Let's Talk Loneliness

Campaign Toolkit
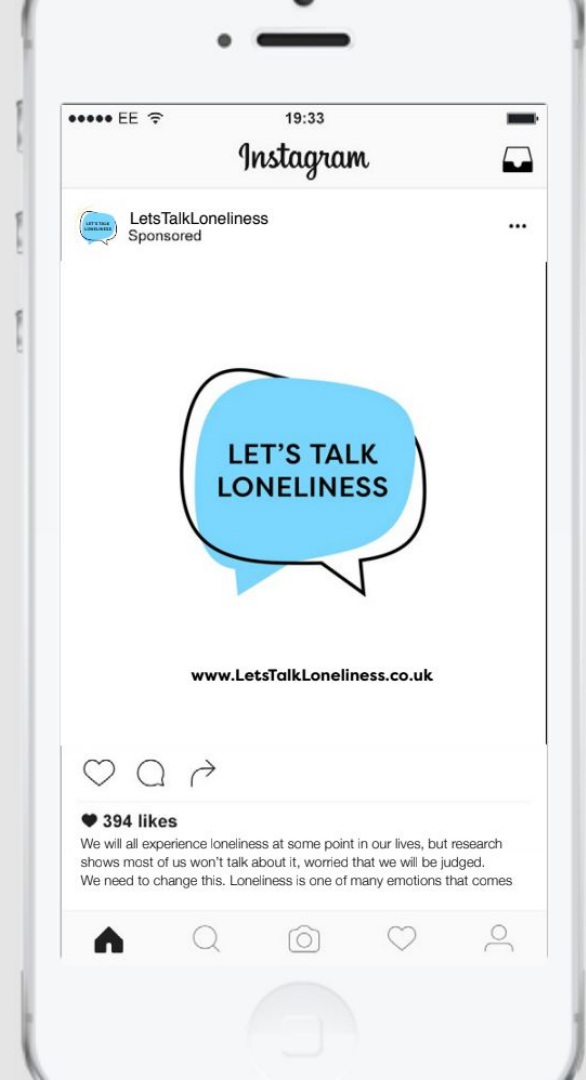
LET'S TALK
LONELINESS

Campaign Introduction

As part of the government's commitment to tackling loneliness, the *Let's Talk Loneliness* campaign has been created to bring partners, communities and individuals together to build a national conversation.

There is still too much stigma associated with loneliness and isolation, but feeling lonely is nothing to be ashamed of. Especially in the wake of Covid-19, many of us have experienced social isolation and loneliness as our access to friends, family and support networks has been significantly reduced.

Working together is the best way to make lasting change, so our campaign has been designed with collaboration in mind. We want to inspire you to get involved in your own way, one that works for you and your specific audiences. Whether that means sharing case study content with us, or posts on your own social channels.

This document introduces the *Let's Talk Loneliness* campaign, along with some suggested content that we would encourage you to use as a guide. **All the assets outlined in this guide are available to download here.**

Campaign Narrative

Let's Talk Loneliness aims to reduce the stigma of loneliness by helping people feel it's okay to talk about loneliness, raising awareness of the importance of social connections and sharing practical advice to help people alleviate feelings of loneliness in themselves and others.

The key messages we aim to share are:

- The truth is that loneliness can affect anyone, at any age and any time — no one is immune.
- We need to continue finding ways to look out for one another. The more we talk about our experiences the easier it is for others to do the same.
- There are simple steps we can take to make ourselves and other feel more connected.

How You Can Help

Here are some ways that you and your organisation can support the *Let's Talk Loneliness* campaign:

Use the campaign branding: Whether simply adding the logo to your existing communications or using these assets to create new materials, we want to harness our collective power to get the message out.

Share a social post: The visuals are ready to go; just add your own message and start talking about loneliness. We have drafted some example posts that you can use as inspiration to create your own.

Use the hashtag: Make sure you use the campaign hashtag #LetsTalkLoneliness when posting about the campaign on social media.

Share real stories: Loneliness is a deeply personal experience and we would like the campaign to reflect this through the use of real stories wherever possible. Get involved by sharing new stories and experiences.

We encourage you to get in touch if you have a powerful story you'd like us to help you amplify through our channels, such as our new Let's Talk Loneliness podcast.

Get your ambassadors onboard: Engaging with ambassadors and celebrity supporters will help widen the reach of the campaign and further drive conversation.

Generate press coverage: Use the campaign as an opportunity to plan activities and drive conversation. Do consider announcing your involvement in the campaign to your sector media

Host or join an event: Events can be used to bring people together and drive conversation around loneliness. Think about what localor virtual events you and your organisation can join, or consider hosting your own (when it is safe to do so).

Support others: Please retweet and like posts shared by other organisations who get behind Let's Talk Loneliness; we want to support each other's great work and create a movement.

Grow our network: Help us grow the network of organisations and charities involved in the campaign. Tell others about it, direct them to the campaign website (www.LetsTalkLoneliness.co.uk) or put them in touch with the team at LetsTalkLoneliness@dcms.gov.uk

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Master Logo

This is the master logo, which shows two interlocking speech bubbles to reflect the idea of starting a conversation around the issue of loneliness. A full logo suite (.EPS, .Ai, .PNG) has been provided for immediate use.

New Campaign Assets: June 2021

[Download here](#)

LET'S TALK LONELINESS

Go at Your Own Pace
Static & animated versions:

Go at your own pace_1x1.jpg
JGo at your own pace_9x16.jpg
Go at your own pace_16x9.jpg
LTL_Gif.gif

Suggested social post:

When thinking about returning to social situations in person, make sure you do what feels right for you. #LetsTalkLoneliness

Check In
Static & animated versions:

Check in_1x1.jpg
Check in_9x16.jpg
Check in_16x9.jpg
LTL_Gif.gif

Suggested social post:

Anyone can feel lonely, so it's important to check in with family and friends, even after lockdown has ended. #LetsTalkLoneliness

Join a Group
Static & animated versions:

Join a Group_1x1.jpg
Join a Group_9x16.jpg
Join a Group_16x9.jpg
LTL_Gif.gif

Suggested social post:

Joining a group around a shared hobby or interest is a great way to make new connections. If you're already in a group, think about how you can make it easier for others to join. #LetsTalkLoneliness

Covid-specific Campaign Assets
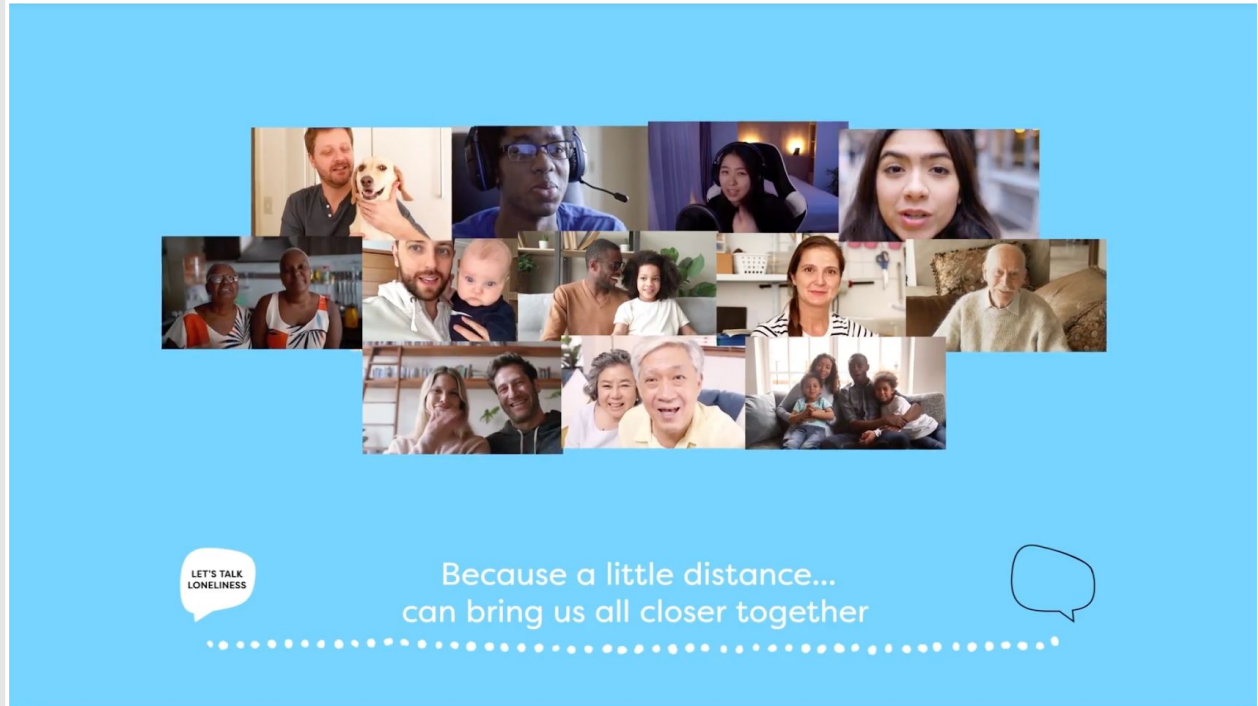
Download here

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Hero Video

Hero 40sec video_16x9.mp4
Hero 40sec video_9x16.mp4

Suggested social post:

Loneliness is nothing to be ashamed of. But there are small things we can all do to help ourselves and each other. A little distance can bring us all closer together #LetsTalkLoneliness

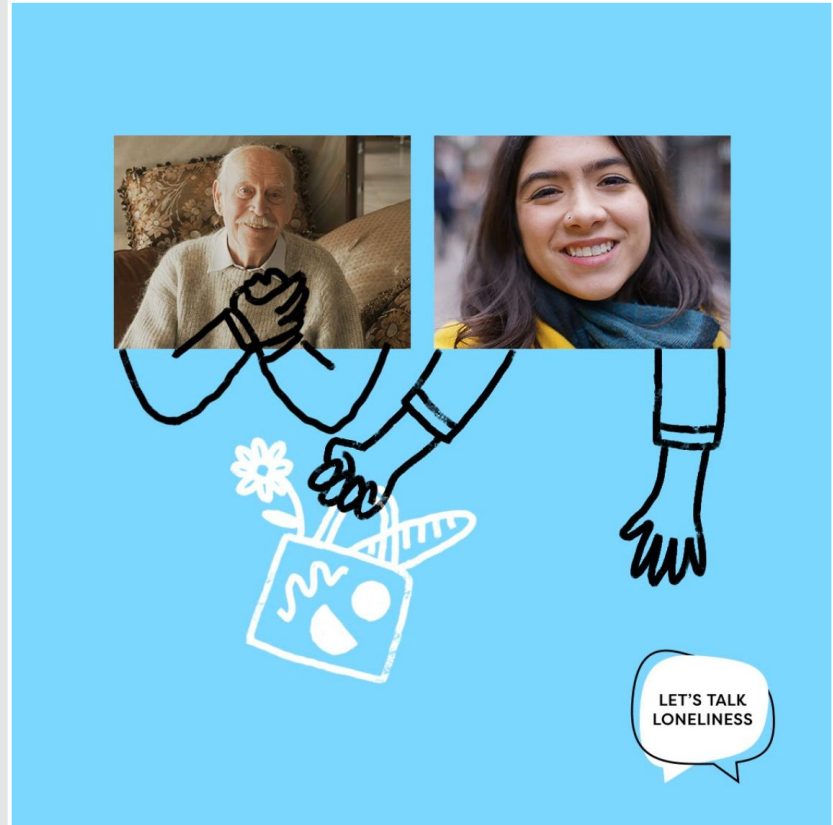**Volunteering Social Assets**
Static & animated
versions:

Volunteering static.jpg
Volunteering 10sec video_1x1.mp4
Volunteering 10sec video_9x16.mp4

Suggested social post:

*If someone is isolating, taking
round essential shopping, or gifts
like baked goods or crafts is a really
nice way to strike up a conversation
#LetsTalkLoneliness*

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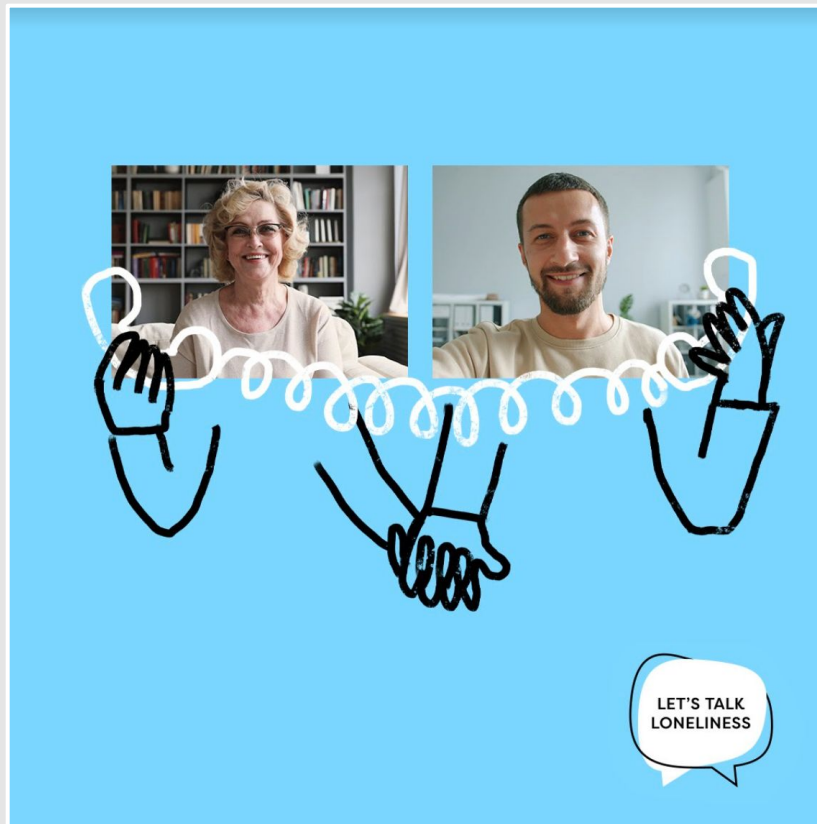
Talking Social Assets
Static & animated
versions:

Talking static.jpg
Talking 10sec video_1x1_1.mp4
Talking 10sec video_9x16_1.mp4

Suggested social post:

*Sometimes a friendly chat can
make a big difference. If you can,
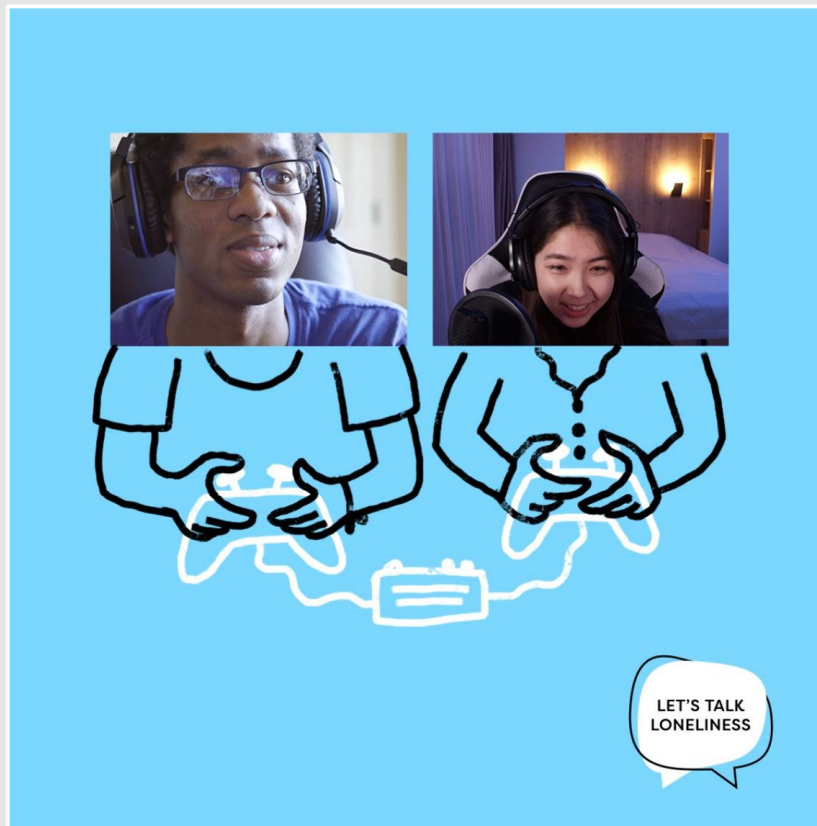reach out and talk to friends and
family. #LetsTalkLoneliness*

Gaming Social Asset
Static

Gaming static.jpg

Suggested social post:

Video games can be great way to connect with friends and make new ones. #LetsTalkLoneliness

Youth Loneliness Assets
Animation and audiogram file

Josie_LTL_Insta.mp4
Josie_Lets Talk Loneliness_Dec20.mp4
LTL_Audiogram_Josie_Caps.mp4

Suggested social post:

Covid-19 has been especially difficult on young people, but there are still things we can do to help. Listen to Josie's story @Coop_Foundation #LetsTalkLoneliness

This also features on our brand new Let's Talk Loneliness podcast, which we would encourage you to stream / download then like, rate and subscribe to on **Spotify,** **Google Podcasts** and **Soundcloud** by searching #LetsTalkLoneliness

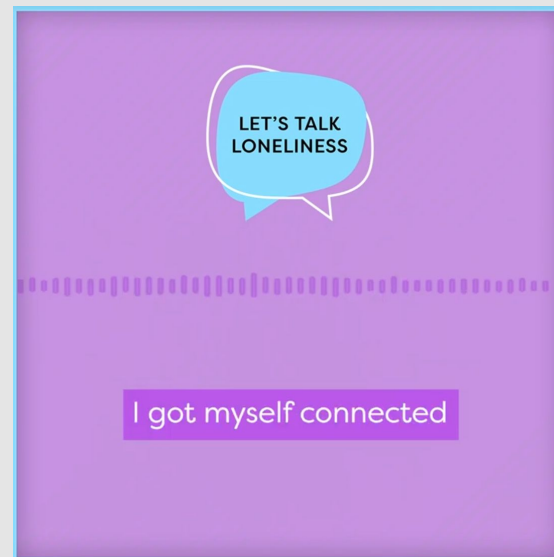**Dementia & Loneliness Assets**
Animation and audiogram file

Peter.mp4
Peter.en_GB.srt [Subtitles]
LTL_Audiogram_Peter_Caps.mp4

Suggested social post:

For people with conditions like dementia, Covid-19 can be incredibly difficult as support networks can be reduced. Listen to Peter's story. @alzheimerssoc #LetsTalkLoneliness

This also features on our brand new Let's Talk Loneliness podcast, which we would encourage you to stream / download then like, rate and subscribe to on **Spotify, Google Podcasts** and **Soundcloud** by searching #LetsTalkLoneliness

New parents & Loneliness Assets
Animation and audiogram file

Sara_LTL.mp4
LTL_Sara.en_GB.srt [Subtitles]
LTL_Audiogram_Sara_Caps.mp4

Suggested social post:

Being a new parent can be isolating, especially at the moment. That's why it's never been more important to connect with others. Listen to Sara's story. #LetsTalkLoneliness

This also features on our brand new Let's Talk Loneliness podcast, which we would encourage you to stream / download then like, rate and subscribe to on **Spotify,** **Google Podcasts** and **Soundcloud** by searching #LetsTalkLoneliness

Additional Audiogram Assets

LTL_Audiogram_Intro_Caps.mp4
LTL_Audiogram_Kevin_Caps.mp4

This also features on our brand new Let's Talk Loneliness podcast, which we would encourage you to stream / download then like, rate and subscribe to on **Spotify, Google Podcasts** and **Soundcloud** by searching #LetsTalkLoneliness

Covid Advice Social Infographics

Ask for help.jpg
Call a friend.jpg
Keep in touch.jpg
Set a routine.jpg
Volunteer.jpg

Suggested social post:

Social distancing can increase feelings of loneliness, but there are things we can do to stay connected. #LetsTalkLoneliness

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HM Government

Keep in touch
with friends, family and neighbours

HM Government

Help out by volunteering
to pick up food, medicine or simply by talking with someone living alone

HM Government

Set a routine
with online activities, regular tasks or by volunteering

General Campaign Assets

Download here

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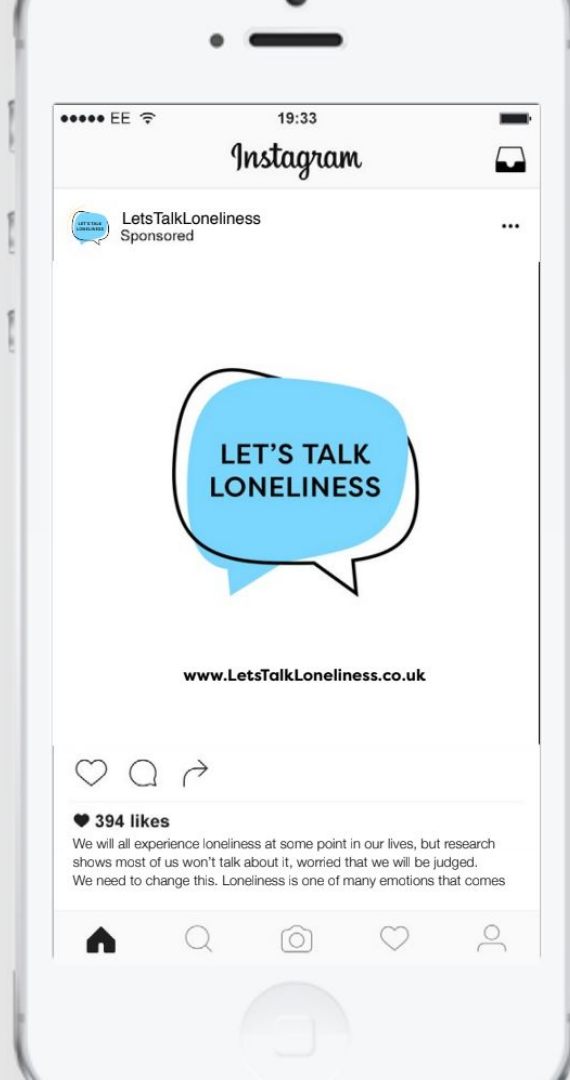**Instagram Post**
Static & animated
versions:

LTL_square_static_post.jpg
LTL_animated_post.mp4
LTL_animated_post.gif

Facebook Post
LTL_square_static_post.jpg
LTL_animated_post.mp4
LTL_animated_post.gif
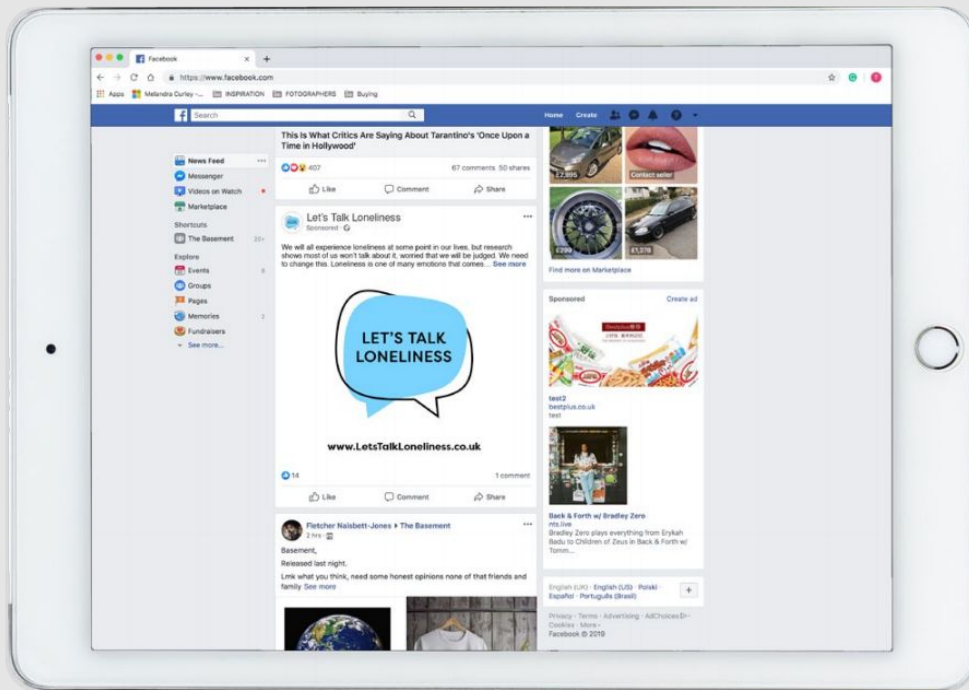
Twitter Post
LTL_square_static_post.jpg
LTL_animated_post.mp4
LTL_animated_post.gif
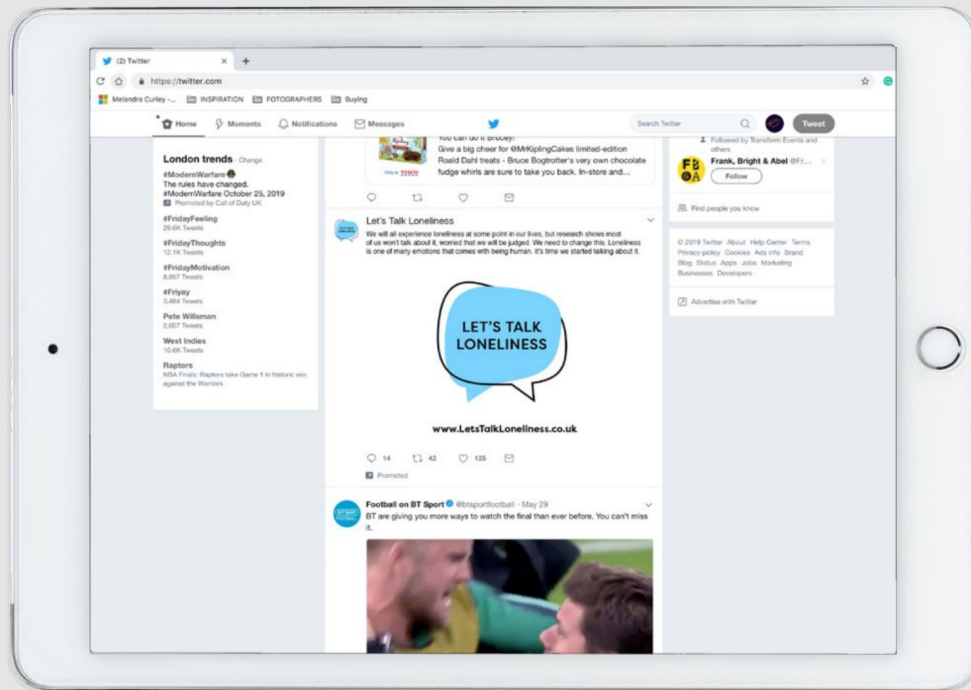
LET'S TALK
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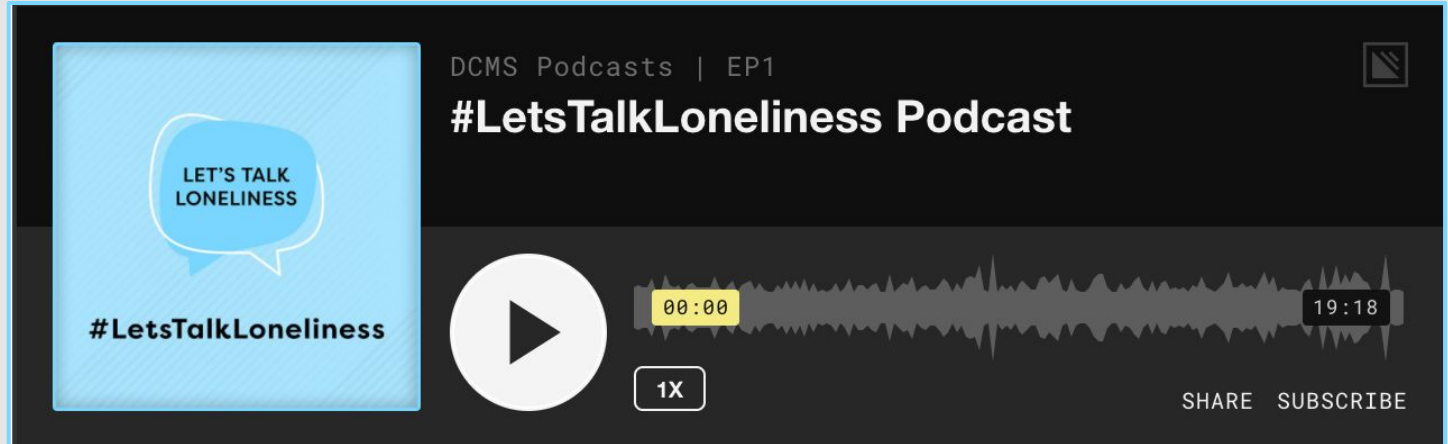# Let's Talk Loneliness Podcast

LET'S TALK LONELINESS

Let's Talk Loneliness Podcast

We launched our very own podcast for 2021!

We're hoping to explore what loneliness means to a variety of people, as well as spotlight some inspirational organisations, and highlight useful advice and guidance.

The first episode looks at four personal stories about experiencing loneliness and the different ways it can impact you. But it also offers some top tips for how you can help yourself and others.

Listen on **Spotify, Google Podcasts** and **Soundcloud** by searching #LetsTalkLoneliness
Read a full transcript on the **DCMS Simplecast channel**. Please also like, rate and subscribe.

DCMS Podcasts | EP1
#LetsTalkLoneliness Podcast

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#LetsTalkLoneliness

00:00   19:18

1X

SHARE   SUBSCRIBE

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Key Dates

Our campaign activity will increase around Loneliness Awareness Week in June. We would love for you to get involved during that time, and throughout the year, to help drive conversation and interest. Some examples of calendar hooks for 2021 are below:

- **Loneliness Awareness Week:** 14 - 18 June 2021

- **National Friendship Day:** 30 July 2021

- **UN International Youth Day:** 12 August 2021

- **Students leaving for university:** Sep / Oct 2021

- **Grandparents Day**: 3 October 2021

- **Carers' Rights Day:** 26 November 2021

- **Loneliest Day of the Year:** 27 November 2021

- **Great Winter Get Together:** c 13 - 17 December 2021

- **Blue Monday:** 18 January 2022

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Contacts

If you need any assets or guidance on using any of the materials, please contact:

LetsTalkLoneliness@dcms.gov.uk

Thank you.

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