Loneliness Awareness Week is an annual event hosted by Marmalade Trust. Marmalade Trust is the UK's leading loneliness charity and the only charity in the world specifically dedicated to raising awareness of loneliness across all ages.

The campaign aims to reduce the stigma around loneliness and encourage people to talk more openly about it. Every year, the Department for Digital, Culture, Media and Sport (DCMS) work with Marmalade Trust to help raise awareness.

This year, the week will run from **13th - 17th June 2022.**

Following the success of our Every Mind Matters campaign so far in 2022, DCMS will continue to encourage people to '**Lift Someone Out of Loneliness'** as part of the [Better Health - Every Mind Matters campaign](#).
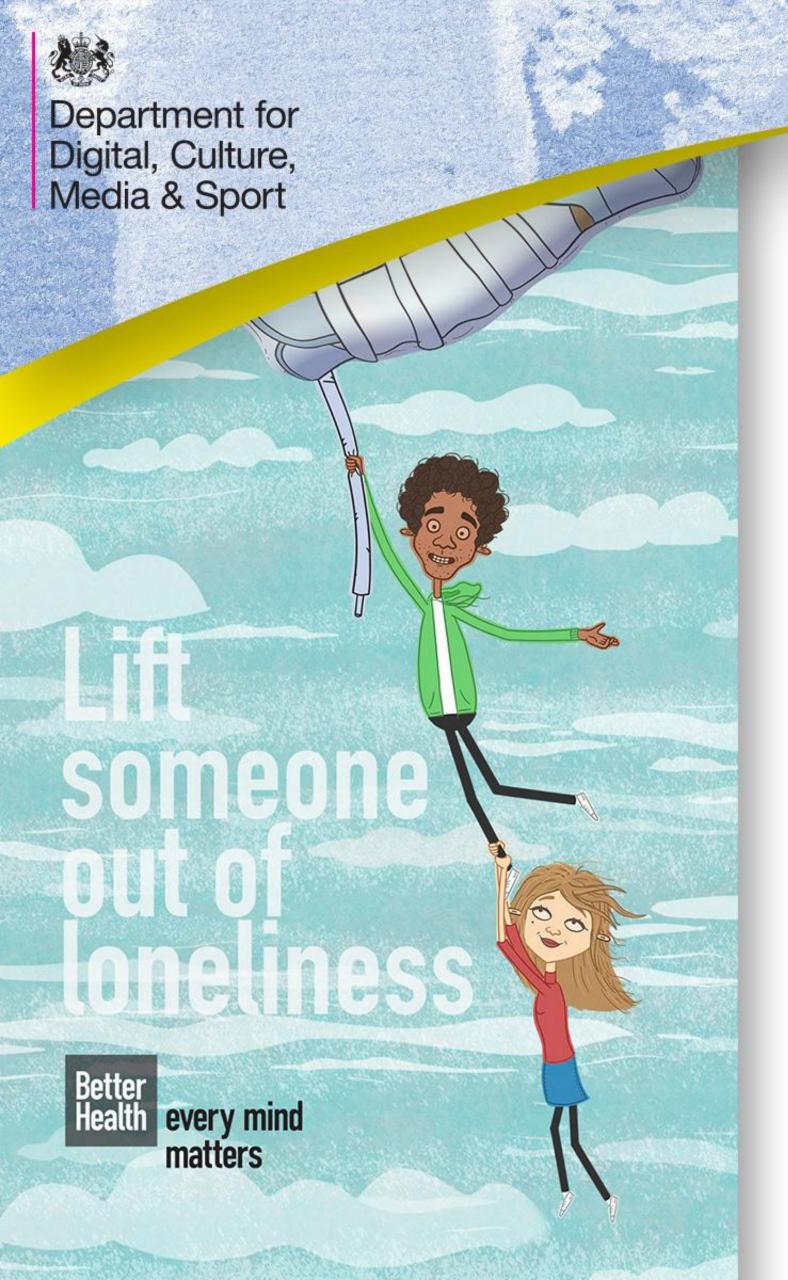
Our 2022 Loneliness campaign aims to reach **18-24 year olds,** based on recent research that shows that people in this demographic are at higher risk of feeling lonely compared to other age groups, but less likely to seek advice and support.

We know that young people feel more confident and motivated to take action to help other people who feel lonely rather than doing things to help themselves.

However, we know that loneliness is an issue that can affect us all, young or old, at any point in our lives.

For **Loneliness Awareness Week,** we want to reach a broader audience and continue to encourage as many people across England as possible to to reach out to someone who may be feeling lonely, which will in turn help them feel less lonely too.

Key Messages

Lift someone out of loneliness

Better Health | every mind matters

Feeling lonely is something that all of us can experience at any point and can have a huge impact on our wellbeing.
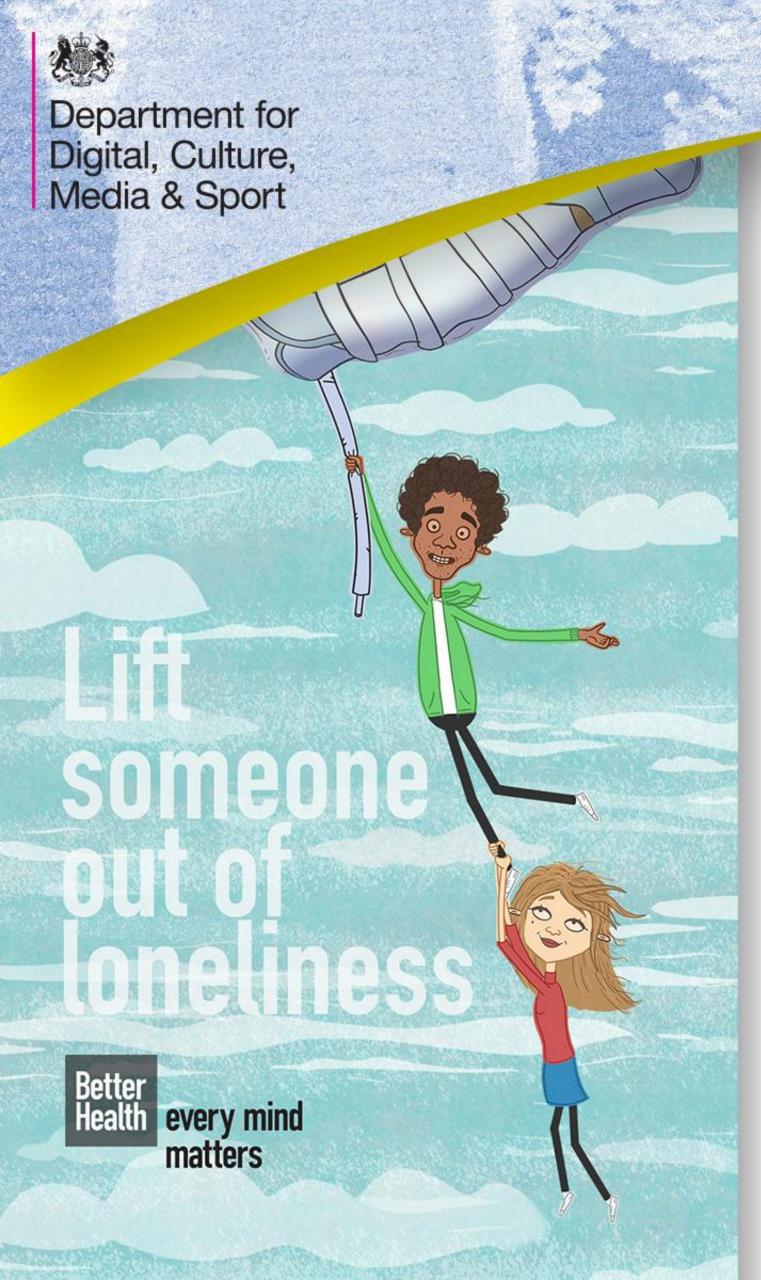
Sometimes admitting we feel lonely can be hard but it's important to remember that many others experience feelings of loneliness too, and that this feeling can pass.

This **Loneliness Awareness Week,** we are continuing to encourage people to reach out to others to help someone who may be feeling lonely, taking small acts of kindness such as sending them a text or inviting them for a walk or a coffee, which might in turn help themselves feel less lonely too.

Find more support and advice for ways to lift someone out of loneliness on the Every Mind Matters – Loneliness web page or **search Every Mind Matters** for more support and advice for ways to lift someone out of loneliness.

Take the Mind Plan quiz to get a personalised mental health action plan with practical tips to help you deal with stress, anxiety, low mood and trouble sleeping. Plus advice on how to cope with feelings of loneliness.

Better Health | every mind matters

Partner support

Lift someone out of loneliness

Better Health **every mind matters**

We are keen to work with partners who are able to reach our campaign audiences (see page 3) and also broader audiences. Support could be:

- Developing creative and authentic content to promote across your platforms
- Sharing our campaign assets via your channels, using **#EveryMindMatters**
- Utilising influencers or talent you may have a relationship with to widen our reach

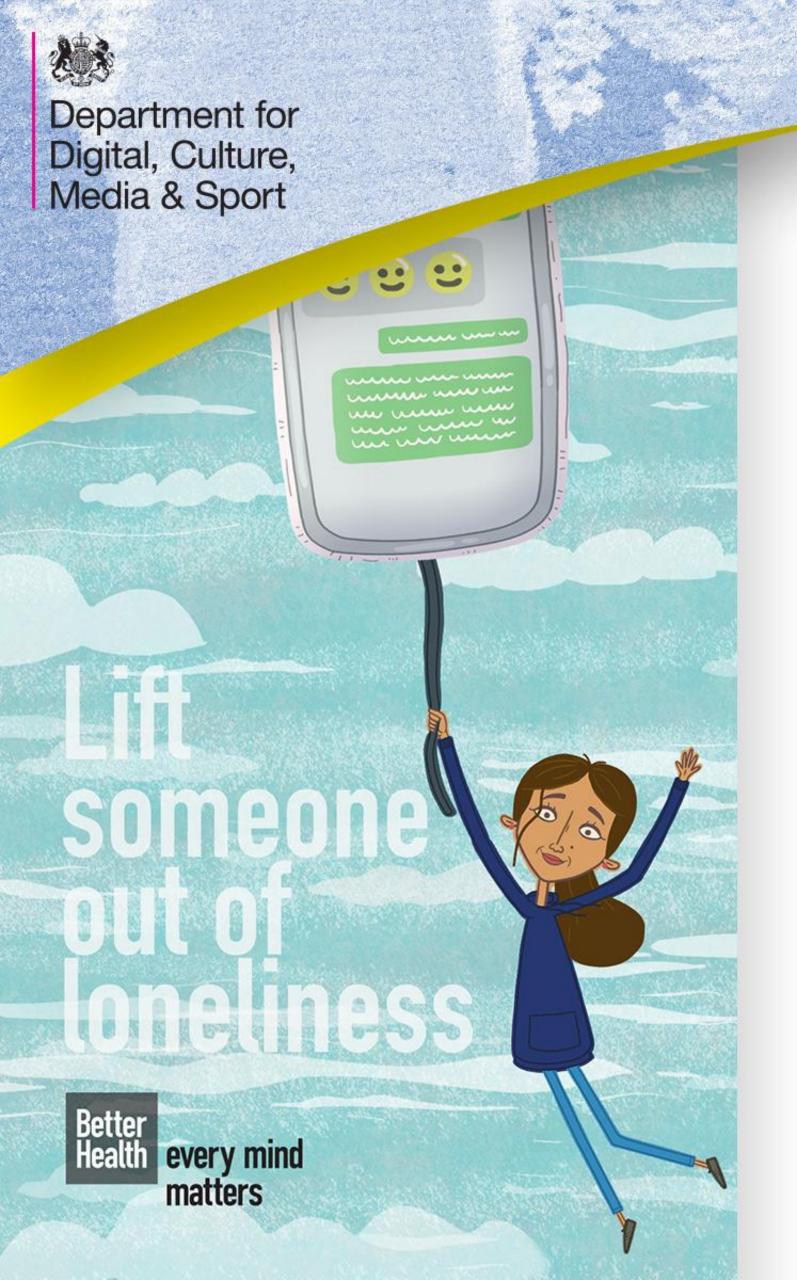Some of the activity we have previously created with partners includes:
- Influencer work with gaming YouTubers and media medics with EA and TikTok respectively
- Creative assets on billboards and train station screens all over the country with Network Rail
- Promoting case studies of those doing great work to tackle loneliness eg. ASDA and EFL
- Advertising on Piccadilly Circus, London's 'big screen' in collaboration with FIFA and CALM

We are always open to exploring ideas and welcome your expertise. By working together and utilising the influential voice you hold, we will be able to engage our audiences most effectively - ensuring that those most in need are armed with the tools to tackle loneliness.

Want more information?
To hear more or get involved in the campaign email **campaigns@dcms.gov.uk**

Better Health **every mind matters**

Assets

You can download assets supporting the Better Health - Every Mind Matters Loneliness campaign at the [Campaign Resource Centre](#). The link also includes draft social media copy to use across your channels.

When promoting the Better Health - Every Mind Matters Loneliness campaign, please tag DCMS social accounts across:

- <u>Twitter:</u> @DCMS
- <u>Facebook:</u> @dcmsgovuk
- <u>Instagram:</u> @dcmsgovuk

Please use the hashtag **#EveryMindMatters** in all posts.

Lift someone out of loneliness

Better Health every mind matters