

Programming during the Pandemic

Community responses to Social Isolation and Loneliness
in Wisconsin

Types of Programming

We identified a diverse array of programs:

- Food delivery Well-checks
- Physical activity/mental stimulation
- Music, art, creative expression
- Education
- Support groups
- Media campaigns
- Many programs fit multiple categories



Program Goals and Impacts

- *Social engagement *Family well-being
- *Physical, mental, or emotional well-being
- *Resources/problem solving *Skill-building
- *Social connection/participation
- *Offering something to look forward to
- *Feeling acknowledged, "seen"

**For many programs, alleviating social isolation or loneliness was a ripple effect of other supports and services

About the Survey

- Information collected from partner organizations across Wisconsin, July-September 2020
- Over 90 organizations representing 70+ counties/tribal nations responded, describing more than 115 programs
- Themes were identified in data jams that included participants across several stakeholder organizations



Key Takeaways

- *Diverse array of programs representing local wisdom
- *Programs focusing on daily needs may have a fortuitous, indirect role in preventing social isolation and loneliness
- *Light-hearted, fun, or simple programs were prevalent and may facilitate uptake
- *Ongoing needs were prevalent, particularly around skills, interest, and access to technology
- *Best practices include clear, consistent, repetitive messaging and the importance of stakeholder input and community collaboration
- *Ongoing evaluation of effectiveness and participant satisfaction can support program decisions moving forward

Best Practices

Respondents identified a number of best practices for programming during a pandemic:

- Clear, consistent messaging
- Multiple communication modes (mail, email, social media, etc.)
- Multiple programming modalities (phone, videoconference)
- Facilitate peer connection
- Collaboration and coordination with partners
- Stakeholder and participant input
- Center the participant experience

Access full report here: <https://go.wisc.edu/5w1808>