

*Professor Christina Victor*

A wide range of factors can generate or exacerbate feelings of loneliness, so the government wants social connectedness to be considered across its wider policymaking.

Different kinds of loneliness have different drivers.

Their drivers differ, so the effectiveness of various interventions will probably be different for each of them as well. For example, you can tackle social loneliness by supporting people to form social connections and integrate into communities, but this may not work for other types. Consider:

- whether the loneliness is social, emotional, existential or area-based
- the nature of loneliness, i.e. its duration, frequency, intensity, and whether it is chronic or transient
- the stage of life it is experienced at

For example, you may want to prevent loneliness, as opposed to reduce it in those already experiencing it. Or you may want to focus on long-term loneliness, because it is more likely to be experienced as negative. Or you may want to target loneliness in young people because it is more prevalent and they are less likely to have developed coping strategies.

Since individuals have different needs, interventions can be offered in a variety of ways to meet these needs: on-line and in-person, in groups or individually.

Most of them will have experienced loneliness before old age, but interventions and policy rarely recognise or build upon this.

This should happen in theory, as living in a deprived area has an independent effect on the likeliness of over 50s experiencing loneliness, but this has not been tested in practice.

Framing innovations in this positive way helps avoid the potential stigma associated with terms such as loneliness or isolation.

Christina Victor is Professor of Gerontology and Public Health at Brunel University London. Her research focuses on loneliness, isolation and experiences of old age, particularly amongst minority communities and those with intellectual disabilities.

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