What particular life changes do you need to understand, in order to reach older people most at risk?

- Bereavement
- Loss of role or purpose
- Retirement
- Dementia
- Illness (mental and physical)
- Divorce
- Financial changes and problems
- Loss of mobility
- Loss of confidence
- Becoming a carer
- Moving home/residential care
- Lose ability to drive or no public transport
What implications does this have for any outreach that you might do?

- Loss is universal; we must make services inclusive
- Talk to community police teams
- Support people who need help with bin collections
- Don't forget people in hospitals or care homes
- Remember carers groups
- Talk to GPs about our work
- Registrars could refer recently bereaved
- Try to reach people before they are in crisis
- Make sure activities are attractive to men and women alike
- Remember retirement is a gain, but involves loss
- How can we create a sense of belonging?
What first step will you take, or ask others to take?

- Meet Public Health loneliness lead and CCG Chair to discuss today
- Plan how to better target interventions in terms of life stage
- Pass on information about services to registrars and funeral directors
- Think about how our befriending scheme can respond to fluidity of loneliness
- Look at how we can connect with local LGBT and BME communities
- Think about impact of loss (not just widowhood)
- Pursue discussions with local GP, develop support pack for them
- Encourage our 200+ volunteers to make contact with immediate neighbours
- Target the % of older people who are not very lonely (prevention)
- Put forward idea of ‘knock next door’ campaign to build community support