



Serving up peace of mind: Glen 20 and Meals on Wheels seek to “can loneliness” and create connection delivering 100,000 Glen 20 cans to vulnerable Aussies

- ***New research from Glen 20, supported by Meals on Wheels, uncovers how, why, and when we connect¹***
- ***Glen 20 and Woolworths are donating AUD\$900,000 (RRP) worth of product to partner, Meals on Wheels, for their volunteers and customers to help Can Loneliness and Create Connection with peace of mind***

Sydney, Australia – 28 September 2022: This year – as Aussies returned to work, borders opened, and the comfort of social connection was restored – millions² of vulnerable Australians made a difficult decision to stay inside, protecting themselves from COVID-19 virus, but in turn falling victim to the hidden endemic of loneliness. With 4-out-of-5 (96%) of Australians believing it is important to connect with loved ones face-to-face¹, this continued isolation had to have far-reaching impacts for an already challenged part of our community.

To understand the impacts of social isolation and how we can stem this unnecessary burden, new research by Glen 20, supported by Meals on Wheels, unpacks the importance of human connection to discover why we seek it, how we find it and the ways it effects our lives.

The research found vulnerable Australians are still struggling to reconnect with their communities and loved ones, with only 39% feeling strongly connected with their community on a daily basis, such as with friends, colleagues and neighbours, and more than half (57%) saying they do not connect with their community face-to-face on a frequent basis. Now, because looking after their health is the main priority of so many since 2020, over 73% of Australians feel more confident to connect with others in a hygienic home environment. So, while the majority of Australia returns to ‘normal’, for our more vulnerable members of society, the easing of pandemic restrictions offers little relief.

As a disinfectant brand that’s been trusted with protecting Australians for over 55 years and providing peace of mind across the country, Glen 20 is in a position to enable moments of connection thanks to its proven ability to help create a hygienic environment. In fact, almost half (45%) of Australians agree that using a product such as Glen 20 gives greater piece of mind in the home, when connecting with others.

Teaming up to help bring people together, Glen 20 and Woolworths have partnered with not-for-profit organisation, Meals on Wheels, in an initiative that builds on two years of work throughout the pandemic. Together they are helping *Can Loneliness and Create Connection* for thousands of vulnerable Aussies, by donating 100,000 cans of Glen 20 (worth AUD\$900,000)³ to the Australians that Meals on Wheels delivers food to, and Meals on Wheels volunteers so that these individuals can create connections in a hygienic environment.

Life at home no longer lonely

According to the research, most people believe you need just 30 minutes to an hour to form a meaningful connection, which is why organisations such as Meals on Wheels that connect volunteers with customers through food delivery and welfare checks, are so appreciated by the community.

¹Glen 20 ‘Can Loneliness, Create Connection’ Survey, 2022: Survey of 1,045+ Australians aged 18 years old and above. All respondents are statistically-representative of the general population of Australia. Commissioned by Glen 20, executed by Researchify via online survey between 29 July 2022 and 12 August 2022.

² Australian Institute of Health and Welfare, <https://www.aihw.gov.au/reports/older-people/older-australians/contents/summary>.

³ Promotion live for purchases of Glen 20 during 28 September to 25 October 2022. Donations made available Aug to Dec 2022.



Meals on Wheels customer, Faye Beaumont says, “I’ve lived at home since my husband passed away seven years ago. I would be lonely if not for the connection with the Meals on Wheels ‘vollies’ that I’ve made friends with over the past decade. They bring me moments of joy and peace of mind that I am well and part of something bigger – a community.”

“Even throughout the pandemic, the vollies found a way to deliver my meals and say hello, which truly kept my spirits up. I honestly look forward to seeing them every week!” adds Ms Beaumont.

‘This problem impacts more than just the older members of our community’ – Fifi Box

Australian radio broadcaster, Fifi Box, knows the importance of staying in touch with your community, having felt the impact of the pandemic on her family, including mum, Pearl: “We had a tough few years thanks to the pandemic, and I was worried about mum and her being able to socialise with others while there were restrictions in place,” she says.

“For me, being based in Melbourne during the COVID-19 pandemic was really challenging. I missed my friends, my community and my family, and I’ve got to say there were many days that I felt lonely. Having gone through that experience myself, now more than ever I understand how important simple face-to-face human interaction is.

“I’m not surprised the research from Glen 20, supported by Meals on Wheels, showed that 4-out-of-5 Australians feel joy when connecting with others. It’s one of my reasons I get out of bed in the morning – it’s what I do on the radio every day, and it’s so important to improving our mood and bettering health outcomes. I can’t wait to see Aussies can loneliness and create moments of connection within their communities this month” added Ms Box.

Check in on your loved ones and community

Sharyn Broer, President of Meals on Wheels Australia, urges Australians to be inspired by this research and the partnership and to reach out to their loved ones and wider community.

“Our incredibly dedicated team has been on the ground in the community since the pandemic began and have seen first-hand how important it is to stay connected to the people around you – whether it’s a phone call, a friendly wave from the street or a hot meal delivered to your doorstep with a smile.”

“I’m confident this campaign will resonate with communities across the country – both those who need a helping hand, and the people who can give it,” says Ms Broer.

To help *Can Loneliness and Create Connection* in your community, here are some tips from Meals on Wheels:

- Check in on your loved ones, a neighbour or any member of your community, offering to drop in and say hello – even if it’s a wave from the street, or distanced moment outside, seeing someone in person can make all the difference.
- Lend a helping hand! Often the simple tasks can be daunting for vulnerable communities, like visiting the supermarket or taking public transport. Offering to pick up their groceries, or a ride to wherever they need to go can help with their peace of mind.
- Join your local Meals on Wheels service as a volunteer. Volunteering can improve your wellbeing, reduce feelings of loneliness and provide a sense of belonging in giving back to your community.

Feeling lonely yourself? Here’s some tips to help you feel connected:

- Plan ahead - Call a loved one or friend and organise a catch up, whether it be over the phone or in-person. Having something to look forward to can help with feelings of isolation.
- Join a community - connection can be found with anyone, whether it’s a new friend or old. Have a think about what you enjoy and try find likeminded people in that area. These groups can be found through social media platforms, or a quick Google.



Loneliness can strike anyone – especially the millions of vulnerable Australians amongst us. To help Glen 20 and Meals on Wheels *Can Loneliness and Create Connection*, Australians can buy any can of Glen 20 from Woolworths across the country before 25 October 2022.

www.mealsonwheels.org.au/can-loneliness-create-connection/

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NOTES TO THE EDITOR

For access to all research findings, please contact DEC PR.

About the survey

This survey by Glen 20 is an analysis of the level of connection felt by Australians.

The independent research was commissioned by Glen 20 and conducted by Researchify. The research sample is 1,000+ Australians, aged over 18 years of age. Of these, 50% identified as female, 49% identified as male, 1% identified as non-binary, 9% identified as vulnerable, 23% identified as having a disability, 27% identified as an older person (over 65yo), and 9% identified as a migrant.

The research was conducted via an online quantitative survey between 25 July and 08 August 2022, with Gen-Pop data weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

For the purpose of the survey, 'Connection' was defined to respondents as: those connections that add value to your life.

About the Glen 20 and Meals on Wheels partnership

Reckitt (the parent company of Glen 20) first partnered with Meals on Wheels in 2020 as the pandemic began, helping to donate AUD\$1 million worth of disinfectant products and ad spend to the community. In 2021, Woolworths joined the partnership to donate 50,000 at-home Hygiene Kits containing Glen 20 and Pine O Clean products to Meals on Wheels customers and volunteers.

About Glen 20

For over 50 years, Glen 20 has supported the Australian community in helping prevent the spread of germs, with 1 in 4 Australian households⁴ using Glen 20 to help keep their loved ones protected.

Glen 20 is Australia's #1 disinfection brand⁵ and proven to kill 99.9% of germs/bacteria* & viruses** including the Covid-19 virus.

With the onset of Covid-19, the need for disinfection products became ever more apparent and highlighted those that were particularly more vulnerable.

As a brand, Glen 20 continues to invest behind leading innovation aimed at preventing the spread of germs, but also supporting the community through partnerships like Meals on Wheels in which aim to protect our most vulnerable.

Always read the label and follow the directions for use.

About Meals on Wheels Australia

For over 65 years, Meals on Wheels has played a crucial role nationally in supporting the health and wellbeing of over 200,000 older Australians each year, across over 590 service locations.

Meals on Wheels services represent a significant and essential piece of social infrastructure, providing front-line, early intervention and prevention in the home and reducing the malnutrition risk faced by 1.2 million older Australians and the social isolation risk to one in four who live alone.

⁴Glen 20 Australian Penetration Data in Hard Surface Cleaner of 26.9% (Nielsen Homescan MAT 17/07/2022)

⁵Best selling Hard Surface Cleaners brand (all segments aggregated) in Aus Grocery (Nielsen MAT 19/07/2022)

*Germs/Bacteria: *S. aureus*, *Ps. aeruginosa*

**Viruses: Covid-19 virus, Influenza Type A (H1N1).

For further information: DEC PR

glen20@decpr.com.au

+61 2 8014 5033



Our purpose is to support well-nourished and independent communities through the delivery of a nutritious meal, social connection and a wellbeing check by our dedicated volunteer workforce.

Through the ongoing uncertainty of the COVID-19 pandemic, to devastating bushfires and other crises, Meals on Wheels is an essential service that continues to step up and support vulnerable members of a community at a time where it is needed most.