200 words (not including name and agency)

At one time or another, we’ve all been lonely. For most of us, it’s temporary. But for many older adults and people with disabilities, being isolated and lonely is a constant reality.

So, what can we do? Let’s all remember our friends, family and neighbors - around the holidays, but afterward too. Make a phone call, stop by, schedule a video chat. Ask if they need anything - groceries, help with a project, or their driveway or sidewalk shoveled. Invite them out or simply sit and chat. They’ll benefit from the social contact – and so will you.

Loneliness and social isolation are on the rise and have serious physical and mental health implications. In fact, studies show that lacking social connection is as dangerous for your health as smoking 15 cigarettes a day! While everyone can experience loneliness and isolation, older adults and people with disabilities are more likely to lack the social support they need in their everyday lives which can attribute to increased risk.

Let’s get back to the basics – connect with others. By simply reaching out and showing that you care you can make a world of difference for those around you. Join the movement at [**ConnectWI.org**](http://ConnectWI.org).

YOUR NAME

YOUR AGENCY