

Community broadcasting reduces loneliness for people living alone



“People living in lone person and lone parent households were on average almost twice as likely to experience loneliness as people living in couple households.” The Australia Institute

People living alone are more than twice as likely to experience loneliness. The ABS predicts that by 2029 the number of people living alone is expected to rise from around two million to 3.1 million people, signifying a potential loneliness epidemic. With 2.5 million weekly listeners living in solo or two person households, creating that vital connectedness that beats loneliness is possible through community broadcasting.

Community broadcasting creates social support networks for people living alone

Social networks for lonely people will be supported through funding community connection team members at stations, whose role is to proactively engage with the local community. For many, connections made through the station become their family.



“In order to see ourselves we need to be in a community of people.

To combat loneliness we have to find and relate to a group.”

Rev Bill Crews, Exodus Foundation

Perth station RTRFM have created ‘the RTRFM family’ as powerful tool - both inside and outside the station. Underpinning this ‘family’ is the strong two-way communication between the station and the community.

With the average suburban radio station budget around \$150,000 p/a, few stations can financially support this dedicated loneliness-busting role. With your help we can support stations to create more ‘families’ for lonely people living alone.

Launceston station City Park Radio, (pictured) bring their ‘family’ together with listeners’ events around food, fun and fellowship.

Beating the stigma of loneliness

The stigma of loneliness is also soul destroying. With specific media campaigns tackling mental illness, it's now okay to admit to having one, but admit to being lonely and people back away. The stigma is immense.

Through normalising and de-stigmatising loneliness, community radio can do something that mass media can't - bust the stigma of loneliness at a local level and simultaneously increase levels of community connections to create ‘family’.

Your funding will allow community radio stations to address the stigma of loneliness in a compassionate, caring way. Even more than that, community radio provides the conduit for people to connect to their family - their tribe - whatever it may be.



Together we can beat loneliness

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