Tackling Loneliness

How Age UK is contributing to this challenge amongst older people

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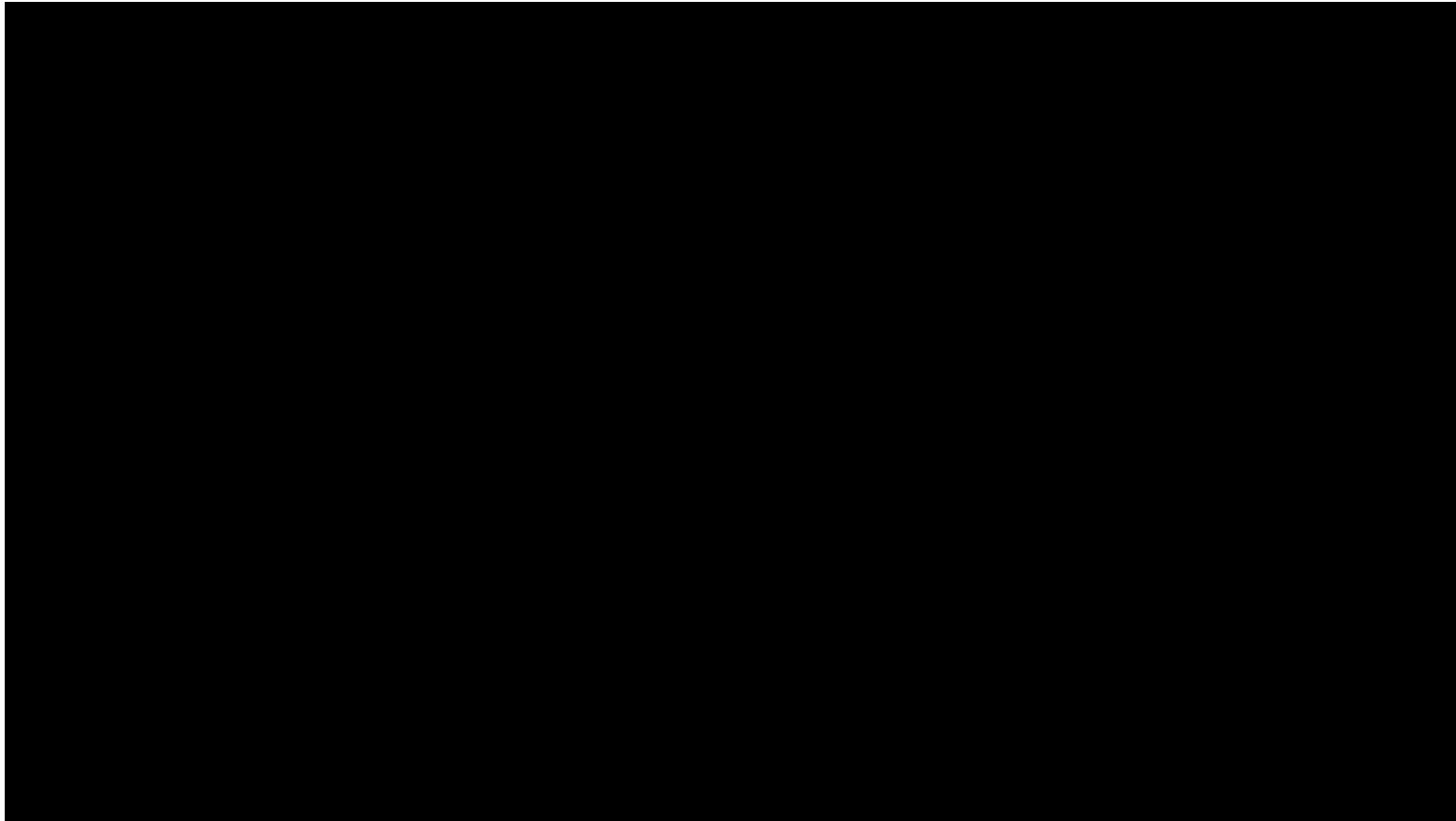
@age_uk @vkkarania

01

Why Loneliness

What does loneliness feel like?

www.youtube.com/watch?v=zHLvtIwTqGo

Why is combating loneliness important?

- Miserable Experience

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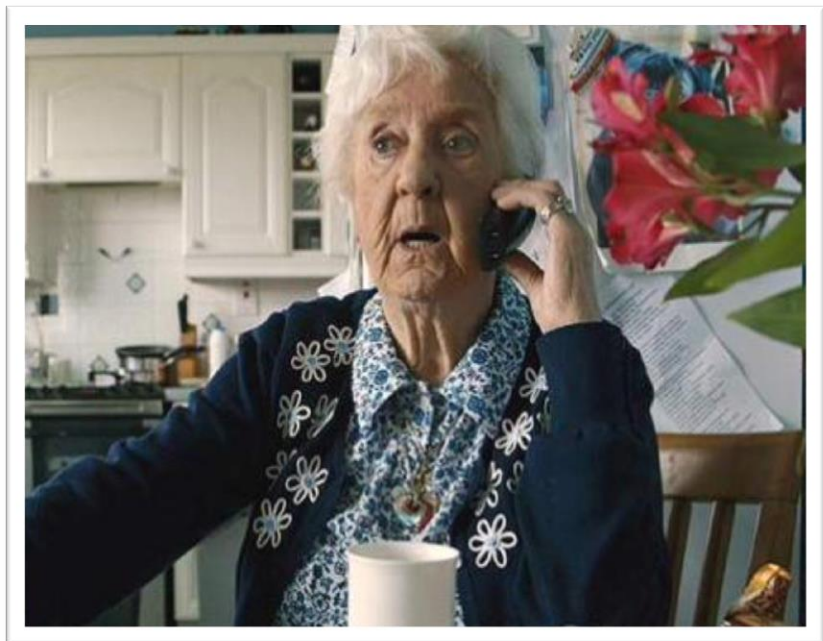
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- Associated with negative impacts on **emotional wellbeing**, **lifestyle**, and **health**

Barbara's Experience

"People seriously underestimate the awfulness of loneliness."

"I had nobody. I was completely lost. Day and night, week after week, month after month. Hours become like days. Days become like weeks. The loneliness gets under your skin."
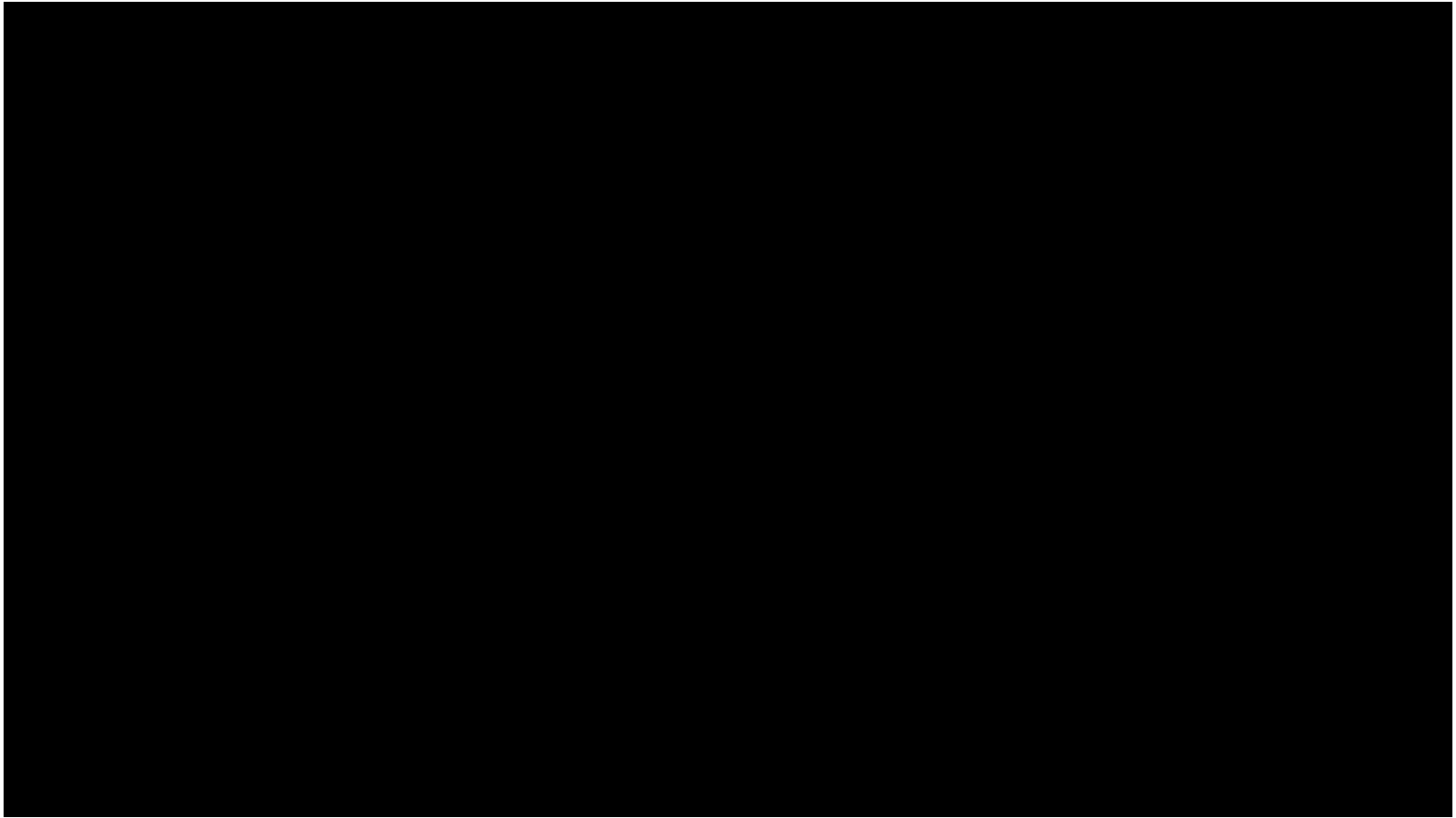
02 Raising Awareness

Age UK Campaign

No One Should Have No One
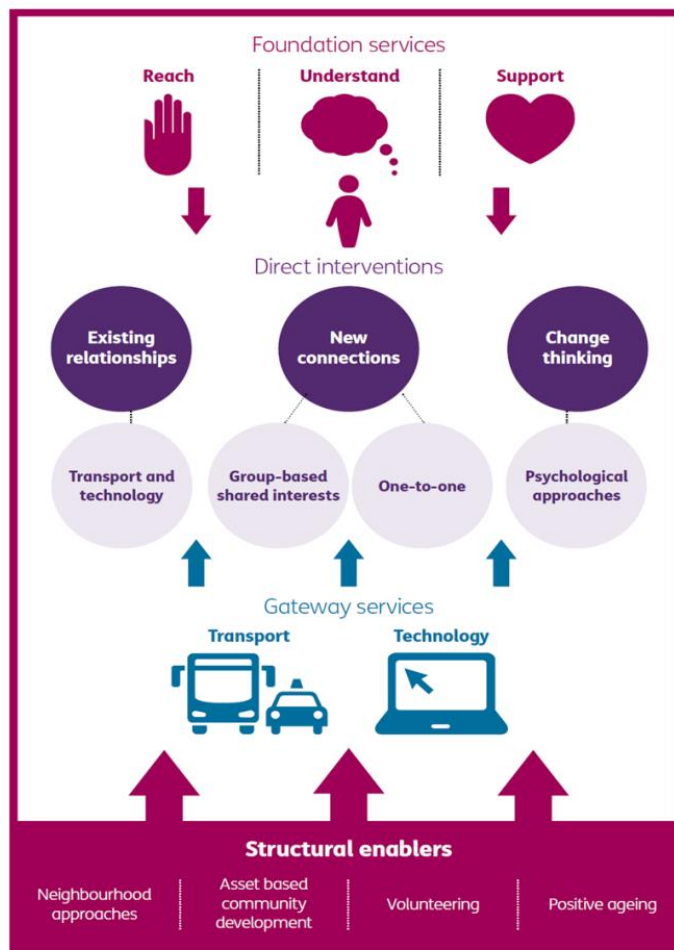
Working in partnership

03

What Works

Building the Evidence Base

Promising Approaches

Age UK's Testing Promising Approaches to Reducing Loneliness – the programme

- Phase 1 – 8 Local Age UKs (April 2015 to October 2016)

- Phase 2 – 2 Local Age UKs (May 2017 to February 2018)

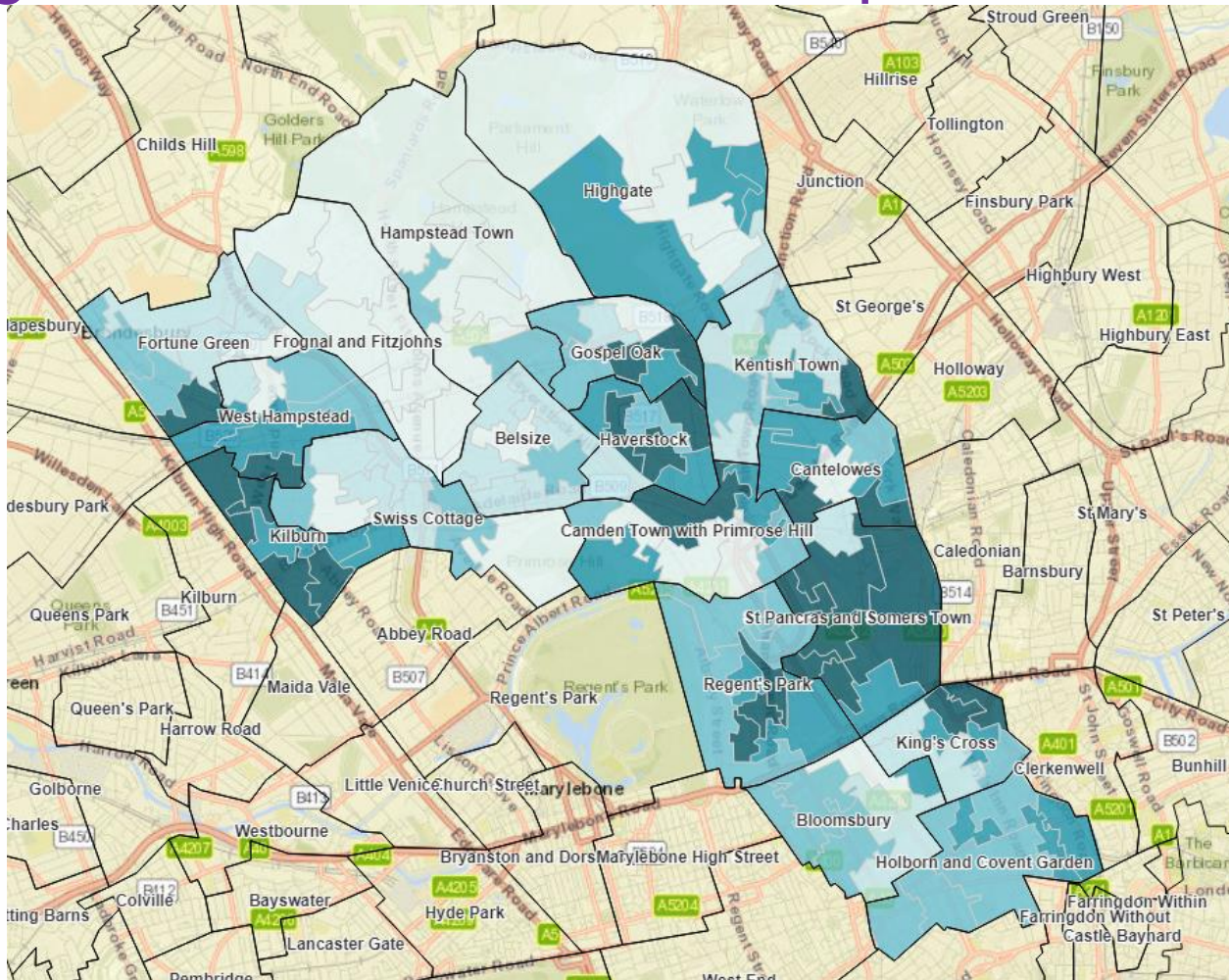# Age UK's Testing Promising Approaches to Reducing Loneliness – the programme

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- Focus on foundation services:

  - identifying lonely older people

Eyes on the Ground

Age UK Loneliness Heat Map

Age UK Loneliness Heat Map

"*The Loneliness Heat Map has been very beneficial in identifying the local hotspot… and has helped identify an area where Age UK Wirral had no venues or any social hubs for clients to meet and engage with each other.*"

"*One of the difficulties we've faced in identifying people so far has been how to find them. This tool gives us an easy way of identifying areas and targeting help and resources*"

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    - identifying lonely older people

    - understand their issues

Factors linked with increasing risk of loneliness

- loss of a relationship

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- financial difficulties

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- loss of employment

- attitudes experienced and quality of local neighbourhood

- limited or negative outlook on life

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- **Measure loneliness**

Age UK's Testing Promising Approaches to Reducing Loneliness – the results

- 88% of older people who were <u>often</u> lonely experienced a reduction on their loneliness score

Age UK's Testing Promising Approaches to Reducing Loneliness – the results

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- 70% of older people who were lonely <u>some of the time</u> experienced a reduction on their loneliness score

Age UK's Testing Promising Approaches to Reducing Loneliness – the learning

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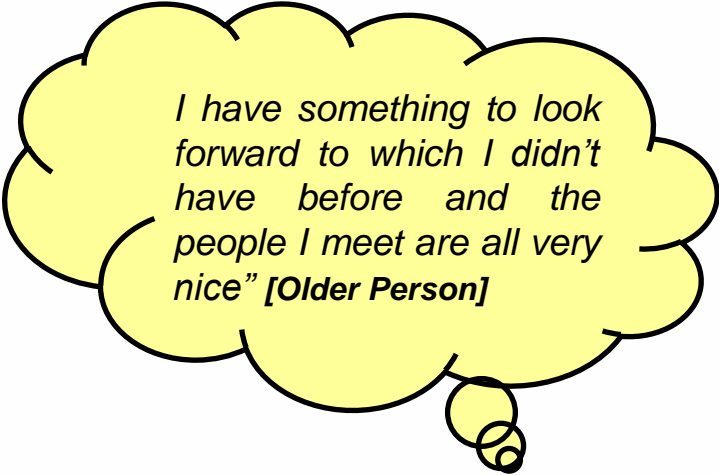
- Build awareness of loneliness amongst key people

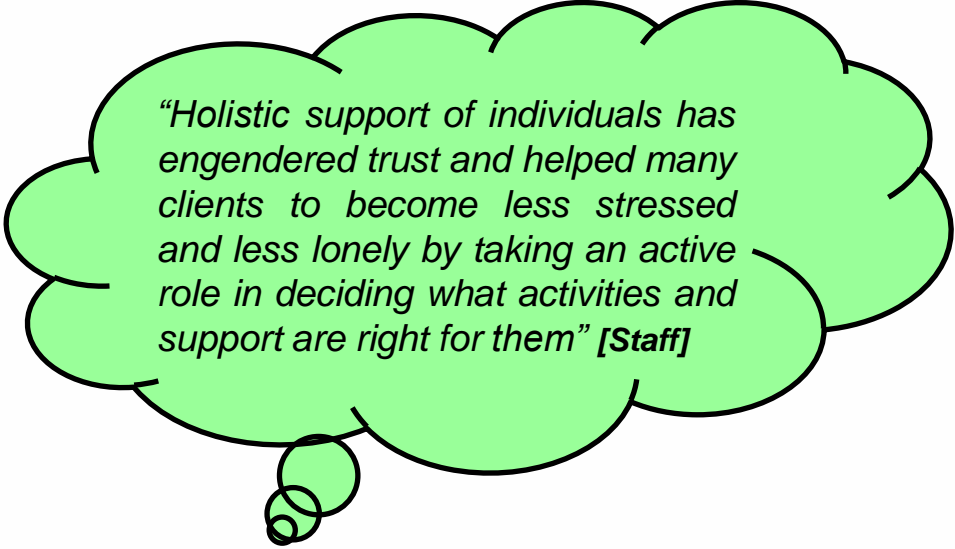# Age UK's Testing Promising Approaches to Reducing Loneliness – the learning

- Loneliness is a symptom – it is uniquely personal and therefore the support needed with vary between people

- Train people to have guided conversations

- Build awareness of loneliness amongst key people

- Build on existing assets and services

# Age UK's Testing Promising Approaches to Reducing Loneliness – the learning

I have something to look forward to which I didn't have before and the people I meet are all very nice" **[Older Person]**

"Holistic support of individuals has engendered trust and helped many clients to become less stressed and less lonely by taking an active role in deciding what activities and support are right for them" **[Staff]**

Age UK's Testing Promising Approaches to Reducing Loneliness – the learning
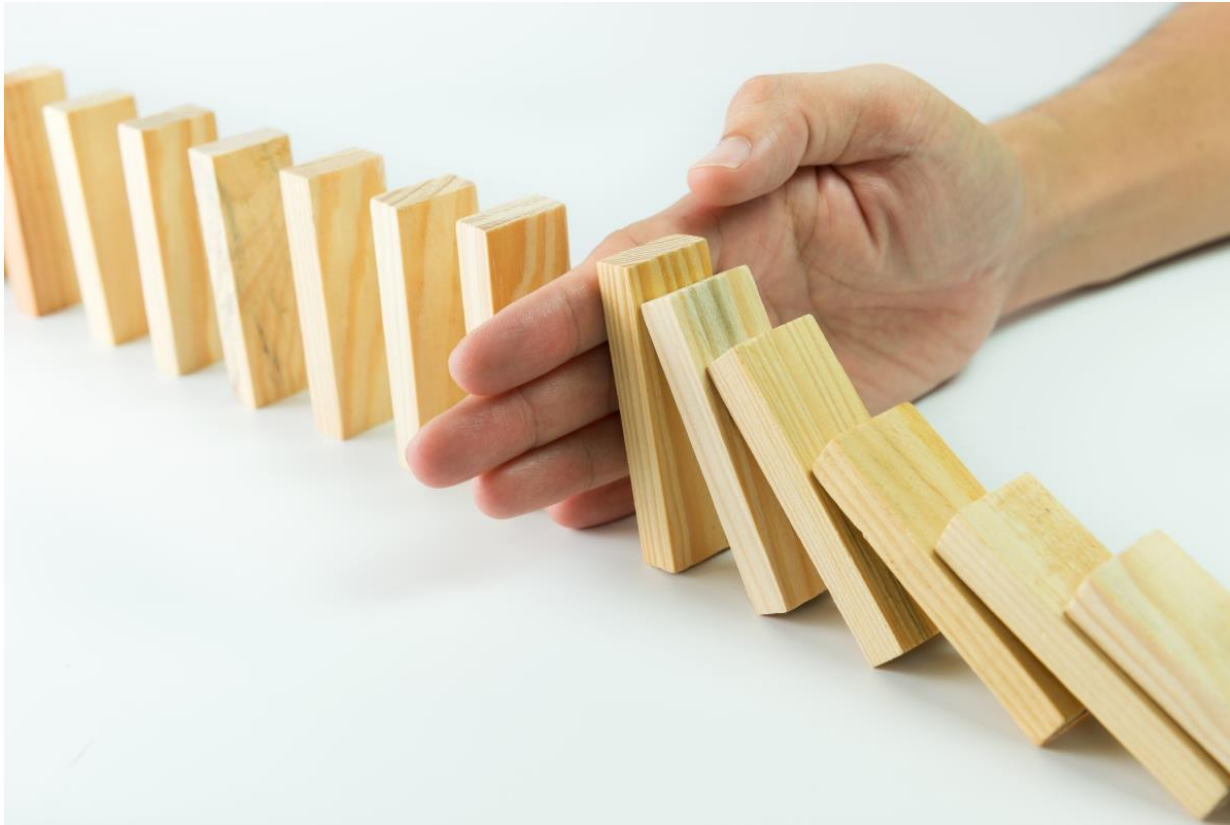
What next for Age UK?

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- Integrating common measure of loneliness across services

- Sharing learning and working with other organisations

- Keeping tackling loneliness amongst older people on the agenda

References

- Promising approaches to reducing loneliness and isolation in later life (http://bit.ly/AgeUKPromisingApproachesLoneliness)

- Testing Promising Approaches to Reducing Loneliness – Results and Learnings of Age UK's Loneliness Pilot (http://bit.ly/AgeUKTestingPromisingApproachesLonelinessReport)

- Testing Promising Approaches to Reducing Loneliness – Technical Annex – Quantitative Data Collected (http://bit.ly/AgeUKTestingPromisingApproachesQuantitative)

- No one should have no one – Working to end loneliness amongst older people (www.ageuk.org.uk/no-one-report)

References

- No one should have no one – Working to end loneliness amongst older people (www.ageuk.org.uk/no-one-report)

- Age UK Loneliness Heat Map (https://www.ageuk.org.uk/our-impact/policy-research/loneliness-research-and-resources/loneliness-maps/)

THANK YOU