above to support local people.



"From setting up a new catering site quickly through to giving keyworker parents piece of mind and ensuring vulnerable people had real human support, regular contact and help as they needed it.

None of this would have been possible without our fantastic team who have been focused throughout on helping the community.

Being a social enterprise means we are agile and able to efficiently put support and services in place when they are needed. This in combination with our brilliant team made all of this fantastic work possible during the pandemic. "

Scott Darraugh, Chief Executive, Social adVentures



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