



voluntary health scotland

# Awareness for Loneliness

# HELLO

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# What is loneliness

Let's start with that



## What is loneliness?

Loneliness is a subjective, negative feeling experienced where there is a discrepancy between the amount and quality of social contacts one has, and the amount and quality one would like to have. It is related to but distinct from social isolation which is an objective state – the absence of social contacts and social connectedness.



# The people who are likely suffering loneliness

- Lack of nearby family
- Living in a low income
- Bereavement
- Have health difficulties or disabilities

----Campaign to endloneliness

“We live in a society **bloated** with data yet **starved** for wisdom. We're **connected 24/7**, yet **anxiety**, **fear**, **depression** and **loneliness** is at an all-time high. We must course-correct.”

## INTRODUCTION

.This presentation will put forward a design for a collaborative social marketing strategy to tackle loneliness at a national level within Scotland.

.The presentation will suggest how a collaborative campaign could be launched to increase awareness and understanding of loneliness within Scotland.



## CURRENT AWARENESS

# Research on loneliness

link to physical and  
psychological health problems:

- Increased risk of coronary heart disease and stroke (Valtorta, 2016).
- More prone to depression (Cacioppo et al. 2006)
- Predictive of suicide in older age (O'Connell et al, 2004).
  - ▶ Increased GP visits, higher use of medication, increased risk of long term care and use of A&E services (Cohen et al. 2006; Russell et al. 1997).

## Background

Current discussion of the  
issue:

- The need to develop a strategy from the ground up.
- The need for social care and health professionals to network and exchange information.
- Cultural shift in attitudes towards loneliness.
- A national strategy could be effective

A word cloud shaped like two hands reaching towards each other, symbolizing teamwork and collaboration. The words are in various sizes and orientations, filling the space of the hands. Key words include 'collaborate', 'team up', 'unite', 'cooperate', 'communicate', 'interact', 'contribute', 'share', 'listen', 'notice', 'empower', 'liberate', 'combine', 'reach out', 'take a role', 'encourage', 'be part of', 'be generous', 'associate', 'engage with', 'serve others', 'get together', 'participate', 'educate', 'value diversity', 'tolerate', 'welcome all', 'show up', 'side by side', 'take a role', 'be part of', 'contribute', 'share', 'interact', 'educate', 'team up', 'unite'.

- Shared information
- Increase learning
- Best practice development

## Some strengths of collaboration (Cont.)

### Benefits of Collaboration

- Greater reach of communications on a larger scale through combining promotional and staff efforts.
- Efficient and cost-effective targeting of funding
- Cost-effectiveness from reduced workload and pooled resources.

Collaboration  
has been  
effective  
before,  
it can be  
effective again



.'See me' campaign –  
increased awareness led to  
reduced stigma (Europa, 2009).

.West of Scotland  
Cancer Awareness Project  
(WOSCAP).

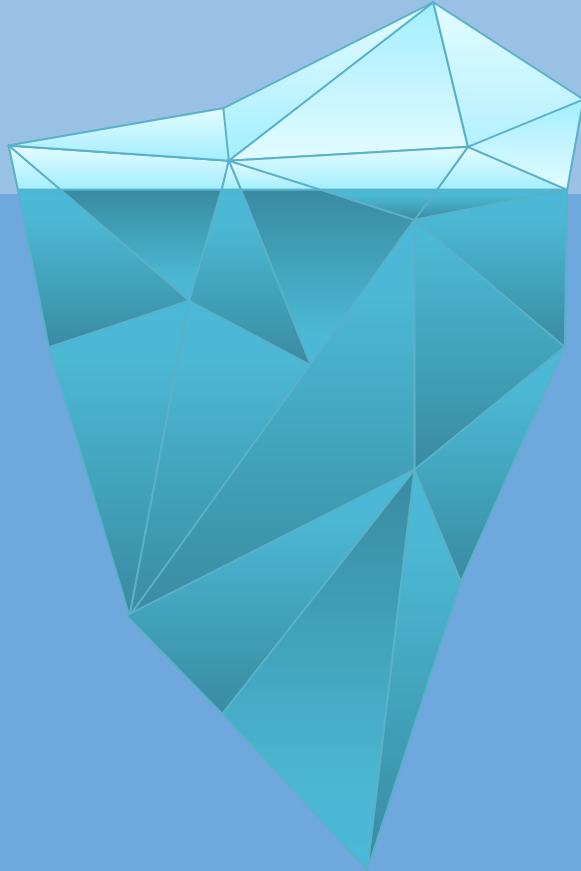


A photograph of a young woman and a young man standing in front of a grey chalkboard. The woman, on the left, has short brown hair and is wearing a black and white striped shirt. The man, on the right, has long brown hair and is wearing a light blue button-down shirt. They are both smiling and looking at each other. On the chalkboard behind them, two large, empty speech bubbles are drawn in white chalk. The text 'LET'S TALK' is superimposed in large, white, bold, sans-serif capital letters across the middle of the image.

# LET'S TALK

'Everyone can experience loneliness at some point, let's discuss it and improve our understanding'.

- June Hunt



**What we  
intend to do..**

## **Aim-**

.To deliver a practical strategy for collaboration to reduce loneliness through increasing knowledge, empowering staff and co-ordinated activities.

## **Goals:**

- .To raise awareness and promote positive support
- .Collaboratively look to reduce stigma
- .Achieve a national and cultural change to how loneliness is understood through a collaborative effort.

**Stronger  
together**


## VISION

– To collaboratively improve the support of everyone in Scotland who experience forms of loneliness through facilitating shared knowledge and developing best practices.

## STRATEGY

– To launch a collaborative campaign to increase awareness and improve support for those experiencing loneliness through facilitating contact with high risk target groups.

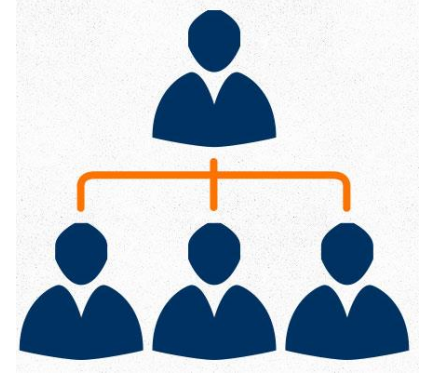
## TARGET AUDIENCES

|         |                                                                                   |                                                |                              |
|---------|-----------------------------------------------------------------------------------|------------------------------------------------|------------------------------|
|         |  |                                                |                              |
| TARGET  | <b>STUDENTS</b>                                                                   | <b>People<br/>with health<br/>difficulties</b> | <b>LOCAL<br/>COMMUNITIES</b> |
| VENUE   | <b>SCHOOLS<br/>/UNIVERSITY</b>                                                    | <b>GP<br/>WAITING<br/>ROOMS</b>                | <b>COMMUNITY<br/>CENTRES</b> |
| CONTACT | <b>TEACHERS/<br/>LECTURERS</b>                                                    | <b>DOCTORS/<br/>NURSES</b>                     | <b>EVENT<br/>ORGANISORS</b>  |





# Collaborative Strategy



Empower staff to  
Identify people  
who feel lonely.

Empower staff how  
to help others reduce  
loneliness

Deliver  
Referral  
system

## Identify people who are lonely

- Read more articles or video about loneliness, which can be delivered by some organization who has a lot of experience on tackle loneliness
- Ask the people who are seeking physical or psychological help to fill a loneliness scale
- Set partnership between local governments, medical institution and volunteer organizations, send the volunteers to knock the door to do a survey about loneliness. They should first check the people who have health difficulties, living alone and low income, then check the people who are living alone, have low income or have health difficulty.

**Empower  
staff how to  
help others  
who are  
lonely**

- Staff should encourage the people to engage with social activities like going to gym, travel or playing games
- More social activities and local communities for lonely people should be held
- Phoneline, Facebook, Twitter and home visit can be processed to encourage people to communicate with others

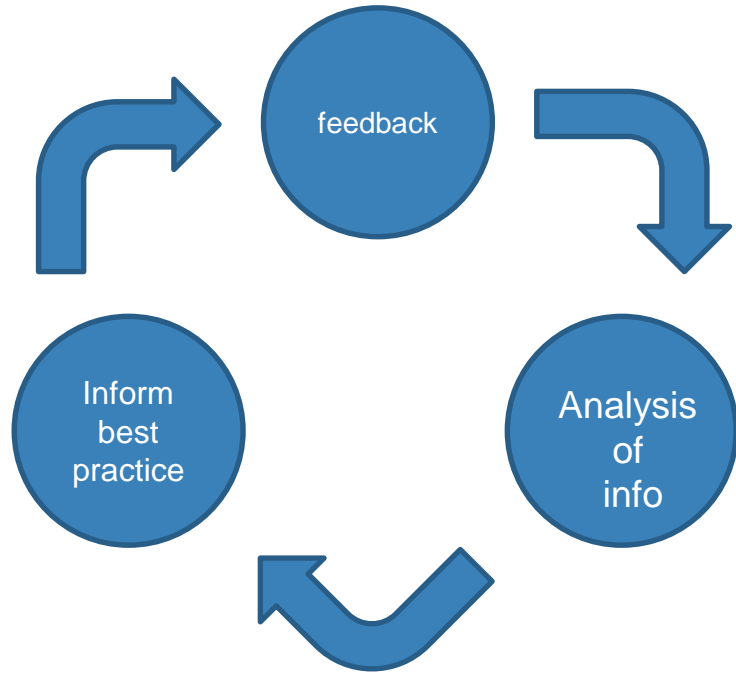
- The organizations who was set to tackle loneliness should deliver more information about loneliness and what they can do to other organizations or government who can collaborate with.
- Once you identify who are in deep loneliness, referral the people to seek professional help from the organizations aimed to tackle loneliness.
- Forward the events for lonely people and the information of profession organizations aimed to deal with loneliness on every social media tools of every organizations who care about this issue

Feedback from target  
audience

► Online blog and social  
media for sharing information.

HOW TO  
COLLABORATE





- Management committee

- Development committee

- Meetings – sharing information from staff

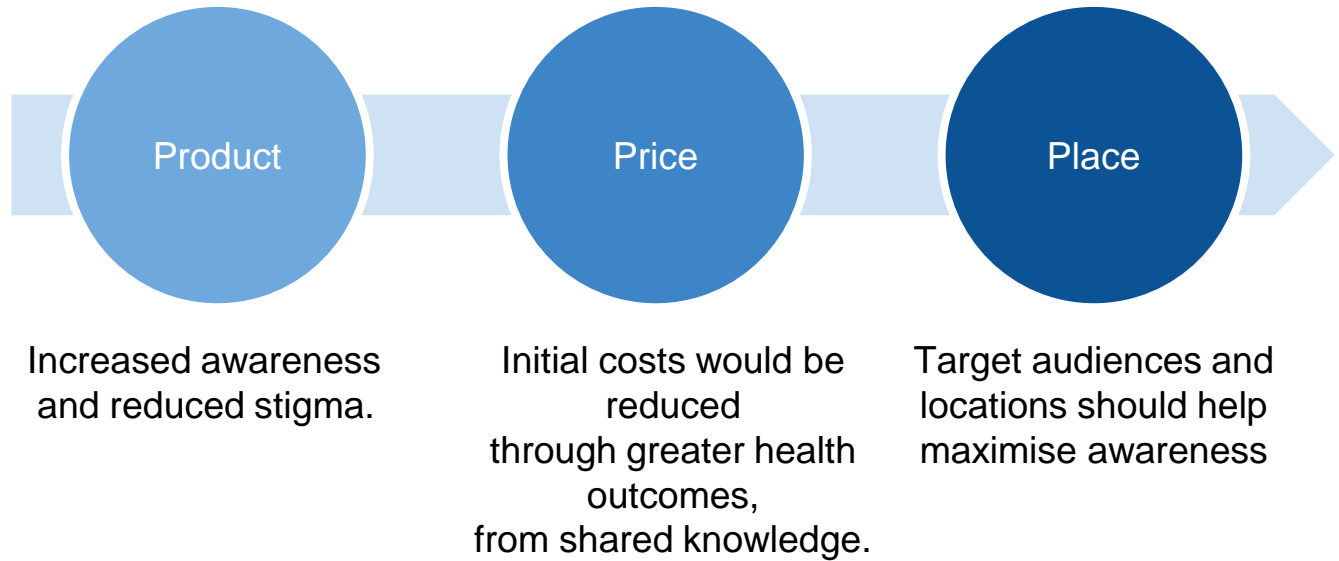


**WANT BIG IMPACT?  
USE A BIGGER  
TEAM**





## Marketing Mix



# Promotion

Purpose – to inform and educate.

## MEDIA CHANNELS

• Social media pages  
– Facebook,  
Google+, Twitter.

Post the article, video and event information on the Facebook, share and forward by every organization

• Campaign website –

Articles, research, posts.

• Sharing posts and encouraging engagement

Email and closed Facebook pages-

Share information about clients within organizations.

# Self-Evaluation

Social media pages –  
number of likes, comments,  
shares.

Campaign website –  
Kissmetrics – Monitoring  
visitors, traffic to campaign  
website, quick easy to view  
reports.

Feedback – use reports to  
disseminate and analyse  
knowledge to inform best  
practice.



## Potential

However, other media channels may be effective:



**T.V.**



**Radio**



**Nationwide posters/  
banners train stations**

Which may currently be too expensive.

## Concluding thoughts

- .National campaign through collaboration would increase awareness
- .Social media – cost effective large exposure.
- .Sharing of information – result in best practices achieving significant impact.



**Do you have any  
questions for us?**

A close-up photograph of a hand holding a blue pen, positioned on the left side of the slide. The hand is wearing a grey, textured sweater. The background is a soft, out-of-focus white surface, likely a desk or table. The overall mood is professional and thoughtful.

# THANKS