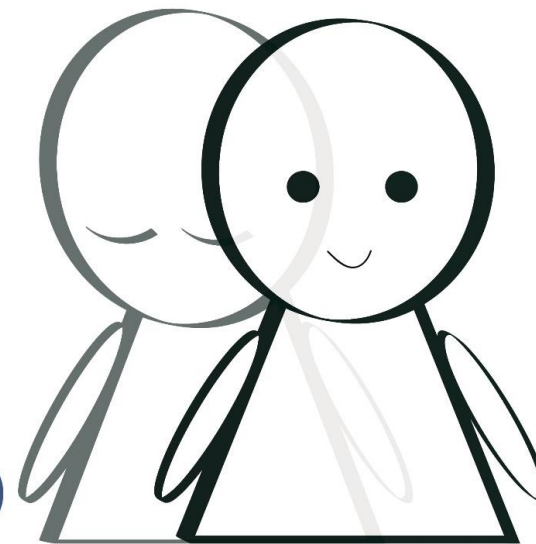
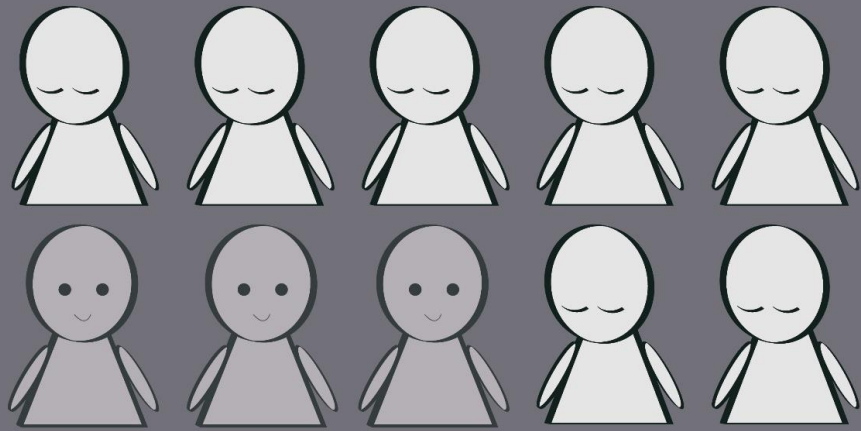


let's solve
loneliness





in a recent survey

7 out of 10

young people said
they had recently felt

lonely

80,000

people over 65 in Scotland
reported feeling lonely

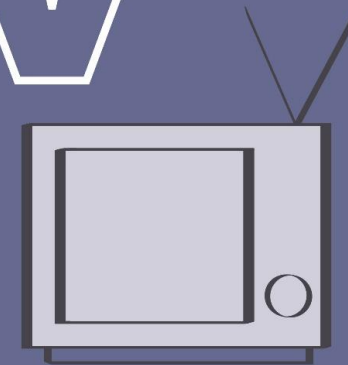
always
or often

350,000

said that the

TV

was their
main form of
company...



loneliness
can be as bad for
your health as

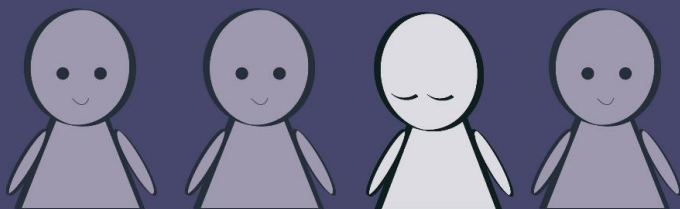
15

cigarettes
a day

external reasons for
loneliness

social stigma
(LGBT, ethnic minority etc.)

not fitting in



NEET

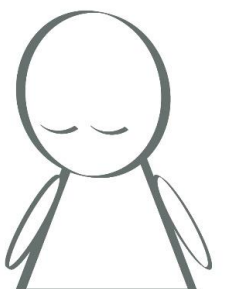
(not in education,
employment or
training)

illness



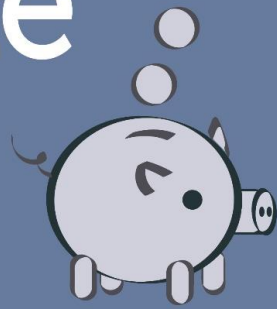
transitional life events

geographic isolation



internal reasons for
loneliness

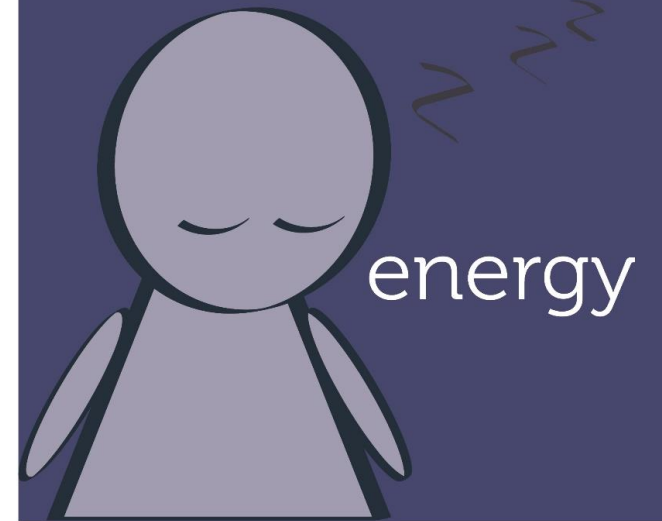
income



health

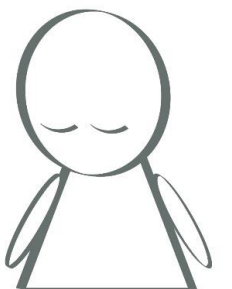
confidence

emotions



habits /
changed habits

sense of self



consequences of
loneliness

suicide

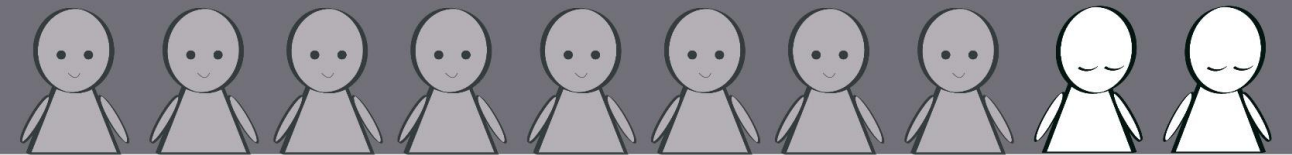
14.5 per 100 thousand
people in Scotland
every year

compared to

9.2 per 100 thousand
people in England

20% of adults in Scotland reported
1 or more symptom associated with

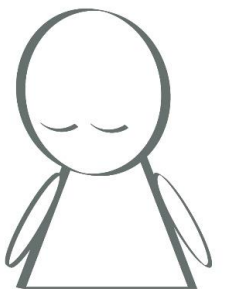
depression



increase
in
substance
abuse

decrease in
self esteem

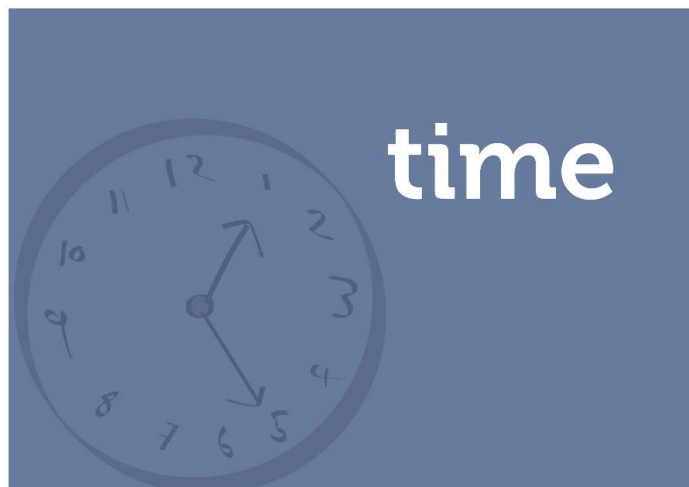
obesity



impact of
loneliness
on society

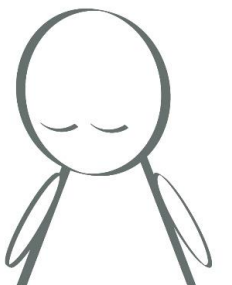
increased
pressure on
NHS resources

need for further
funding to
tackle the issue



money

**community
security**



who is at
risk ?

elderly

people
with
illnesses

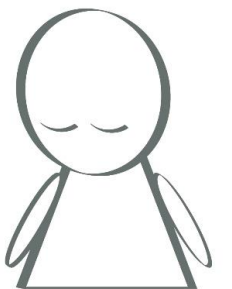
young people

minorities

anyone?

single parents

everyone?



barriers to asking for
help

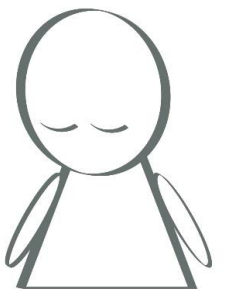
accessibility

seen as an
“older people”
issue



shame / stigma

ignorance
- feeling as
though loneliness
isn't an “actual” or
treatable illness



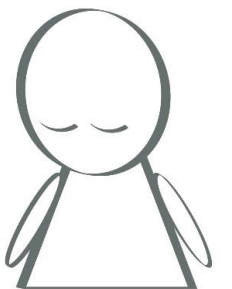
where do we place our
focus?

young people
(aged 13 - 18)

prevention
is better than
intervention

youth loneliness
is endemic

access



have you thought about
habitual loneliness?

psychological self-harm

habits

formed as children
often continue into
adulthood

food

smoking

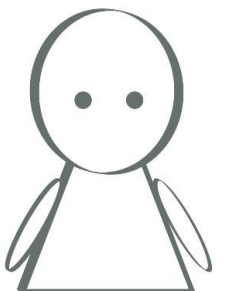
**coping
mechanisms**

young teenagers who
suffer from

bulimia

are **20** times

more likely to suffer
from bulimia as adults



what about

positive coping mechanisms?

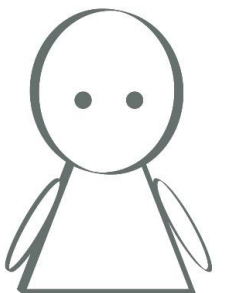
understanding
your triggers

volunteering

online
communities

open
up

sports



the importance of
destigmatisation

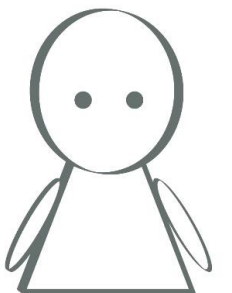
worsening / prolonging

perceived social
stigma
=
poor self-image

young minds
and **cello** marketing group
collaborated to “crack the
taboo around **self-harm**”

social stigma is the biggest
barrier to tackling loneliness

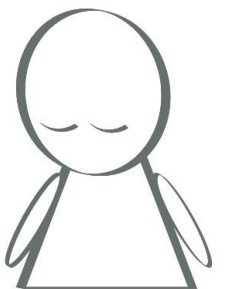
loneliness
is **not**
failure



“

we want young people
to adopt positive coping
mechanisms and a
destigmatised attitude
towards loneliness

”



who can
help?

voluntary
sector

NHS

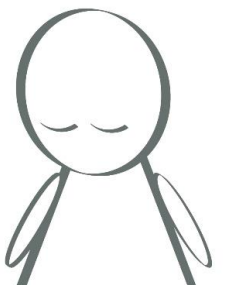
government

education
sector



businesses

vhs



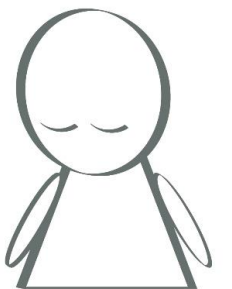
why you should
help

no one
can tackle this
issue **alone**

access
= responsibility

loneliness
should **not**
be expected

you **already**
have the
tools



what's in it
for you?

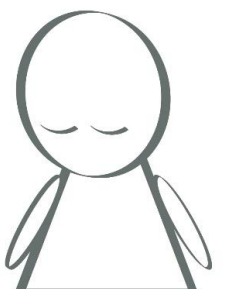
tangible
results

positive
association

wider issue
= **wider support**

more volunteers

reduces pressure on social
and health services



how you can
help

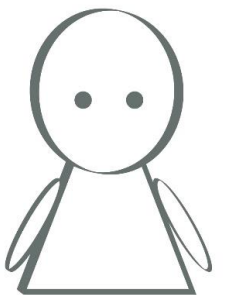
communicate

collaborate

**raise
awareness
and
understanding**

measure

inform



how we can
help

strategy

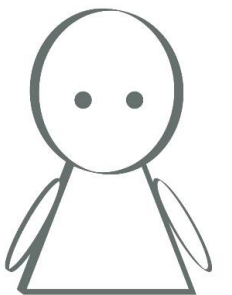
coordinate

support

**prevention
toolkit**

recognise, educate, destigmatise

action plan
understand, involve, resolve



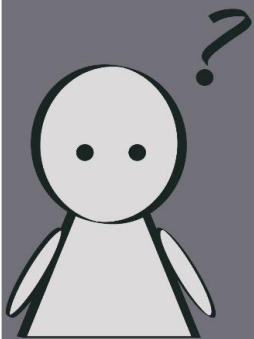
prevention

toolkit

recognise

loneliness as an independent issue - not just a symptom of another illness or problem

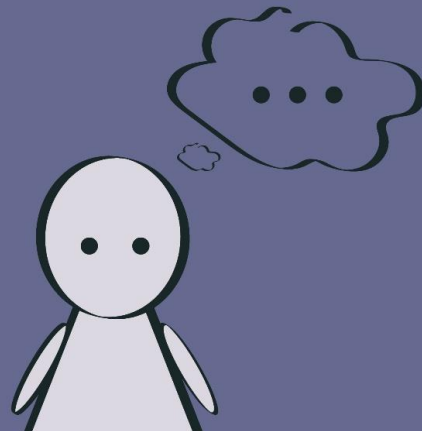
that loneliness can affect anyone at any time



educate

by making people aware of loneliness as an important issue for health and well-being

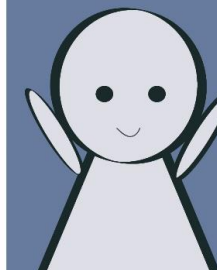
from a young age and give them the tools to get through tough times



destigmatisise

loneliness as something to be ashamed of, or keep to your self

this is a growing problem and we need to talk about it



understand

that loneliness is
a subjective issue
that should not be
prescribed

how people who
are lonely perceive
loneliness

how people in the
wider community
see loneliness

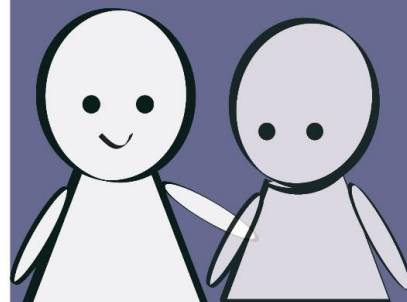


involve

young people in
voluntary activities
designed to make
socialising easy and
comfortable

those around them in
recognising potential
triggers and trying to
break down barriers

people in ways to help
others

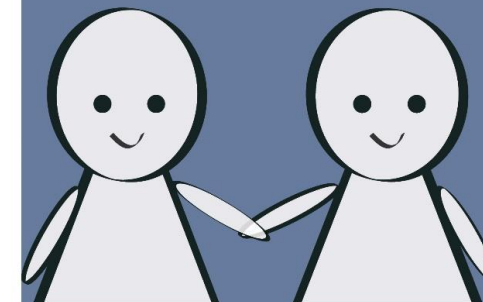


resolve

establish stronger and
more numerous social
connections

at-risk young people
are better-equipped
to cope with potential
trigger events

local community
benefits from
volunteer work



the
campaign



campaign **overview**

teachers are in the perfect position to identify when their students may be suffering from or at risk of loneliness

vhs will provide a toolkit to help teachers to spot the signs

“time-to-talk” encourages **destigmatisation** of loneliness through talking, education and social involvement

local charities will receive more younger volunteers in a “win-win” situation

adding loneliness to PSE classes in high schools will introduce the issue to young people and remove the stigma of talking about it

survey used to track results of campaign



Rebekah Smith
Wai Man Yau
Calum Morton
Farrukh Bashir
Sukhvinder Kaur

