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MEDIA RELEASE

Infinite Care tackles loneliness head on with initiative

With research from Monash University revealing that Australians aged 65 and older often feel 'abandoned', 'rejected' and 'left to die', a leading aged care provider has launched an initiative ahead of Loneliness Awareness Week.

Infinite Care is championing social wellbeing and combating loneliness with their Long Table events, an innovative, year-round concept that has already numerous residents form new friendships.

Infinite Care CEO Luke Greive says while the program was inspired by Loneliness Awareness Week, it will be an ongoing event throughout all their homes. "Loneliness profoundly impacts health and wellbeing, making it crucial for everyone to take responsibility and work together in addressing it," says Mr Greive. "Our Long Table concept is designed to create a unified and supportive community, where everyone feels connected and valued. Loneliness Awareness Week is an important reminder, but our commitment to reducing loneliness and fostering a sense of belonging extends beyond that."

Designed to foster connections, the Long Table initiative will see staff, volunteers, families and residents dine at one long table, creating a shared dining experience that encourages interaction.

Infinite Care resident Ann Howse says the events have made a difference in her life for the better. "I enjoyed we all could bring friends together over a lovely meal. I chatted to a resident I hadn't met before and we had so much in common, we even enjoyed a few laughs," says Ms Howse.

Infinite Care resident John Hudson says the events have helped him make new connections. "I spoke to a resident over a meal, and we realised we were both from Tasmania and knew the same people, it was a wonderful experience," says Mr Hudson.

Held annually from 5 to 11 August, Loneliness Awareness Week statistics reveal 15 percent of Australians report feeling lonely often or always and 46 percent are too embarrassed to admit it to others.

Infinite Care's history on connection began during the COVID-19 pandemic, when the organisation employed Connection Coordinator in each home to ensure families communicated regularly.

Infinite Care is an Australian residential aged care provider with over 30 years' experience in delivering quality aged care and has 17 facilities located across South Australia, Queensland and New South Wales.

For more information about Infinite Care, please visit www.infin8care.com.au or call 1800 463 468.

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