

**Interreg**  
North Sea Region  
I2I

European Regional Development Fund



EUROPEAN UNION





Campaign to  
**EndLoneliness**

CARE**EVOLUTION**  
Investing in Health



**gent:**

**Diakonie**  
Bremen



**INTER**  
tussen mens en omgeving



 **mintus**  
zorg met een plus

**anima**<sup>®</sup> **CAW**  
maakt sterker

 **Levensvreugde**  
**Verblijven**  
**Vzw Aalst**

**VUB** **VRIJE**  
**UNIVERSITEIT**  
**BRUSSEL**



**Vlaanderen**  
verbeelding werkt

**samāna**  
samen met



**welzijnsomhaal**

burenhulpnetwerk  
réseau d'entraide

**HET BUURTPENSIOEN**  
**PENS(I)ONSQUARTIER**



**eg** 

**Gemeente Assen**



**Netwerk**  
**Geestelijke Gezondheid**  
Aalst Dendermonde Sint-Niklaas



Midterm conference:  
**From isolation to inclusion (I2I)**

**Workshop one:** inspiration to tackle  
loneliness

Chaired by the Campaign to End Loneliness

## Who we are

We've been experts in the field of loneliness and connection since 2011. We have three priorities:

- We develop evidence to make a practical difference
- We bring together the community of organisations who care about this issue to share their expertise and experience.
- We campaign for action on loneliness across sectors.

# How loneliness can make you feel

Campaign to  
**EndLoneliness**

distress

painful  
feelings

anxiety

helplessness  
and emptiness



abandoned

not being  
understood  
by others

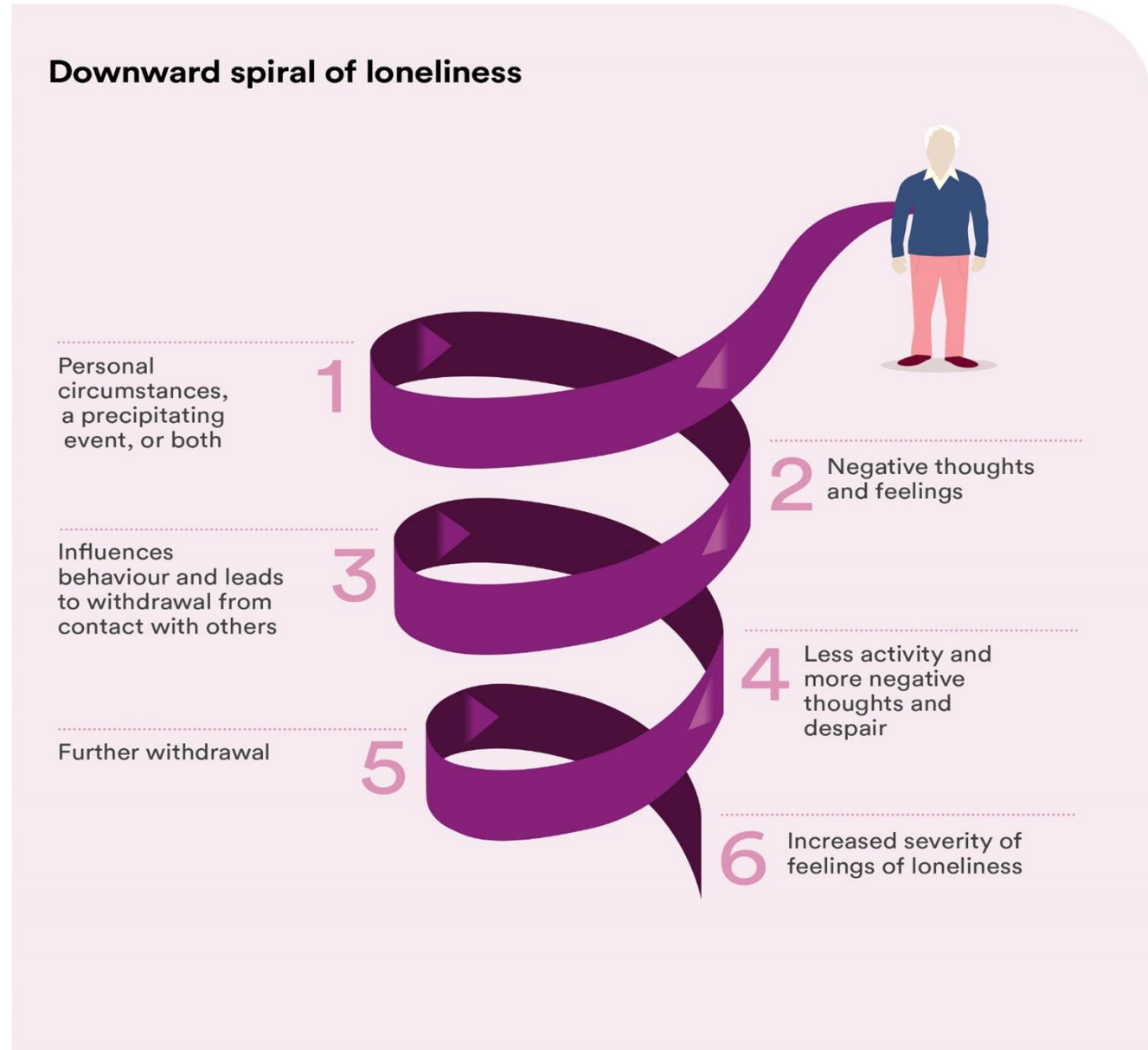
fear and sadness

lost

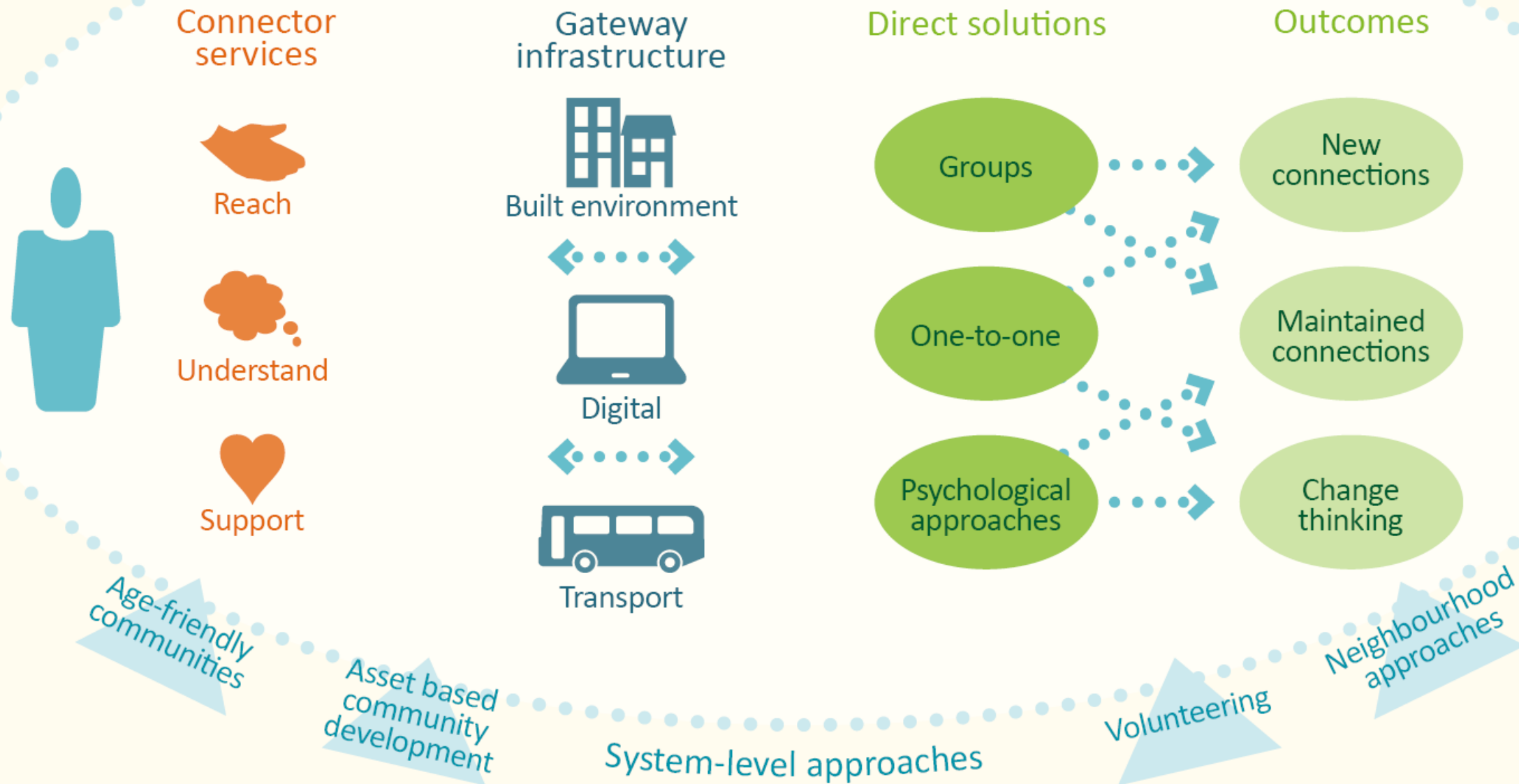


# Psychological barriers to connection

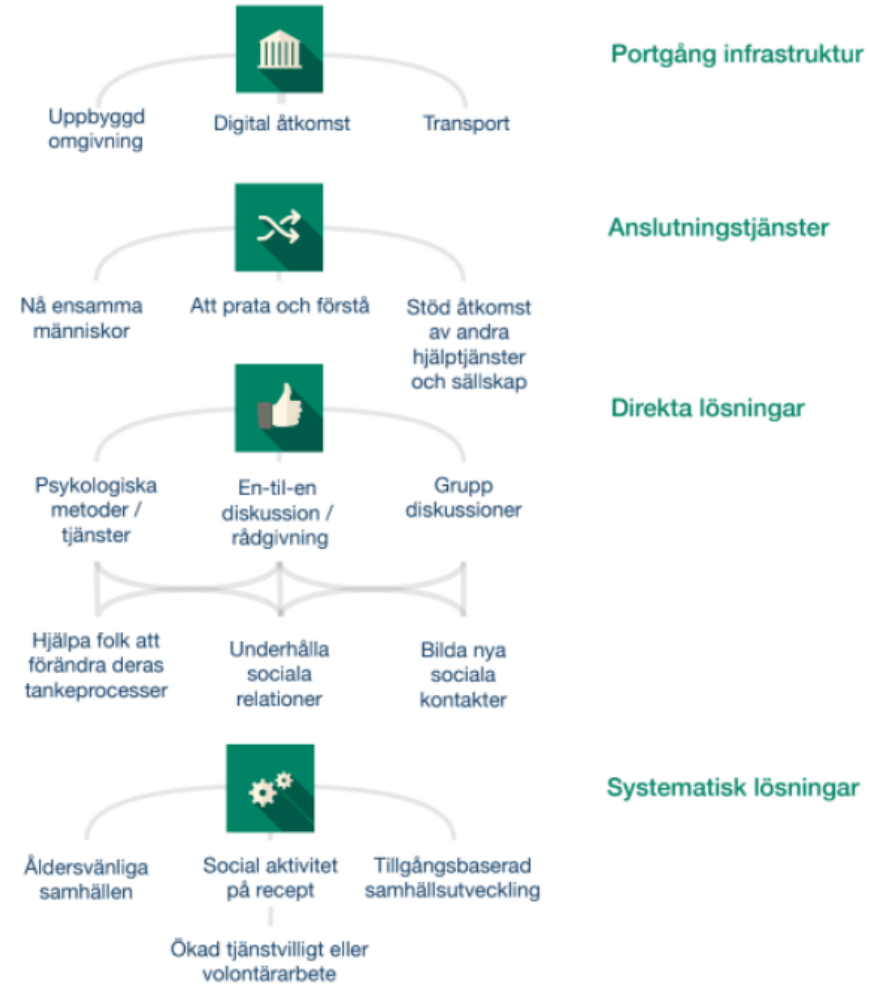
- Loneliness is an emotional response to a situation, an unwanted feeling
- Thoughts and feelings influence behaviour
- During lockdown people have been increasingly left to manage their own thoughts and feelings



## Promising Approaches Framework



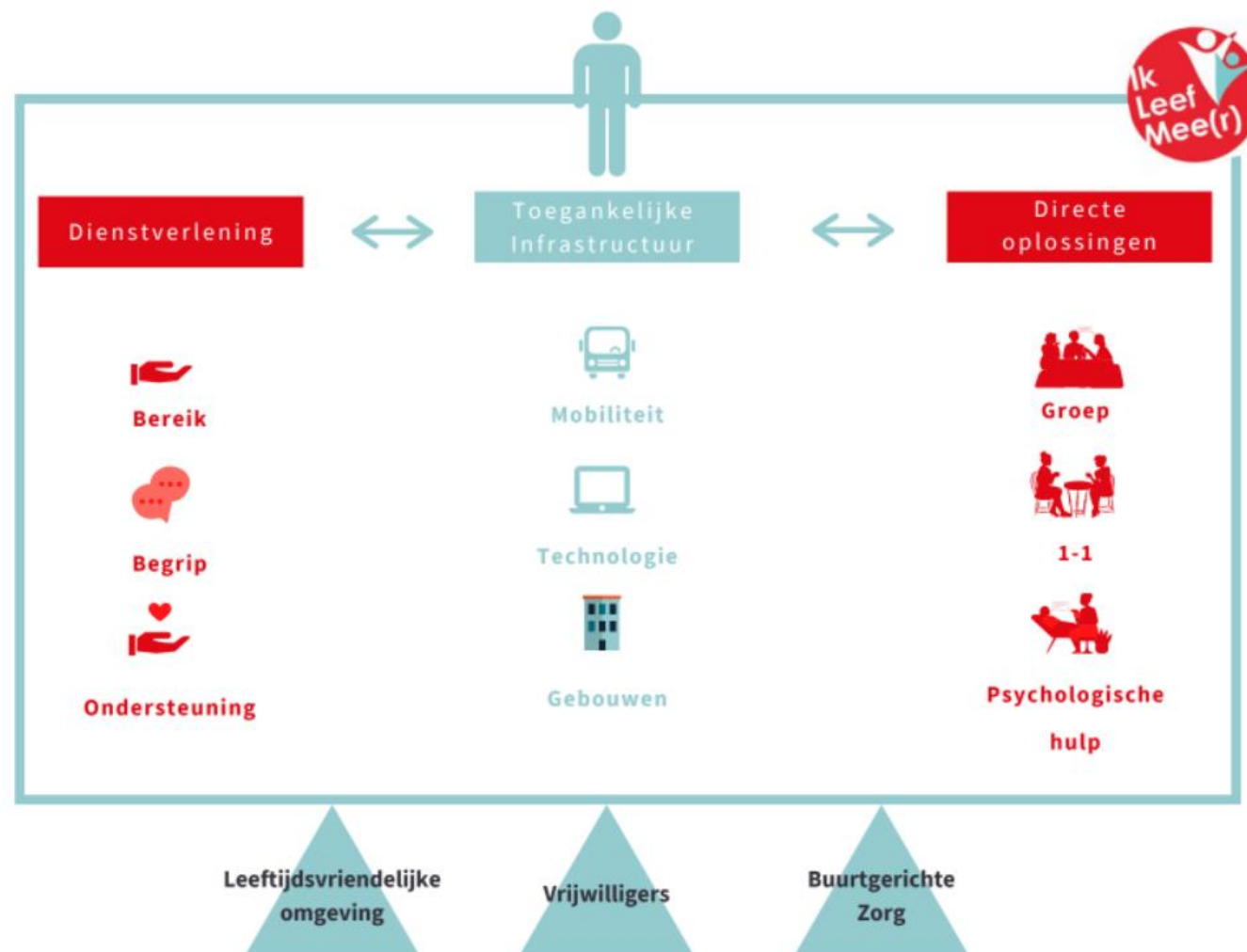
# In Swedish



Campaign Against Loneliness  
Promising Approaches Framework



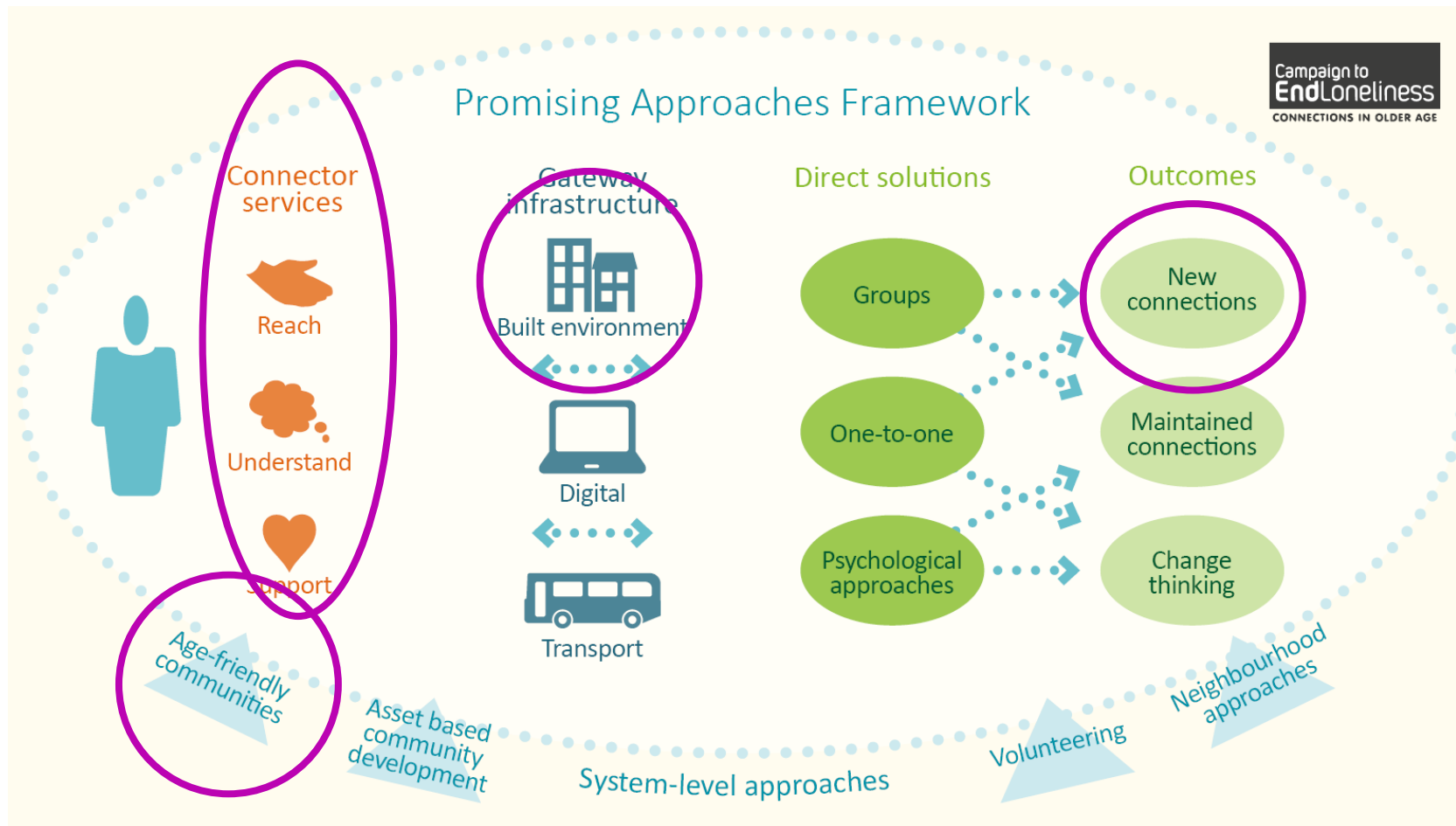
# ... and Dutch



# Inspiration to tackle Loneliness

## Welcoming people in Social Services

### Experience from Diakonisch Werk Bremen



Social services want to offer an accessible and 'warm welcome' to all users or visitors. But do these users or visitors have this experience?

Or do they feel like Forrest Gump in the movie's glorious [School Bus Scene](#)?





During an institutional jubilee, we asked participants to look back at their first visit.

Here, several people mentioned that they left the unit with the idea “never to come back again”. A lot of first time visitors feel :

- overlooked and neglected by staff
- rejected by actual participants
- disappointed, even disgusted by the general atmosphere of a place.

# Recommendations for service design to counter this effect:

- Do not rely on the initiative of the newcomer or the beneficial behaviour of a participant to make someone feel welcome (as Jane did it in the movie)
- There should be a **clear responsibility** for attention to first-time users / visitors and some thought about **strategies** that work for the unit.
- In discussions with actual (core) participants, this challenge should be talked about, too
- Public **announcements** about time and place should be clear, readable and up to date
- A “mixed” audience gives a more welcoming picture than uniformity
- **Decoration and design** of published **material** might help especially if the institution likes to address under represented groups (as the “right” rainbow flag for LGBTQI people)

In Bremen we plan to put forward a more concise version of these recommendations during I2I partnership work





# A Warm Welcome

## – Ageing Better in Camden



DOWNLOAD THE WARM WELCOME TOOLKIT

“They said that the level of welcome in community activities makes a difference to their wellbeing and to whether they will continue to attend. They identified factors which make for a welcoming group such as friendly greetings when they arrive and informal social time so they can get to know each other.”

[www.ageingbetterincamden.org.uk/warm-welcome-approach](http://www.ageingbetterincamden.org.uk/warm-welcome-approach)

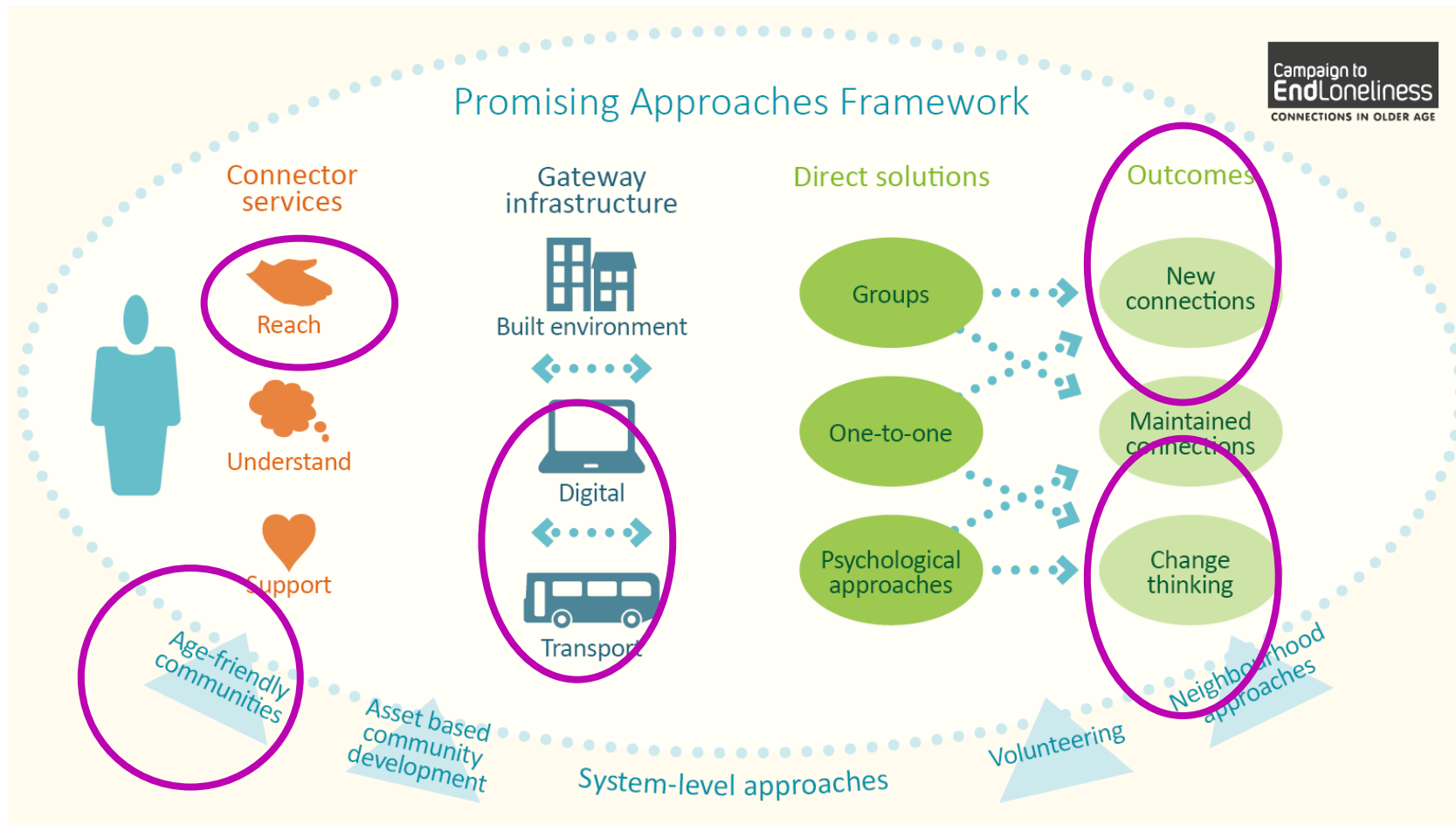
# Creating and sustaining a Warm Welcome experience



# Inspiration to tackle Loneliness

## How to reach vulnerable elderly

Experience from Turnhout





# Link worker for the elderly (brugfiguur senioren)

Welfare center = 'one stop shop' for all questions related to wellbeing and care.  
Welfare center is a service: not an aid, help or care organisation.

## Link worker:

Person who actively searches for vulnerable elderly

- no social network
- who don't want help (at first sight)
- concerns about the situation

Brug = Bridge/link:

- with existing services
- looking for solutions together with the client (trust!), ...

A point of contact for professionals, family and older people



# HOW?

## **Individual level**

- Individual cases, homevisits ...
- Being present on different locations where the target group can be found

## **Group level, more general perspective**

- Raise awareness: information sessions
- Network: getting to know key figures in the communities, healthcare professionals, family doctors, community agents ...

## **Policy level**

- Report needs from society to policy level

	Link worker for the elderly 100% 2021
Number of clients	115
Average age	78
Single	82%
Number of homevisits	160
Referrals to other services	233
Follow-up, information, advice ...	368

12% General questions, mild concerns  
8% General information  
8% Financial information  
6% Transport/mobility  
6% Administration  
5% Urgent issue, serious concerns  
5% Psychological help  
5% Loneliness  
4% Aid devices  
4% Home care

**! 60% have more questions than the initial question**



# Lessons learned

Problem of loneliness: very present, but most likely:

- hidden behind other questions -> trust is important!
- the issue is often mentioned not by the client but by a familymember.

Not only individual cases: networking and visualization!

- Articles, interviews, business card, presentations ...

Social activities: first contact, warm welcome = very important

- The Welfare center is not known by seniors so ...



karşılama willkommen مرحبا  
bem vindo dobrodošli  
velkommen  
welkom witamy  
bienvenido bienvenue  
خوش آمدید welcome  
bonvenon bun venit vitajte

# 2022: Referral card for pharmacists and family doctors

**Bezorg dit kaartje aan:**

**Welzijnsonthaal**  
Stationstraat 80  
2300 Turnhout  
[info@welzijnsonthaal.be](mailto:info@welzijnsonthaal.be)

Professionelen kunnen deze informatie ook digitaal doorgeven aan het Welzijnsonthaal via [www.turnhout.be/hulpvraagvansenior](http://www.turnhout.be/hulpvraagvansenior).

Door het aamvinken bevestigt u dat de persoon waarop de gegevens betrekking hebben, toestemming gaf om deze informatie te delen met het Welzijnsonthaal. egevens worden verwerkt conform de privacyverklaring van Stad Turnhout [www.turnhout.be/privacyverklaring](http://www.turnhout.be/privacyverklaring)



Welzijnsonthaal

**Meer informatie bij het Welzijnsonthaal, voor alle Turnhoutse senioren**



**Contact:**  
Telefonisch: 014/47 11 00  
We zijn elke werkdag telefonisch bereikbaar tussen 9-12 uur en 13-17 uur, behalve op dinsdagnamiddag.  
Je kan ons ook bereiken via mail: [info@welzijnsonthaal.be](mailto:info@welzijnsonthaal.be)

**Een afspraak maken:**  
Je kan best eerst telefonisch contact opnemen om je vraag te bekijken of een afspraak in te plannen. Je kan ook langskomen tussen 9-11 uur, houd er rekening mee dat de wachttijden kunnen oplopen.

Verantwoordelijke uitgever: Paul Van Ijert, Campus Station 200, Turnhout



Welzijnsonthaal

Het Welzijnsonthaal, één plek voor al je zorg- en welzijnsvragen.



**interreg**  
North Sea Region  
  

 **Wij informeren je graag:**

- Mijn gezondheid gaat achteruit, welke hulp is er mogelijk?
- Ik heb papieren aangekregen die ik niet begrijp of ik vind mijn weg niet in de digitale wereld.
- Ik voel me niet goed in mijn vel, ik heb veel kopzorgen.
- Ik kom financieel moeilijk rond.
- Ik moet verhuizen en weet niet hoe eraan te beginnen.
- Ik heb nood aan hulp in en rond het huis.
- Ik zoek gezelschap of een leuke activiteit.
- Thuis wonen lukt niet meer zo goed, ik wil graag meer info over assistentiewoningen, woonzorgcentrum ...
- Ik zorg voor iemand en heb zelf vragen of hulp nodig.
- Ik heb problemen om me buitenshuis te verplaatsen.



**Zijn er nog vragen waar je mee zit?**  
Heem dan zeker contact op met het Welzijnsonthaal. We nemen graag de tijd om te luisteren en we gaan samen met jou op zoek naar antwoorden.

**Het Welzijnsonthaal kan je ook helpen met concrete vragen zoals:**

- Verwarmingstoelag
- Sneeuwruimen
- Minder Mobiele Centrale

**Dit kaartje werd mee ingevuld door (huisarts of apotheek):**  
Naam: ..... Van (huisarts, apotheek): .....  
Tel.: ..... E-mail: .....  
De gegevens van de persoon die de vraag stelt: ☐ Senior zelf ☐ Familie of kennis van de senior  
Het Welzijnsonthaal mag deze persoon contacteren: ☐ Ja

Naam: ..... Leefijd: ..... jaar  
Adres: .....  
Tel.: ..... E-mail: .....  
Datum: ..... / ..... / ..... Handtekening: .....

**Deze persoon wenst meer informatie over:**

- ☐ Ondersteuning of hulp thuis
- ☐ Sociale activiteiten en andere mensen ontmoeten
- ☐ Administratie of financiële ondersteuning
- ☐ Andere: .....
- ☐ Deze persoon geeft aan zich vaak alleen te voelen of somber te zijn.
- ☐ Deze persoon maakt zich ongerust om een senior en wil zijn/haar verhaal kwijt.  
(opgelet: vul niet de gegevens in van de persoon waarover je je ongerust maakt)

# What is important when dealing with loneliness or social isolation:

Knowledge about:

- Different types of loneliness and how to recognize these
- How to talk about loneliness

Network

- Good contacts with all kinds of projects, meeting places, volunteer organisations, first line professionals, ...

Social loneliness -> guidance towards opportunities for social contact, listen to life story and search for interests and hobbies.

- Meeting places
- Buddy-projects
- Attention for warm welcome (or go together)!

Emotional loneliness -> guidance towards psychological help

Telephone star (telefoonster): for both types of loneliness

# Just talking about loneliness to professionals and stakeholders

... is valuable and has very positive effects:

- raises awareness, more sensitivity and attention to the subject
- people take insights to their workplace

How:

- Workshops: Herstelacademie (Recovery college)
- [www.oogvooreenzaamheid.be](http://www.oogvooreenzaamheid.be)



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