

2017 PLANNING IDOL BRIEF

The Client: Australian Red Cross

www.redcross.com.au

The Issue

Almost one million Australians are currently suffering from deep social exclusion, which is a form of entrenched loneliness that prevents people from fully participating in society.

Whereas loneliness is a feeling, deep social exclusion is an act. Those who suffer from deep social exclusion face barriers far higher than most of us when it comes to reducing their loneliness including reduced access, opportunity, choices, resources, social networks, and life chances. Deep social exclusion is not only a problem if we're elderly or living alone. Health issues or disability can limit opportunities – as can appearance, culture, or financial status.

Humans are social animals, so when we are excluded it can have a damaging effect on our mental and physical wellbeing. Deep social exclusion has been found to have the same impact as smoking 15 cigarettes a day, to be more deadly than obesity in the elderly, and is associated with a higher risk of heart attack and cancer.

Out of sight and out of mind, deep social exclusion is a rapidly growing problem across Australia.

The Opportunity

Australian Red Cross is committed to supporting the most vulnerable in the Australian community. Together, our strong volunteer force, committed members, staff, and leaders, strive to provide quality services for these people through relevant humanitarian activities.

As part of this mission they are helping to connect people experiencing deep social exclusion from their local community, with a focus on early intervention and prevention. They are providing a range of services right across Australia: everything from daily phone calls and regular home visits, to helping people attend medical appointments and participate in community activities.

Every one of these services depends on volunteers. Many of the volunteers who provide these services say that it's helped them feel more connected too, giving them an opportunity to meet people and make friends far outside their comfort zone.

Over the last 12 months the Australian Red Cross has:

- Helped some 20,000 people make social connections.
- Made more than 70,000 one-on-one visits to the deeply socially excluded or older people.
- Made more than a million phone calls to 5,000 the deeply socially excluded or older people.

- Covered over 400,000 kilometres in around 22,000 trips to take 5,200 people to and from medical appointments and social activities.

The Challenge

Deep social exclusion can be beaten: it takes the courage to reach out and the kindness to be there for someone else. Reducing deep social exclusion will not only save and improve the lives of millions of Australians, it will also make our entire nation healthier and safer.

Deep social exclusion is a big issue with deep roots. We're not expecting the whole solution. Your strategy can address a broad audience or focus on a more narrow sub-set (e.g. elderly women), but we are looking for strategies that will have a genuine impact on this problem, at scale – over both the short and long term.

We are looking for a brilliant strategy that answers the following questions:

1. ***Where are we now?***

An assessment of the issue – the scale, the causes, the impact, etc. This is likely to involve the use of research (existing or new) to demonstrate true insight into the problem.

2. ***Where could we be?***

Set measurable objectives for what you will aim to achieve.

3. ***How do we get there?***

Applying original thinking to devise a breakthrough strategy that has the potential to have a major impact on the issue.

4. ***Are we getting there?***

How do you propose to measure the effect of your campaign to ensure it is successfully addressing the objectives you have set?

We want to encourage you to think differently. While the strategy should complement existing Australian Red Cross services (see above), we are looking for fresh new thinking to connect those people who are deeply socially excluded. The strategy must be scalable and feasible within a notional total campaign budget of \$1 million, including production.

What success looks like

The strategy should support the Australian Red Cross mission, while helping to achieve the following objectives with regards to deep social exclusion:

- Assist the Australian Red Cross to achieve their mission to help 500,000 of the most deeply socially excluded individuals to make the connections they need to live happy, safe and fulfilling lives.
- Prevent those who are 'at risk' from becoming deeply socially excluded.
- A more inclusive and humanitarian Australia, where we help each other to avoid deep social exclusion.

Across the not-for-profit sector there is a move away from traditional models where one group designs and delivers programs, to a model where diverse groups partner up to co-design services, sharing their resources and skills for greater impact.

Additional Background

What does Australian Red Cross do?

Australian Red Cross mobilises the Power of Humanity; the powerful notion of people helping people that can make a real difference to those in need. The Power of Humanity invites everyone to join together and play a part in making the world a better place. It supports the vision of Australian Red Cross to achieve “Human dignity, peace, safe and well being for all.”

At all times our staff, volunteers and members are guided by the seven Fundamental Principles of the International Red Cross and Red Crescent Movement. The aims of the Fundamental Principles are firstly to express the reason for the existence of the Movement and to inspire and influence all that we do. Secondly, the Fundamental Principles explain the structure of the Movement and how it works. The fundamental principles are *humanity, impartiality, neutrality, independence, voluntary service, unity and universality*.

Our members, branches and units, volunteers, staff and supporters give us unparalleled strength, working in local communities across Australia and internationally to achieve the Red Cross vision.

References

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