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Loneliness and Social Isolation in Rural Settings Policy Brief

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693319

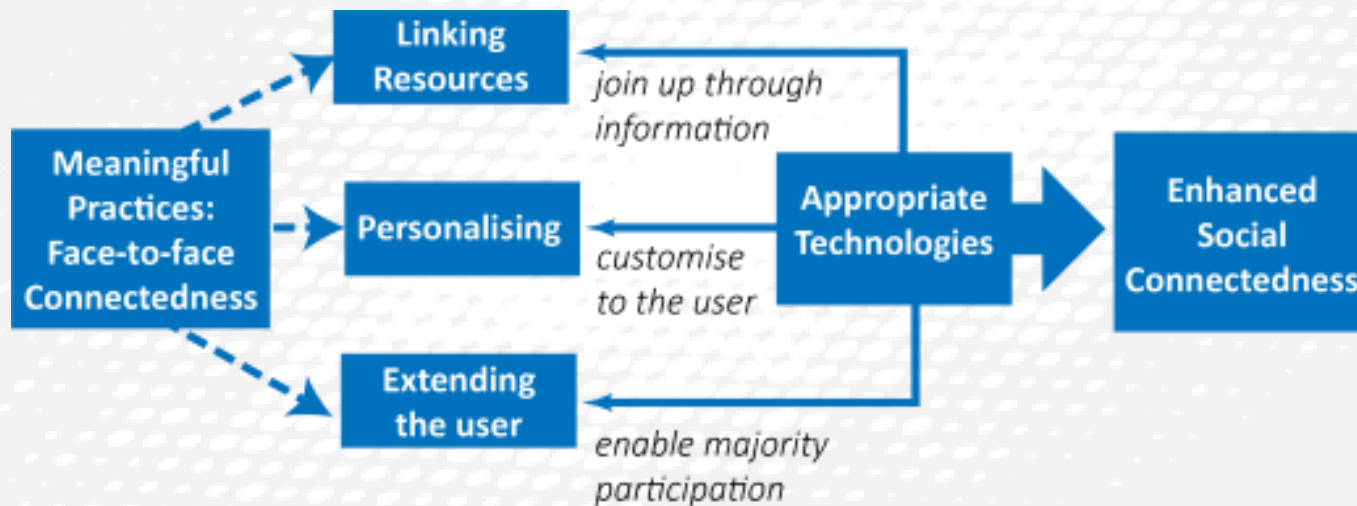
Loneliness and Social Isolation?

“Loneliness can have profound impacts on physical and mental health, and quality of life. For example, loneliness can be as harmful for our health as smoking 15 cigarettes a day, and people with a high degree of loneliness are twice as likely to develop Alzheimer’s as people with a low degree of loneliness.” AGE UK (2015)

- Loneliness and social isolation are related but not the same
- It is important for older adults to have access to **meaningful** social connectedness, and interventions to address loneliness.



Enabling Social Connectedness Through ICT



Policy Conclusions: Technology as a enabler

- Developers and service providers focus on the **enabling links** to **face to face group** connectedness.
- Data is **open** and **joined up** across organisations
- User profiles can **customise** and reduce the cognitive load
- **Intermediaries** can use technology on behalf of older adults

