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
Lose ability to drive or no public transport
Moving home/ residential care
Becoming a carer
Loss of confidence
Loss of mobility
Financial changes and problems

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 retirement is a gain, but involves loss
Make sure activities attractive to men and women alike
How can we create a sense of belonging?
Try to reach people before they are in crisis
Remember carers groups
Talk to GPs about our work
Registrars could refer recently bereaved

What first step will you are 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
Put forward idea of 'knock next door' campaign to build community support
Target the % of older people who are not very lonely (prevention)
Encourage our 200+ volunteers to make contact with immediate neighbours
Pursue discussions with local GP, develop support pack for them
Think about impact of loss (not just widowhood)
Look at how we can connect with local LGBT and BME communities