CALIFORNIA VOLUNTEERS

Office of the Governor

Neighbor to Neighbor

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About California Volunteers

AmeriCorps California

CALIFORNIA CLIMATE ACTION CORPS

#CaliforniansForAll College Corps

Neighbor to Neighbor

#CaliforniansForAll YouthJobsCorps

What the Research Says

- Half of the U.S. population reports feeling lonely – **45% in San Mateo County**, with highest rates among young adults. Health risks of loneliness are comparable to smoking up to **15 cigarettes a day**.
- Knowing **six neighbors** maximizes well-being. Neighborhood cohesion supports **civic engagement, trust, disaster resiliency,** and **economic prosperity** in communities

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STORY HIGHLIGHTS

- Routinely greeting six neighbors maximizes wellbeing outcomes
- All five wellbeing elements linked to greeting neighbors
- Greeting neighbors climbs steadily with age, peaking among 65 and older

2023 Gallup National Health and Well-Being Index

2020 KIND Challenge Study, RCT (unpublished)

The Problem (why):

New Surgeon General Advisory Raises Alarm about the Devastating Impact of the Epidemic of Loneliness and Isolation in the United States

A State and Local Solution (what):

The Interventions (how):

Peninsula Family Service

SAN MATEO COUNTY HEALTH

CITY OF SAN MATEO PARKS & RECREATION

Jul 27, 2022 - Politics & Policy

The power of knowing your neighbors

A majority of Americans don't know most of their neighbors — and they barely talk to the ones they do know.

Why it matters: Strong neighborhoods boost the health, happiness, and longevity of their residents. But over the last several decades, our connections with our neighbors have been fraying.

What's happening: We're leaving our homes with our screens in our hands. The pandemic made us even less likely than we were before to stop and chat with new folks.

- As a result, most of the people living around us are strangers.

By the numbers:

- **57% of Americans** say they know only some or none of their neighbors, according to a Pew Research Center survey. That share climbs up to 72% among 30- to 49-year-olds and 78% among 18- to 29-year-olds.
- **58% say** they know their neighbors but don't spend time chatting or hanging out with them.

The stakes: The benefits of knowing thy neighbor abound.

1. **Lives saved:** In well-connected neighborhoods, fewer lives are lost in tragedies, including natural disasters and mass shootings.
2. **Happier aging:** Older adults who know their neighbors report a far higher sense of psychological wellbeing.
3. **Safer streets:** Tight-knit neighborhoods have lower rates of gun violence.
4. **Boosted wellbeing:** People who know their neighbors are generally cheerier, healthier, and spend more time outside.

💡 **Between the lines:** Even in the age of dating apps, texting, and social media, most people get to know their neighbors in person.

- **We're twice as likely** to chat with neighbors in person than online, per Pew.

The bottom line: Step outside and start a conversation — in the garden or in the mailroom. Befriending your neighbors is good for you.

It's our time to lead the way:

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HEALTH & FITNESS

San Mateo County becomes 1st in US to declare loneliness as health emergency

Air and Ground Strategy

The "What"

Campaign:
Encourage Californians to meet six of their neighbors and volunteer.

The "How"

- **Local Government & CBO Activities**
- **Curriculum Guides**
- **Neighborhood Stories**

Meet 6 Neighbors:
A Simple Call-to-Action Campaign

Neighbor to Neighbor

#Meet6Neighbors is the unifying **SMART goal of Neighbor-to-Neighbor**, an **easy first-step, call to action** for all neighbors to connect with one another.

SMART	Description
Specific	Californians, to meet 6 neighbors
Measurable	Tracked by # of signups, engagement, and pre/post-surveys
Achievable	Meeting 6 is easy and possible
Relevant	People are showing active interest: N2N averages 50 signups/day on statewide interest form
Time-bound	Challenge time frame: 2 months

http://meet6neighbors.com

California Volunteers is launching the **Meet 6 Neighbors campaign** in partnership with San Mateo County to engage the 723K Californians that call San Mateo home.

Date	Milestone
April-May	Build out Meet 6 Neighbors pledge
June	Announced at the San Mateo County Fair; Launch pledge in June, as part of Global Loneliness Week
June through Sep	Meet 6 Neighbors Pledge campaign runs

Metrics for Success:

- **# of signups**
- **Engagement via submissions/stories** with San Mateo, state agencies, CBOs, media
- **# completed challenge**

Neighbor to Neighbor

Introduce the initiative with a CTA to participate

Insights on the benefits of neighborly connection

San Mateo County: Meet 6 Neighbors Pledge

County of San Mateo

Indoor / **Outdoor**

Active / Mellow

Mind / Body

Independent / **Social**

Description

45% of San Mateo residents experience loneliness, and in Jan 2024, San Mateo County was the first county to declare loneliness a public health crisis.

Half of the U.S. population reports feeling lonely, per the U.S. Surgeon General's Advisory on the Epidemic of Loneliness, with severe health risks comparable to smoking 15 cigarettes a day. We are disconnected from our communities - particularly the one around us, our neighborhood - 57% of Americans say they only know some or none of their neighbors (Pew Research Center).

Purpose

When neighbors know each other, communities thrive.

Knowing 6 neighbors maximizes your physical and mental health and well-being, and helps us to be better prepared for disasters, makes our streets safer, and overall a better place to live!

Role

Sign up for this Opportunity

1 Participant (Me)
+ Add Guests

Any Time Between
Sat, Jun 1, 12:00AM and Mon, Sep 30, 12:00AM PDT

Sign up

Share with Friends

Submission form

Neighbors are prompted to visit customized Golden page to **pledge** to meet six neighbors this summer, **learn** about the benefits of connecting with neighbors, **gather tips** to plan their own neighborhood event, and **join existing programs/activities.**

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