

Lonely Not Alone Campaign



This document is made by Co-op Foundation with support from Mencap. It explains what the Lonely Not Alone campaign is all about.



This campaign is called Lonely Not Alone.



It started in 2019 with a group of young people working with the Co-op Foundation and creative agency Effervescent.



This campaign starts in October 2020.



Young people are lonely more often than any other age group.

When we feel lonely we can find it hard to talk about it.

This is because we think people will not understand, will not listen or will not be able to help.



We think loneliness is our fault. But it is not.

We think loneliness will last forever. But it will not.

It is hard being lonely, but we are in this together.



Wear yellow socks to show you care.

Why yellow socks?



Yellow socks are our way of showing support for people struggling with loneliness.



It is a way of raising awareness. The more people who wear yellow socks the more support it shows that people are not alone.

What is outfit of the day?



Outfit of the day is where you wear your yellow socks with an outfit of your choice.



You can share your Outfit of the Day on social media.

By doing this you will be showing young people that they might be lonely but they are not alone.



Take a photo and share it on social media with the hashtag **#OOTDYellowSocks** and tag **@LonelyNotAlone**

Lonely Not Alone Characters



We have different characters who are wearing their own outfits too.



Unicorn struggles to fit in with the horses around her but she has no problem fitting into this action-packed outfit.



Diver can be worried by the pressure he feels, but in this outfit he is pretty relaxed.



Crocoduck is scared to let people see the real her, but there is no hiding her in this outfit.



Firefly spends a lot of time worrying about other people, but this amazing outfit makes them the centre of attention.

Lonely Arts Club



If you would prefer to create an artwork of your outfit instead of wearing it you can. You can draw it, paint it, make a sculpture or any creative way you can think of.



Take a photo and share it on social media and tag us with the hashtag **#OOTDYellowSocks** and tag **@LonelyNotAlone**



On Instagram we have made our own gifs and stickers to download from GIPHY to add to your photo if you want to.