



Chain Reaction

Supporting healthier, happier lives
for the over 55s



Chain Reaction

Chain Reaction is a new service commissioned by Newcastle City Council that supports older people (55+) to live independently in the community.



Chain Reaction

What does Chain Reaction do?

The three key elements of the service are:

- One to one personalised support
- Connecting people to things in their community
- Connecting people to each other and creating a natural network of support



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What's the aim of Chain Reaction?

Our main aim is to **reduce social isolation** through offering a new approach.

The service is flexible and personalised, and works with older people to support them in deciding what they would like to achieve and how to make this happen.



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What's on offer?

The service provides different levels of support, which can be flexible and change over time:

- Prevention
- Foundation
- Life skills

The prevention level is available to anyone over 55. The other levels provide more support and are usually accessed through a social care assessment or can be self financed.



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Who provides the service?

Chain Reaction is provided by three organisations working across Newcastle.

KeyRing, Mental Health Concern, and Search work together, sharing specialist knowledge and experience of working with those who have a learning disability, people with poor mental health and older people.



How has this worked?

Initially, as service managers, we jointly developed:

- Promotional and publicity material
- Job descriptions
- A website
- A referral process



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Helping older people
to live independently
in the community

chainreaction-newcastle.co.uk



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Separately we:

- Employed our staff
- Put our procedures in place
- Arranged our data collection





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Challenges of working together:

- Collaborative working takes time, you need to invest in it.
- You need to establish trust and respect for each other.
- Organisational procedures and hierarchies can create barriers.
- Not everyone is starting from the same place; being flexible and aware of each organisation's internal issues is helpful.





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Benefits of working together:

- Sharing skills and experiences has improved our development.
- Sharing resources has meant more has been achieved.
- Recognising and using the differences in our organisations has increased our flexibility, responsiveness and strength.
- Collaborating has helped us reach better decisions with a broader understanding of the bigger picture of activity.





Chain Reaction

Refer someone to us by email at:

info@chainreaction-newcastle.co.uk

Or by phone at:

0191 273 7443 Search (Newcastle west)

0300 300 7070 Mental Health Concern (Newcastle north)

07917 686 658 KeyRing (Newcastle east)

[**www.chainreaction-newcastle.co.uk**](http://www.chainreaction-newcastle.co.uk)

