

**Better
Health**

every mind
matters

Communications Toolkit Loneliness Campaign 2024

Loneliness. It's a part of life. Let's talk about it



Department
for Culture,
Media & Sport

Objective

Our 2024 campaign launches with **new creatives** and aims to reduce loneliness stigma, which so often prevents young people from reaching out and accessing support. This year, we want to:

Get young people aged 16-24 and those around them

Who (often unintentionally) see loneliness through stigmatising and judgemental stereotypes

To recognise it is a natural part of life that can happen to anyone, and be able to discuss it openly and sensitively

By showing that, in reality, loneliness is caused by many different things, and giving them the language to respond - and providing suggested tips and advice

We want to shift the perception of loneliness away from being negative or shameful towards more positively framed language, that normalises feelings of loneliness and encourages taking action.



A person is lying in bed in a dimly lit room, looking at a smartphone. The room has a bedside table with a lamp and various items. The text "Loneliness. It's a part of life. Let's talk about it." is overlaid on the image.

**Loneliness. It's a part of life.
Let's talk about it.**

Audience

Young people often experience stigma associated with loneliness, partly because most people associate loneliness only with older, isolated people.

Our recent research shows that 16-24 year olds are at higher risk of feeling lonely compared to other age groups, but less likely to seek advice and support. Key findings with Ipsos MORI and YouGov show:

81% of young people say that they would worry about being embarrassed, mocked, judged or treated differently if they said they were lonely.

Among students, **nearly half admit they have hidden their feelings of loneliness** for fear of being judged.

62% of 16-24s are still the least likely group to feel comfortable helping family/friends who may be feeling lonely

16-24s are also among the least likely to take action to help themselves feel less lonely (47% v adult average 51%).

A photograph of a woman in a light green jacket and blue jeans standing at a bus stop. The bus stop has a shelter with a map and a poster. Other people are blurred in motion around her. The text "Everyone feels like this sometimes." is overlaid in white.

**Everyone feels like this
sometimes.**

513

Carlyle House

Key messages

- **Feeling lonely is completely normal.** Many of us can feel lonely while checking our social media, on our own or with others. It is nothing to be embarrassed or ashamed of.
- Sometimes admitting we feel lonely can be hard but it's important to remember that **many others experience similar feelings of loneliness too, and that this feeling can pass.**
- If you are feeling lonely, or know someone else who is, **there are plenty of simple, affordable actions you can take**, such as:
 - going for a walk with someone;
 - inviting someone out for a coffee and a chat;
 - finding out about affordable events nearby;
 - going along to a gym class or playing in a sports team;
 - joining a society or local community group to meet like-minded people; and
 - reaching out to those around you so you can both feel the benefits of in-person social connection.
- **Find more support and advice on the [Better Health - Every Mind Matters Loneliness](#) web page to help yourself or others who might be feeling lonely, or search 'Loneliness Every Mind Matters' for more support and advice.**





**There are things you can do
that can help.**

Your support

You can download assets and suggested social media copy to support the Every Mind Matters - Loneliness campaign [here](#).

Assets include:

- 3 x scenario based videos for use on social channels, digital screens and online platforms (20 second hero videos and 6 second clips available in landscape and vertical formats)

Public figure and ambassador engagement:

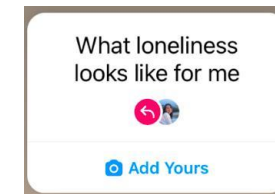
- Encourage your ambassadors to join the conversation on social channels
- Add to our Instagram sticker trend ‘What loneliness looks like for me’ on your Instagram story

Please tag DCMS social accounts where possible across:

- Twitter and LinkedIn: **@DCMS**
- Facebook and Instagram: **@dcmsgovuk**

Please use the following hashtag and strapline in all posts:

- **#EveryMindMatters**
- **Loneliness. It's a part of life. Let's talk about it.**



Get in touch

We are always keen to work with stakeholders in creative and authentic ways to help us reach younger audiences, who we know are impacted by loneliness and loneliness stigma.

We have previously worked with a whole range of stakeholders on bespoke partnerships, so we're very open to hearing ideas!

For more information on other ways to get involved, from new ideas to case studies for media opportunities, partnership collaborations or general campaign updates, please email us at: campaigns@dcms.gov.uk.





Thank you



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