

**Older Adults Social Isolation and Loneliness Awareness Campaign Toolkit**  
*Highlighting its impact on our health and the importance of staying connected.*  
**May 1st – June 30th, 2024**

According to the American Psychological Association, social isolation and loneliness are rising across the United States and have only been exacerbated by the coronavirus pandemic. A report from the National Academies of Sciences, Engineering, and Medicine indicates that approximately one-quarter of community-dwelling Americans aged 65 and older are considered to be socially isolated, and a significant proportion of adults in the United States report feeling lonely.

While people of all ages, backgrounds, and abilities can experience social isolation and loneliness, research shows that older adults, people with disabilities, and those with intersecting marginalized identities are more likely to experience high levels of loneliness. Many risk factors can cause or exacerbate social isolation or loneliness, including living alone, the loss of family or friends, chronic illness, sensory impairments, having limited mobility or no reliable way to get around, financial struggles, language barriers, and caregiving duties.

***It is important to let our communities know that services and support are available for older adults and people with disabilities experiencing social isolation and loneliness.***

To raise awareness about the impact of social isolation on health and wellbeing and the importance of social connection, Los Angeles County has created Public Service Announcements (PSAs) to help older Angelenos and people with disabilities stay better connected. Please view and disseminate them among your networks.

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### **Social Media Guidelines:**

***Below is suggested content to use to promote the Older Adults Social Isolation and Loneliness Awareness Campaign.***

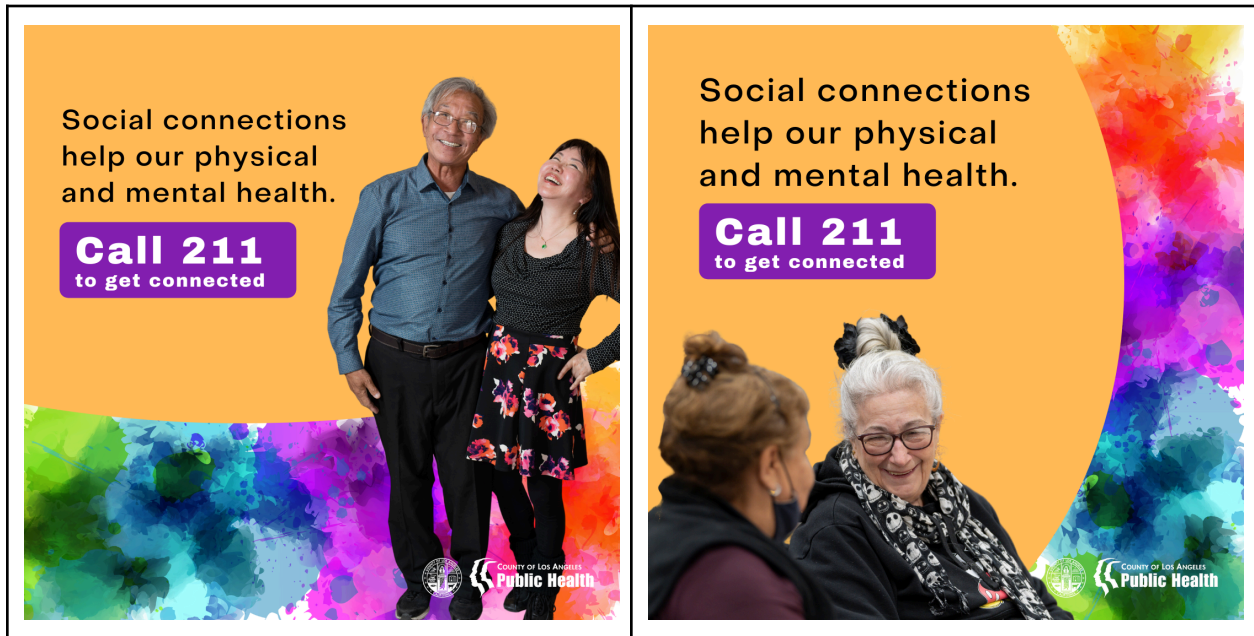
**For Facebook**, craft engaging posts highlighting the campaign's importance, including key messages and the call-to-action to call 2-1-1 or visit 211la.org. Use visuals and schedule posts for consistent visibility, tagging relevant organizations for collaboration. Monitor comments and respond promptly to foster engagement.

**On X (Twitter)**, keep tweets concise, utilize visuals, hashtags like [#ReachOutStayConnected2024](#), and engage with retweets and replies. Schedule tweets for optimal timing and track interactions.

**On Instagram**, focus on visual storytelling with high-quality images/videos and captivating captions, including hashtags. Utilize Instagram features, maintain consistent branding, and engage with followers through questions and comments.

**Note:** Please use [#ReachOutStayConnected2024](#) in all your social media posts related to this campaign to track and index our efforts effectively.

**Social Media Graphics:**





[Download](#)

**English Copy**

**(May 1):** 🌟 Join us as we kick off Older Adults Social Isolation and Loneliness Awareness Campaign! Let's shed light on the impact of social isolation on health and well-being. Remember, staying connected matters. #ReachOutStayConnected2024  
 📞 Call 2-1-1 or visit 211la.org for resources to combat social isolation.

**(May 2):** 🗨️ Did you know? Older Adults Social isolation can affect people of all ages and backgrounds. Let's work together to ensure no one feels alone. Reach out, connect, and make a difference today! #ReachOutStayConnected2024

☎️ Call 2-1-1 or visit 211la.org for resources to combat social isolation.

**(May 15):** 💡 There's strength in community. Let's support each other through social isolation and loneliness. Together, we can create a network of care and compassion.

#ReachOutStayConnected2024

☎️ Call 2-1-1 or visit 211la.org for resources to combat social isolation.

**(May 20):** 🌻 Take a moment today to check in on someone who might be feeling lonely. Your kindness can brighten their day and remind them they're not alone.

#ReachOutStayConnected2024

☎️ Call 2-1-1 or visit 211la.org for resources to combat social isolation.

**(May 26):** 🗨️ Building connections is key to combating social isolation. Whether it's a phone call, video chat, or a socially distanced meet-up, let's prioritize staying connected with one another. #ReachOutStayConnected2024

☎️ Call 2-1-1 or visit 211la.org for resources to combat social isolation.

**(June 1):** 🎉 As the Older Adults Social Isolation and Loneliness Awareness Campaign comes to a close, let's carry forward the spirit of connection and support. Together, we can create a more connected and compassionate LA County for all.

#ReachOutStayConnected2024

☎️ Call 2-1-1 or visit 211la.org for resources to combat social isolation.

**(June 7):** ☀️ Summer is here, a perfect time to connect with older adults in our community. Let's ensure everyone feels included and supported. Reach out, check-in, and spread some sunshine today! #ReachOutStayConnected2024 ☎️ Call 2-1-1 or visit 211la.org for resources.

**(June 15):** 📱 Technology bridges gaps and brings us closer, even when physically apart. Empower older adults to embrace tech to connect with loved ones and resources.

#ReachOutStayConnected2024 ☎️ Call 2-1-1 or visit 211la.org for resources.

**(June 21):** 🌳 Longer days & warmer weather call for outdoor activities! Spend time with older adults—walks, picnics—brighten spirits, strengthen bonds. #ReachOutStayConnected2024

☎️ Call 2-1-1 or visit 211la.org.

**(June 30):** 🎉 As the campaign concludes, reflect on connections made, lives touched, and the importance of combating social isolation. Thank you to all who participated! Let's continue to prioritize connection and support. #ReachOutStayConnected2024 ☎️ Call 2-1-1 or visit 211la.org.



Public Service Announcement Videos:

Social Connection PSA English Dr. Ferrer (English)



[Video Link](#)

Dr. Trejo - Social Isolation PSA (Spanish)



[Video Link](#)

**Newsletter Highlight:**

Join us for the Older Adults Social Isolation and Loneliness Awareness Campaign from May 1st to June 30th! This awareness campaign, organized by the LA County Aging & Disabilities Department, LA County Department of Public Health, Los Angeles Alliance for Community Health & Aging, Los Angeles Social Isolation Impact Coalition and 211 LA, sheds light on the impact of social isolation on older adult health and well-being, particularly among older adults and people with disabilities

Let's come together to foster strong connections within our LA County community. Reach out, connect, and make a difference today. 📞 Call 2-1-1 or visit [211la.org](http://211la.org) for resources to combat social isolation.