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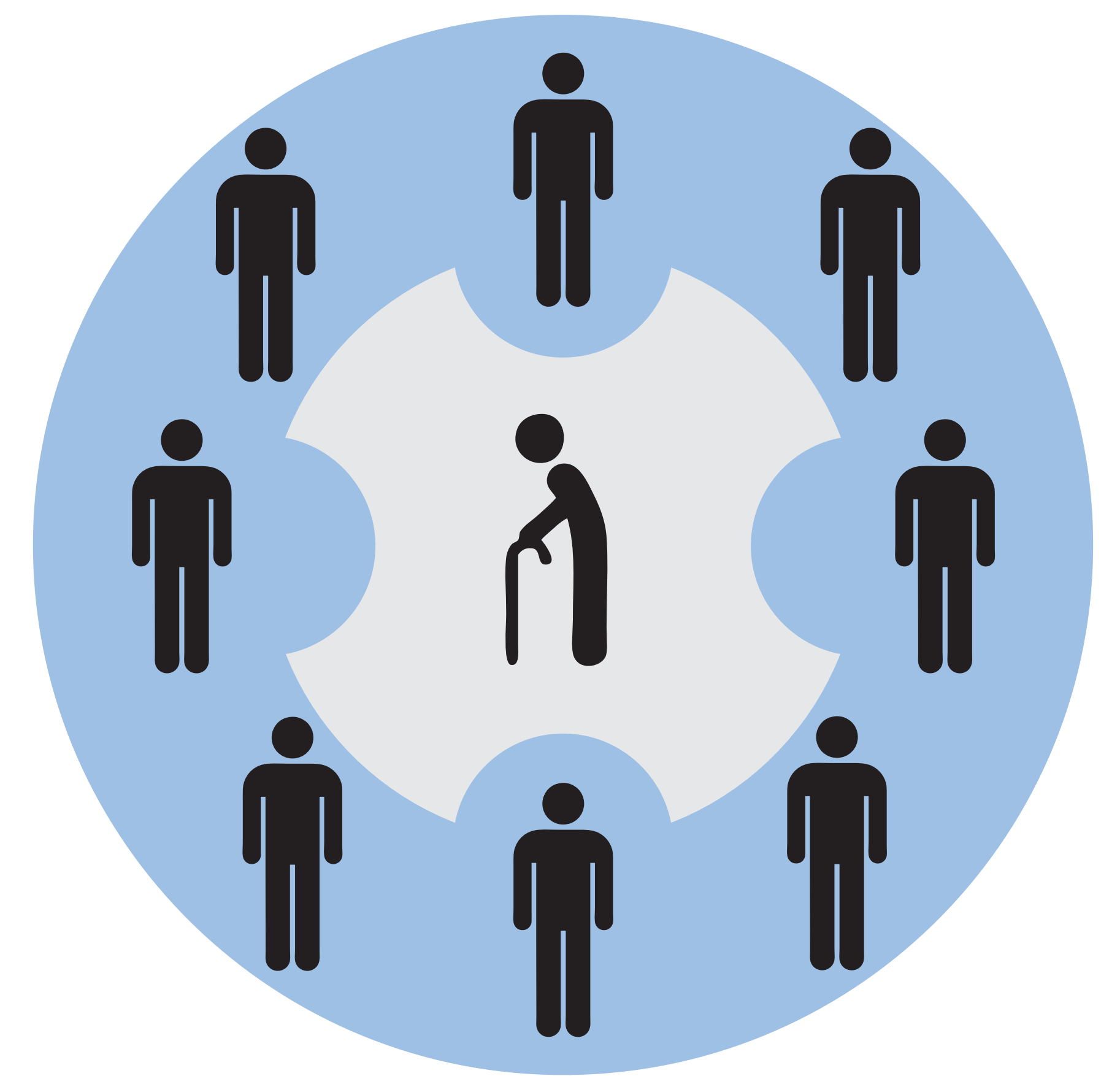
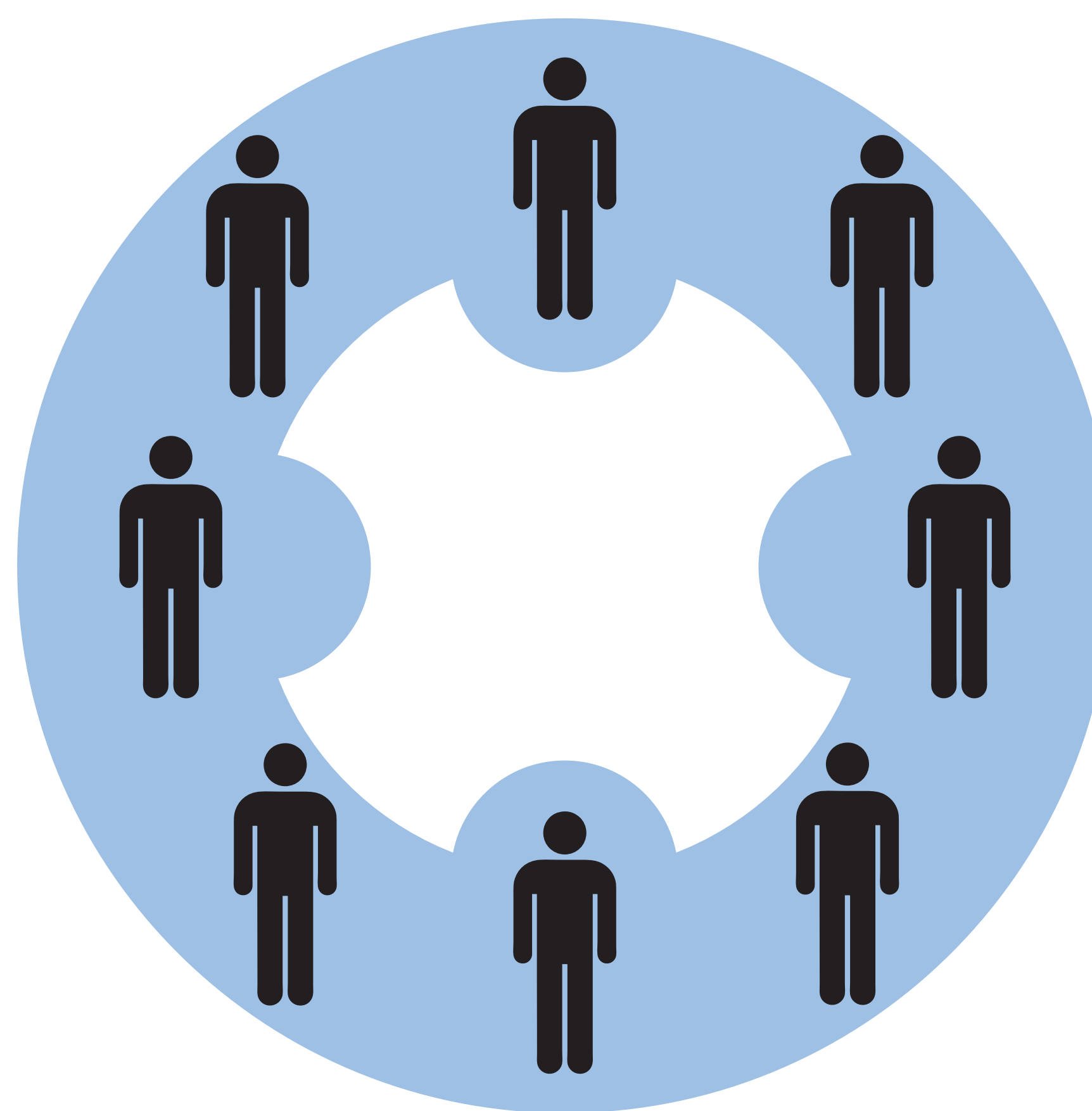


Radical-Digital Loneliness Interventions

Age-related loneliness is a major social issue as it is increasing alongside an upward global population trend which predicts that nearly **22% of the world population will be aged 60 years or over by 2050** (Rutherford, 2012). This 'silver tsunami' (Cacioppo and Patrick, 2008) represents an unprecedented growth of the elderly population and is likely to **exert socio-economic pressure** globally in the form of **healthcare needs etc.** (Dychtwald and Flower, 1989, O'Connor, 2014). Recent surveys conducted in many parts of the world such as the USA, the UK and Japan etc. reveal this plight of the elderly as many **older people report feeling lonely** 'often' (Hawkley and Cacioppo, 2007, Marsh, 2014, Kim et al., 2009).

The **examination of current methods** and techniques aimed at combating age-related loneliness in order to recognise any 'patterns' (Alexander et al., 1977) reveals that the **current thinking around developing such interventions** predominantly **adopts an incremental approach** (Sharma et al., 2015). Sharma et al. highlight a gap in knowledge exemplified by the **lack of radical-digital interventions**, and suggest that more experimentation is required in this area to understand the strengths, or more to the point the limitations of radical-digital interventions (2015).

In this poster, we recognise that the **Activity Theory of Ageing (ATA)** (Havighurst, 1961) provides a **good foundation** for developing effective strategies for tackling loneliness amongst older adults and we highlight its potential and restraints in this area. We propose that its **fixation on the individual** as the 'unit of analysis' (McClelland, 1982) **can be eased by** combining it with **Social Innovation**. We examine both these theoretical frameworks to discuss how a **hybridisation of ATA and Social Innovation** can allow for a significant movement away from the dominant incremental approach to developing loneliness-interventions. We call this hybrid approach **Social Innovation for Active Ageing (SIFAA)**.



Activity Theory of Ageing

The application of ATA looks to encourage or support older adults in remaining active beyond middle age by finding replacements for 'lost roles' and social positions (Diggs, 2007).

ATA calls for the substitution of old roles by new ones in elderly persons' life to ensure a positive sense and a better quality of life (Schroots, 1996).

However, ATA is centred around the 'isolated individual' (McClelland, 1982).

In order to look for 'new' roles for the elderly, ATA needs to reach far and wide and look beyond individuals and their immediate social contexts.

Social Innovation

Social innovation is "a process of change emerging from the creative re-combination of existing assets, the aim of which is to achieve socially recognized goals in a new way" (Manzini, 2014).

Social innovation can emerge from looking at problems as solutions, to someone else's problems (Social Innovation Generation, 2012).

Social innovation provides "new ways for people to work together" (The Melting Pot, 2014).

Social Innovation can provide a much-needed fresh perspective to ATA if we want to create radical interventions by finding new roles for the elderly in order to ensure healthy ageing.

Social Innovation for Active Ageing

Social innovation's inherent ability to 'creatively recombine' different problems such that they address each other, allows for two things that can help in developing ATA-based radical interventions (for loneliness).

1. This brings in new stakeholders (previously unimagined) into the equation, thereby increasing the likelihood of finding new roles for the elderly.

2. It changes the elderly's position from being users or recipients of a service to being providers as well.

This change in elderly's status addresses ATA's call for finding suitable replacements for their 'lost' roles and is radically different from existing interventions where they are usually the recipients of help.

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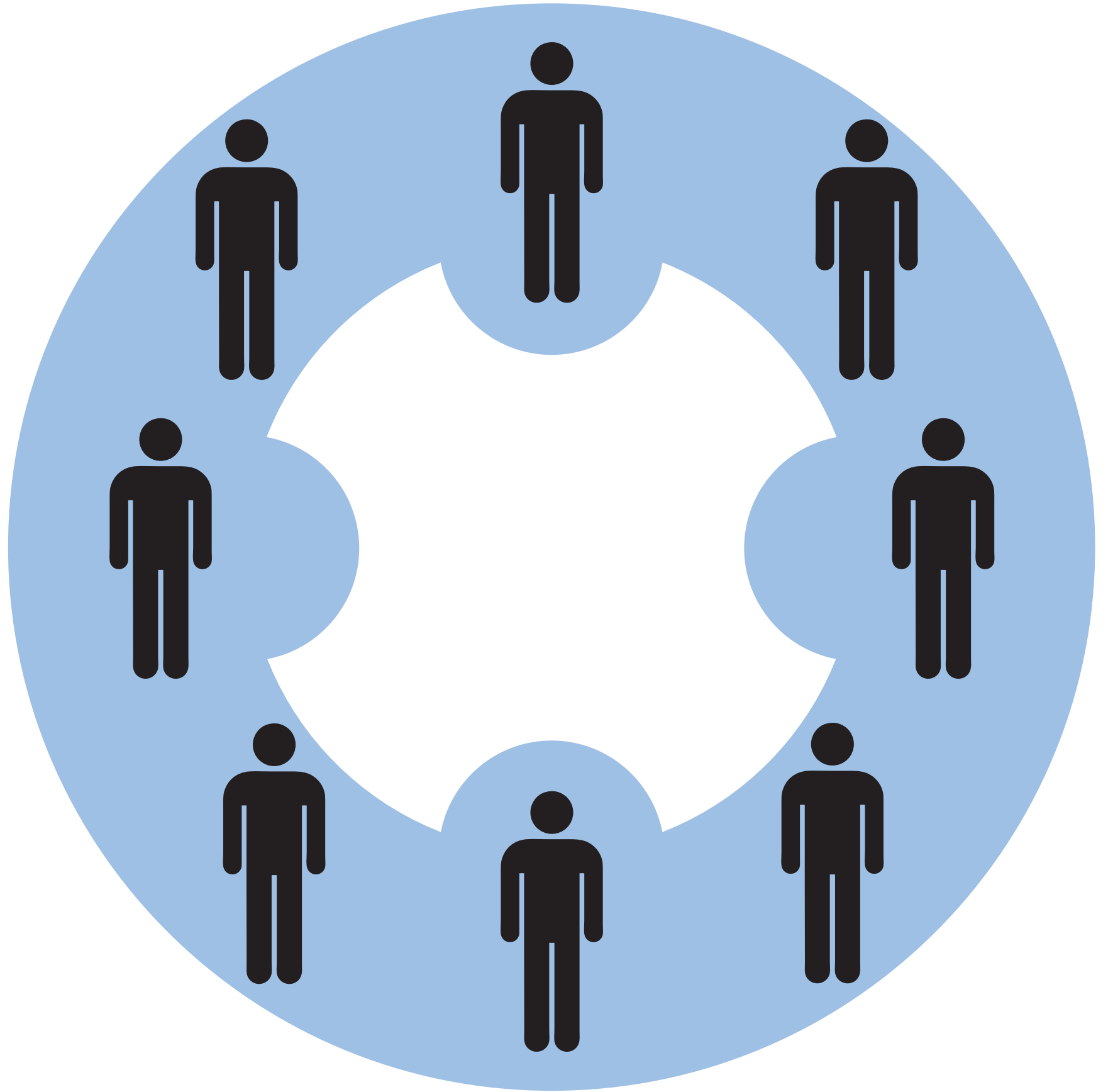
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