



Humana.



Far From Alone Campaign Update:  
Feb. 2022

# Katie Holcomb

*Lead, Population Health Strategy, Humana*



- Supports national strategic partnerships that address social health needs for Humana’s Medicaid members
- Leads internal and external communications to promote the work and results of Humana’s Population Health Strategy team
- Leads Humana’s “Far From Alone” campaign

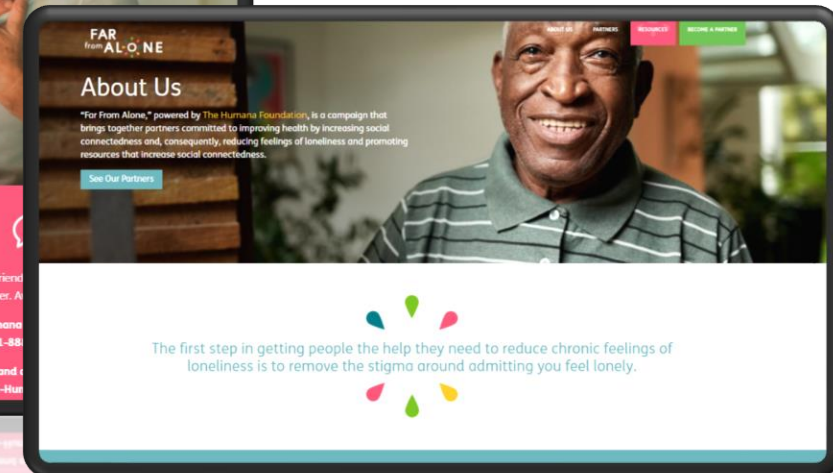
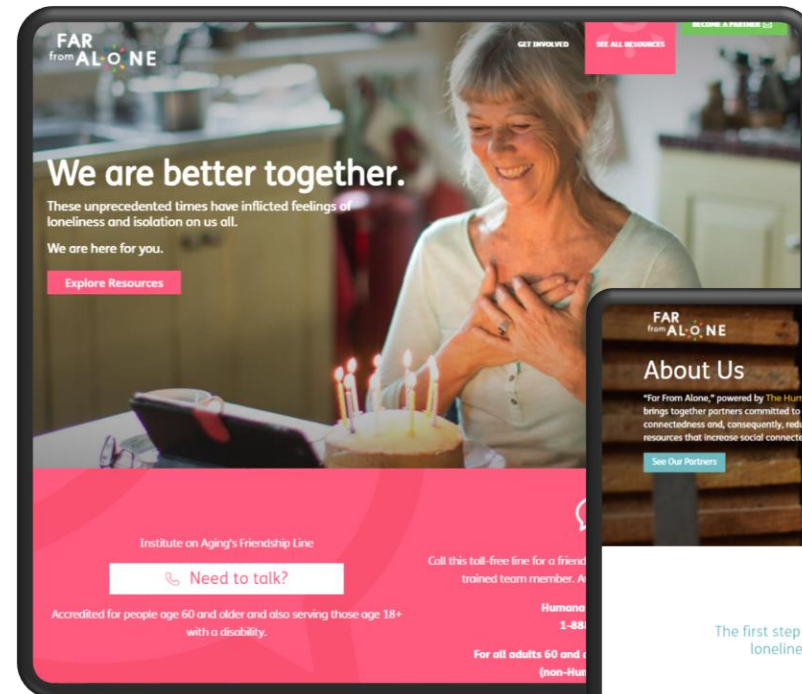
# What is “Far From Alone”?



“Far From Alone,” is a public health awareness **campaign** that **brings together partners committed to addressing loneliness** and social isolation, and **promotes resources** that help.

Through our website, [farfromalone.com](https://farfromalone.com), social media channels and the help of our partner organizations in this campaign, our goals are to:

- 1) **Normalize talking about loneliness and social isolation**
- 2) **Raise awareness about its negative health consequences**
- 3) **Share resources to help our loved ones increase their social connectedness**



*For more information, visit <https://farfromalone.com/about-us/>.*

# Far From Alone Partners

Current partners in this campaign (as of Jan. 2022):



Volunteers of America®



Institute on Aging (IOA)



Social Health Labs



MILKEN INSTITUTE  
CENTER FOR THE FUTURE OF AGING



Daily Haloha



Virtual Senior Center

PSYCH/ARMOR®



MR@TT  
Make Room @ The Table



# Campaign Highlights



Since the launch of “Far From Alone” in May 2020:

- ✓ **Over 25 partner organizations joined the campaign with us**, all with diverse offerings to address loneliness and social isolation
- ✓ **Over 10,000 visits to FarFromAlone.com**; the majority are *new* visitors; average monthly visits have doubled since Oct. 2020
- ✓ **25M people potentially reached** based on social media followers and engagement
- ✓ **Over 34 stories published on FarFromAlone.com**, with research and inspirational stories from partners making an impact on addressing loneliness.
- ✓ **“Far From Alone Partner Roundtable” held in March 2021** with high engagement, to drive partner involvement in communications
- ✓ **Thought leadership opportunities** (including several podcasts, a virtual show with USA TODAY, a satellite media tour and two national panels) helped elevate Humana as a leader in recognizing and addressing loneliness as a social determinant of health.



Watch highlights from the USA STORYTELLERS show [here](#), featuring NASA and Humana’s Far From Alone campaign.

# What's Next for 2022?

- ❑ **Local community activation:** Planning to activate Far From Alone in local communities, via special events, Neighborhood Centers and more.
- ❑ **Physician engagement:** Exploring opportunity to pilot referrals of Far From Alone website from physicians and clinicians to patients in Tampa, FL area.
- ❑ **Humana sales agent engagement:** Agents will promote FarFromAlone.com when enrolling Humana members who screen positive for loneliness during the member care assessment.
- ❑ **Personalized resources:** *Just launched!* Added the FindHelp social health access referral platform to provide personalized resources by zip code on FarFromAlone.com for financial assistance, food, housing, social connection and more.
- ❑ **Interactive/video content:** Exploring addition of new “All the Lonely People” documentary (from the Clowder Group) and other video content to FarFromAlone.com, and hosting watch party events
- ❑ **Featured stories on FarFromAlone.com:** Rotating featured stories on FarFromAlone.com homepage and sharing via social media.
- ❑ ***We welcome other suggestions on how to increase engagement with Far From Alone and help those impacted by loneliness/social isolation!***



# Far From Alone Partnership Details

**In what ways can your organization contribute as a partner in this campaign?** *(Level of commitment is up to you!)*

- **Add your organization to FarFromAlone.com**, including your organization logo and highlighting resources or research your organization has conducted on social isolation and loneliness.
  - Complete the “New Partner Form” located in our toolkit here: [Farfromalone.com/toolkit](https://farfromalone.com/toolkit), password: Bett3rTogether
- **Share Far From Alone on your organization’s social media!**
  - Toolkit with talking points and visual assets for your social media channels can be accessed here: [Farfromalone.com/toolkit](https://farfromalone.com/toolkit), password: Bett3rTogether
- **Send submissions for the Far From Alone “Stories” page, including any work** your organization has done that could benefit people suffering from social isolation and loneliness—e.g. articles, blog posts, research, positive stories, etc.
  - Complete the “Success Stories” form located in our toolkit here: [Farfromalone.com/toolkit](https://farfromalone.com/toolkit), password: Bett3rTogether
- **Join the Coalition to End Social Isolation & Loneliness**, the advocacy organization for which Far From Alone is the communications arm. Contact Katie Holcomb to initiate an introduction.
- Partner with Humana on **thought leadership opportunities** (podcasts, articles, conference panels, etc.) on social isolation and loneliness.
  - Both Humana and your organization can share opportunities in meetings or via email as needed

# Thank You

[FarFromAlone.com](http://FarFromAlone.com)

[Populationhealth.Humana.com](http://Populationhealth.Humana.com)

Follow us on Instagram & Facebook @befarfromalone

Contact Katie Holcomb & Chris Swigon  
([farfromalone@humana.com](mailto:farfromalone@humana.com))

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# Appendix

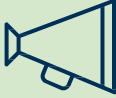


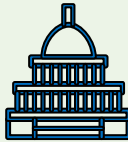
Far From Alone drives **awareness, action and advocacy** for those experiencing loneliness and social isolation.

### Far From Alone Objectives

- **Awareness** – Leverage a global cultural moment (when loneliness and isolation is top-of-mind) to raise awareness of the issue and its negative consequences on health, along with organizations that are making strides to help.
- **Action** – Serve as a central hub that highlights partners and information that help consumers and their loved ones reduce feelings of loneliness and social isolation.
- **Advocacy** – Partner with diverse stakeholders to advocate and influence policy change that reduces feelings of loneliness and social isolation, demonstrating the powerful impact of health-related social needs.  
*Examples: Partnering with CMS and other government entities to expand social health access and treat loneliness like any other medical condition; addressing loneliness through value-based care providers; expanding technology access for seniors*



# Far From Alone Target Audiences

Target Audience	Why It Matters to Them
<p><b>Consumers</b> <i>General public</i></p> 	<p>Many people experience loneliness and social isolation—whether they’re aware of it or not—and in light of the COVID pandemic, this issue is more important than ever for everyone’s physical and mental well-being. This campaign acknowledges loneliness and social isolation, helping people feel “seen” while also highlighting information and partners that help people feel more socially connected.</p>
<p><b>Members</b> <i>Humana members-- approx. 4.5M Medicare members, 1.7M commercial members and 400K Medicaid members</i></p> 	<p>Humana’s Bold Goal team has been working to reduce loneliness and social isolation in our members since 2015. We’ve built an internal suite of tools, benefits, and member-facing information to support and intervene.</p>
<p><b>Partners</b> <i>Includes for-profit, non-profit, healthcare providers, and other organizations interested in collaborating to address the health effects of loneliness and isolation.</i></p> 	<p>As partners in this campaign, organizations and providers will rally the industry to help address the health effects of loneliness and social isolation by elevating their solutions for these issues.</p>
<p><b>Policymakers/Influencers</b></p> 	<p>Policymakers and other influencers advocate for policy change that combats the adverse consequences of loneliness and social isolation.</p>

# Follow Far From Alone on Social Media!

Please like/follow our three new Far from Alone social channels:

<https://www.facebook.com/BeFarFromAlone>

<https://www.instagram.com/befarfromalone/>

<https://twitter.com/BeFarFromAlone>

