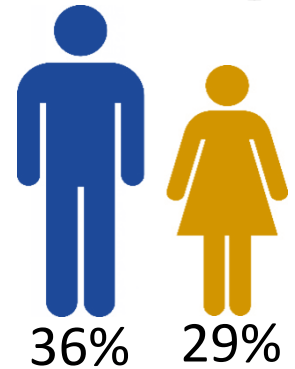


Community broadcasting reduces loneliness for men



Men are 25% more likely to experience loneliness than women.

Research suggests that for men, loneliness is a problem that is endured for longer than for women. Men are also reported to generally be less able to deal with loneliness than women. Community broadcasting will connect men to their community to cut their levels of loneliness, simultaneously reducing the stigma too.



How can community broadcasting help lonely men?



The January 2017 McNair listener surveys show that 55%, or just over 2.9 million men weekly, listen to community radio.

Promoting and creating awareness of participation and volunteering in activities such as sport, gaming, dancing classes or martial arts makes a huge difference to lonely men's levels of social inclusion - reducing loneliness.

This is where community radio really shines - *by bringing the community to the individual*. Men are traditionally reticent to proactively seek help, however through the power of community radio, where they are already engaged, opportunities for involvement are strengthened and encouraged in an approachable and non-threatening way. Creating this connectivity for men through the conduit of community radio is key to reducing levels of loneliness for men.

What are the major risk factors for men?



Recently separated men are 13 times more likely to develop loneliness as a serious problem than married men



Men aged 25 to 44 were four times as likely to live alone and were more than twice as likely to be lonely



The intensity of loneliness for men increases up to the age of 60 before reducing



Together we can beat loneliness

For more information contact:

Lori Kravos

Philanthropy & Partnerships

03 8341 5900

fundraising@cbf.com.au

www.cbf.com.au



*"It was the **community** of the organisations that hooked me, even more than the media itself."*

*"The station gave **unlikely people like me an opportunity**"*

"It's how I met my fiancée"

Jonathan Brown
(former loneliness sufferer,
self-proclaimed station hopper & unlikely guy)