**From:** Jake Shuter-Ross [mailto:jake.shuter-ross@dcms.gov.uk]
**Sent:** 09 June 2021 14:53
**Subject:** Let's Talk Loneliness - Loneliness Awareness Week - Get Involved!

Hi there,

Hope you're well. We're getting in touch as next week is **Loneliness Awareness Week (14-18 June)**, and we have lots of exciting Let's Talk Loneliness activity planned, which we want to share with you.

A collaboration with TikTok will see a bespoke challenge for the week, encouraging users to share how they cope with feelings of loneliness, or their favourite ways to make those around you feel less alone. If you are on the platform, please give it a go! Royal Mail have designed a bespoke Let's Talk Loneliness postmark, printed across all mail distributed by Royal Mail until the 19 June, and Facebook and WhatsApp will launch a chatbot pointing people to the guidance and support they need.

We have put together [a new toolkit](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwe.tl%2Ft-lfXunTYmYa&data=04%7C01%7C%7Cd4d1f2c902994b8036a608d92becee6b%7C54a722d029fa45c7b8d0b56f419033cd%7C0%7C0%7C637589118888164853%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=M8tXn%2BypP9ZgY54TvZQdF3axaZAFvcJg%2FJcdQTcP3u4%3D&reserved=0)which includes digital assets as well as suggested social media posts. We would love it if you could lend your voice to Loneliness Awareness Week and share assets on your own digital channels next week, and beyond.

**Please use #LetsTalkLoneliness and #LonelinessAwarenessWeek hashtags.**

Additionally, If you have your own content that you'd like to create and share on these days (videos, photos, case studies) or at any point throughout the week, we would really encourage you to do so, and we will amplify this wherever we can.

If you have any questions at all, please just let us know.

Thanks in advance for your support,

Jake

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