



## OVERVIEW

Since the start of the COVID-19 pandemic it's been evident that communities will take action when something is important to them. Over the past year, the number of people volunteering, giving their time to support others, and doing small things that make a big difference has increased across our county – and we want to build on this. We ran two surveys to help us understand our residents' concerns and what's important to them. One theme that was highlighted in these surveys was loneliness.

To help address the issue of loneliness in Staffordshire we've developed the **Let's Beat Loneliness Together** campaign. The aims of the campaign are to:

1. Raise awareness of the issue of loneliness
2. Help people to take practical steps to combat loneliness
3. Work with Staffordshire based organisation, that offer a loneliness, isolation or befriending service to help them grow in terms of recruitment of volunteers and raising awareness of their services to residents who need support.

We hope to achieve these aims by working with partners organisations and stakeholders to deliver a fully integrated campaign that will allow us to reach people across the county, but also offer more bespoke information at a district, borough and parish level.

[Click here to find out which services we're working in each of our districts and boroughs.](#)

## HOW YOU CAN SUPPORT THE CAMPAIGN

You can support this campaign by sharing the content posted on Staffordshire County Council's social media channels.

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Next Door](#)

You can use #LetsBeatLonelinessTogether #DoingOurBit

You can also use the copy and assets below to promote the campaign on your own channels. This could be adding the information to your website, newsletters or e-bulletins or creating your own social media posts using the assets and pre-approved text. We will also be providing printed information to ensure we're getting messages to those that are more difficult to reach.

Please contact [laura.jones@staffordshire.gov.uk](mailto:laura.jones@staffordshire.gov.uk) if you have any questions or require further resources.



## AUDIENCE

We are aiming to reach three audiences:

- All Staffordshire residents
- Those 60 years old +
- Those 14-25 years old

## TIMESCALES

15 March 2021 – 30 May 2021

## WEBSITE CONTENT

### Let's Beat Loneliness Together

Loneliness can affect anyone at any point in their lives and can have an impact on our health, wellbeing, productivity and self-esteem. In Staffordshire, there has been an increase in people reporting feeling concerned about not seeing wider family and friends and the effects of loneliness and isolation, since the beginning of the Coronavirus pandemic.

Although the issue of loneliness has certainly been highlighted over the past year, it will continue to be an issue for many beyond the restrictions.

**If you or someone you know is feeling lonely, there are some small steps you can take to help beat loneliness.**

### Beating loneliness

**Tip #1:** Just acknowledging that fact to your friends, family, GP or health professional can start to take the weight off the feeling. This could be face-to-face, a call, text, email or letter – however you feel most comfortable communicating.

**Tip #2:** Becoming a volunteer can provide so many opportunities – you'll learn new skills, meet new people, build your confidence and self-esteem and ultimately be helping those in need. Search for opportunities on the [Do It Staffordshire website](#).

**Tip #3:** Try connecting with someone you haven't spoken to for a while or someone you've lost touch with. A phone call, FaceTime or letter can really help to brighten your day. It might then become a more regular catch up and something to look forward to.

**Tip #4:** There are lots of positive online communities, where you can make new friends, get inspired and chat about things you care about. You could try searching for groups involved in causes, music, games, hobbies or TV shows you are passionate about.

**Tip #5:** Online courses can be a great way to meet people, learn new skills and develop interests - all in the comfort of your own home. Staffordshire Community Learning offers a wide range of courses to suit everyone - from arts and



crafts, languages and creative writing to belly dancing and computing. [Find out more about Staffordshire Community Learning.](#)

For more tips you can visit the [Doing Our Bit website.](#)

### **Organisations in your local area**

Across Staffordshire there are many organisations that offer services to help you to deal with loneliness from telephone befriending, interest and hobby groups, online social events, online courses and much more. You can visit the [Staffordshire Connects website](#) to search for an organisation that's right for you or take a look at the [Doing Our Bit website](#) for some organisations that we have handpicked for you.

### **Other resources**

- [What is loneliness?](#)
- [What impact does loneliness have?](#)
- [How can I help somebody that is lonely?](#)

## **EMAIL / NEWSLETTER COPY**

### **Let's Beat Loneliness Together!**

We know that loneliness can affect everyone differently and there's no one-size-fits-all solution. But we want you to know that you're not alone and there are small steps that you can take to help you feel better and get the support you need.

Staffordshire County Council has put together some practical tips to help you to start to tackle your own feelings of loneliness, and information on services in Staffordshire that offer support to tackle loneliness and isolation.

For more information visit the [Doing Our Bit website.](#)



## SOCIAL MEDIA

Here are some pre-approved messages and images that you can use on your own social media channels.

Post suggestion	Photo
<p>Let's Beat Loneliness TOGETHER! 🧑🧑</p> <p>Give an elderly friend or relative a call, Facetime your friends, or send someone you haven't spoken to in a while a positive text. You know that it will brighten both of your days! 😊</p> <p>For more tips you can visit <a href="http://bit.ly/LetsBeatLoneliness">http://bit.ly/LetsBeatLoneliness</a></p> <p>#LetsBeatLonelinessTogether #DoingOurBit</p>	A photograph of an elderly woman with short grey hair and glasses, smiling while talking on a black telephone. Yellow tulips are in the foreground. A purple banner at the bottom contains the "Let's Beat Loneliness Together" logo.
<p>Let's Beat Loneliness TOGETHER! 🧑🧑</p> <p>That quick 'hello' to your neighbour over the garden fence, might be the only person they speak to all day. 🏠</p> <p>Take a few extra moments to ask them how they are feeling. It could brighten their day and show that you care. 😊</p> <p>For more tips you can visit <a href="http://bit.ly/LetsBeatLoneliness">http://bit.ly/LetsBeatLoneliness</a></p> <p>#LetsBeatLonelinessTogether #DoingOurBit</p>	A photograph of a smiling man in a yellow sweater waving his hand. He is outdoors, possibly on a porch. A purple banner at the bottom contains the "Let's Beat Loneliness Together" logo.
<p>Let's Beat Loneliness TOGETHER! 🧑🧑</p> <p>Some people have been self-isolating at home alone for a long time. 🏠 Becoming a telephone befriender can be a great way to give back and help these people connect to the outside world. Search for local volunteering opportunities today by visiting <a href="http://bit.ly/DoltStaffs">http://bit.ly/DoltStaffs</a></p> <p>#LetsBeatLonelinessTogether #DoingOurBit</p>	A photograph of an elderly woman with grey hair, looking out a window. A purple banner at the bottom contains the "Let's Beat Loneliness Together" logo.



Let's Beat Loneliness TOGETHER! 🧑🧑

Asking 'how are you doing?' to your neighbour over the garden fence, can make their day. 💬

You might be the only person they have spoken to all day... 🏠

Take a few extra moments to ask them how they are feeling. It could brighten their day and show that you care.



For more tips you can visit  
<http://bit.ly/LetsBeatLoneliness>

#LetsBeatLonelinessTogether #DoingOurBit



Let's Beat Loneliness TOGETHER! 🧑🧑

💻 Online courses can be a great way to meet people, learn new skills and develop interests - all in the comfort of your own home. 🏠 Staffordshire Community Learning offers a wide range of courses to suit everyone - from arts and crafts, languages and creative writing to belly dancing and computing. Visit the [Staffordshire Community Learning website](#) to browse what's on offer.

For more tips you can visit  
<http://bit.ly/LetsBeatLoneliness>

#LetsBeatLonelinessTogether #DoingOurBit



Let's Beat Loneliness TOGETHER! 🧑🧑

Some people have been self-isolating at home alone for a long time. 🏠 Check up on elderly neighbours and relatives safely. For more tips you can visit  
<http://bit.ly/LetsBeatLoneliness>

#LetsBeatLonelinessTogether #DoingOurBit







## DIGITAL ADVERTISING SCREENS

Here are some digital advertising screens that can be displayed on TV screens or as screen savers. These are also attached to the email as a PNG file and PowerPoint.





## FEATURED DISTRICT AND BOROUGH ORGANISATIONS

Here are the featured organisations that we're working with in each of the district and boroughs that offer loneliness support services.

<b>Cannock</b>	<a href="#"><u>Hayward Befriending Service</u></a> Works to alleviate the symptoms of loneliness and promote independence for supported adults both at home and in the community. Their services are available to anyone who feels that they would benefit from having a little extra support.
<b>East Staffordshire</b>	<a href="#"><u>East Staffordshire Family Support</u></a> Offering free, one-to-one family support for a wide range of issues as well as specific parent-focused support groups offering practical fun, activities and sessions to help you feel supported and engaged.
<b>East Staffordshire</b>	<a href="#"><u>Burton Albion Community Trust</u></a> Offering a range of activities designed to help build healthier and happier communities in Burton and the surrounding areas, including their programmes to help with loneliness, Tackling Loneliness Together, Extra Time Hub and TeamTalk.
<b>Lichfield</b>	<a href="#"><u>MHA Communities Lichfield and District</u></a> Offering programmes to tackle loneliness and isolation in people over 55 – helping you to lead a fulfilled life and remain as active members in your local communities.
<b>Lichfield</b>	<b>Burtonwood Be a Friend</b> A network of local community partners who have come together to help people in need in Burntwood. Offering practical support and a befriending service.
<b>Newcastle</b>	<a href="#"><u>Alice Charity</u></a> Emotional and practical support for families in Newcastle-under-Lyme. Offering family support groups and sessions and activities for mums and dads to help tackle loneliness.
<b>South Staffordshire</b>	<b>South Staffordshire Council Befriending Service</b> If you are feeling lonely or would like someone to talk to, a friendly voice on the end of the phone is now available. Being self-isolated can make you feel separated from everyone, but a friendly voice and a regular chat is at hand.
<b>Stafford</b>	<a href="#"><u>Stafford and Rural Homes: BeConnected</u></a> Offering weekly telephone quizzes, virtual craft sessions, live music, bingo and befriending calls.
<b>Stafford</b>	<a href="#"><u>House of Bread</u></a> The Breadline telephone service connects you to a friendly volunteer for a chat. They can also support with connecting you with other services and programmes that can help you to beat loneliness.
<b>Staffordshire Moorlands</b>	<a href="#"><u>Moorlands Home Link</u></a> Offering a regular telephone befriending service for the elderly. You'll be connected with a befriender who has similar interests to help you build a meaningful and valuable relationship.
<b>Staffordshire Moorlands</b>	<a href="#"><u>Visyon</u></a> Support for young people aged 5-25 through wellbeing sessions and interest groups as well as parent support sessions and training.
<b>Tamworth</b>	<a href="#"><u>Communities Together CIC</u></a> If you live in Tamworth and are feeling lonely you can contact the Tamworth Telephone Support Line. You'll be connected with one of their friendly volunteers who will call you regularly for a chat and check that you're well.
<b>Tamworth</b>	<a href="#"><u>Home Instead: Memory Cafe</u></a> Offers support, signposting, activities and groups to help you connect with others and beat loneliness.