That painful gap between the contacts you want vs those you have – distinct from isolation, being alone, solitude.

A primal impulse to connect, at any age or stage, with some groups/situations at + risk.

Coalition to social movement, with a turbocharge born of tragedy.

Loneliness strategy 2018: emphasis now on reducing stigma, mainstream policy, evidence.

Learning from evidence: social context, health, communities, psychology, What Works, and always...what people of all ages tell us.
‘Lessons from Lockdown’

- It was already there… of course.
- **Who**? Finding those most at risk, understanding, no assumptions
- **How**? Barriers, access, stigma.
- **What**? Meaningful contact, personalisation, psychological impact and approaches.
- Coping with **demand**: service model, meeting costs, finding volunteers.
Kinder communities in Oxfordshire

1. **Bridge the digital chasm**: hearts as well as minds, psychology more than technology.

2. **Back the “hyper-local”**: the street knows best.

3. ‘**Be More Us**’... can we change the way we behave to the way we truly want to be.

4. **The local “state” can enable**: improving spaces, getting to places, social prescribing to transform lives, bringing generations together.

5. **The national “state” can also help**: tackling inequality, making kindness & well-being central to policy, demonstrating civility in debate.
“While we celebrate our diversity, what surprises me time and time again as I travel around the constituency is that we are far more united and have far more in common with each other than things that divide us.”

(Jo Cox MP, 3 June 2015)
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tnlcommunityfund.org.uk/media.comments/ageing-better