



Identifying the loneliest in our communities

Campaign to
EndLoneliness
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EndLoneliness
CONNECTIONS IN OLDER AGE

TODAY I WILL DISCUSS ...



- .Data driven approaches to identifying loneliness**
- .Community driven approaches to identifying loneliness**
- .Practical methods for identifying lonely older people**
- .Communication**
- .How to talk about loneliness**

Defining loneliness



Loneliness: is subjective

the unwelcome feeling of a gap between the social connections we want and the ones we have

It can be

- Social or emotional
- Transient, situational or chronic

isolation: is objective

a measure of the number of contacts or interactions

“Language... has created the word ‘loneliness; to express the pain of being alone. And it has created the word ‘solitude’ to express the glory of being alone.”

Paul Johannes Tillich

Data driven approaches to identifying lonely people



Loneliness heat maps



Risk within this authority

- Very low risk
- Low risk
- Medium risk
- High risk
- Very high risk

Community driven approaches to identifying lonely people



Connected Communities

Understands neighbourhoods predominantly in terms of individual and community assets rather than deficits

Stages of the Connect Communities Method

1. **Partnership:** Commissioner, service provider and residents come together to discuss local issues
2. **Team:** A team of residents are trained in the Connected Communities method such as mapping assets, experiences of loneliness and understanding social networks
3. **Mapping and analysis:** Assets, relationships and loneliness are mapped by a team of trained community researchers using local intelligence. Data analysis creates a map of social relationships and shows where people are isolated and lacking in social support
4. **Co-design interventions:** Results are discussed in workshops and low cost interventions to reduce loneliness are explored
5. **Test, learn and adapt:** Interventions are implemented and evaluated

Practical methods for identifying lonely older people



1. Community resource directories
2. Social prescribing
3. Agency/agent based referral schemes
4. Bereavement
5. Coproducing community
6. Technology
7. Libraries



Communication



- .The language of older age can be negative – this can be damaging to older people and wider society - *“all caravans and cardigans”*
- .Avoid pathologising terms in communicating a programme to older people; focus on the benefits of connectedness, new skills and supporting others
- .Visual communications should be vibrant, colourful and fun
- .Experiment with language, emphasis of message, visual design, type and placement of communications
- .Word of mouth remains important in engaging new people in a service
- .Give thought to engaging those with sensory loss. Multiple channels of communication should be used.
- .Use trusted messengers and interfaces such as GPs and fire and rescue services

How to talk with someone who may be lonely



1. Prepare the ground
1. Foundations for a conversation
1. Problem-solving conversations
1. Resourcing
1. Attend to yourself and your organisation



Find out more

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