

Loneliness

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What is loneliness?



Loneliness

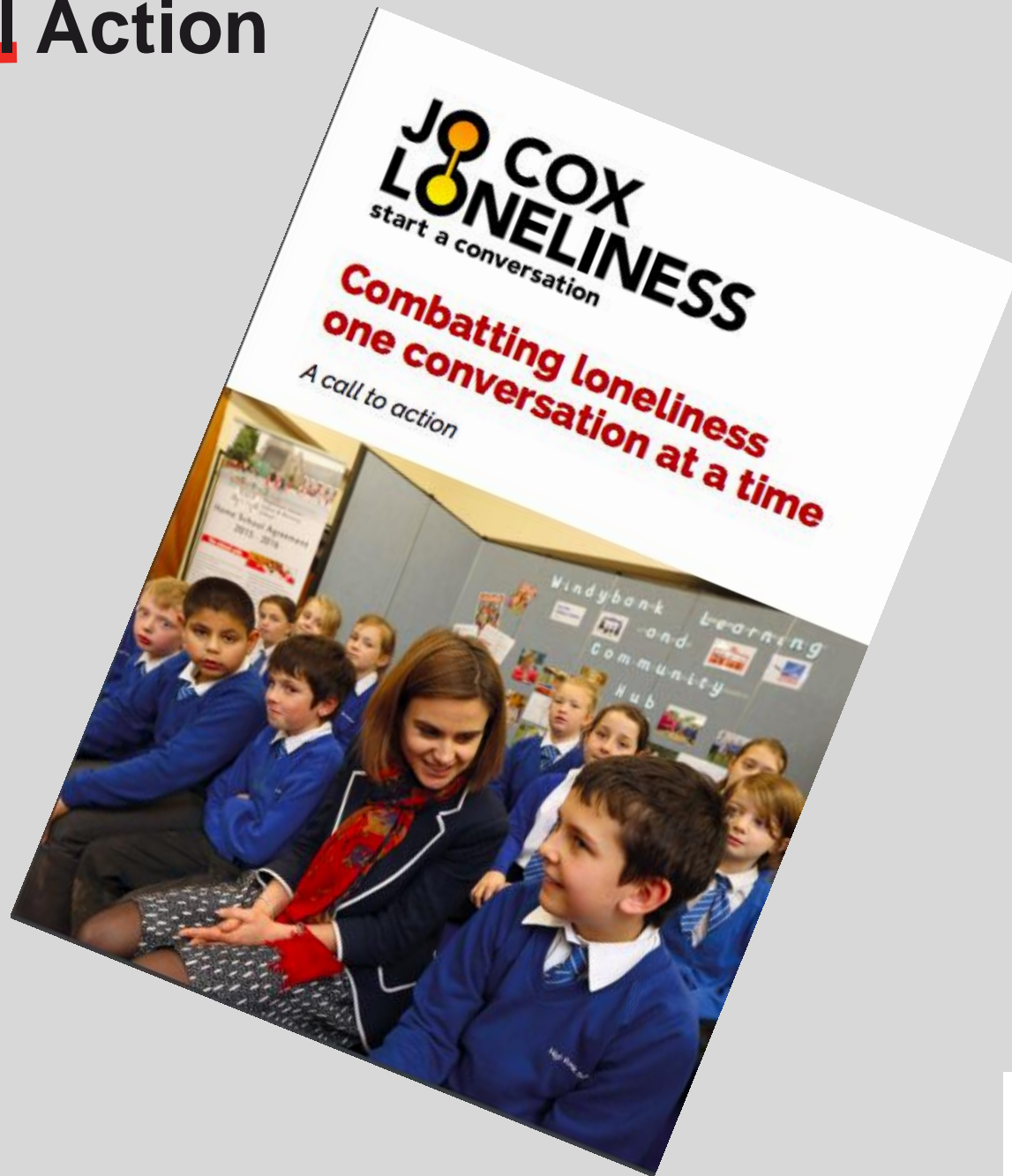
- A negative feeling
- About the quality of social relationships – something missing / lacking
- **You can still feel lonely in a crowd**

Social isolation

- More objective than loneliness
- About quantity of social relationships – lack social ties / chances to integrate
- **Not always negative**

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National Action



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National Action



HM Government



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Why is this important to British Red Cross?



- Devastating impact across our services –
 - refugees
 - victims of terrorist attacks
 - people with health / mobility issues
- The most common underlying issues for people using our health & social care services
- **A personal crisis can cause loneliness...**
- **...and loneliness can make the crisis worse**

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What do we know about loneliness?

9 million adults regularly feel they lack meaningful connections



Millions of people feeling lonely feel like **something could happen to them and no one would notice**

200,000 older people not had a conversation with a friend/relative for more than a month



Affects **people of all ages and backgrounds**

Major life events or **transitions** can be key triggers for loneliness



Can't be eliminated... but can **do more to stop becoming chronic**

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Pressure on public services

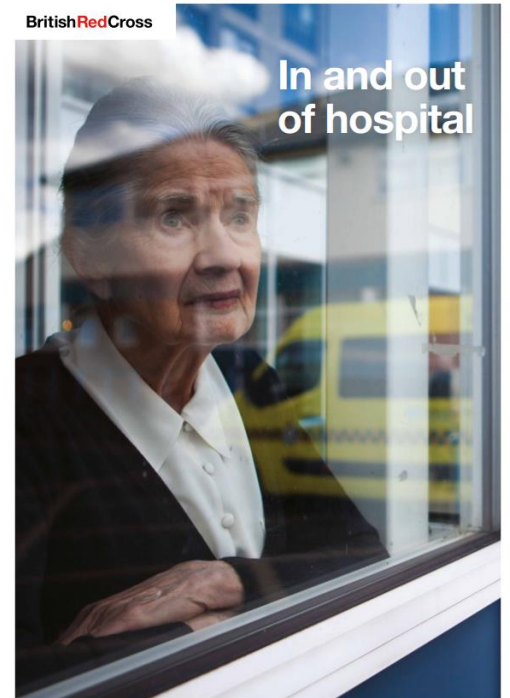
As **big a mortality risk as diabetes and obesity.**

People with **long-term health conditions** are particularly likely to be lonely.

A greater risk of **coronary heart disease, stroke, depression, low self-esteem, sleep problems and Alzheimer's.**

More likely to visit a **GP or A&E** and more likely to enter **local authority funded residential care.**

Poorer performance at work and increased risk of **unemployment.**



What the British Red Cross is doing to tackle loneliness

Joined forces with **the Co-op** to tackle loneliness and social isolation in the UK.

A range of new services, including:

- Almost **40 Community Connector services**.
- Support at home services.
- Grant-funded other organisations to help young new mums and people recently bereaved.

Research on loneliness, *Trapped in a Bubble*, that focussed on the experience and triggers of loneliness.

A Community Connector shared learning programme.

Policy and advocacy (APPG on Loneliness and a new Loneliness Action Group)



Supporting

BritishRedCross

Working together to tackle loneliness across the UK

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What are Community Connectors?

For adults of all ages feeling lonely or at risk of loneliness



Self-referrals, family and friends, healthcare professionals etc.

Community Connectors

Person-centred conversation and tailored support to meet goals and make connections

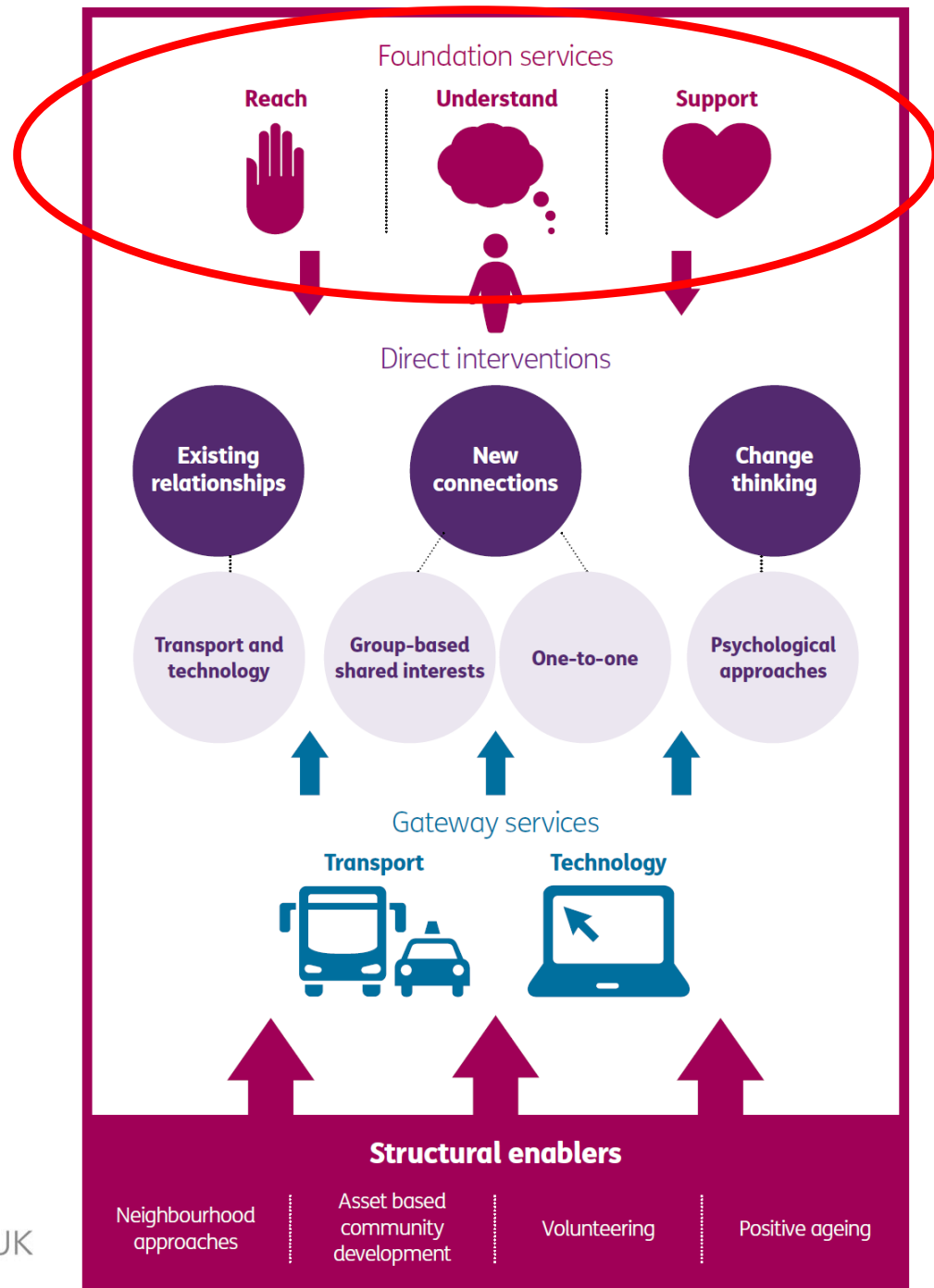


Different longer-term solutions for different people

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What 'type' of service?

Taken from *Promising Approaches to reducing loneliness and social isolation in later life - Age UK / Campaign to End Loneliness (2015)*



Supporting

BritishRedCross

Working together to tackle loneliness across the UK



Over nine million people in the UK say they're often or always lonely.

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What else is going on?



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Thank you

Find out more at
[redcross.org.uk/lonely](https://www.redcross.org.uk/lonely)

Get involved by emailing
LonelinessAction@redcross.org.uk