**Suggested Loneliness & Vulnerability campaign plan, using resources from the** [**Loneliness & Vulnerability information pack and toolkit**](https://www.ourwatch.org.uk/crimes-archive/loneliness-and-vulnerability/)**.**

* Before planning a new campaign, it’s always worthwhile finding out what initiatives are already under way to tackle loneliness within your local council or Age UK branch. It might be that you can add and support something that’s already under way too.
* It might be worthwhile contacting your local Police Community Support Officer (PSCO) office to ask if they can help to cover the cost of any printing
* During each week of the campaign, start at least three conversations with people about the issue.

**Week 1: Tackling Loneliness campaign launch**

Hold a public meeting to launch your campaign.

* Invite your local Age UK or local authority social services team to come and present with you.
* Put up notices at your local church/school/community hall, send email notices to your Neighbourhood Watch members and ask them to spread the word about the meeting.
* Present the NW Loneliness & Vulnerability slide presentation at the meeting.
* Order some Wise Guides on Loneliness from older people’s charity Independent Age to hand out at the meeting. For free copies, call 020 7605 4225 or [order online here](http://www.independentage.org/advice/order-your-wise-guides/).
* Update, print off and hand out to attendees the Neighbourhood Watch Loneliness leaflet (from Toolkit).

**Week 2: Why loneliness is bad for you Week**

Day 1: Email to your Neighbourhood Watch group members and other contacts, facts and figures about loneliness from the NW Loneliness & Vulnerability page [here](https://www.ourwatch.org.uk/crimes-archive/loneliness-and-vulnerability/).

Day 2: Post to your NW social media channels [this film from Channel 4 News](https://www.youtube.com/watch?v=V5EsxU84ay4) featuring interviews with lonely older people.

**Week 3: Signs and Triggers Week**

During this week, post to your social media account various facts from [this webpage](https://www.ourwatch.org.uk/crimes-archive/spotting-the-signs-4/) about things that can trigger loneliness and how to spot the signs.

**Week** **4: Be More Us Week**

Throughout this week, email to your contacts and post on social media various films, blogs and top tips from the [Campaign to End Loneliness’s Be More Us campaign](https://bemoreus.org.uk).

Update and print off copies of the NW loneliness leaflet, and distribute through letterboxes in your neighbourhood, and at GP surgeries and community centres. Check if your county, city or district council already has a database of services for older people; if so, use that to update the leaflet before printing.

**Week 5: The Big Lunch Week (or the Great Get-Together Week)**

Explore the websites for [The Big Lunch](https://www.edenprojectcommunities.com/make-it-happen) or the [Great Get-Together](https://www.greatgettogether.org/) and consider organising one in your neighbourhood, if one isn’t already happening. Both websites have lots of resources to help. (These are both held annually in June).

**Week 6: Outreach Week**

Use the [Age Concern/ONS loneliness heat-mapping tool](https://www.ageuk.org.uk/our-impact/policy-research/loneliness-research-and-resources/loneliness-maps/) to identify the loneliest neighbourhoods in your area, and then talk to others (police, local authority, Age UK branch etc) about doing some outreach work to identify lonely older people. You could use the [Great Wirral Door Knock](https://democracy.wirral.gov.uk/documents/s50041902/Enc.%202%20for%20CONSTITUENCY%20MANAGERS%20REPORT.pdf) as a model, and adapt to your own circumstances.