

# Shetland's Approach

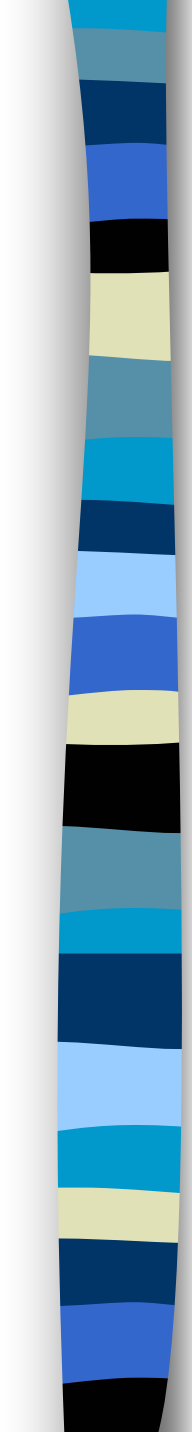


Emma Perring, Shetland  
Islands Council



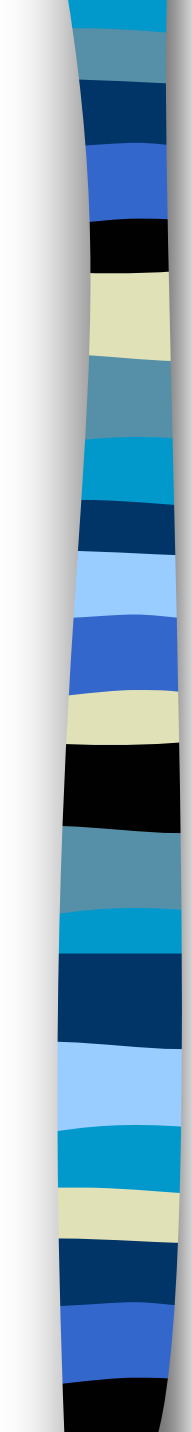
# The need to understand...

- According to SIMD04, Shetland's most deprived datazone was in the 40-50% decile
- The most income deprived datazone had 6.7% of all the income deprived individuals in Shetland
- Community Health Profiles, by postcode



‘We can't afford to fix the car that's supposed to be mine. My partner has to have the other car. You don't like having to ask for lifts, it's not a good feeling, but it's just the way it is.’

‘I would like to volunteer and be part of community things, but can't give commitment. People do speak and say they will come along but don't. I think they may be embarrassed by my disabled child.’

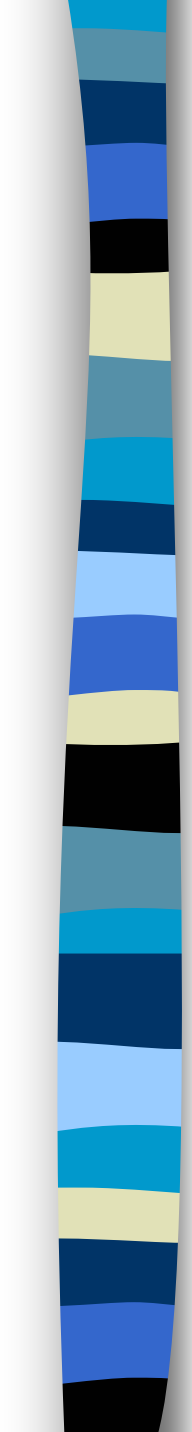


'I feel guilty spending money on fags but it helps the stress'

'Sometimes depression means I can't go out, can't go to school or town'

'Our house is in the middle of nowhere'

A typical case would be a young person of no fixed abode in temporary work in Lerwick. This is obviously not cardboard box land, but sleeping a few nights on the sofa at one friend's house and then moving on to another's.



‘Food has to come first, so rent might be left for another time. Fuel for the car would have to come before that because x has to get to work. Growing children are always needing clothes.’

‘Because Shetland is such a small place, everybody knows everybody and makes switching jobs difficult. Too much pressure not to rock the boat.’

‘I don’t feel I would do my best because of my dyslexia and folk make me feel thick’



# What we now understand ....

- More to do with who you are
- Higher numbers
- No better in rural areas than urban
- The researchers' experience



# Lessons

- For everyone: we're talking about individual human beings!
- For local areas/community planning partnerships: work with individuals
- For national organisations: measurement and policy