We will be starting soon....
Agenda

• Welcome and introductions – Paul Cann
• Introducing the revised framework – Kate Jopling
• Breakout discussions
• The Psychology of Loneliness – Dr Kalpa Kharicha
• Case studies:
  • Warm Welcome, Ageing Better in Camden – Annabel Collins
  • Open Age – Iain Cassidy
  • The Loneliness Lab – Bethan Harris
• Breakout discussions
• Final reflections – Robin Hewings

#PromisingApproaches
Promising Approaches Revisited

Welcome and introductions

Paul Cann - @paullewiscann1

Supported by #PromisingApproaches
Promising Approaches Revisited

Introducing the revised framework

Kate Jopling - @KateJopling

Supported by

#PromisingApproaches
Why did we revisit?

• Five years on from original report
• Significant shift in the context
• New approaches on the agenda
• More action to build the evidence

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How did we do this?

• Start with the experts (listed at the back)

• Review the literature (Nicole Pitcher-Valtorta)

• Gathering case studies (NDTi, Beth, Edel, the Campaign team & brilliant orgs)

• Building a new framework (Steering Group)
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
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

• Isolation: is objective – a measure of the number of contacts or interactions.
  • Fischer and Phillips, 1982

• Solitude: *Our language has wisely sensed these two sides of man’s being alone. It has created the word “loneliness” to express the pain of being alone. And it has created the word “solitude” to express the glory of being alone.*
  • Paul Johannes Tillich, 1963

#PromisingApproaches
• 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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### Promising Approaches Framework

**Connector services**  
- Reach  
- Understand  
- Support

**Gateway infrastructure**  
- Built environment  
- Digital  
- Transport

**Direct solutions**  
- Groups  
- One-to-one  
- Psychological approaches

**Outcomes**  
- New connections  
- Maintained connections  
- Change thinking

**System-level approaches**  
- Age-friendly communities  
- Asset based community development  
- Neighbourhood approaches

**Volunteering**
How has it changed?

- Clearer headings
- Revised visual
- New category “Built environment”
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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Outcomes

Promising Approaches Framework

- Change thinking
- Maintained connections
- New connections

The outcomes of all these services include new friendships, maintaining old ones or thinking differently about our relationships.
Promising Approaches Framework

Connector services
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Outcomes
- New connections
- Maintained connections
- Change thinking
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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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.

Connector services: Laying the foundations.

Promising Approaches Framework

Connector services

Reach, Understand, Support

Connector services are about reaching, understanding and supporting people to help them have the social connections they would like.

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**Volunteering**
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.
Promising Approaches Framework

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**Volunteering**

- Neighbourhood approaches
• 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

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

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**Volunteering**

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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

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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Keep in contact

Join us www.campaigntoendloneliness.org/support-us

Twitter @EndLonelinessUK

Facebook @Thecampaigntoendloneliness

Email Us info@campaigntoendloneliness.org

Join us on Slack: follow the link in our email
The Psychology of Loneliness

Dr Kalpa Kharicha - @KalpaKharicha

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#PromisingApproaches
Emotions triggered by loneliness and what this means for our response

Kalpa Kharicha
Campaign to End Loneliness
Loneliness is an emotional response

“a subjective and unwelcome feeling which results from a mismatch in the quality and quantity of social relationships we have and those that we desire”

• Important to understand emotional and psychological aspects of loneliness as well as social and structural
How loneliness can make you feel

- distress
- abandoned
- not being understood by others
- painful feelings
- anxiety
- fear and sadness
- helplessness and emptiness
- lost
• Emotions, feelings and thoughts influence how we behave
• Downward spiral of negative thoughts and further withdrawal from others
• Loneliness can become chronic or more severe and harder to tackle
Psychological factors associated with loneliness

• Social cognition - how people perceive or make sense of social situations

• Attribution – how people explain the reason for their loneliness
  • internal (themselves) / external (situation)
  • stable / variable

• Confidence, self-efficacy, self-esteem
  • Motivation

• Depression, anxiety, social anxiety

• Personality types
  • Conscientiousness, extraversion / neuroticism

• Internalised ageism
Emerging evidence for psychological approaches

- Effective loneliness interventions addressed ‘maladaptive social cognition’ (Masi et al., 2011), meta-analysis
- Early evidence for CBT, mindfulness, positive psychology
- In practice – blended psychological approaches, tailored
- Bring awareness to negative thought patterns, strategies to challenge and replace them
- Time for reflection and identify meaningful response
Broader application within group based support and services

- Building in knowledge of emotional and psychological barriers to engagement into design and delivery of support
- Accessible and inviting spaces can minimise the stigma
- Training for staff and volunteers, on why
  - it may be difficult to first attend
  - dedicated time is needed to manage initial welcome, help people integrate and follow-up
  - time and skills are needed encourage people to talk, open up and build trust, including good listening skills
  - confidentiality and trust within staff and members needs to be made explicit

Psychology of Loneliness report

Case studies

Annabel Collins – @AnnabelEKennedy
Warm Welcome, Ageing Better in Camden

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Warm Welcome
Ageing Better in Camden
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Campaign to End Loneliness
CONNECTIONS IN OLDER AGE

NATIONAL LOTTERY FUNDED

Independent Age
https://www.youtube.com/watch?v=Rpz94tEHmmg&feature=youtu.be
Warm Welcome

• All older people deserve a warm welcome, some may 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.”
Keep in contact

Annabel Collins, Programme Manager
Annabel.collins@ageukcamden.org.uk

Website: www.ageingbetterincamden.org.uk/warm-welcome-approach

Twitter: @abc_camden
Case studies

Iain Cassidy – @eyecass
Open Age
OPEN AGE
life’s just begun

@Open_Age PromisingApproaches
# The Open Age model

## What we do

Wide range of low cost, high quality group activities

Physical activity, informal learning, arts and culture, social groups, all delivered by qualified tutors.

## How we do it

Free to join, centre based, membership model

Dedicated centres allow connections to be made & maintained, and community delivery increases our reach & lets us go where our members are.

## Our impact

Increased wellbeing and social connections

Our members are more active, stay healthier and are less lonely. As a result, they access less health and care services.

## In Numbers

Circa 350 activities each week

50-60 different venues

1500 attended each week

4500 active members
Key to our success

• Variety of inexpensive classes – no barrier to entry
• Multiple routes of entry offering structure and meaningful, engaging activities
• Sense of community/ownership – “I go to Open Age not to yoga”

“I wish I had got involved sooner, as it would have made me less isolated. I have made friends and feel more independent I look forward to going on more courses”

“Open Age mean so much to me, not only for its social and learning aspect but also the general happy, friendly atmosphere”
Outreach and Support Services

- **LinkUP** - 1-2-1 support for people to help members get involved in activities. Involves a home visit and 8-10 hours support.

- **Men’s Space** - Dedicated older men’s project offering 20 hours of activity a week. Eg cooking classes, digital photography, football, gym, music, sporting reminiscence, trips and lunches.

- **Time for Me** - A wide range of activities and peer support for people aged 50+ who are unpaid carers.

- **Phone Groups** - designed for people who are unable to leave the home.
From Face to Face to Remote

• We have transformed from an almost wholly face-to-face delivery service to one offering over 120 hours of remote delivery every week:
  – Phone groups
  – ‘How to Zoom’ classes (delivered over a 100 of these by the end of July)
  – Virtual Programme (120 hours a week)

“I’ve just sent a text message to my daughter in-law to let her know I’ve just done a live Pilates session on Zoom. My sons are forever telling me I don’t know what I’m doing on the computer. But I did it!”
December 2019 Annual Evaluation:

As a result of joining Open Age:

• **87% of members reported improved wellbeing**
• 77% of members have increased energy
• **69% of members have more friends**
• 84% of members are more motivated
• 82% of members level for physical Activity Improved
• **80% have increased confidence**

In addition:

• 51% of members reported fewer visits to their GP
• 47% of members reported fewer visits to hospital or community Services
Case studies

Bethan Harris – @bethanjharris
The Loneliness Lab
A collective of people and organisations on a mission to design out loneliness in our cities.
Launched in Oct 2018 by Lendlease and Collectively.

Now a diverse network of 600+ people and organisations.
• Understanding what’s driving loneliness in our cities.
• Experimenting with ways to design out loneliness in real places and spaces.
• Influencing industry and policy change.
3 promising things about our approach...
1. Addressing the structural drivers of loneliness

- **Attitudes**
  - working styles and sense of wellbeing

- **Relationships**
  - social contact type and frequency

- **Cultural**
  - social norms and organisational values

- **Structural**
  - physical environment and systems
2. Supporting the infrastructure for place based innovation and action
Elephant Says Hi! is a new community initiative to make Elephant and Castle more welcoming for everyone.

Created by Lisa Makaron and Jenny Cleary, the Elephant Says Hi project launched with a party for neighbours on Walworth Road last September. Since then, dozens of local businesses and organisations have signed up to the scheme.

Lisa and Jenny came up with the idea when they took part in the London Lates, an all-night project founded by Londraise and mini-plan organisation, Collectively. The idea was to find new ways to make London a less lonely city.

“We estimated that nine million people in the UK are lonely and we’ve never tried to make them in the Elephant” explains Jenny.

As part of their initial research, they set up a ‘talking table at Jet Café on Sidney Road and invited people to share their experiences of living in Elephant and Castle.

“We found that quite a few people did things outside the area — despite there being so many things to do locally. We decided to try and create more of a sense of belonging and cohesion by encouraging people to each other and to all the interesting spaces, places and activities in the neighbourhood” says Lisa.

“Elephant and Castle is undergoing a lot of transition — so, now more than ever — we need to support one another” adds Jenny.

“We want to encourage more people to say hi to a neighbour, join a group, support a local café or try a new activity,“ says Lisa.

They worked with residents from London College of Communication (LCC) to create an Elephant Says Hi website and their distinctive branding.

“It was wonderful to work with the local talent. The LCC students really helped to make it all happen” says Lisa.

Over the last six months, Lisa and Jenny have met the neighbouring, inviting local businesses and community organisations to sign up to the Elephant Says Hi Welcome Cards.

“We wanted everyone to commit to being open, friendly, inclusive and welcoming to different types of people in different ways,” says Jenny.

“There’s a wonderful range of places that have joined, from Budl’s on the back on Walworth Road to the Elephant Bar on Walworth Road. We’ve also signed up some pretty unique places like Jet Café and Drawing Rooms (an art studio where children can paint and draw after school), she adds.

The partnerships can be found on the Elephant Says Hi website which lists them in different categories such as bars & drink or learn & do.

They also put up stickers in their window to let everyone know that they’re part of the scheme.

Lisa and Jenny officially launch the Elephant Says Hi last summer with a community street party organised with Simon Harris, Building Manager for Southwark Gardens Elephant Park and local resident. As a thank you for all their hard work and drink, her party included music, African drumming, archery and fire shows.

“With Walworth Road and Walworth as you have the old Victorian houses on one side and the new ones on the other. We want to connect newcomers with those who have lived in the area for a long time and vice versa” says Lisa.

“They managed long talks in the middle of the street and encouraged people to bring dishes to share. There was also food provided by local cafes, including Brück and Brügge as well as the new big bar, Chinwag the Dog, and there were numerous stalls where people could find out more about the Elephant Says Hi participation.

“There were 200 people of all ages and it was really diverse” says Jenny.

“We had residents who have lived here for 30 years and others who had only moved in three months before. It was a great way to introduce neighbours, with people chatting to people they had talked to before. I particularly remember one lady who was the neighbour down the road and who decided to bake a cake and come and join us. The “no — that’s what an Elephant Says Hi is all about”.

“Elephant Says Hi is starting to create a real buzz in the area and we’re looking forward to signing up more people, putting on more events and doing all we can to make Elephant and Castle the most welcoming place in London” adds Lisa.
COVID-19
SOUTH GARDENS COMMUNITY SUPPORT

IF YOU ELDERLY, DISABLED, AT-RISK OR SELF-ISOLATING

YOU ARE NOT ALONE
THE SOUTH GARDENS COMMUNITY IS HERE TO HELP

IF YOU NEED ANY ASSISTANCE - FROM GROCERY SHOPPING AND PICKING UP PRESCRIPTIONS TO DOG WALKING OR EVEN JUST SOMEONE TO TALK TO - PLEASE CONTACT THE CONCIERGE OR THE FOLLOWING TELEPHONE NUMBERS:

ERNEST HARRIS - ESTATE MANAGER: 07712407349
VIRGINIA (GINNY) BREWER - RESIDENTS REPRESENTATIVE: 07759705621

YOU CAN ALSO JOIN THE FOLLOWING GROUPS TO STAY CONNECTED TO YOUR NEIGHBOURS VIA THE LINKS BELOW:

https://chat.whatsapp.com/EbqNCML5kUwDrIa0TcVv
https://www.facebook.com/groups/south.gardens.at.elephant.park/
Sprint in Numbers

120 attendees
49 organisations involved
32 sprint participants
10 projects

4 venues
7 days
85 ideas
1 pop up art gallery

48 mins. of mindfulness
100 balloons
97% people who say their reasons for attending Loneliness Lab were met

18 average number of connections made
230 venues engaged
32 spaces and places visited
94% people who want to continue working with The Loneliness Lab after the sprint

The Loneliness Lab is an 18 month project exploring how we can tackle loneliness in London, with a focus on place and space.

Together, we can shape our city to help us all feel more connected.

Co-Founders
The Loneliness Lab was initiated by Lendlease and Collectively.

Collaborators
These amazing organisations helped shape the lab.

There are already many incredible organisations working around the world tackling loneliness - we’re pleased to be building on this work!
3. Involving the private sector in a systemic way. Beyond ‘corporate social responsibility’.
The potential of public realm for combating social isolation and loneliness

July 2020
Thank you!

bethan@collectively.org
Final reflections

Robin Hewings – @RobinHewings
Stay in touch

Join us [www.campaigntoendloneliness.org/support-us](http://www.campaigntoendloneliness.org/support-us)

Twitter [@EndLonelinessUK](https://twitter.com/EndLonelinessUK)

Facebook [@Thecampaigntoendloneliness](https://www.facebook.com/Thecampaigntoendloneliness)

Email Us [info@campaigntoendloneliness.org.uk](mailto:info@campaigntoendloneliness.org.uk)

Join us on Slack details in the chat / follow up email

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