



Department for
Digital, Culture,
Media & Sport

Better Health - Every Mind Matters: Loneliness

**DCMS CAMPAIGN TOOLKIT FOR
LONELINESS AWARENESS WEEK 2023**



Department for
Digital, Culture,
Media & Sport

Lift
someone
out of
loneliness

Better
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matters



Background

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 Culture, Media and Sport (DCMS) supports the week to raise awareness and build a national conversation on loneliness.

This year, the week will run from **12th - 18th June 2023**.

Following the success of our Every Mind Matters campaign, DCMS will continue to encourage young people to '**Lift Someone Out of Loneliness**' as part of the [Better Health - Every Mind Matters campaign](#).

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Audience

Our campaign aims to reach 16-34 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.

Our recent quantitative research with Ipsos MORI has reinforced that:

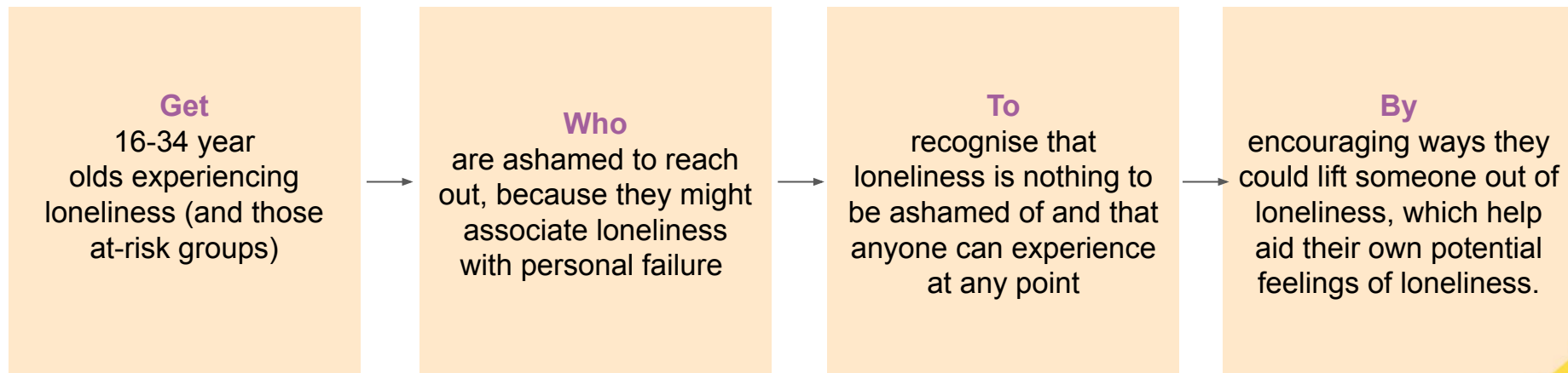
- Younger people are more likely than older to say they're aware of what they can do to help others and what support is available.
- Young people feel more confident and motivated to take action to help other people who feel lonely rather than doing things to help themselves.
- 16-24s are still the least likely group to feel comfortable helping family/friends who may be feeling lonely (62% v adult average 70%) and 16-24s and 25-34s are the least likely to feel comfortable taking action to help themselves to feel less lonely (53% 16-24s and 57% 25s-34s).
- Yet 16-24's are also one of the lowest groups to take action to help themselves feel less lonely (47% v adult average 51%).

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



Objective

What do we want to achieve?





Key messages

- 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 similar feelings of loneliness too, and that this feeling can pass.
- It can often feel easier to reach out to someone else who may be feeling lonely and there are plenty of simple, free actions you can take, such as going for a walk with someone; inviting someone out for a coffee and a chat; finding out about nearby free and affordable events; going along to a gym class or playing in a sports team; or joining a local community group to meet like-minded people.
- Find more support and advice for ways to 'lift someone out of loneliness' on the [Every Mind Matters – Loneliness web page](#) - it might help you feel less lonely too.
- **Search 'Every Mind Matters'** for more support and advice for ways to lift someone out of loneliness.



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Your support

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

Assets include:

- Static digital images
- A short social animation (with and without subtitles)
- Downloadable posters for you to print / display
- Digital display for web headers or billboards
- Audio eg. for local radio stations or staff announcements

Please tag DCMS social accounts where possible across:

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

Please use the following hashtags for the Week:

- #EveryMindMatters
- #LonelinessAwarenessWeek
- #ConnectionMatters



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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 host of partners to share our key messaging, so we're very open to hearing ideas!

For more information on other ways to get involved, new ideas, PR / partnership opportunities or general campaign updates, please email us at: campaigns@dcms.gov.uk.

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Thank you

**BETTER HEALTH: EVERY MIND MATTERS
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