

Campaign to  
**EndLoneliness**

# Promising Approaches Framework

Jenny Manchester

Campaign to End Loneliness

# Today's session

**What is the Campaign to End Loneliness?**

**The UK Context – loneliness in older people**

**What is Promising Approaches?**

**Examples of the way organisations are supporting the aim and ethos of the Framework**

**GenWell Project in Canada – short introduction**

**Questions at the end/ Tell us your thoughts via Jam board**

**Reflections**



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# About loneliness

Loneliness: is subjective - the unwelcome feeling of a gap between the social connections we want and the ones we have.

Perlman and Peplau, 1981

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## Campaign to End Loneliness

Aim to bring focus to the issue, identify action and bring people together – published *Safeguarding the Convoy* – bringing together the evidence, and setting out the case for action

One of three partner organisations which worked on the UK Government's major UK Loneliness Strategy

Aim to promote good practice, bring organisations together on loneliness, and commission and publish research which helps other organisations in tackling loneliness

Very small! But a powerful punch!

# Promising Approaches Revisited



Promising  
Approaches  
Revisited:  
Effective action on  
loneliness in later life

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## About the guide

**A guide (not a report!)**

**A framework**

**More detail on the approaches within it and the evidence behind them**

**A selection of case studies**

**Even more online**

**Handy icons to guide you**



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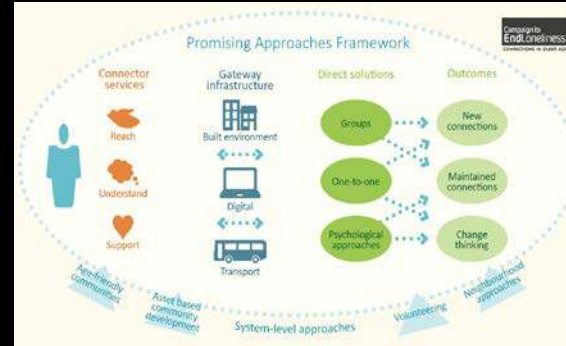
# What is the framework?

**Works from what we understand about loneliness to solutions that help us address it**

**About the approach across a community**

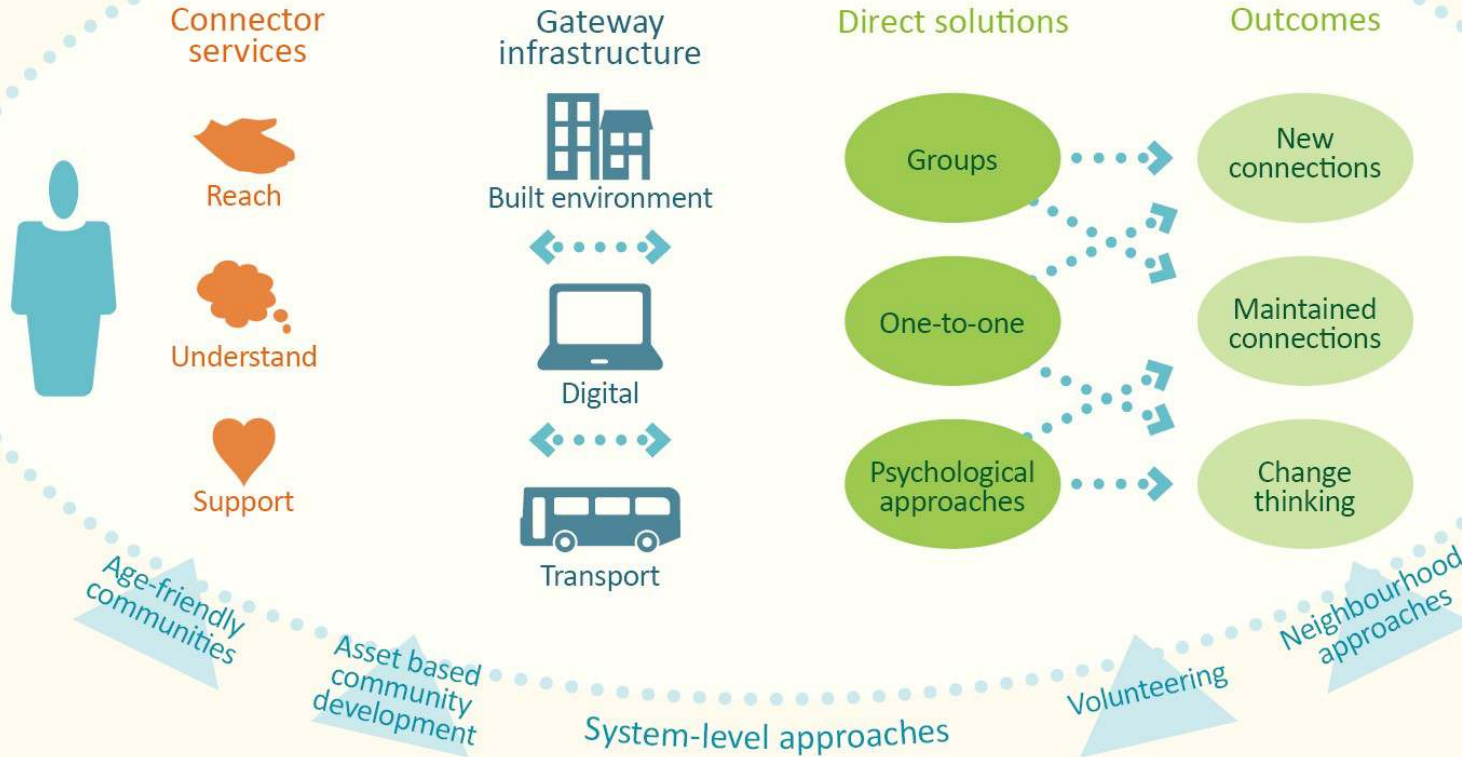
**A guide not a shopping list**

**Questions – do we have things that do these jobs? Are they designed to address loneliness?**



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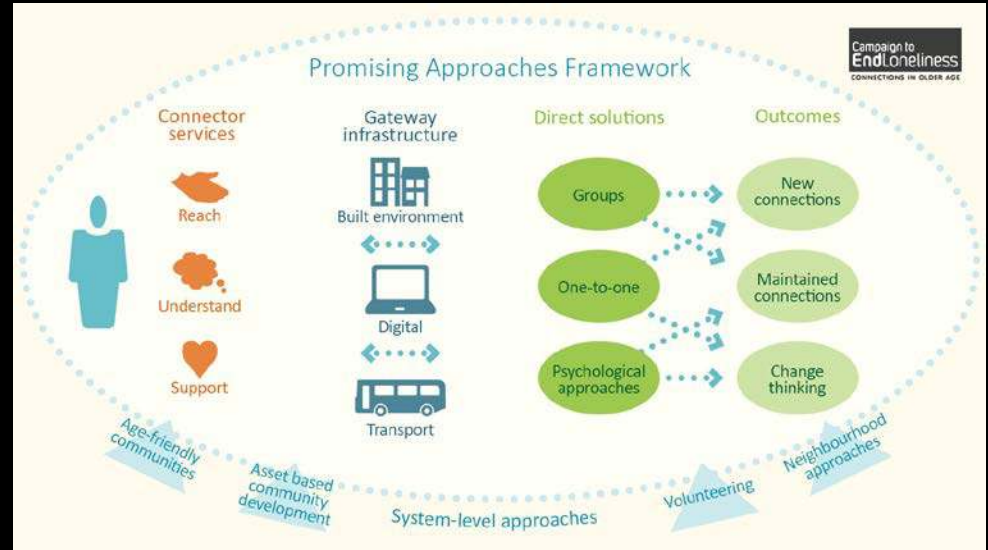


# How has it changed?

Clearer headings

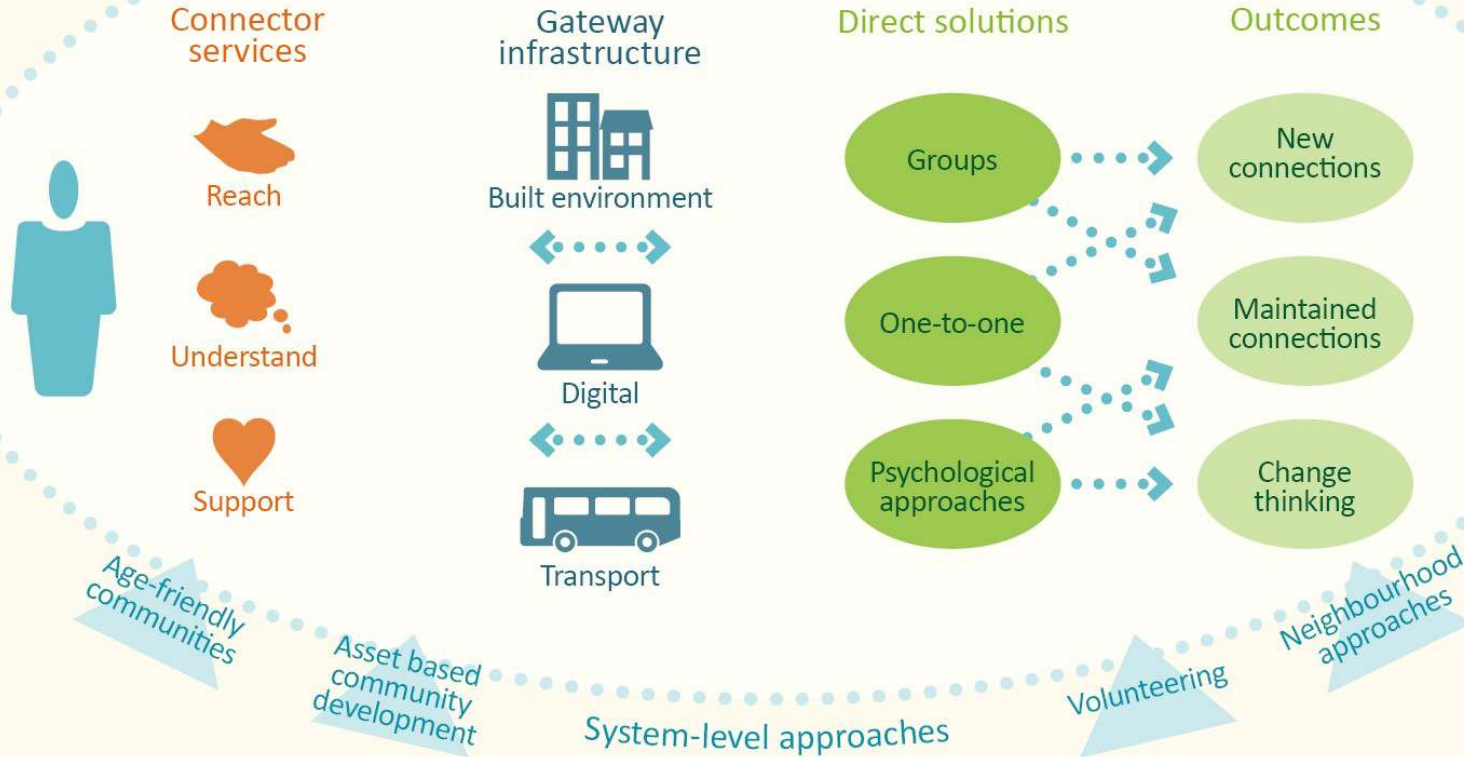
Revised visual

New category “Built environment”



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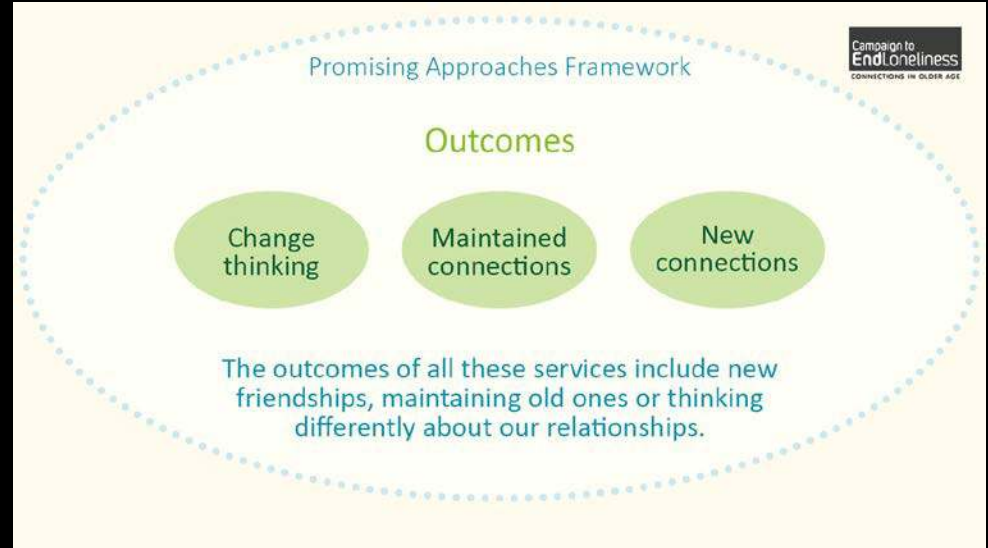
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# Outcomes: Where we are heading?

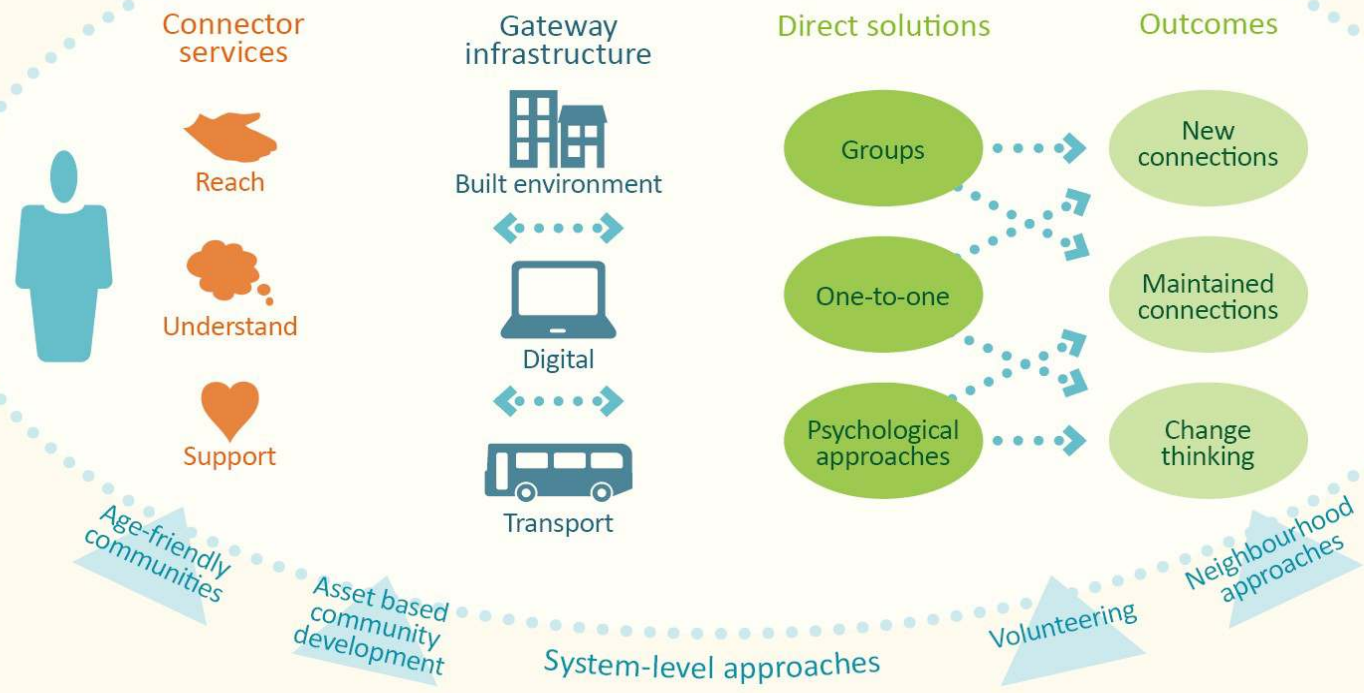
We are concerned about those who experience chronic loneliness (i.e. they are lonely often or always)

Three things we can do to address loneliness



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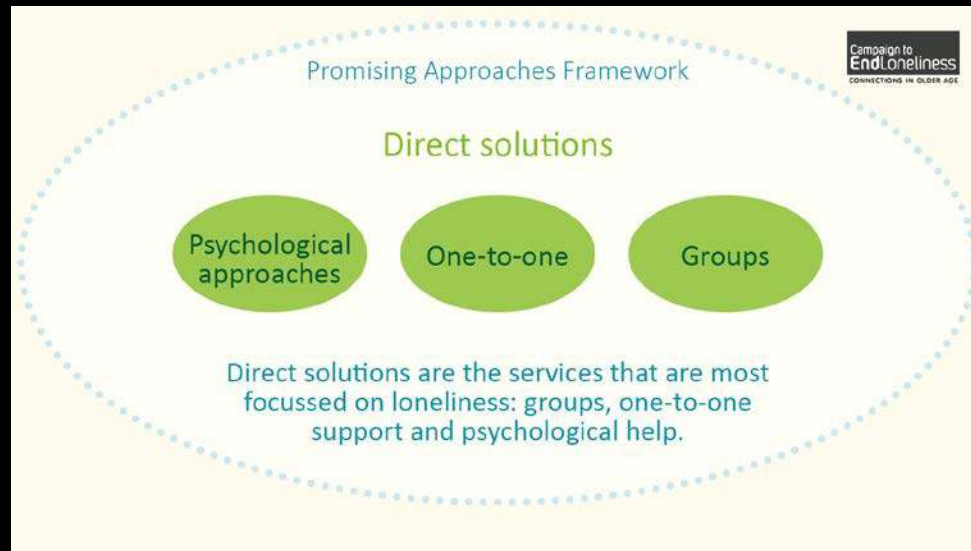
# Direct solutions: What makes the difference?

These are the things which ultimately make the difference

Most commonly understood as loneliness interventions

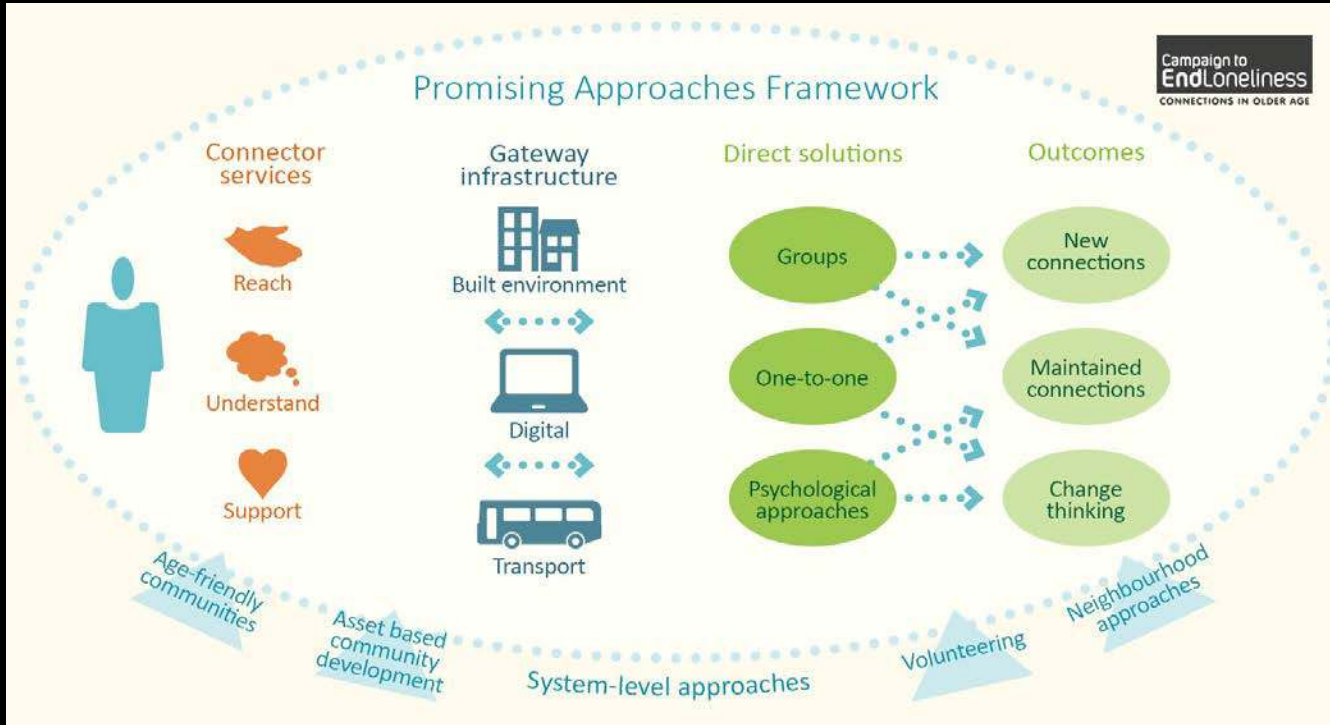
But on their own they can't resolve loneliness

It is NEVER enough just to have these in a community



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## Promising Approaches Framework



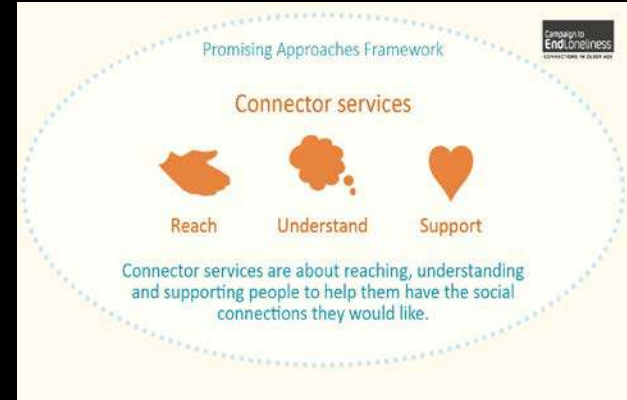
# Connector services: Laying the foundations

The first things we need to do, to support someone in overcoming loneliness

Often these are not “loneliness” services

If we build in understanding of the risk factors for, and experience of loneliness, we can make them work

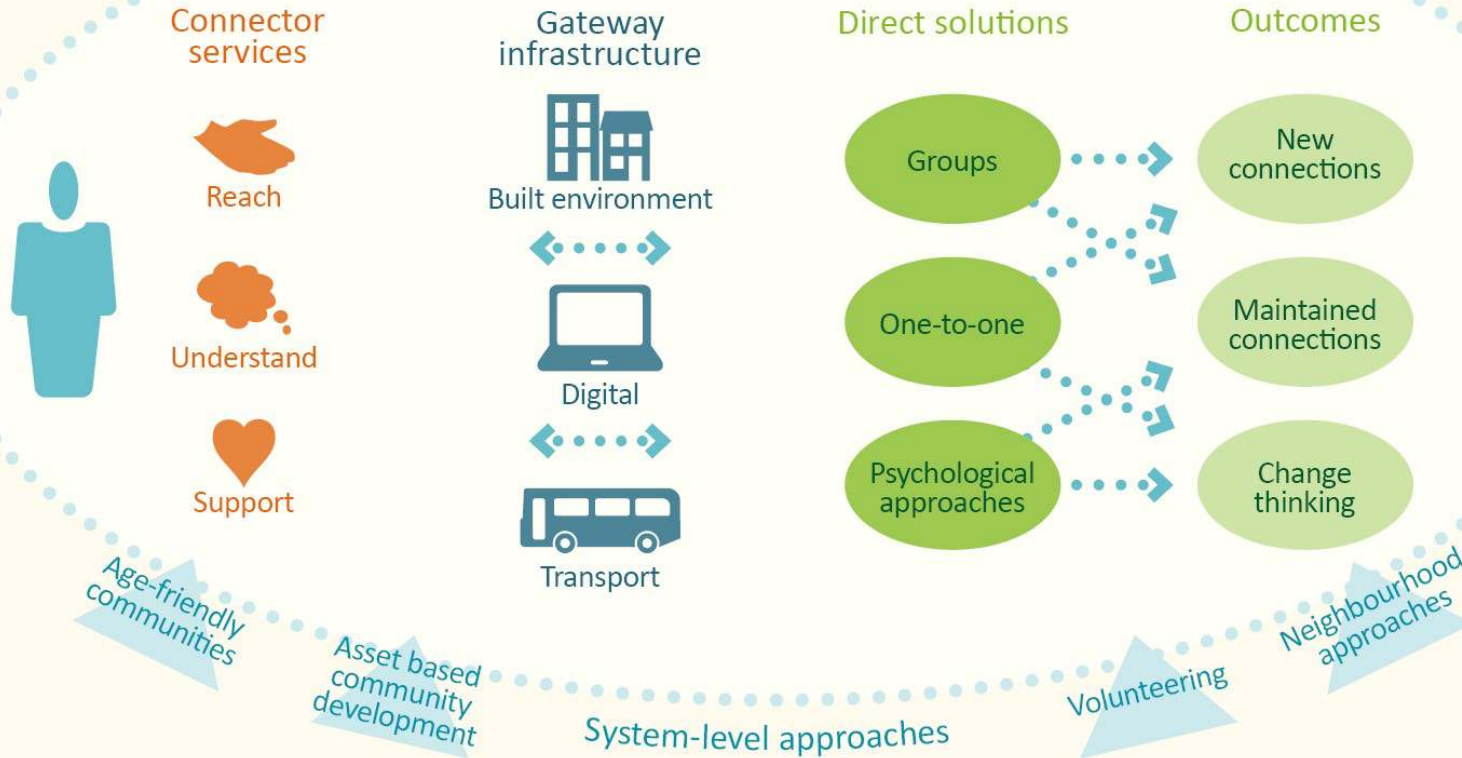
Social prescribing fits here



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# Gateway infrastructure: Enabling or disabling connection

They enable or disable connection at an individual level, and for organisations providing support with connection

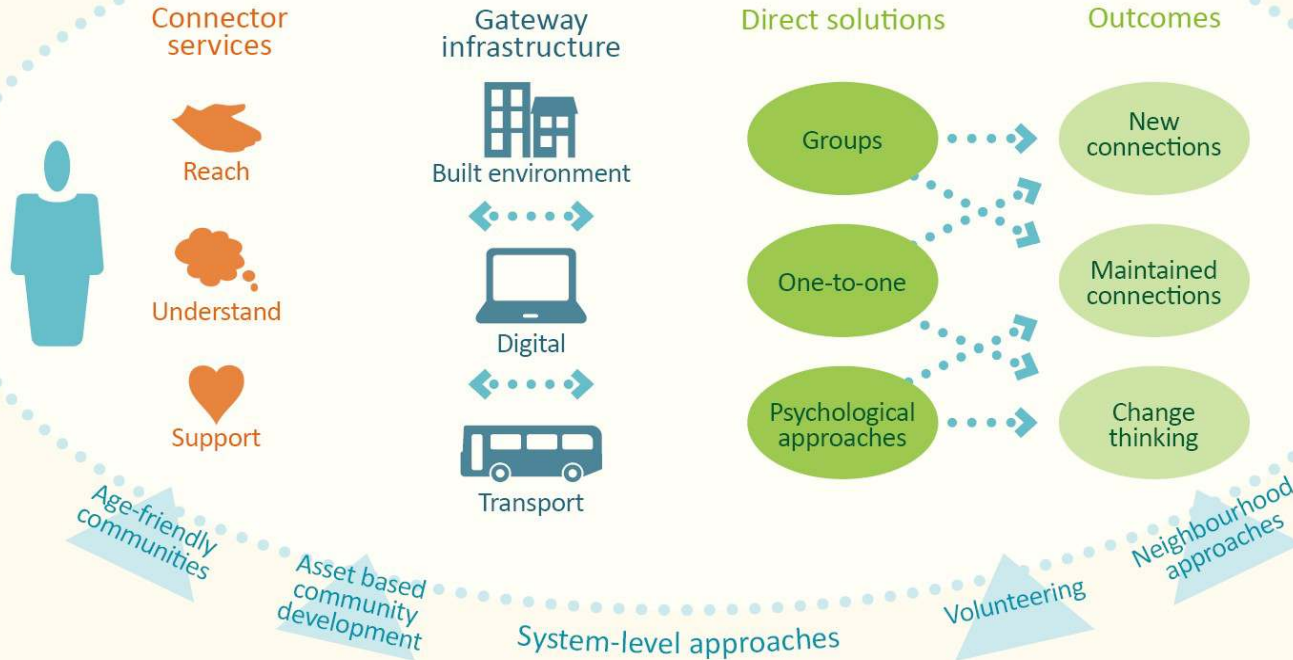
Get it right - we help people connect; get it wrong - we block connection

“Digital” has come to the fore, but transport is not going away



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# System-level approaches: How do we make it happen?

**About the way we choose to meet this challenge**

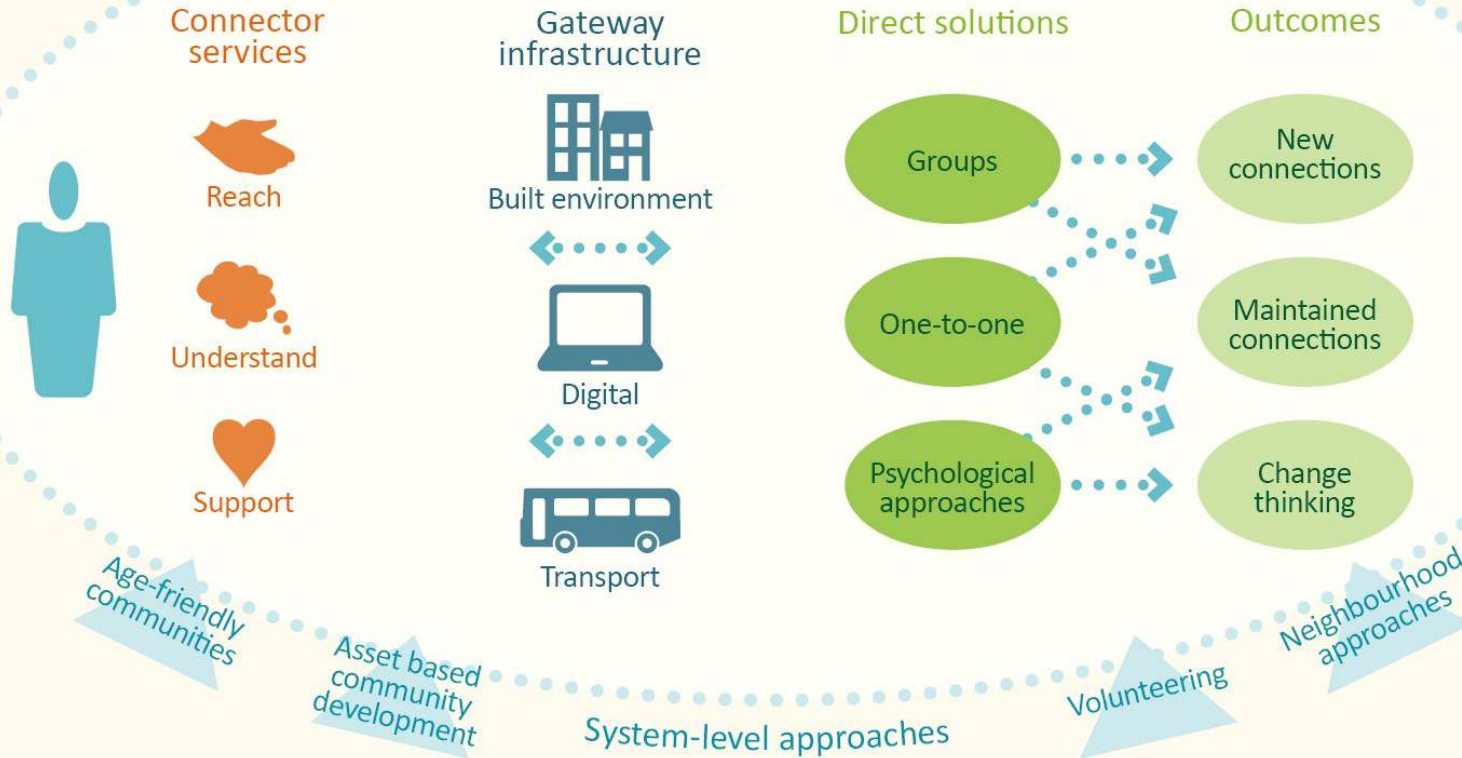
**These are approaches that can help us ensure our loneliness response is effective, sustainable and social**

**They often build connection and prevent isolation**



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# Promising Approaches Framework



# Why now?

**Covid-19 brought loneliness into sharp relief**


**Deepened the experience of those at greatest risk**

**Increased the challenges for delivery**

**But what we need to do hasn't changed**

**An opportunity to build out loneliness**

**Taking a strategic approach is more important than ever**



The graphic features a light yellow background with a large, faint, dotted blue oval. Inside the oval, the text is centered. In the top right corner of the graphic, there is a small version of the Campaign to End Loneliness logo.

**Promising Approaches Framework**

The Promising Approaches framework shows how different services fit together for a comprehensive approach to tackling loneliness in later life.

With Covid-19 it is needed more than ever.

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CONNECTIONS IN OLDER AGE

# Warm Welcome Ageing Better in Camden

#PromisingApproaches

Supported by



## Warm Welcome

All older people deserve a warm welcome, some need it to engage and remain connected

Older people need opportunity to make connections

Warm welcome helps make new connections and maintain current ones

*“If it’s a friendly and happy group you are going to leave brightened up, you brighten up.”*

## Warm Welcome activities: Service Design

Service design is vital eg

Meeters and greeters

Support with transport

Phone calls and follow up for those who need it, either always due to memory loss or at a specific point, eg following a period of illness or a bereavement

*“Made me feel good that someone actually cares, I was valued as a member of the group”*





## Warm Welcome activities: Staff Skills

It takes skill to ensure all groups are friendly and inclusive

Staff need to have skills to intervene/support difficult group dynamics and be supported by their organisation

*“I think it’s the leaders who set the tone and keep a nice atmosphere and they’re welcoming, and willing to introduce you to other people.”*

# GenWell Project



**Pete Bombaci**  
**Executive Director / Founder**

# Over to you!

Is there any aspect of the Framework that could be adapted to work in Canada? Which aspects can you already see working? What are your thoughts on how best to tackle loneliness in Canada?

# Promising Approaches Framework

