

# Support for addressing severe loneliness

## FINDING AND FIRST ENGAGEMENT

Resident recognises need, builds trust, and sees the potential for change

- Uses a variety of methods to reach people where they are.
- Tailors outreach to individual identity, culture, and circumstances.
- Requires consistent, empathetic engagement to build trust and encourage help-seeking.

## BUILDING CONFIDENCE

Intensive support to boost motivation and overcome barriers.

- Provides personalised one-on-one support or well-facilitated peer support groups.
- Identifies key barriers to social connection and offers guidance to overcome them.
- Rooted in a deep understanding of severe loneliness and its challenges.

## SUSTAINING ENGAGEMENT

Encouraging long-term participation, rebuilding connections, and fostering independence.

- Ensures access to essential services (e.g., health, language, transport) alongside social opportunities.
- Supports participation in meaningful, culturally relevant activities that align with individual interests.
- Promotes local, welcoming, and affordable social spaces to maintain connections and confidence.

TAILORED AND HOLISTIC | CO-ORDINATED | SUPPORTIVE INFRASTRUCTURE | TAKES TIME

Draws on CEL Promising Approaches framework + other frameworks used/developed by Ageing Better in Camden