

BEATING THE COVID BLUES

A SOCIAL PRESCRIBING APPROACH

THE **FREE** PROGRAM SUPPORTING ISOLATED SENIORS TO **RECONNECT**

WHAT IS THE 'BEATING THE COVID BLUES' PROGRAM?

Beating the COVID Blues is a social prescription program that compliments current health care services and networks. It takes a person-centred, preventative, holistic and reablement approach that focuses on re-integrating seniors into their local community and networks by creating and re-establishing social connections.

Over 12 weeks, participants will be supported to overcome loneliness and its mental health impacts, helping them to live healthier, happier, better-connected lives.

RESEARCH SUGGESTS THERE ARE **40,000 SENIORS** SUFFERING PROBLEMATIC LONELINESS ACROSS THE HUNTER, OF WHICH **34,000** RECEIVE NO COORDINATED SUPPORT.

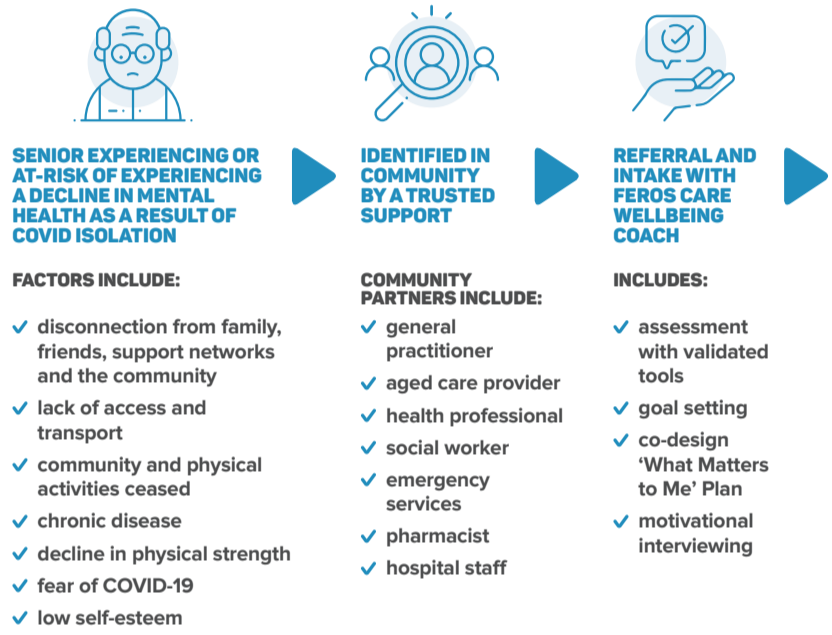


HOW DOES IT WORK?

A Wellbeing Coach will work with eligible seniors to develop a 'What Matters to Me' plan. This will involve coaching and supporting seniors to reconnect with the people and activities they love, along with possibly trying some new ways to connect too!

The program includes validated assessment tools so that goals and health outcomes can be tracked, measured and shared with relevant health professionals, in an integrated approach.

Place-based, the program makes the very best of Hunter's strong third sector – purposefully linking seniors with the community and faith-based organisations, volunteering, physical and spiritual activities, social enterprise, arts and culture and environmental activities.



LINK AND SUPPORT

COMMUNITY NETWORK

- social support groups
- digital literacy
- education
- funded welfare services
- environmental activities
- art, craft, music and culture
- community facilities (eg. libraries)
- volunteer opportunities and orgs
- gardening and outdoors
- faith and community groups
- physical activity
- health literacy

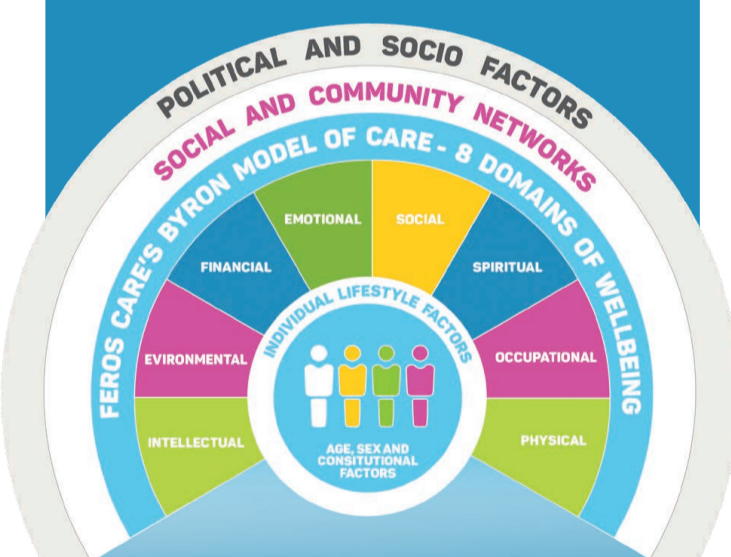
OUTCOMES FOR SENIORS

- connection with family and friends
- more active
- healthier and back in control
- better quality of life
- improved mental health
- better connected with community
- improved confidence and self-esteem

GOALS

- IMPROVED INDIVIDUAL HEALTH OUTCOMES
- REDUCED NEED FOR HEALTH SERVICES
- STRONGER AND BETTER CONNECTED COMMUNITIES

"WHAT MATTERS TO ME?" NOT "WHAT'S THE MATTER WITH ME?"



HUMANS ARE COMPLEX – OUR HEALTH IS DETERMINED BY MANY THINGS WAY BEYOND OUR PHYSICAL NEEDS.
WHEN "WHAT MATTERS TO ME" IS NOT FULFILLED, WE SEE OUR NEEDS MANIFEST IN MENTAL AND PHYSICAL DECLINE.

WHAT ARE THE BENEFITS FOR PARTICIPANTS?

- provides a person-centred and tailored approach, based on assessment and personalised goals
- offers proven, sustainable mental health and wellbeing outcomes
- empowers seniors, allowing them to take back control of their health
- avoids the stigma of a mental health service
- focuses on a person's strengths – "what I can do?" rather than "what's wrong with me?"

WHO IS ELIGIBLE FOR THE PROGRAM?

- Australians aged 65 years or over (or 50 years and over for Aboriginal or Torres Strait Islanders), who reside in the Newcastle or Lake Macquarie region, and:
- are experiencing or at-risk of loneliness/social isolation
 - have identified a decline in mental health as a result of isolation/loneliness
 - would benefit from stronger social and community connections
 - are seeking to reconnect with family friends and activities that have been lost

IS THERE A COST?

This program is **FREE** and of no charge to participants. The Primary Health Network (PHN) have funded Ferros Care to provide the Beating the COVID Blues program to older Australians in the Newcastle and Lake Macquarie region.

WHY FEROS CARE?

We're Ferros Care. And what we care most about is helping people live bolder lives. Healthier. Better connected. More active. More fulfilling. We call it growing bold and we've been doing it for over 30 years.

At Ferros Care we're proud to:

- support more than 60,000 people each year in five states and territories across Australia
- have been operating in the Hunter region for over 10 years
- be a trusted partner to the government

In 2019, Ferros Care founded Be Someone For Someone, a charitable initiative, to address the growing issue of loneliness in Australia and support people of all ages to live happier, healthier, better connected lives.

TO REFER A SENIOR TO THIS PROGRAM

Call 1300 987 203 or complete the enquiry form at feroscare.com.au/ReferBlue

