

****Embargoed until 7:15 AM ET on Tuesday, May 2, 2023****



OFFICE OF THE SURGEON GENERAL

Our Epidemic of Loneliness and Isolation

The Surgeon General's Advisory on the Healing Effects of Social Connection and Community

Partner Toolkit

OVERVIEW:

In a new Surgeon General's Advisory, U.S. Surgeon General Dr. Vivek Murthy warns about the public health crisis that loneliness, isolation, and disconnection pose to the American public. Loneliness and isolation are widespread, with approximately half of U.S. adults experiencing loneliness ([SOURCE 1](#), [SOURCE 2](#)). Disconnection fundamentally affects our mental, physical, and societal health. In fact, loneliness and isolation increase the risk for individuals to develop mental health challenges in their lives, and lacking connection can increase the risk for premature death as much as smoking up to 15 cigarettes a day.

Strengthening the social fabric of our communities is essential in order to improve the health of people and communities and must be a national priority. Addressing loneliness is as vital to protecting our health as addressing obesity, tobacco, or addiction. **The Surgeon General's Advisory lays out a National Strategy to Advance Social Connection, which has never been done before in the United States.** It includes six pillars detailing recommendations that individuals, governments, workplaces, health systems, and community organizations can take to increase connection in their lives, communities, and across the country. By strengthening our relationships, increasing connection, and rebuilding the social fabric of our nation, we can improve the health of people across the country.

SOCIAL MEDIA TOOLKIT:

The following is example social media copy and graphics from the Office of the Surgeon General to help build awareness of the new Surgeon General's Advisory.

U.S. Surgeon General's Official Social Media Handles:

Twitter: @Surgeon_General

Instagram: @u.s.surgeongeneral

Facebook: @USSurgeonGeneral

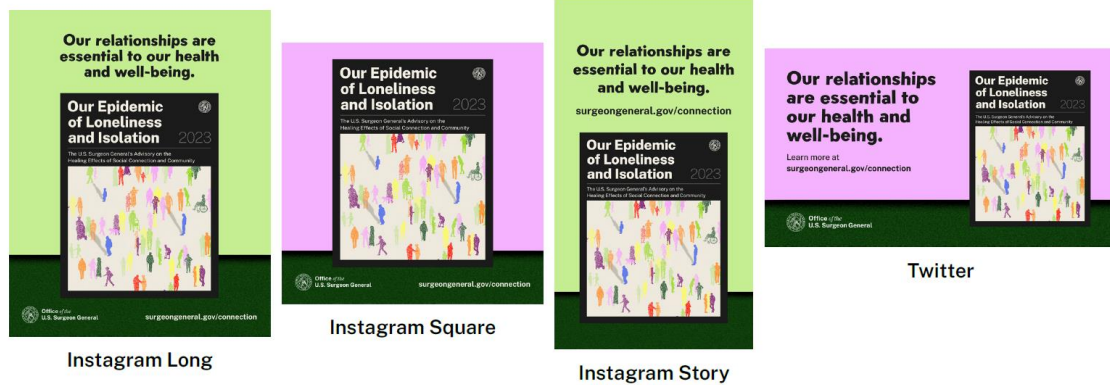
Campaign Hashtag: #Connect2Heal

Advisory direct URL: surgeongeneral.gov/connect2heal

Sample Social Media Posts:

All graphics [downloadable here](#)

Post 1:



.@Surgeon_General's new Advisory details the impact of loneliness on health outcomes and outlines a strategy to strengthen our relationships and society. Learn more about how you can #Connect2Heal and help your community flourish: surgeongeneral.gov/connect2heal

Post 2:

We stand with @Surgeon_General in calling on government officials to invest in pro-connection policies and mend the social fabric of our nation. Read the Advisory today to learn how you can #Connect2Heal in your community: surgeongeneral.gov/connect2heal

Post 3:

New @Surgeon_General's Advisory outlines a national strategy to strengthen our relationships on an individual, community, and societal level. By taking small steps every day, we can #Connect2Heal and cultivate a culture that is healthier and happier. surgeongeneral.gov/connect2heal

Post 4:

JUST RELEASED: @Surgeon_General's new Advisory outlines how loneliness can contribute to many serious health issues like heart disease & stroke. It calls for investment, commitment, and action to promote connection and improve our well-being. #Connect2Heal surgeongeneral.gov/connect2heal

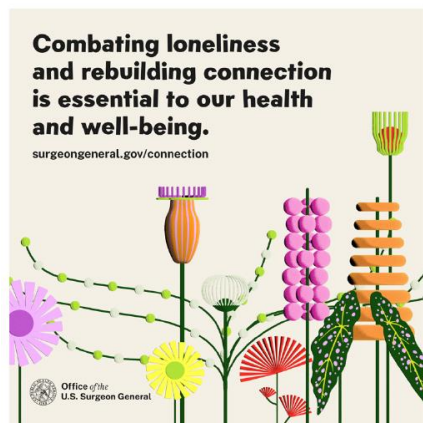
Post 5:

The #COVID19 pandemic exacerbated pre-existing trends in loneliness and highlighted how central connections are in our lives. Grateful to @Surgeon_General for a new Advisory that details how we can combat loneliness and #Connect2Heal. surgeongeneral.gov/connect2heal

Post 6:

DYK: experiencing disconnection increases the risk of experiencing #MentalHealth challenges. This #MentalHealthAwarenessMonth, we're joining @Surgeon_General in his efforts to address loneliness, improve our #MentalHealth, and #Connect2Heal. surgeongeneral.gov/connect2heal

Post 7:



Instagram



Twitter

.@Surgeon_General's Advisory lays out a national strategy to combat loneliness and reinvest in the relationships in our lives. Let's use this moment to cultivate a culture that is healthier, happier, and more fulfilled. surgeongeneral.gov/connect2heal #Connect2Heal

Post 8:

Our health depends heavily on our connections with one another. New @Surgeon_General's Advisory highlights evidence that meaningful relationships are beneficial to our individual and collective health and well-being.

Learn how you can #Connect2Heal today: surgeongeneral.gov/connect2heal

Post 9:

Loneliness contributes to many public health issues and has comparable impacts to those of obesity and smoking. Proud to join @Surgeon_General in the work to address this challenge and rebuild our nation to be healthier and happier. surgeongeneral.gov/connect2heal #Connect2Heal

Post 10:

.@Surgeon_General's new Advisory highlights the power of relationships on our lives, our health, and our community. Learn more about how you can work to combat loneliness, foster connection, #Connect2Heal, and, ultimately, improve our health. surgeongeneral.gov/connect2heal

Post 11:



Instagram

Thank you, @u.s.surgeongeneral, for shining a light on loneliness. There is no shame in being lonely—this is something I have felt firsthand [OPTION TO ADD EXPERIENCE HERE].

Finding meaningful & authentic connection in our lives is so important for our health. The Surgeon General's advisory provides some tips on how we can #Connect2Heal and deepen the relationships in our lives. surgeongeneral.gov/connect2heal

Post 12:

Surprisingly, young people have the highest rates of loneliness. When kids experience loneliness, they're at a higher risk for depression and anxiety. @Surgeon_General's new Advisory details how we can protect the #YouthMentalHealth through connection. surgeongeneral.gov/connect2heal

Post 13:

Almost half of Americans report having three or fewer close friends. As @Surgeon_General details in his new Advisory, our relationships are a source of healing—it's time we invest in them and #Connect2Heal. surgeongeneral.gov/connect2heal

Post 14:



Instagram

Loneliness is how we feel when we don't have the level of connection that we need. It looks different for everyone, but loneliness can be harmful for our health. I'm grateful to @u.s.surgeongeneral for bringing attention to this critical issue in a new Advisory that highlights how pervasive loneliness is and how it's impacting individuals and communities. Learn how you can #Connect2Heal: surgeongeneral.gov/connect2heal