

# 'The Lonely City we all inhabit'

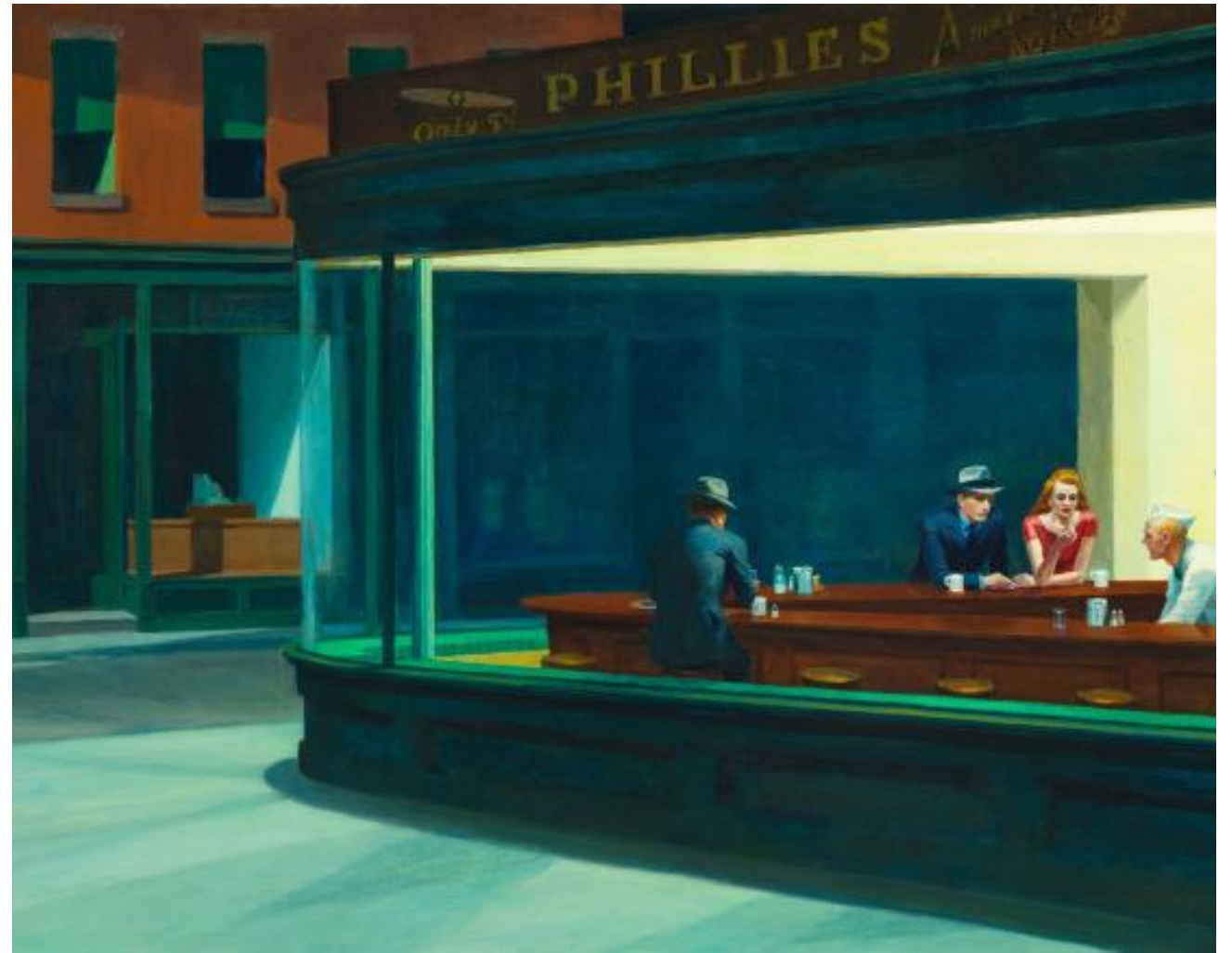
That painful gap between the contacts you want vs those you have – distinct from isolation, being alone, solitude.

A primal impulse to connect, at any age or stage, with some groups/situations at + risk.

Coalition to social movement, with a turbocharge born of tragedy.

Loneliness strategy 2018: emphasis now on reducing stigma, mainstream policy, evidence.

Learning from evidence: social context, health, communities, psychology, What Works, and always...what people of all ages tell us.



# 'Lessons from Lockdown'



- It was already there...of course.
- **Who** ? Finding those most at risk, understanding, no assumptions
- **How** ? Barriers, access, stigma.
- **What** ? Meaningful contact, personalisation, psychological impact and approaches.
- Coping with **demand**: service model, meeting costs, finding volunteers.

# *Kinder communities in Oxfordshire*

1. **Bridge the digital chasm**: hearts as well as minds, psychology more than technology.
2. **Back the “hyper-local”**; the street knows best.
3. **‘Be More Us’...** can we change the way we behave to the way we truly want to be.
4. **The local “state” can enable**: improving spaces, getting to places, social prescribing to transform lives, bringing generations together.
5. **The national “state” can also help**: tackling inequality, making kindness & well-being central to policy, demonstrating civility in debate.





***“While we celebrate our diversity,  
what surprises me time and time  
again as I travel around the  
constituency is that we are far  
more united and have far more in  
common with each other than  
things that divide us.”***

***(Jo Cox MP, 3 June 2015)***



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