

Public Policies to fight against loneliness in France

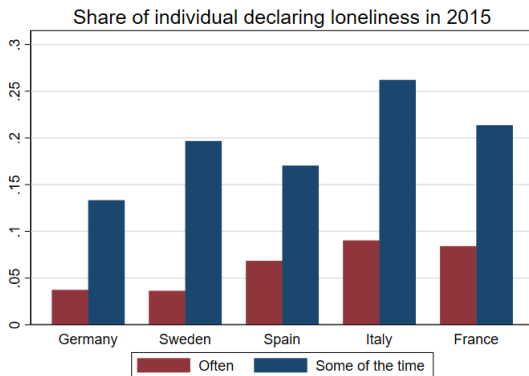
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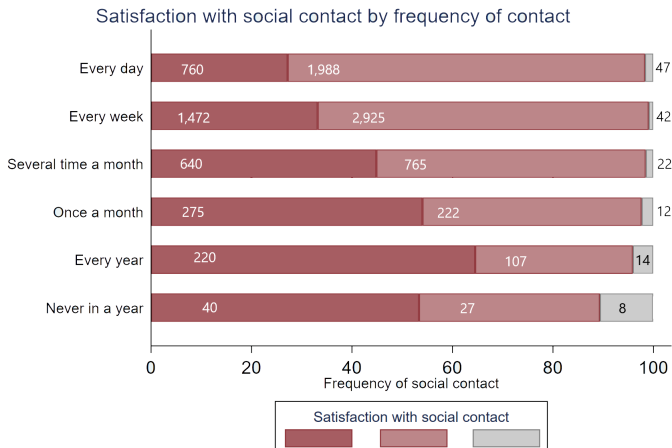
JPI More Years Better Lives 13th May 2022

Figure 1: Do you feel lonely?



- Two main components of loneliness feelings (Beasley & Perona, 2020)
 - Mental health, wealth, living conditions
 - Social isolation

- 9.5% of elderly report seeing once a month or less their relatives
- 35% of elderly would like to have more social interaction



- Public policies for a better mental health
 - Not targeted to specific age groups
 - Includes mostly public health policies
 - Organized by the Government and the Health Ministry, and implemented by each local health authorities
- Public policies fighting against social isolation
 - Targeted to elderly
 - Mostly organized by associations and charity
 - The Government only act as a guide and a coordinator between all these associations

A few example:

- 2011: Loneliness is defined as one of the Great National Purpose (Grande cause nationale)
- Implementation of a website page that list associations help in case of loneliness



**MINISTÈRE
DES SOLIDARITÉS
ET DE LA SANTÉ**

*Liberté
Égalité
Fraternité*



To research



News/Press

Large folders

Ministry

Professions and competitions

Professionals

Studies and statistics

Social Affairs

Health prevention

Health and environment

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Health and medico-social system

[Home](#) > [Social Affairs](#) > [Autonomy](#) > **Breaking the isolation of older people: initiatives portal**

Breaking the isolation of older people: initiatives portal

This portal is intended to **list all the actions and tools** that are free to access and available throughout the territory to help **fight against the isolation of the elderly**. Elderly professionals, citizens and associations, the elderly, caregivers and local elected officials will find resources to support them in the search for adapted and local solutions. This portal is yours: we invite you to share your initiatives as part of this national mobilization with regard to the oldest among us.



Citizens and associations



Older people and their carers



Locally elected

News/Press

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[Resources for the essential needs of the elderly and their \(...\)](#)

CORONAVIRUS (COVID-19)

Resources for the basic needs of seniors and their caregivers

published on : 28.04.20 - update : 31.08.21


A+


A-




Initiatives are presented here to **support and accompany the carer/cared-for pair** in the different aspects of their daily life. These initiatives revolve around the 10 essential needs of the elderly.

Eat

 [Coureur, platform for connecting and organizing races between neighbors](#)

 [Croix Rouge chez Vous, a listening service and solidarity delivery of basic necessities](#)

 [Starred & Solidarity, solidarity recipes for confined seniors](#)

Breaking the isolation of older people: initiatives portal

Do you struggle with the isolation of the elderly? Tell us about your initiative

Citizens and associations



Older people and their carers



Resources for the basic needs of seniors and their caregivers

Locally elected




Publicize your initiative


Be informed and listened to


Besoin d'écoute et de solutions de proximité ? Appelez le **0 800 130 000**





CNSA: National information portal for the elderly and their caregivers

 Agevillage.com, an information site for caregivers of an elderly loved one

 Assistance Publique - Hôpitaux de Marseille, a listening platform for patients with Alzheimer's disease and their carers

 The Company of Helpers


 Old' Up', a network and resources for participatory aging

 To age well, resources for seniors


Protect yourself from scams




CYBERMALVEILLANCE.GOUV.FR
Assistance et prévention du risque numérique

 National Gendarmerie, COVID-19: beware of scams!

Talk with others

 AT THE END OF THE PHONE, receive a phone call every week

 ShareFriend

 Couriers from the Heart

- Intervention of the Government: mostly on housing
- Intervention of Private sector:
 - Complementary health insurance: example of Matmut that implemented Sérélia, a helpline for elderly.
 - La Poste: postman's visit and remote assistance

- The pandemic acts as a catalyst
- Media covered a lot the full lockdown in nursing home and the isolation of elderly
- 15th February 2021: Creation of a strategic committee to fight against isolation of elderly
- The Health Ministry asked for information concerning loneliness during the lockdown. This request had been concluded with a report written by J. Guedj, in July 2020 entitled "Not under lock-down anymore but still isolated? Fight against isolation, it is always!"
- Example of new policies: intergenerational micro-childcare facilities

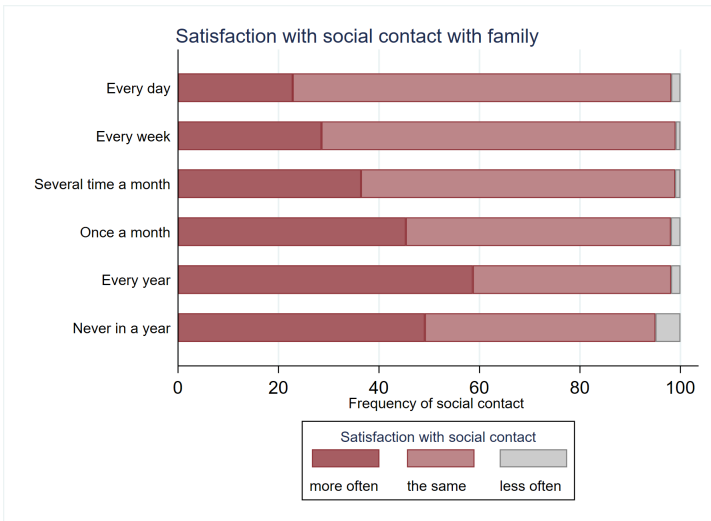
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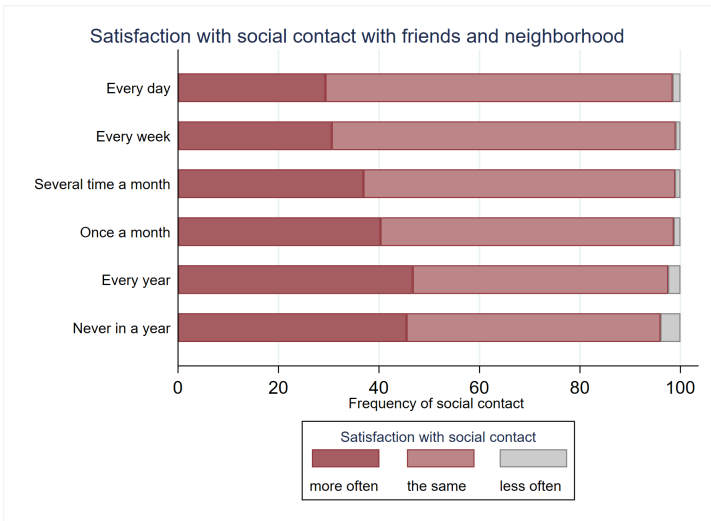
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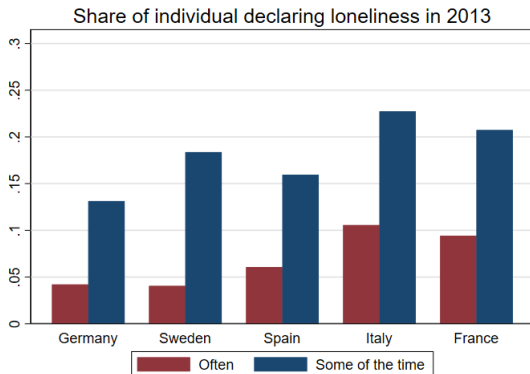
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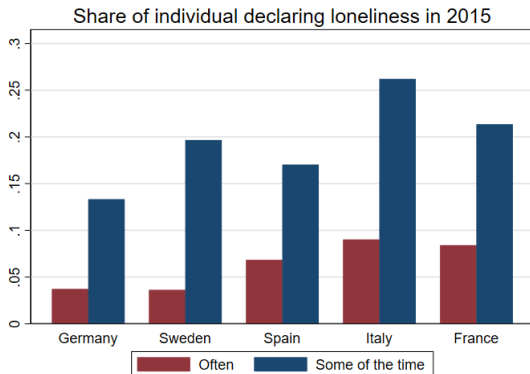
- Loneliness defined as a feeling of feel lonely \Rightarrow Possible using SHARE data

Figure 2: Do you feel lonely?



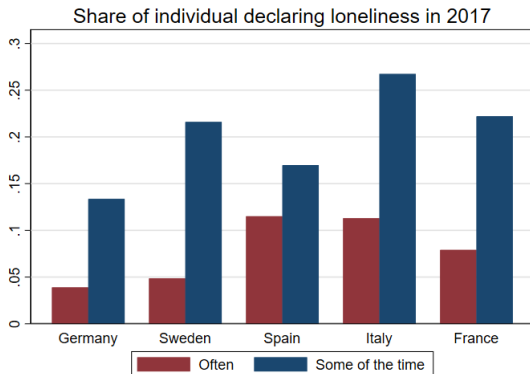
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Figure 3: Do you feel lonely?



- Loneliness defined as a feeling of feel lonely \Rightarrow Possible using SHARE data

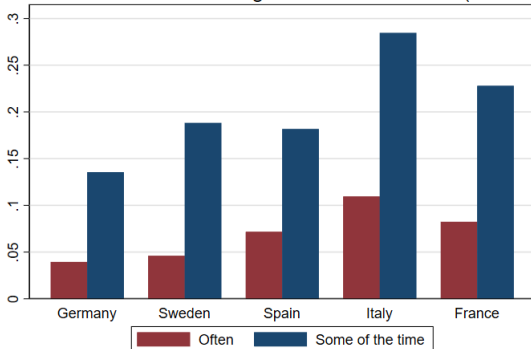
Figure 4: Do you feel lonely?



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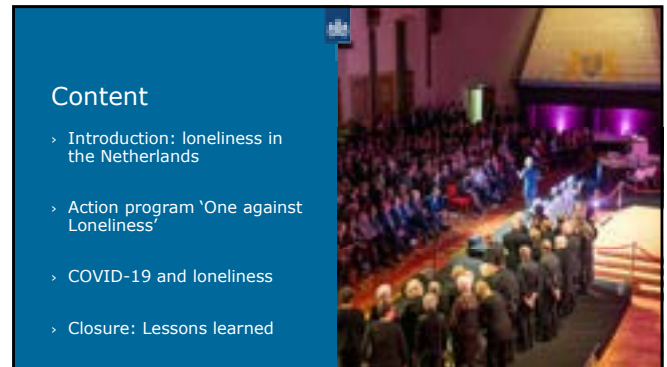
Figure 5: Do you feel lonely?

Share of individual declaring loneliness in 2019/20 (covid-19)





1



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3

One against loneliness

"To break the trend of loneliness among older people in the Netherlands"

Create a social movement with the message: everyone can do something to tackle loneliness

The program is based on 2 action lines:

1. Improve communication on individual level, strengthen awareness and early warning systems
2. Prevent and reduce loneliness, also for the longer term

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Focus on 5 pillars

1. Communication & nationwide campaign
2. National alliance against loneliness
3. Support initiatives and interventions
4. Prevent and tackle loneliness on a local level
5. Science and research



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1. Raise awareness on loneliness

- National campaign on tv, radio and internet
‘a small gesture can make a difference’
[Campagne en communicatie - Een tegen eenzaamheid](#)
- National Week against Loneliness
- Website with toolkit and information
[www.eentegeneenzaamheid.nl](#) → free to download posters, logo ‘one against loneliness’, tv commercial, factsheets and more products




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2. National Alliance against Loneliness

- More than 160 organisations



Year	Number of organisations
2016	85
2017	100
2018	137
2021	160

- Different fields in society: art & culture, sport clubs, religious organisations, supermarkets etc.




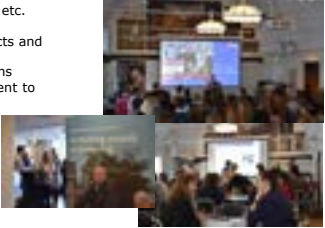
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3. Support projects and interventions

- Support municipalities, large organisations etc.
- ZonMw program to fund and support projects and interventions
 - More than 120 projects and interventions
 - Help projects in their further development to expand, scale up, evaluate etc.
 - Share knowledge and lessons learned
 - 5.2 million subsidy from One Against Loneliness

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4. Prevent and tackle loneliness on a local level

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5. Science & research

Scientific advisory committee

- Advise to the Minister about monitoring the action program
- Long term science agenda
- Interpreting prevalence of loneliness
- Advise to the Minister about loneliness among young children

National Science Agenda 2022-2024

- Impact of social distancing on loneliness
- In what way could we break the taboo
- How to increase expertise of professionals
- How can we distinguish existential loneliness of social and emotional loneliness
- How to decrease loneliness in an effective way
- How to make chronic loneliness bearable
- How could we measure loneliness among young people <18.




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COVID-19

Strengthen measures to alleviate impact in 2021 and 2022

- Financial support package for national organisations and municipalities: 200 million



Impact on elderly 75+

- Raised awareness of loneliness due to the restrictions (lockdown etc.)
- Increased level of loneliness among independent living elderly (with and without disability) in 2019-2020
- Decreased level social participation

Source: Nivel, 2021

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Lessons learned

<p>Program level</p> <ul style="list-style-type: none"> Tackling loneliness takes long term approach. Support organisations in their approach. Involve and connect organisations in different fields. Encourage public-private partnerships. Invest in strong local networks with various partners. Invest in acquiring knowledge, there is still so much to learn about loneliness. Make initiatives sustainable for the long term. Strengthen a learning approach and practice. 	<p>Intervention level – 'what works?'</p> <ul style="list-style-type: none"> Gain insight in own situation Improving assessment own capacities Learning one's own wishes for the future Strengthen grip on life Taking initiative
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Thank you for your attention.

Questions?

Visit our website www.eentegeneenzaamheid.nl for more information or send an e-mail to sv.biere@minvws.nl / ap.van.beckhoven@minvws.nl.



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Institute of Health, Medicine & Environments

UK policy response to loneliness and influence of COVID

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Institute of Health, Medicine & Environments

Why did loneliness become a policy problem?
Loneliness strategies in the UK
Evidence & interventions
Have they worked?



Campaign urges barbers to tackle loneliness by offering free haircuts to elderly men

Cookery classes and a call from the postman to stop loneliness

1

Framing Loneliness: a problem of old age

'A distressing feature of old age is loneliness. All who have done welfare work among the old have found it the most common, if at the same time the most imponderable, of the ills from which the aged suffer, and its frequency was amply confirmed by our study'

(Rowntree, 1947,52)






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2

Loneliness a problem of old age

October 18th 2013 the Health Secretary Jeremy Hunt highlighted the **"problem of loneliness that in our busy lives we have utterly failed to confront as a society"** and stated variously that **"it is a source of "national shame" that as many as 800,000 people in England are "chronically lonely", ; concluding that "A forgotten million who live amongst us - ignored to our national shame."**



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3

Reframing loneliness-public health/moral panic?

The consequences (of loneliness and isolation among older people) are increasing, unremitting demand on healthcare which will ultimately cripple the NHS." (Keith Willets –Director of Acute Care-NHS England Feb 2016)









1) Prevalence of the condition/exposure (and changes).
2) Impact of the condition on an individual level.
3) Impact on wider society.
4) Condition is identifiable/preventable/treatable

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The Jo Cox Commission

JO COX LONELINESS
start a conversation

Combatting loneliness one conversation at a time

A call to action

Why was she interested in loneliness?
Personal experience?

OUR CALL TO ACTION

We are calling for action from national Government on these key areas:

Reduced leadership

- A UK-wide strategy for loneliness across all ages
- A nominated lead Minister
- Achieve and leadership trust for new voices

Researching progress

- A national indicator on loneliness across all ages
- Measures of loneliness included in major national studies
- Minister reporting on loneliness
- A programme to develop the evidence around 'what works' in tackling loneliness
- Easy to understand messages to keep individuals connected with others and with communities

Catalysing action

An innovation and spread fund for:

- Disruptive innovation
- Private-led funding for communities
- Start-up and government-backed schemes

Build it to last: Joint Government-Third sector to act

We also believe there is a role for:

- Public inquiries and local studies
- Regular sector leaders
- Building resilience and citizenship
- Community and cultural groups

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Loneliness strategies..

Loneliness is one of the greatest public health challenges of our time, Theresa May said today as she launched the first cross-Government strategy to tackle it (Autumn 2018).

A connected society
A strategy for tackling loneliness and building stronger social connections

May appoints minister to tackle loneliness issues raised by Jo Cox

Theresa May today has implemented recommendations from a commission set up after the MP's death

Coronavirus: NI executive 'must form loneliness strategy'

10 February 2021

Ministers with responsibility for loneliness in Scotland, Wales & England-

Connected Communities
A strategy for tackling loneliness and building stronger social connections

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Strategy aims....

England strategy

Improve evidence base-burden of loneliness, measurement, effective interventions

Embed loneliness evaluation in all govt strategies/policies

Start a national conversation about loneliness, reduce stigma, increase awareness, recognise risk factors,

DAILY MAIL
DANCE LESSONS FOR THE LONELY ON NHS

THE GOV.UK
Loneliness: A National Strategy

THE GOV.UK
Loneliness: A National Strategy

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COVID-19

The government launched a **major effort** to tackle loneliness during the coronavirus outbreak and period of social distancing. Led by the previous Culture Secretary Oliver Dowden, the plan aimed to ensure that, for people of all ages and backgrounds, staying at home did not need to lead to loneliness.

It included:

- Let's Talk Loneliness public campaign** to get people talking openly about loneliness, and guidance on supporting **yourself** and **others** safely
- a **guaranteed £5 million boost for national organisations working to tackle loneliness and build social connections** to help them to continue and adapt **their critical work**
- Loneliness charities including Age UK, were supported to work with NHS Volunteer Responders in their communities
- a network of high-profile charities, businesses and public figures joined 'Tackling Loneliness Network' formed by government to help connect groups at risk of isolation
- the Tackling Loneliness Network published **Emerging Together: The Tackling Loneliness Network Action Plan** in May 2021, setting out actions for Network members and government to take to tackle loneliness as part of a connected recovery from COVID-19.

Lots of local initiatives

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Better evidence? Measuring loneliness

Recommended National Indicators of loneliness:
(Standard set of 10 recommendations for national measures of loneliness)

Three-item versions of UCLA scale
Use three-item version of the UCLA scale to ask adults indirectly about loneliness using the following questions:

- How often do you feel that you lack companionship?
- How often do you feel left out?
- How often do you feel isolated from others?

Response categories: "hardly ever or never", "some of the time", "often"

Single indirect loneliness question
• How much of the time during the last week have you felt lonely?
Response categories: "none or almost none of the time", "some of the time", "most of the time", "all of the time"

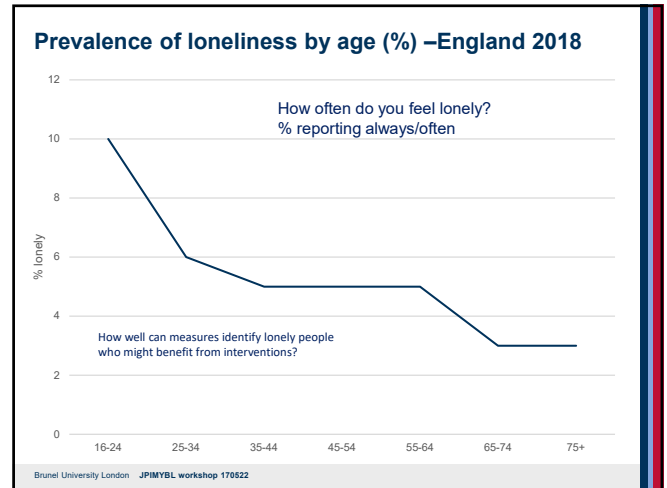
Wales=6 item DJG scale
No single item scale

No agreed measure for NI-uses England measures

Direct measure
A long-term measure currently used on the Community Life Survey which asks people directly about their experience of loneliness:
"How often do you feel lonely?"
Response categories: "Often or always", "Some of the time", "Not usually", "Hardly ever" or "Never".

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Loneliness during COVID...increase, decrease, stay the same?

Majority of Scots have felt lonely amid coronavirus outbreak, says survey

Loneliness affects all AGES

90% OF PEOPLE IN SCOTLAND SAID THEY HAVE FELT LONELY

Review of 9 LS studies with pre/during pandemic data showed that:-
2 showed no change, 1 decreased & 6 increased loneliness. Is the change 'significant' and was it due to COVID?

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What is the point of loneliness interventions?


Do we want to 'prevent' loneliness in 'at risk' groups and/or reduce or 'cure' the lonely?

Men-in-sheds	Internet groups	Telephone lines	Church attendance	Lifestyle changes	Other hobbies	Libraries
Keeping hens	Arts & culture programs	Friendly-visiting	Singing	Visits from 'postmen'	Talk therapies	Intergeneration programs
Dancing	Education programs (University of 3rd Age)	Communal meals	Pets	Gardening programs	Public awareness through 'badge campaign'	Coffee and cake sessions
Neighbours	Other support groups (e.g. home repairs, snow shovelling)	Transportation programs	Home sharing	Paid and volunteer work	Cookery classes	Bingo, scrabble, bowls

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What loneliness interventions 'work'???



Intervention type	Care homes	Community
Animal therapy	4	
Befriending		7
Physical activity	2	
ICT/digital	1	3
Gendering	3	
Relationship advice, support & development		13
Service redesign	2	
Psycho-social		5

Key points from reviews

- Small sample sizes: total participants=4000 (study mean=110)
- Variety of loneliness measures used and often 'adapted'
- Poorest intervention follow-up time (6/40 studies reported this and maximum was 12 months (1 study))
- Study quality low where it was reported (risk of bias high in 13/20 studies —no studies rated low)

Results from controlled studies in both community and care home settings showed no effect of interventions on loneliness

Focus on individual factors rather than meso/macro-level context?

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Questions???



When you grow up, you'll be just as disappointed and lonely as we are.

your cards

Loneliness, isolation and pressure: the inner demons of elite swimming

Are you lonely ???

Don't let working on your own 11 make meeting necessary?

Then call a MEETING !!

Two can
can't connect
create new paths
find support
create new conditions
define your colleagues
share responsibility and responsibilities
All we can do is try to

MEETINGS

THE PRACTICAL, ALTERNATIVE TO WORK

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Micro / Individual Level

- Risk factors (e.g. widowhood, newcomers, low income seniors, people with poor physical and/or mental health)
- Interventions for a 'cure' (e.g. Men-in-sheds, friendly visiting, home sharing, pets)
- Loneliness as a synonym for shame, guilt, anxiety, depression, hatred, abandonment, alienated
- Challenges among young people and preparation for older age and death

Meso

- Absence of participatory approaches to find solutions; community readiness; leadership
- Accessibility, cost (e.g. pubic transport, internet)

Macro / Societal Level

- Moral regulation or moral panic?
- Public health agendas including Age-Friendly World Initiative
- UK Loneliness Strategy
- The Silent Generation; Baby Boomers; Generation X; Millennials; Generation Z

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