

AGE UK JOINS JO COX COMMISSION TO RAISE AWARENESS OF LONELINESS

Age UK is taking part in a government initiative to increase the public's awareness of loneliness, in memory of murdered MP Jo Cox.

The Jo Cox Commission on Loneliness was started by MP Jo Cox before her murder in June 2016. Jo was passionate about the issue of loneliness, and in her memory, the Commission will now be taken forward by Rachel Reeves MP (Labour, Leeds West) and Seema Kennedy MP (Conservative, South Ribble).

Start a conversation

The Commission aims not to simply highlight the issue of loneliness, but more importantly act as a call to action. Under the slogan 'start a conversation', its goal is to mobilise us all to help our neighbours, family and friends – whether it be talking to a neighbour, visiting an old friend, or just making time for the people you meet.

Several charities will be involved in the Commission to shine a light on different aspects of loneliness and the positive steps we can all take to combat it.

Age UK will join these charities as a partner: Action for Children, Alzheimer's Society, The British Red Cross, The Campaign to End Loneliness, Carers UK, The Co-op, Eden Project Communities, Independent Age, Refugee Action, Royal Voluntary Service, Sense and The Silver Line.

Caroline Abrahams, Charity Director at Age UK, explained the importance of the Commission: "Loneliness sucks the joy out of life and undermines our sense of self-worth. It can affect our mental, emotional and physical health and disconnect us from others. But whilst there is, unfortunately, no quick fix or single policy solution to eradicate loneliness, there are reasons to hope that we can change things for the better.

"We firmly believe that if we all come together – MPs, local councillors, charities, businesses, health professionals and the general public – we genuinely stand a chance of tackling the scourge of loneliness that devastates the lives of so many."

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