

# THE POWER OF HUMAN CONNECTION

BUILDING A CULTURE OF  
HUMAN CONNECTION  
WHERE PEOPLE AND COMMUNITY THRIVE



x





**52%** of Canadians report  
being lonely on a  
regular basis.

**54%** of students said they felt  
lonely on a regular basis.



**47%** of seniors believe that others are very likely or likely not to know how lonely they are.

**62%** of people experiencing homelessness said they felt lonely on a regular basis.

**74%** of people with a mental illness report being lonely on a regular basis.

**61%** of lawyers report being  
lonely on a regular basis.



**50%** of entrepreneurs and  
CEO's report being lonely.

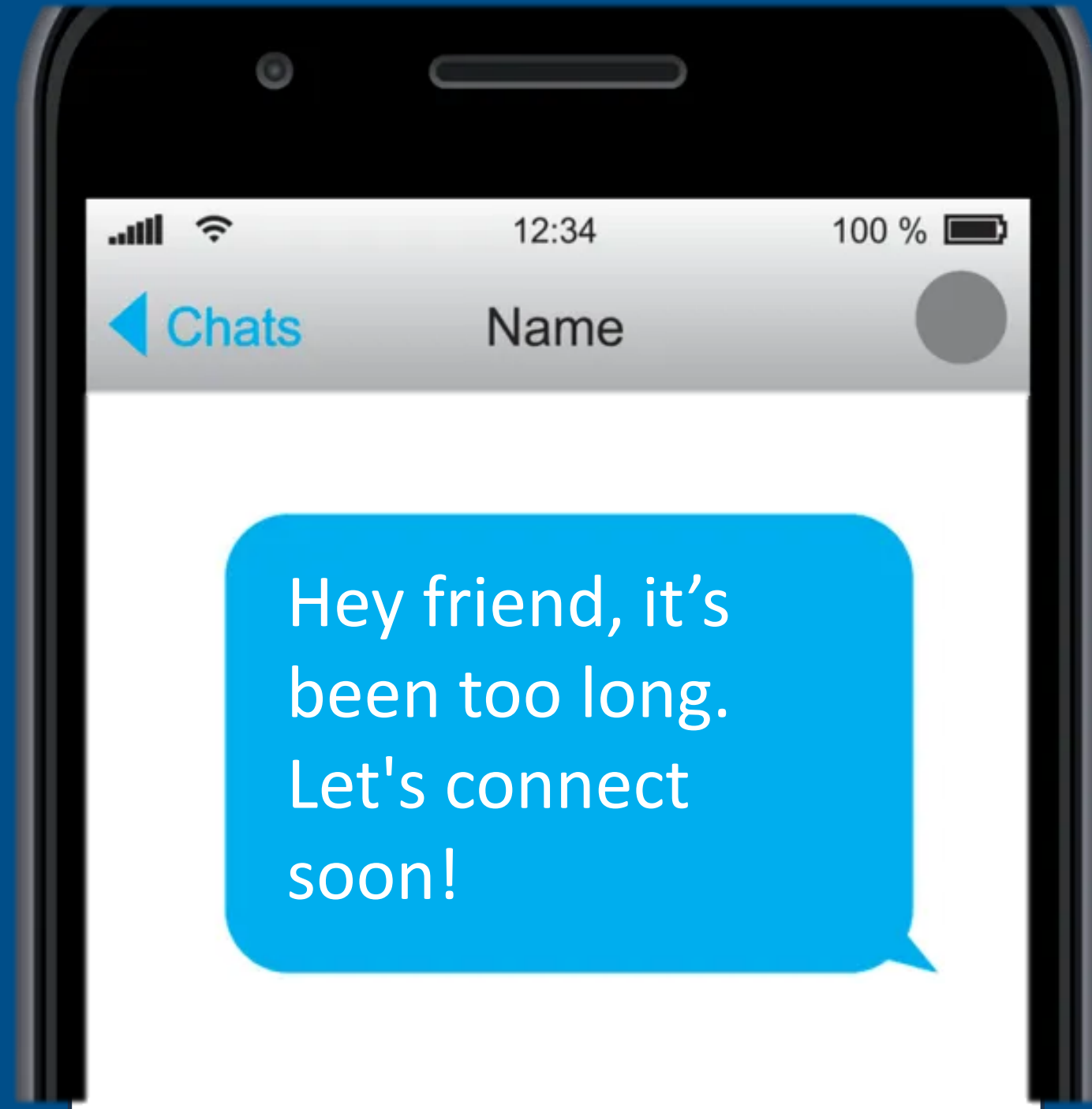
**51%** of people in the service industry report being lonely on a regular basis.

**45%** of people in education  
report being lonely on a  
regular basis.



**#GOFIRST**





**SEND A QUICK MESSAGE  
TO SOMEONE YOU'VE  
BEEN MEANING TO SEE.**

# THE IMPACT MIGHT SURPRISE YOU





# I'm Pete, your...

- 20 years in marketing and sales roles in beverage alcohol
- Five years leading Movember Canada and raising \$142M for men's health
- On the Board of Directors for the Global Initiative for Loneliness and Connection
- Eight years leading Canada's Human Connection Movement
- Husband, father, hockey lover, and former Elvis impersonator



# AGENDA

- The history of human connection.
- The negative impact of a disconnected world and the positive impact of human connection.
- Why might we still be struggling to connect post-pandemic?
- Where might connections be for us?
- How social connection can drive stronger communities and business.
- Q&A and a few prizes



# 3 KEY TAKEAWAYS

1

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# 3 KEY TAKEAWAYS

- 1 The turmoil we have all been under for the last four years has made many vulnerable, and the turmoil continues.
- 2 We have never been educated on the importance of social connection for individual and societal well-being.
- 3 Human connection is the foundation for happy, healthy humans, streets, workplaces, classrooms, communities, and society.



**“THE MOST CONNECTED SOCIETY IN  
HISTORY IS NOW THE MOST  
DISCONNECTED EVER.”**





















**HUMAN CONNECTION TRANSCENDS  
ALL ILLNESS, CAUSES AND CRISIS.**





# CANADA'S HUMAN CONNECTION MOVEMENT

**genwell**<sup>o</sup>  
HUMAN CONNECTION MOVEMENT





# GENWELL EDUCATION & EMPOWERMENT PROGRAMS

Social health begins by educating people on the importance of human connection and its impact on our mental and physical well-being.

genwell<sup>o</sup>  
WORKPLACE

genwell<sup>o</sup>  
COMMUNITY

genwell<sup>o</sup>  
CLASSROOM

genwell<sup>o</sup>  
SENIORS

genwell<sup>o</sup>  
MUNICIPALITIES



# GENWELL CATALYTIC

## CONNECTION CAMPAIGNS



### Face-to-Face February (Feb. 1-28)

A month-long integrated campaign that focused on getting students to build healthy connection habits.



### GenWell Weekend (May 3-5)

Catalytic weekends that encourage people to connect with family, friends, neighbours, classmates, and colleagues.



### GenWell Weekend (SEPT 20-22)

Catalytic weekends that encourage people to connect with family, friends, neighbours, classmates, and colleagues.



### Talk to a Stranger Week (Nov. 18-24)

A week-long habit-building campaign focused on engaging Canadians in the many benefits of talking to strangers.



### Seniors Loneliness Awareness Week (June 13-17)

A campaign specifically focused on building more connection for seniors.

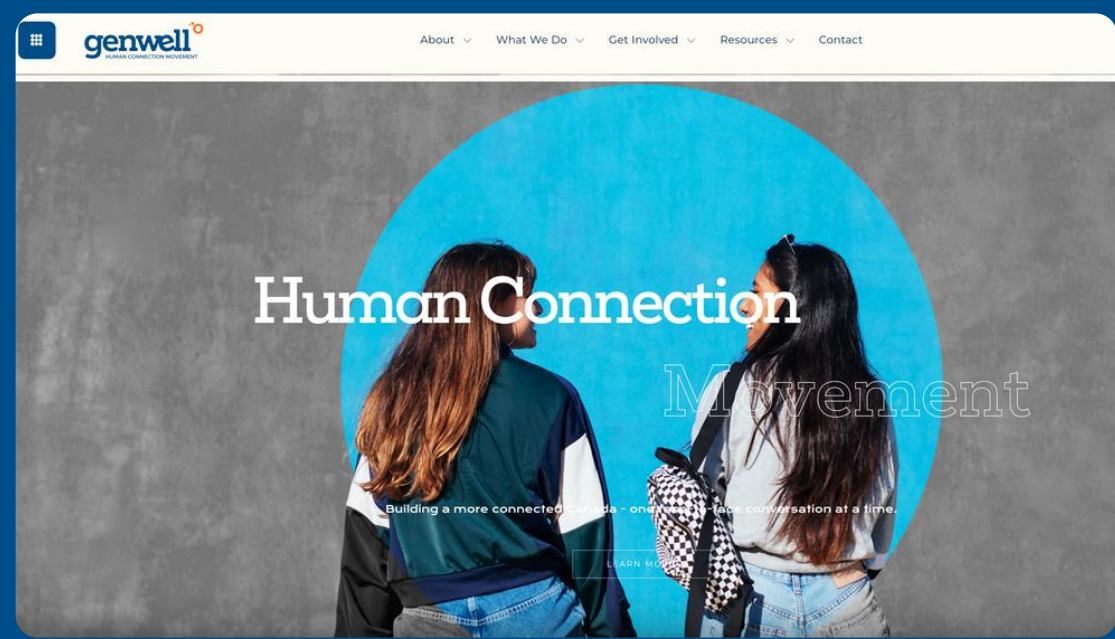


### GenWell Digital Detox Days (First of every month)

These days are focused on providing tips, tools and inspiration for Canadians to better manage their digital distraction.

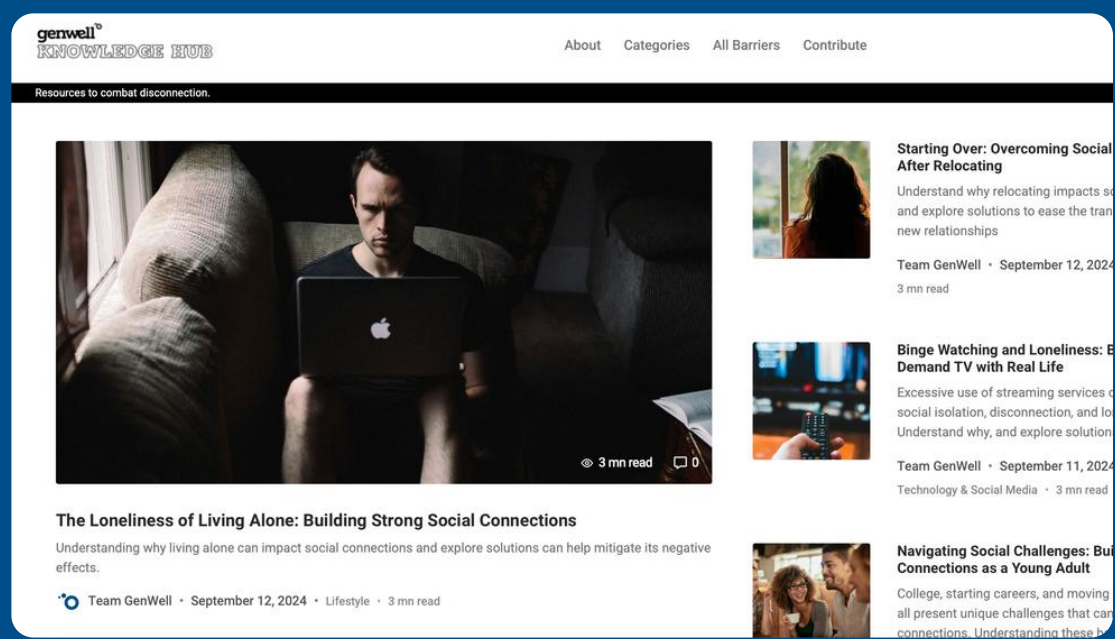
# GENWELL

## RESOURCES FOR CANADIANS



Visit our website

 [genwell.ca](https://genwell.ca)



Visit our Knowledge Hub

 [hub.genwell.ca](https://hub.genwell.ca)

# CANADA'S

## SOCIAL CONNECTION SURVEY

CANADIAN SOCIAL  
CONNECTION SURVEY  SONDAGE SUR LES  
CONNEXIONS SOCIALES AU CANADA

### The 4<sup>th</sup> Annual Canadian Social Connection Survey

**genwell**  
HUMAN CONNECTION MOVEMENT

**SFU**

 **CASCH**  
Canadian Alliance for  
Social Connection and Health

CANADIAN SOCIAL  
CONNECTION SURVEY  SONDAGE SUR LES  
CONNEXIONS SOCIALES AU CANADA

### Canadian Social Connection Guidelines

**genwell**  
HUMAN CONNECTION MOVEMENT

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Social Connection and Health



# CANADIAN SOCIAL CONNECTION GUIDELINES

ARE NOW HERE

Learn more about our guidelines and their development. [Read →](#)

Did you know social connection is the key to living a **happier, healthier, and longer** life?

Like food and exercise, social connection is a fundamental determinant of our health, happiness, and longevity. Our recommended public health guidelines for social connection provide evidence-based guidance for fostering healthy social lives at the individual and community levels.

Individual guidelines

Community guidelines





# CANADIAN SOCIAL CONNECTION GUIDELINES

## INDIVIDUAL



### Make social connection a priority throughout your life

Social connection is a basic human need for people of all ages, but meeting your social needs often requires time, effort, and intentionality.

[Learn more](#)



### Cultivate social confidence in yourself and others

Sometimes how we think and feel about ourselves and others makes social connection intimidating and difficult. These feelings are normal and they can be overcome with practice and patience.

[Learn more](#)



### Build a strong social network with a variety of kinds of relationships

A strong social network includes a variety of social connections across different domains of your life. This includes interactions of varying depth and quality as well as a variety of different types of relationships in different areas of your life.

[Learn more](#)



### Invest in getting enough social connection

Individuals need regular and frequent social interaction. This includes spending time with those we're close to as well as with other people we are less familiar with.

[Learn more](#)



### Maintain and deepen your relationships with others

Positive relationships are among the most important contributors to our health and happiness. However, all relationships require care and attention to thrive.

[Learn more](#)



### Seek out face-to-face interactions and use technology wisely

Technology is an important tool for facilitating social interactions, but it is important to ensure that we do not replace face-to-face connections with online ones.

[Learn more](#)

# CANADIAN SOCIAL CONNECTION GUIDELINES

## COMMUNITY



### Promote awareness of the importance of social connection

All organizations play an important role in facilitating social interactions and creating norms that make social connections easier.

[Learn more](#)



### Foster healthy social and emotional development

Strong emotional and social skills foster health and happiness. To achieve these skills, communities should facilitate and support individuals at all stages of life to refine their social skills and meet their varied social needs.

[Learn more](#)



### Make social connection a priority in policies and practices

Policies and practices across all layers of governance play an important role in shaping social wellbeing. Many policy areas that are not immediately relevant to social connection or health can have profound consequences on social and community wellbeing.

[Learn more](#)



### Design environments for connection and invest in social events, activities, and programs

Built, natural, and social environments play an important role in facilitating social interactions.

[Learn more](#)



### Improve accessibility and inclusion for all people

While all human beings need social connection, people in every community can experience barriers to accessibility and inclusion. These barriers can create unique vulnerabilities to loneliness, isolation, and disconnection. Communities must work together to remove these barriers.

[Learn more](#)



### Measure and make progress towards improving social wellbeing

Achieving social wellbeing at the individual and population levels requires ongoing investments in monitoring and improving social connection.

[Learn more](#)

# THE WORLD IS

## AWAKENING...

- U.S. – declared a loneliness epidemic in 2017
- UK – Minister of Loneliness 2018
- Japan – Minister of Loneliness in 2021
- WHO Commission on Social Connection 2023
- Australia, Japan, the Netherlands, & the US have  
declared national strategies



# TWO BIG UPDATES...



May 23, 2025



June 30, 2025



# GENEWELL WAS FEATURED AS BEST IN CLASS BY THE WHO





**GENEWELL RECENTLY**

**BECAME A REGISTERED CHARITY**

fondation  
**genwell**  
foundation



# WHAT ARE WE

## WORKING TO OVERCOME?

### WHAT IS SOCIAL ISOLATION?

Social isolation is a lack of social contacts and having few people to interact with on a regular basis.



### WHAT IS DISCONNECTION?

Disconnection is the lack of belonging. The human emotional need to be accepted as part of a group or community.



### WHAT IS LONELINESS?

The difference between the relationships you have and the relationships that you desire.



# LONELINESS IS SOMETHING WE ALL EXPERIENCE

THIRST



HUNGER



LONELINESS







# AND HOW WILL WE OVERCOME IT?

## HUMAN CONNECTION



Is the energy exchange between two people that are paying attention to one another. As simple as a smile, a head nod or a hello at the very least.

# AND HOW WILL WE OVERCOME IT?

## HUMAN CONNECTION



Is the energy exchange between two people that are paying attention to one another. As simple as a smile, a head nod or a hello at the very least.

It includes:

- Deep meaningful connections
- Casual collisions
- Connecting with strangers

# WHAT ABOUT

## INTROVERTS?

### Introverts vs. Extroverts?



Introverts need human connection as much as extroverts but may have some criteria that they need to follow.



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Introverts need human connection as much as extroverts but may have some criteria that they need to follow.

### It includes:

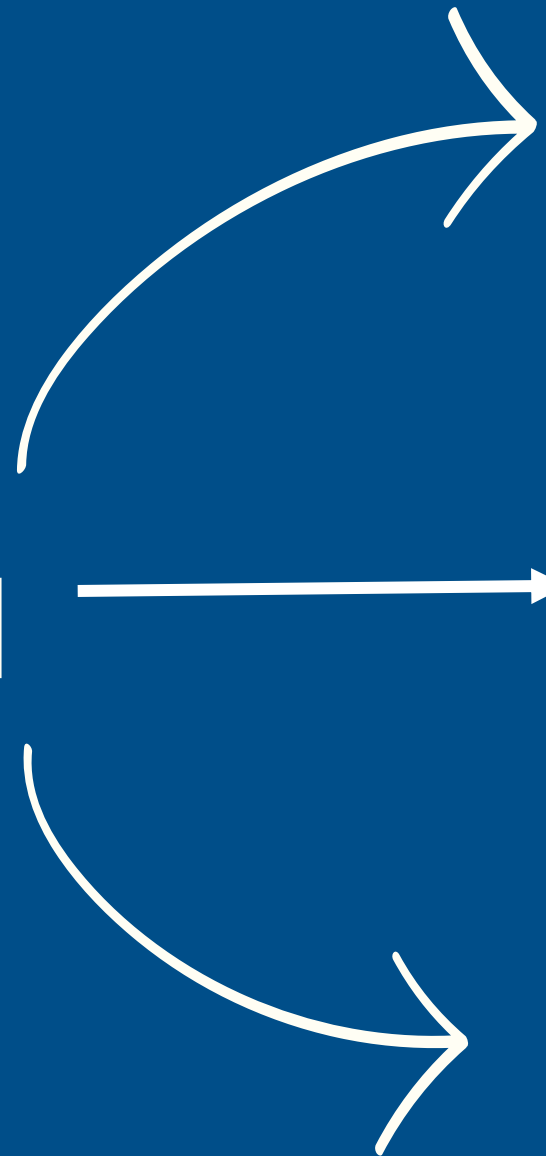
- ❑ Less often
- ❑ Smaller groups
- ❑ Controlled setting

**WHAT ARE WE ARE REALLY**

**SPEAKING ABOUT IS...**



**SOCIAL HEALTH**



**MENTAL HEALTH**



**PHYSICAL HEALTH**



**SOCIETAL WELL-BEING**

# IMPACTS OF LONELINESS ON ADULTS



**+50%**  
risk of early  
onset  
dementia



**+29%**  
risk of heart  
disease  
  
**+32%**  
risk of stroke



higher rates of  
depression,  
anxiety, and  
suicide



**2X**  
risk of Type 2  
diabetes after  
age 50



**+68%**  
risk of  
hospitalization  
  
**+57%**  
risk of emergency  
room visits



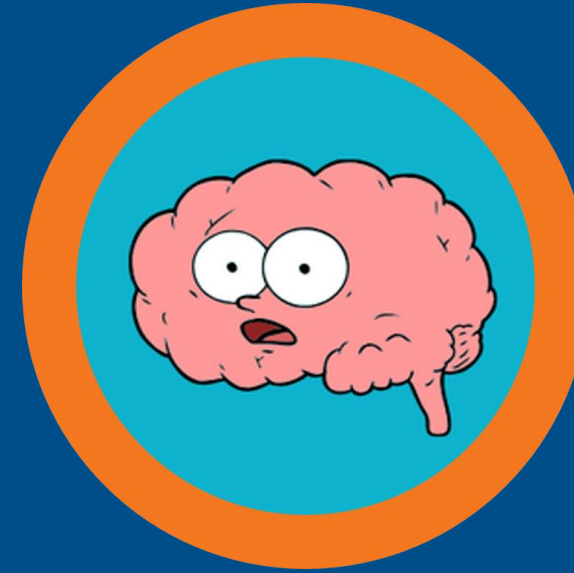
# IMPACTS OF LONELINESS ON YOUTH



persistent and  
cumulative  
detrimental effects  
on adult health



higher rates of  
stress, anxiety,  
and depression



impairs the  
development of  
the brain's  
structure



can have a  
negative impact  
on academic  
performance

# IMPACTS OF LONELINESS ON SOCIETY



Research finds that lacking a fundamental need, meaningful connections, and normative structures is associated **with violent extremism.**



Researchers have found that long-term chronic isolation causes the build-up of a chemical in the brain **that increases stress, aggression, and fear.**

# IMPACTS OF LONELINESS ON ECONOMY



\$2.7B to healthcare  
(\$1,565 per person)

\$60B to overall economy



£2.5B to employers



\$4B to healthcare

\$1.4B to employers  
\$89B to overall economy



ANY

**SURPRISES?**



# LET'S TAKE A MOMENT PERSONAL CONNECTIONS

## WHO ARE YOU CONNECTING WITH?



Who would benefit from  
your outreach?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Idea box:

- Family
- Friends
- Neighbours
- Classmates
- Extended family
- Old friends
- Old colleagues

Who have you been meaning  
to connect with?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Idea box:

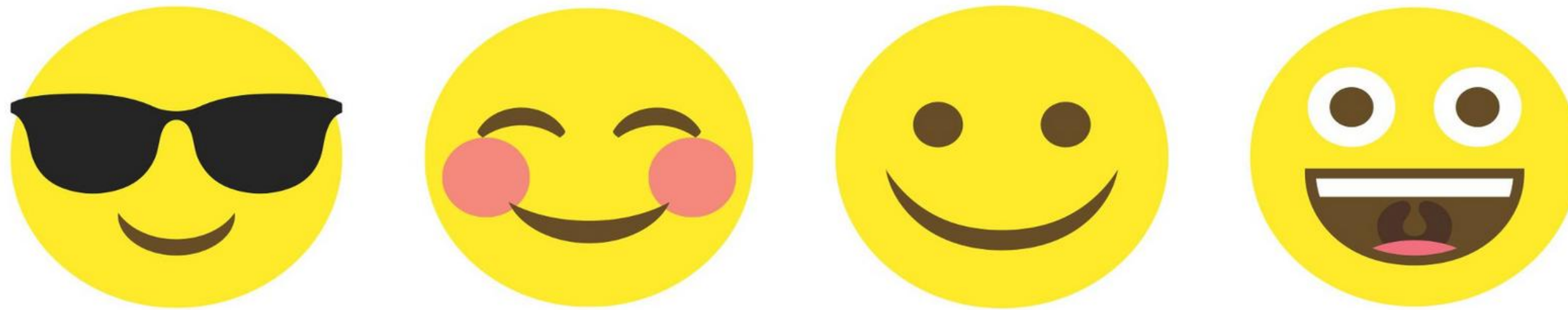
- Elderly
- Young
- Digital distraction
- Loss of loved one
- Overworked
- Job loss
- Homeless
- Financial pressure
- Divorce
- Any life challenges

What is your first action step to start  
focusing on your social health?

1. \_\_\_\_\_
2. \_\_\_\_\_



SPECIAL **TIME** EDITION



# THE SCIENCE OF HAPPINESS

*NEW DISCOVERIES FOR A MORE JOYFUL LIFE*

RELATIONSHIPS • EXERCISE • INNER LIFE • DIET • MEDITATION





**SINGLE LARGEST INDICATOR  
OF HAPPINESS IN OUR LIVES**





**REDUCES ANXIETY  
& DEPRESSION**





**INCREASES EMPATHY  
AND COMPASSION**





**BUILDS RESILIENCE.**





**STRENGTHENS YOUR  
IMMUNE SYSTEM**





**INCREASES YOUR  
SELF-CONFIDENCE**





**REDUCES PREJUDICE  
& DISCRIMINATION**





**INCREASES YOUR CHANCES OF  
LIVING LONGER BY UP TO 50%**





**ONE OF THE MOST POWERFUL  
ACTIONS WE CAN TAKE TO  
PREVENT & TREAT ANXIETY**





# SINGLE LARGEST PREVENTATIVE ACTION TO AVOID DEPRESSION



# WHAT ABOUT SOME OF

## **SOCIETY'S GREATEST CHALLENGES**





**CREATES SAFER &  
STRONGER-KNIT COMMUNITIES**





**CAN PREVENT &  
OVERCOME HOMELESSNESS**





**CAN PREVENT & REDUCE  
FOOD INSECURITY**





# CAN PREVENT & SUPPORT THOSE LIVING WITH ADDICTION





**STRENGTHENS INTERPERSONAL,  
INSTITUTIONAL & SOCIETAL TRUST**





**CAN REDUCE FAMILY  
& DOMESTIC VIOLENCE**





**INCREASES COMMUNITY  
SAFETY AND SECURTY**





**CAN ASSIST IN DEVELOPING  
EMERGENCY PREPAREDNESS**





**REDUCES INCIVILITY**





**A DEFENCE AGAINST  
MIS AND DISINFORMATON**



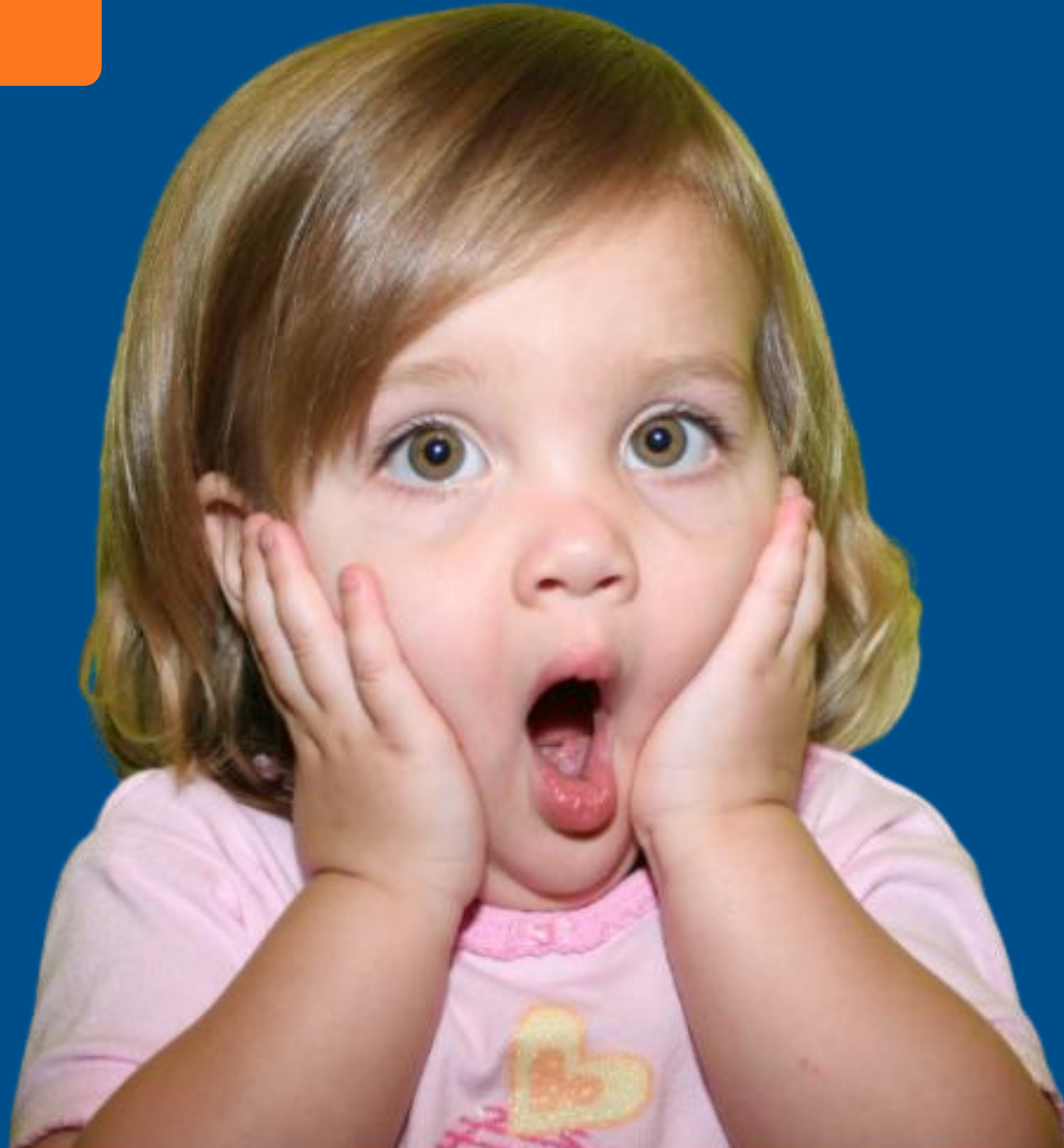
A close-up photograph of two hands clasped together. The hand on the left is wearing a light green long-sleeved shirt and has teal-colored nail polish and a silver ring on the ring finger. The hand on the right is wearing a patterned sleeve and also has teal-colored nail polish. The background is a blurred indoor setting with a wooden chair.

**ONE OF THE MOST POWERFUL  
PROTECTIVE FACTORS AGAINST SUICIDE**



# ANY MORE

## **SURPRISES?**





# LET'S TAKE A MOMENT

## PERSONAL CONNECTIONS

### HOW CAN YOU BUILD A MORE CONNECTED EDUCATIONAL COMMUNITY?

**Personal actions:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Idea box:**

- Schedule time to outreach
- Recurring connections
- Daily check-ins
- Weekly coffee
- Weekly meeting
- Gratitude circle
- Birthdays and anniversaries
- Monthly social activity
- Monthly learning/growing activity
- Sport activities

**Team actions:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Community actions:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_







CANADIAN SOCIAL  
CONNECTION SURVEY



SONDAGE SUR LES  
CONNEXIONS SOCIALES AU CANADA

# The 2nd Annual Canadian Social Connection Survey

genwell<sup>o</sup>  
HUMAN CONNECTION MOVEMENT



CASCH  
Canadian Alliance for  
Social Connection and Health



# THE POWER OF STRANGERS



**Those who greeted strangers  
at least once per week  
were nearly 3X  
more likely to  
be happy.**

# THE POWER OF NEIGHBOURS



**Those who spent 1 to 4 hours  
with their neighbours  
in the past week were  
3 times less likely  
to be lonely.**



# THE POWER OF FRIENDS



**Those who spent 5 or more hours with friends in the past week were 1.62 times less likely to be lonely.**

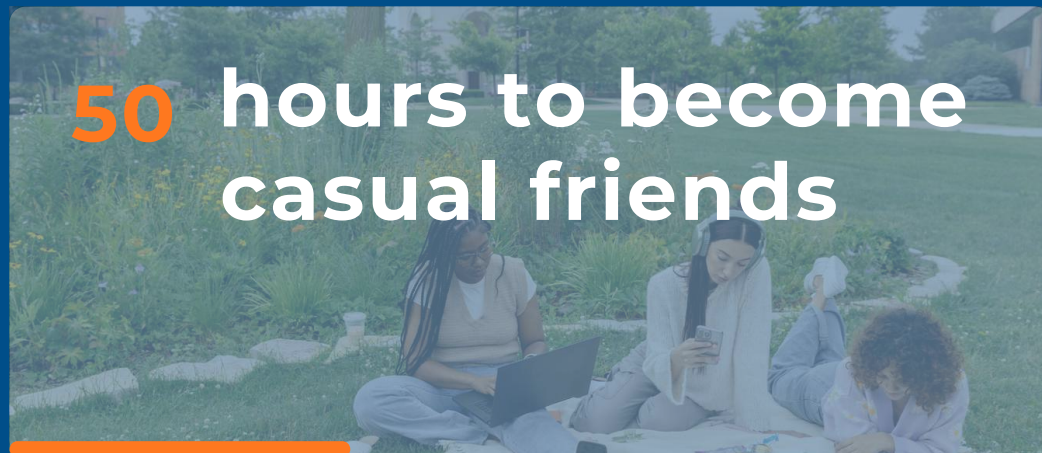
# More Face Time, Less Screen Time

## MAKING FRIENDS TAKES TIME

### Real “Facetime”:

The single most important factor for forming friendships is physical proximity (MIT Study)

### How much facetime is needed to form different levels of friendship:





# THE POWER OF FAMILY



**Those who spent between 1  
and 4 hours per week  
socializing with family  
members were 1.47 times  
more likely to  
be happy.**



# WHAT ABOUT WORKPLACE BENEFITS?





# THE POWER OF COLLEAGUES



**Those who spent 5 or more hours with coworkers in the past week were 1.73 times less likely to be lonely.**

# THE POWER OF COLLEAGUES



**Those who spent at least 5 hours per week socializing with coworkers were 1.51 times more likely to be happy.**



# THE POWER OF COLLEAGUES



**65% of respondents felt that others were either "definitely" or "probably" not aware of how lonely they felt.**

**42% of Canadians  
say they are burnt out.**

**And globally,  
over 48% of employees  
experienced burnt out  
in the last year.**



**Amongst Canadians  
who are most burnt out,  
92% are lonely.**



**THIS MESSAGE IS MORE RELEVANT TO  
PEOPLE, COMMUNITIES,  
WORKPLACES, CLASSROOMS AND  
SOCIETY THAN EVER BEFORE.**

# LET'S TAKE A MOMENT...

## WORKPLACE CONNECTIONS

### HOW CAN YOU BUILD A MORE CONNECTED EDUCATIONAL COMMUNITY?

#### Personal actions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Team actions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Community actions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Idea box:

- Schedule time to outreach
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# LET'S REVIEW...



# AGENDA

- The Good.
- The Bad.
- Where we need to go from here.
- Why we need each other more than ever.
- How human connection plays a role in happier and healthier people.
- That we all have far more in common than what differentiates us.



# 3 KEY TAKEAWAYS

1

None of us knows what is going on in another life, but we can help everyone cope with their challenges and thrive with human connection.

# 3 KEY TAKEAWAYS

1

None of us knows what is going on in another life, but we can help everyone cope with their challenges and thrive with human connection

2

Everyone in this room is a Superhero and each of us can use our new understanding of social health to change lives and the society in which we live.



# 3 KEY TAKEAWAYS

- 1 None of us knows what is going on in another life, but we can help everyone cope with their challenges and thrive with human connection
- 2 Everyone in this room is a Superhero and each of us can use our new understanding of social health to change lives and the society in which we live.
- 3 We are in this together and human connection is the foundation for happy, healthy homes, streets, workplaces, classrooms and communities.

# 5 TIPS FOR IMPROVED

## SOCIAL HEALTH

- 1 Educate the people you lead and love about the importance of human connection for their well-being, business and life.
- 2 Make time to connect a priority in your workplace, home and community. Because people need it and so do you.
- 3 Make it regular and put it in the calendar. What is the right cadence for you and others?
- 4 Recognize the impact that you have on others each day. Make human connection your purpose.
- 5 #GoFirst

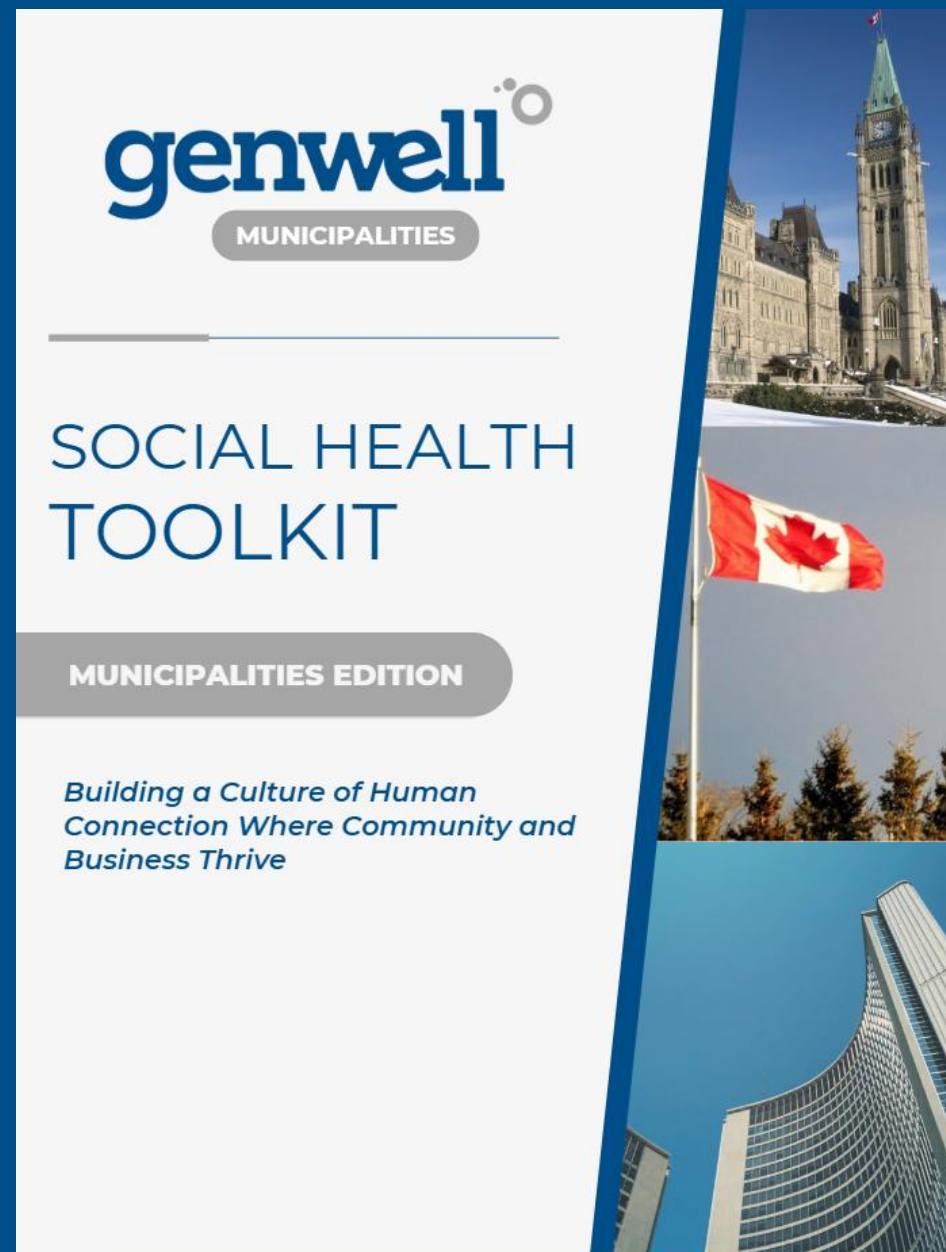




# AND NOW THE ASK

# LEVERAGE OUR DIGITAL

## SOCIAL HEALTH TOOLKIT



- A list of additional suggestions on how you can build a culture of human connection.
- Resources to better understand the impact of social isolation, disconnection and loneliness on you and your people.
- A selection of ongoing opportunities to leverage GenWell for your organization.



# LEVERAGE OUR DIGITAL

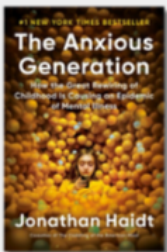
# SOCIAL HEALTH TOOLKIT



## 10 Tips for a More Connected Municipality

- 1 **Model Human Connection:** Be a visible role model. Greet constituents, attend local events, and engage in authentic conversations. Small actions signal that connection matters.
- 2 **Make Social Health a Policy Priority:** Integrate social connection into public health strategies, urban planning, recreation, and aging policies. Recognize it as foundational to mental, physical, and societal well-being.
- 3 **Design Spaces for Connection:** Invest in parks, libraries, community centres, and public seating that invite people to gather, talk, and linger. Connection is shaped by our built environment.
- 4 **Launch Local Connection Campaigns:** Activate or co-brand GenWell campaigns like Talk To A Stranger Week or GenWell Weekend to encourage resident engagement and build collective belonging.
- 5 **Foster Cross-Departmental Collaboration:** Encourage regular "connection circles" across departments to build empathy, innovation, and alignment within municipal staff.
- 6 **Celebrate Local Champions of Connection:** Highlight residents or organizations who build community—whether through cultural events, volunteerism, or informal gathering spots. Connection grows through recognition.
- 7 **Equip Frontline Staff:** Train bylaw officers, clerks, librarians, and others to recognize and respond to signs of disconnection. A simple "how are you?" can be a lifeline.
- 8 **Gather and Act on Data:** Survey residents about loneliness and social health. Use data to inform programs and measure the impact of your community-building efforts.
- 9 **Make Connection Part of Every Meeting:** Start council and committee meetings with a check-in or moment of gratitude. Foster a more human, cohesive culture at every table.
- 10 **Connect the Isolated:** Prioritize outreach to seniors, newcomers, and marginalized groups through partnerships with NGOs, faith groups, and social service providers. Help everyone feel they belong.

## The GenWell Library: Books We Love



In this book, Jonathan Haidt explores the decline of play-based childhood since the 1980s and the rise of phone-based childhood from the late 2000s, leading to the "Great Rewiring of Childhood." He explains how decreased unsupervised outdoor play and increased smartphone and social media use contributed to a mental health crisis among young people.

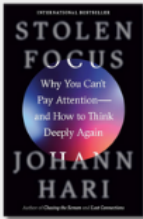
Once young people put down the phones and get outside to play, the human interactions that develop the ability to moderate emotions are the result.



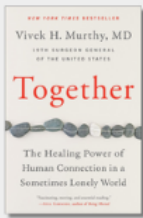
Kasley Killam redefines health to include social health, emphasizing the importance of human connection for overall wellbeing. Killam, a Harvard-trained social scientist, reveals that strong relationships are crucial for happiness and longevity.

The book introduces a methodology to strengthen social health, addressing the loneliness epidemic with actionable strategies, research-backed tips, and insights from various sectors.

In *Stolen Focus*, Johann Hari investigates the global collapse of our ability to pay attention, revealing that it's not a personal failing but caused by powerful external forces. Hari uncovers twelve deep causes of this crisis through a global journey, from Silicon Valley to a favela in Rio, discovering how our focus has been hijacked. He explores innovative techniques to regain attention, offering surprising and thrilling solutions for individuals and society.



Humans are social creatures: in this simple and obvious fact lies both the problem and the solution to the current crisis of loneliness. In his groundbreaking book, the 19th Surgeon General of the United States, Dr. Vivek Murthy makes a case for loneliness as a public health concern: a root cause and contributor to many of the epidemics sweeping the world today from alcohol and drug addiction to violence to depression and anxiety.



He argues that loneliness is affecting not only our health but also how our children experience school, how we perform in the workplace, and the sense of division and polarization in our society.

## Volunteering with GenWell

In a more disconnected world, your decision to volunteer with GenWell can light the way to a more connected Canada and you.

Our mission is not just to reduce social isolation, disconnection, and loneliness; but to build a movement that celebrates the power of human connection—one conversation, classroom, workplace, community, and volunteer at a time.

[Click here for our available volunteer opportunities](#)

## Moments of Connection Cards

Introducing our NEW program at GenWell: Moments of Connection.

You know that feeling when someone truly sees you? A smile from a stranger, a kind word, a shared laugh – these small moments make life big.

Moments of Connection cards are your invitation to spark, share, and celebrate those moments that make us feel seen, valued, and heard. They're an easy way to say, "Hey, that mattered."

### How it works:

Moment cards are easy to carry (wallet sized) and distributed via individuals, community partners, workplaces and social initiatives.

Once passed on, the recipient can easily log their postal code to see when and where the chain started. (and choose to sign up for their own cards to keep it going!)

[Click here to learn more](#)



genwell

# FOLLOW US ON OUR SOCIAL PLATFORMS



@genwellproject



@genwellproject



@genwellproject



@genwellproject






@thegenwellproject

***Let's connect on LinkedIn!***  
***[www.linkedin.com/in/petebombaci](https://www.linkedin.com/in/petebombaci)***



# GENWELL WEEKEND

**SEPT 19-21, 2025**

-  A catalytic weekend when GenWell wants to give all Canadians the excuse, reminder and permission to reach out and get connected.
-  **Friday: Workplaces and Classrooms**  
**Weekend: Friends, Family, Neighbours and Community**
-  Register your intention to get connected and be part of the solution to a more connected Canada.



# TALK TO A STRANGER WEEK

**NOVEMBER 18-24, 2024**



Our week-long habit-building campaign engages Canadians in the surprising and numerous benefits of talking to strangers.



The benefits of participating:

- The perfect excuse to connect with strangers now that you know the benefits
- Support those who already talk to strangers
- Help those who may struggle reaching out to connect





# GENWELL IS

## BRINGING COMMUNITY TOGETHER



### Building Community Through Social Health

A New National Initiative by GenWell – Canada's Human Connection Movement



#### The Vision

GenWell is bringing Social Health Workshops to community gathering spaces in municipalities across Canada — a full-day, two-part workshop experience designed to unite local leaders and residents around a shared understanding of the importance of social health and empower everyone to play a role in fostering connection in their own lives and the lives of others. Equipping business, community and classroom leaders with the science, tools, and inspiration to build more connected, resilient communities.

#### The Cost of Inaction

##### Individuals



**+29%**  
Risk of Heart Attack



**+32%**  
Risk of Stroke



**2x**  
Risk of Type 2 Diabetes



**Increased**  
Anxiety and Depression



**+50%**  
Risk of Early Onset Dementia



**UP TO 50%**  
Risk of Early Death

##### Society



**Increased**  
Incivility and Polarization



**Reduced**  
Empathy and Compassion for Others



**Increased**  
Demand and cost to health care system



**Reduced**  
Individual and Institutional Trust



**Increased**  
Risk of Hate, Racism and Aggression



**Increased**  
Vulnerability to Misinformation

GenWell is Canada's Human Connection Movement.

Since 2016, we've been educating, empowering and catalyzing Canadians about human connection and our broader social health through national campaigns and education programs.



### Workshops

#### Municipal Leaders Workshop

A practical and inspiring session for cross-sector leaders to explore:

- The science of social health and why it matters
- How disconnection affects their sectors and services
- Practical strategies and tools to create more connected communities
- New opportunities for collaboration across sectors

This session also creates a rare opportunity for inter-sector networking and collaboration, often missed due to the pressures and pace of post-pandemic recovery.

#### Community Leaders Workshops

Municipal Leaders Workshop

An inclusive session open to all community members who recognize the need for greater connection in their lives, neighbourhoods, classrooms and workplaces — and want to be part of the solution.

#### Invitees may include:

- Libraries
- Faith-Based Organizations
- Rotary and Service Clubs
- Community Foundations
- Emergency Services (Police, Fire, Paramedics)
- Community & Social Service Organizations
- Volunteer Coordinators and Networks
- Newcomer Support Services
- Accessibility Advocates and Leaders
- Transit Commissions
- Business Leaders (Chambers of Commerce, BIAs, Pharmacists)
- Senior Centres and Caregiver Organizations
- Youth Sector Leaders (Schools, Youth Groups)
- Healthcare Leaders (Hospitals, Mental Health, Family Medicine)
- Cultural institutions, Zoos, and other community gathering places
- University and College Administration

# WHICH CIVIC LEADER IS READY TO TAKE THE LEAD?

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**PARTNERSHIP  
ANNOUNCEMENT  
COMING SOOOOOON**





**WE NEED EACH OTHER  
MORE THAN EVER**





#INTHISTOGETHER





# THE BEST MEDICINE FOR PEOPLE... IS PEOPLE






**ANYONE HEAR BACK  
FROM SOMEONE?**



LET'S STAY CONNECTED



  
**FEEDBACK  
AND SOCIAL  
HEALTH  
TOOLKIT**



  
**REGISTER  
FOR OUR  
NEWSLETTER**




# THANK YOU





LET'S STAY CONNECTED



  
**FEEDBACK  
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