

***Loneliness and Isolation:
Guidance for Local Authorities and Commissioners***

The Campaign to End Loneliness has launched a new online resource, [Loneliness and Isolation: Guidance for Local Authorities and Commissioners](http://campaigntoendloneliness.org/guidance/) at <http://campaigntoendloneliness.org/guidance/>. Our new guidance provides adult social care, clinical commissioning groups and public health teams with useful resources on planning how to address loneliness experienced by older people in their local populations.

Why take action?

Loneliness and isolation are [harmful to our health](#): research shows that lacking social connections is as damaging to our health as smoking 15 cigarettes a day. Approximately [ten per cent](#) of those aged 65 and over experience loneliness all or most of the time and this can be [costly to local health and social care services](#). Lonely individuals are more likely to visit their GP, undergo early entry into residential care and use accident and emergency services independent of chronic illness.

Using the new loneliness guidance

Our new guidance takes you through step by step how to approach the issue effectively; providing templates, factsheets, case studies and external resources, and allowing you to tailor your response to local circumstances and resources. The guidance includes:

- [Strategy development](#)
- [Evidence based-framework of loneliness services and interventions](#)
- [Using national policy levers, including the Care Act and the Better Care Fund](#)
- [Evaluating effectiveness](#)

We hope that you and your colleagues find [our new guidance](#) useful in addressing this very complex and deeply personal issue. We look forward to working with your Local Authority and would be delighted to receive feedback and your case studies on addressing loneliness and isolation locally.

Best wishes,

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