



Coalition to End  
Social Isolation  
& Loneliness

Global Loneliness Awareness Week

## 5 Steps to Conducting Outreach to Your Lawmakers

### Your Voice Matters!

Connecting with your elected representatives is a powerful way to influence the issues you care about. Follow this guide to ensure your message is heard, your concerns are addressed, and your advocacy efforts make an impact:

#### Identify Your Representatives

To start, it is essential to know who your lawmakers are. You can easily identify your representatives in Congress by visiting [www.congress.gov/members](http://www.congress.gov/members) and using your zip code. Additionally, visit their individual websites for more information on their committee assignments, key issue areas, and legislation they sponsor or co-sponsor. This research will give you valuable insights and may help you identify other stakeholders who share your goals.

#### Craft a Concise Message

When drafting your letter or email, ensure that your message is concise and to the point. It's best to keep your message under 300 words. Begin with a brief introduction of yourself, including your full address so they know you are a constituent. If applicable, provide a short description of your organization or cause.

#### Example Introduction

*"Dear [Representative/Senator Name],  
My name is [Your Name], and I live in your district at [Full Address]. I am writing to express my concerns about social isolation and loneliness, particularly in [specific group, e.g., older adults, veterans]."*

## Clearly State Your Ask

The most important part of your letter or email is the ask. Be clear about what action you want your lawmaker to take. Whether it's supporting specific legislation, funding a program, or initiating new efforts to address social isolation and loneliness, your request should be specific and actionable. Lawmakers appreciate hearing from constituents who are directly affected by the issues they address.

### Example Ask

*"I urge you to support legislative efforts that address social isolation, loneliness, and social connection to ensure all Americans have the support they need to remain socially engaged."*

## Personalize Your Message

Lawmakers value personal stories from their constituents. Share why the issue is important to you or how it affects your community. A personalized message can have a more significant impact than a generic one, as it shows a genuine connection to the issue.

### Example Personalization

*"As a [healthcare professional/caregiver/family member], I have seen firsthand how social isolation negatively impacts mental and physical health, particularly in [specific group]. Ensuring that policies support social connection is crucial for the well-being of our community."*

## Follow Up

After sending your letter or email, consider following up a week or two later. While lawmakers receive many messages, a follow-up can help ensure your message gets attention. You can also offer to provide additional information or resources to assist the staff in understanding the issue.

## About the Coalition

Since its founding in 2018, the Coalition to End Social Isolation & Loneliness has been advocating for policy change that addresses the detrimental effects of social isolation and loneliness. The Coalition represents over 50 of the most influential consumer groups, patient advocates, health plans, community-based organizations, behavioral health groups, and private sector innovators in the United States, all who share a mission to create a more socially connected nation. Through disseminating research findings, leading public awareness, and advocating for legislative and regulatory interventions, the Coalition envisions a society where every individual will one day have the opportunities and support necessary to be socially engaged.