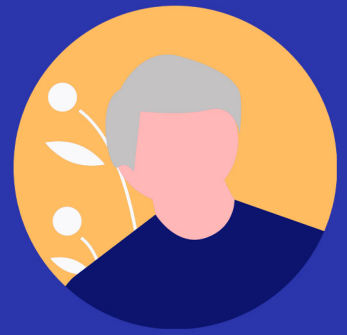
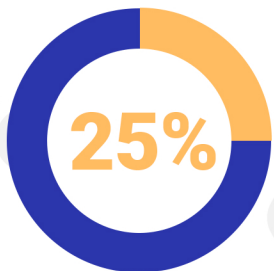


The Facts About Social Isolation Among Seniors



Loneliness acts as a fertilizer for other diseases. The biology of loneliness can accelerate the buildup of plaque in arteries, help cancer cells grow and spread, and promote inflammation in the brain leading to Alzheimer's disease.

Steve Cole, Ph.D.
Director of the Social Genomics Core Laboratory
University of California



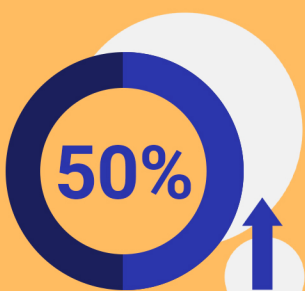
Nearly **25%** of adults **aged 65** and older are considered socially isolated.

The **COVID pandemic** has resulted in social isolation among all age groups, but seniors are at a higher risk for the following reasons:

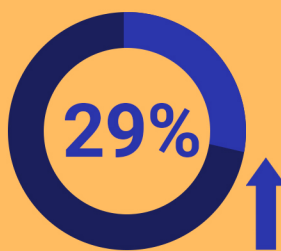
- + Living Alone
- + Loss of Family or Friends
- + Chronic Illness
- + Hearing Loss



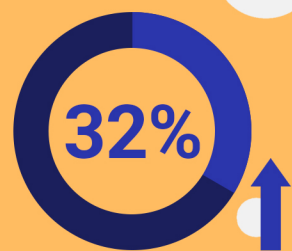
Health Risk Associated With Social Isolation



DEMENTIA



HEART DISEASE



STROKE

Three Ways **VoiceFriend** Can Help Organizations Combat Social Isolation Among Seniors

1

Send Activity Reminders & Track Attendance

Help seniors stay engaged and active in your community with activity reminders. Promote bingo nights, golf or knitting club, or workout classes all with a few clicks of the mouse. Track which activities are the most popular, identify residents who are not engaging, and implement communications programs with VoiceFriend to maximize participation and engagement.

2

Acknowledge Birthdays and Milestones

Acknowledging important events in your residents' lives like birthdays and anniversaries can help them feel like a special part of the community. The more engaged residents are the less lonely they are likely to feel. You write the messages once and they are sent automatically using the data in VoiceFriend.

3

Conduct Safety Checks

Conduct daily, automated safety checks with VoiceFriend to ensure your residents are thriving. Customize the questions you want to ask, and VoiceFriend automatically calls residents. Answers are saved, which allows you to quickly identify residents at risk.

Sources

National Academies of Sciences, Engineering, and Medicine. 2020. Social Isolation and Loneliness in Older Adults: Opportunities for the Health Care System. Washington, DC: The National Academies Press. <https://www.nap.edu/catalog/25663/social-isolation-and-loneliness-in-older-adults-opportunities-for-the>.

Cole SW, Capitanio JP, Chun K, Arevalo JM, Ma J, Cacioppo JT. Myeloid differentiation architecture of leukocyte transcriptome dynamics in perceived social isolation. Proc Natl Acad Sci U S A. 2015 Dec 8;112(49):15142-7. doi: 10.1073/pnas.1514249112. Epub 2015 Nov 23. PMID: 26598672; PMCID: PMC4679065.