

Stakeholder Toolkit

Launch date: 11th February 2021

Unlock Loneliness

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Unlock Loneliness campaign

What is the aim of the campaign?

The aim of this campaign is to raise awareness, provide tips, influence policy-makers and most of all, keep loneliness in young people on the agenda.

Why focus on loneliness in young people?

Research shows that almost 10% of young people said they were 'often' lonely and almost 70% of young people said they have felt alone some or all of the time during the pandemic.



How were young people involved in the campaign?

The Mental Health Foundation (MHF) Young Leaders co-produced this campaign with us. They are a group of 14–25-year-olds from diverse backgrounds and a range of different lived experiences, who are hosted by Leaders Unlocked.

They participated in three workshops for the campaign - sharing empowering tips with us on how to cope with loneliness, impassioned policy recommendations and oodles of creativity on design ideas.

Resources






-  [Social media graphics](#) - available now
-  [Policy recommendations](#) - available from 11th February 2021
-  [15 things to do if you're feeling lonely](#) - available from 11th February 2021
-  [Research briefing](#) - available from 11th February 2021
-  [Campaign landing page](#) - available from 11th February 2021







Key messages

Top three tips on how to overcome loneliness

-  Embrace your creativity
-  You deserve quality relationships
-  You are allowed to open up

Policy recommendations

-  Funding for youth and family services
-  Meeting children's basic needs in regards to loneliness
-  Improving adaptation and marketing of loneliness prevention programmes to young people
-  Making a mental health and wellbeing policy a statutory requirement for all schools in England

Suggested social media copy - Twitter

Use the hashtag #UnlockLoneliness

Tag us: @mentalhealth and @LeadersUnlocked



Policy tweet option 1

🗣️ We support @mentalhealth & @LeadersUnlocked in asking the government to create a dedicated strategy to tackle loneliness in young people.
👉 Read more: <https://bit.ly/3tGKqwr> #UnlockLoneliness

Policy tweet option 2

🗣️ While mental health topics are slowly shedding their stigma, loneliness – especially in young people – remains taboo. This needs to change!

Find out how @mentalhealth & @LeadersUnlocked want the government to tackle this as part of their #UnlockLoneliness campaign:
<https://bit.ly/3tGKqwr>

Campaign tweet option 1

🗣️ We support @mentalhealth and @LeadersUnlocked #UnlockLoneliness campaign which amplifies the voice of young people. We must make tackling loneliness in young people a priority: <http://bit.ly/3a0l83t> #UnlockLoneliness

Suggested social media copy - Twitter

Use the hashtag #UnlockLoneliness

Tag us: @mentalhealth and
@LeadersUnlocked

Tips tweet option 1

“I shouldn’t feel lonely!” Do you relate to this? If so, know that a lot of young people feel this way too, including @mentalhealth Young Leaders. 📖 Read their tips to help empower you: <https://bit.ly/3oXbaFn> #UnlockLoneliness

Tips tweet option 2

Read 15 tips to empower you when you’re feeling lonely. Created by young people, for young people. It’s part of the #UnlockLoneliness campaign from @mentalhealth & @LeadersUnlocked 📖 <https://bit.ly/3oXbaFn>



Suggested social media copy - Facebook

Use the hashtag #UnlockLoneliness
Follow us: @mentalhealthfoundation
and @leadersunlocked



Policy post:

📣 While mental health topics are slowly shedding their stigma, loneliness – especially in young people – remains taboo. This needs to change!

Find out how @mentalhealthfoundation and @leadersunlocked want the government to tackle this as part of their #UnlockLoneliness campaign:

<https://bit.ly/3tGKqwr>

Tips post:

“I shouldn’t feel lonely!” Do you relate to this? If so, know that a lot of young people feel this way too. 📖 Check out these tips from the @mentalhealthfoundation & @leadersunlocked Young Leaders to help you tackle this: <https://bit.ly/3oXbaFn> #UnlockLoneliness

Campaign post:

📣 We support @mentalhealthfoundation and @leadersunlocked #UnlockLoneliness campaign which amplifies the voice of young people. We must make tackling loneliness in young people a priority: <http://bit.ly/3a0l83t>

Suggested social media copy - Instagram

Use the hashtag #UnlockLoneliness
Tag us: @mentalhealthfoundation
and @leadersunlocked



Policy post

🗣️ While mental health topics are slowly shedding their stigma, loneliness – especially in young people – remains taboo. This needs to change!

We're supporting @mentalhealthfoundation and @leadersunlocked in asking the government to tackle this as part of their #UnlockLoneliness campaign.

Insta story – policy post

🗣️ While mental health topics are slowly shedding their stigma, loneliness – especially in young people – remains taboo. This needs to change!

This is why we're supporting the @mentalhealthfoundation and @leadersunlocked in asking the government to tackle this.

👆 Swipe up to find out more.

#UnlockLoneliness

Link: <https://bit.ly/3tGKqwr>

Suggested social media copy - Instagram

Use the hashtag #UnlockLoneliness
Tag us: @mentalhealthfoundation
and @leadersunlocked



Insta tips post

“I shouldn’t feel lonely!” Do you relate to this? If so, know that a lot of young people feel this way too. 📖 Visit @mentalhealthfoundation bio to read tips from their Young Leaders on how to tackle this. #UnlockLoneliness

Insta story: tips post

“I shouldn’t feel lonely!” Do you relate to this? If so, know that a lot of young people feel this way too. 📖 @mentalhealthfoundation Young Leaders have shared some tips to support you.

👆 Swipe up to check them out.

#UnlockLoneliness

Link: <https://bit.ly/3oXbaFn>

Suggested social media copy - Instagram

Use the hashtag #UnlockLoneliness
Tag us: @mentalhealthfoundation
and @leadersunlocked



Campaign post

? Do you think that tackling loneliness in young people should be made a priority?

👏 Then join us in supporting the #UnlockLoneliness campaign from @mentalhealthfoundation and @leadersunlocked.

📣 Visit the link in their bio to hear how they're amplifying the voice of young people!

Insta story: campaign post

? Do you think that tackling loneliness in young people should be made a priority?

👏 Then join us in supporting the #UnlockLoneliness campaign from @mentalhealthfoundation and Leaders Unlocked.

👆 Swipe up to find out more.

Link: <http://bit.ly/3a0l83t>

Suggested social media copy - LinkedIn

Use the hashtag #UnlockLoneliness
Tag us: @mental-health-foundation
and @leaders-unlocked-ltd



Policy post

📣 We are joining @mental-health-foundation and Leaders Unlocked in asking the government to create a dedicated strategy to tackle loneliness in young people. 📄 Read more: <https://bit.ly/3tGKqwr> #UnlockLoneliness

Tips post

Read 15 tips to empower you when you're feeling lonely. Created by young people, for young people as part of the #UnlockLoneliness campaign from @mental-health-foundation & Leaders Unlocked 📄 <https://bit.ly/3oXbaFn>

Campaign post

📣 The government must make tackling loneliness in young people a priority!

We are supporting @mental-health-foundation and @Leaders-unlocked-ltd #UnlockLoneliness campaign.

📄 Read more: <http://bit.ly/3a0183t>

Contact



For more information on our policy recommendations, please get in touch with anice@mentalhealth.org.uk and sdavies@mentalhealth.org.uk

To get in touch with our Press team, please email press@mentalhealth.org.uk.



Thank you for your support!

