

JOIN OUR WEEK OF CONNECTION

Ready to build more meaningful connections?

This kit is packed with tips and ideas to help you **connect with people** throughout the week and hopefully long after it's over too. **Let's grow the relationships we have** and keep **making new ones** along the way.

Love Team Interflora

WEEK OF
CONNECTION

WHY CONNECTION MATTERS

We're feeling lonely

According to a 2025 survey from the Office for National Statistics, **23% of the population feel lonely** often or always. At the time of the survey that would have been **over 17 million people**. That's a lot of loneliness. It's also especially high in young people. Despite all the tech promising to bring us together, **we're still struggling** with feeling alone.

Loneliness is harming us

Being lonely actively harms our health. The World Health Organisation states loneliness can increase the risk of serious cardiovascular diseases, diabetes and even death. Social isolation and disconnection isn't just an abstract problem affecting a handful of people – **it's a significant public health issue.**

Social connection improves our health and happiness.

The good news is that we have the answer to loneliness: increased social connection and spending **more quality time with people**. And it really does work. Studies have shown that people with increased social connections have better health and even **live longer**.

It means that boosting the bonds between us is vital. Like eating fruit and vegetables, or drinking water, we need to be doing it as much as we can. Let's hold out our hands (literally or figuratively!) and **get communicating, sharing and connecting**.





THINGS YOU CAN DO DURING THE WEEK OF CONNECTION

Think of these a bit like **a set of goals**, you might not manage all of them but try to tick off a few!

SWAP LIKES FOR CHATS

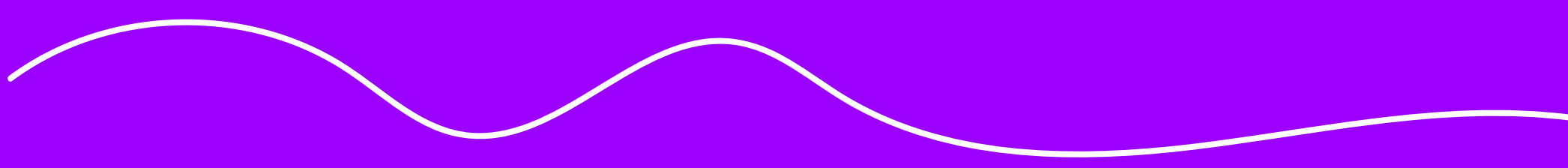
Our phones are great at making us think we're staying in touch with people, but a like is not the same as really checking in with someone.

Try giving someone **a quick call** this week, or you could go lo-fi and send them a card or a letter.



ASK MORE MEANINGFUL QUESTIONS

It's easy to just chat about the weather, or what to have for dinner, or what series to watch next. And don't get us wrong those are great little moments of connection, but this week let them become gateways to **something deeper**. Try asking friends or family meaningful questions like how they're feeling, is their week going how they wanted, how do they think 2026 is working out. The aim is to really feel like you've shared a moment of connection where **you understand each other**.



TRY ACTIVE LISTENING

Active listening is a way of being **truly present** in a conversation. It encourages open ended questions, keeping eye contact, avoiding distractions and trying to quieten any internal monologue, so you can **really focus on what someone is saying**. It can be essential if you're discussing a difficult topic or hoping to have a meaningful chat with someone. Very Well Mind has some great tips on practicing active listening.

READ MORE



IDEAS FOR MAKING CONNECTIONS

- **Have lunch with a colleague**

Banish the desk lunch and go get food with a coworker, bonus points if you don't discuss work.

- **Invite a neighbour round**

Get to know them over a cuppa.

- **Have a phone call with a long-distance friend**

Don't just send them memes, have a decent chat that goes beyond the normal check in.

- **Have a screen free date**

Set the phones down, forget any life admin discussion and try and be truly present.

- **Take part in a community event**

Meet new people, make new friends, help others connect too.

- **Encourage others to get involved**

Spread the word about the importance of social connection, let's make it snowball!

WAYS TO MAKE IT HAPPEN

We know life gets in the way, especially when it comes to looking after our health, so here are some ways to help make time for connecting this week.

- **Put it in the calendar**

Block out the time to make it happen.

- **Set an alarm**

That way you won't forget.

- **Be strict with your priorities**

Can reorganising the cupboards wait a week?

- **Double it up with another task**

Do the food shop with a friend or neighbour this week or go for a walk while catching up on the phone with your grandma.

- **Reward yourself**

Having a meaningful chat, or meeting someone new, or breaking your routine can be challenging. Have a treat lined up for after if you find the thought of connection a little bit scary. It could be an hour of your favourite show, or something delicious to munch on!

TIPS FOR HAVING MEANINGFUL CONVERSATIONS

● **Pick the right time**

We're not all morning people, so if you'd like to have a good chat with someone try and find a time when you'll both be feeling your best. Ideally you want to be well-rested, hydrated and fed!

● **Share an activity**

Taking part in a shared activity can take some of the pressure off the chat. Things like a long walk, doing a craft activity, going for a gentle swim can all help with giving you a focus but also room for discussion.

● **Use prompts**

If you're expecting to end up tongue-tied try and fix a few conversation prompts in your memory to get things going, we've got a few below. Remember awkwardness is okay and to be expected if you're not in the habit of having deeper conversations with people.

● **Allow the silence**

It might feel uncomfortable to start but silence is vital for communication. It allows us to pause, to gather our thoughts, to truly consider how the other person might be thinking or feeling. Try not to chatter to fill gaps, let the silence breathe a little and you might find you or your conversation partner can open up a bit more.

CONVERSATION STARTERS AND OPEN-ENDED QUESTIONS

- How's your week going?
- **What are you reading or watching on TV at the moment?**
- Are you going to any concerts this year?
- **Can you tell me about your hobbies?**
- I'm looking for music recommendations - what do you love listening to?
- **What's your favourite season and why?**
- If you had three wishes what would they be?
- **What kind of thing do you do to relax?**
- If you could spend a year living anywhere in the world, where would you go?

YOUR QUICK TO DO LIST

- Connect with one person you already know
- Connect with one new person
- Share the Week of Connection
- Take part in the surveys
- Pat yourself on the back for making the world a little less alone

Thank you so much for taking part, and remember to share what you get up to with **#WeekofConnection**.

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