ABSTRACT

Objective: Socio-health resources are necessary in old age. Over-aging in rural areas is related to loneliness and social isolation and loneliness is related to poorer health. In this paper we analyze the socio-demographic reality of Campoo los Valles, describe the social and health resources and reflect on the objectives set out in the community intervention in loneliness within the framework of the Friday Program.

Theoretical framework: Public policies of the local and state administration have implemented projects to reduce loneliness supported by the community's capacity for agency to build networks and alliances and achieve social transformation, thanks to its diversity, heterogeneity and intergenerationality.

Method: Different databases from the Cantabrian Health Service and the Cantabrian Institute of Statistics and national data from the INE were analyzed to extract information from the 16 municipalities of Campoo Los Valles in Cantabria.

Results: Campoo Los Valles is a rural area at risk of depopulation; 30.77% over 65 years of age, aging rate reaching 685%, geographical isolation, lack of transport and internet connections, lack of adequate social and health services: only six residences (520 places) and two day centers.

Implications of the research: Practical implications are discussed and actions carried out by the Friday Program against loneliness and social isolation are described.

Originality/value: It is the first study that analyzes population aging in the 16 municipalities of Campoo Los Valles, the social and health resources and shows the potential of community intervention.

Keywords: Viernes Program, Loneliness, Community, Social Participation.

RESUMO

Objetivo: Os recursos sociais e de saúde são necessários na velhice. O envelhecimento excessivo nas zonas rurais está relacionado com a solidão e o isolamento social e a solidão está relacionada com uma pior saúde. Neste trabalho analisamos a realidade sócio-demográfica de Campoo los Valles, descrevemos os recursos sócio-sanitários e reflectimos sobre os objectivos estabelecidos na intervenção comunitária sobre a solidão no âmbito do Programa Sexta-feira.

Quadro teórico: As políticas públicas da administração local e estatal implementaram projetos para reduzir a solidão com base na capacidade de agência da comunidade para construir redes e alianças e conseguir a transformação social, graças à sua diversidade, heterogeneidade e intergeracionalidade.

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Método: Foram analisadas diferentes bases de dados do Serviço Cantábrico de Saúde e do Instituto Cantábrico de Estatística e dados nacionais do INE para extrair informação dos 16 municípios de Campoo Los Valles, na Cantábria.

Resultados: Campoo Los Valles é uma zona rural em risco de despovoamento; 30,77% com mais de 65 anos, índice de envelhecimento de 685%, isolamento geográfico, falta de transportes e de ligações à Internet, falta de serviços sociais e de saúde adequados: apenas seis lares residenciais (520 lugares) e dois centros de dia.

Implicações da investigação: Discutem-se as implicações práticas e descrevem-se as acções levadas a cabo pelo programa Friday face à solidão e ao isolamento social.

Originalidade/valor: Este é o primeiro estudo que analisa o envelhecimento da população nos 16 municípios do Campoo Los Valles, os recursos sociais e de saúde e mostra o potencial da intervenção comunitária.


POLÍTICAS PÚBLICAS Y SOLEDAD: ANÁLISIS DE NECESIDADES Y RECURSOS DE CAMPOO LOS VALLES (CANTABRIA) Y PROGRAMA VIERNES FRENTE A LA SOLEDAD NO DESEADA

RESUMEN

Objetivo: En la vejez son necesarios recursos sociosanitarios. El sobreenvejecimiento de las zonas rurales se relaciona con soledad y aislamiento social y la soledad se relaciona con peor salud. En este trabajo analizamos la realidad sociodemográfica de Campoo los Valles, describir los recursos sociosanitarios y reflexionar sobre los objetivos planteados en la intervención comunitaria en soledad en el marco del Programa Viernes.

Marco teórico: Las políticas públicas de la administración local y estatal han puesto en marcha proyectos para reducir la soledad apoyados en la capacidad de agencia de la comunidad para construir redes y alianzas y lograr la transformación social, gracias a su diversidad, heterogeneidad e intergeneracionalidad.

Método: Se han analizado diferentes bases de datos del Servicio Cántabro de Salud e Instituto Cántabro de Estadística y datos nacionales del INE para extraer información de los 16 municipios de Campoo Los Valles en Cantabria.

Resultados: Campoo Los Valles es una zona rural en riesgo de despoblación; 30,77% mayores de 65 años, índice de envejecimiento que llega al 685%, aislamiento geográfico, falta de conexiones de transporte e internet, ausencia de servicios sociosanitarios adecuados: solo seis residencias (520 plazas) y dos centros de día.

Implicaciones de la investigación: Se discuten las implicaciones prácticas y se describen acciones llevadas a cabo desde Programa Viernes frente a la soledad y el aislamiento social.

Originalidad/valor: Es el primer estudio que analiza el envejecimiento poblacional de los 16 municipios de Campoo Los Valles, los recursos sociosanitarios y muestra el potencial de la intervención comunitaria.

Palabras clave: Programa Viernes, Soledad, Rural, Cantabria, Campo Los Valles, Comunidad, Participación Social.

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1 INTRODUCTION

In the European Union, in 2018 there were 101 million people over 65 years of age living in the European Union and 20% of them live in rural areas (Augure-Granier & McEldowney, 2020; Hussain et al, 2023; WHO, 2021; Abshire et al, 2022). In Spain, aging in rural areas is characterized by a larger population of older people than in urban areas, a greater proportion of people who live alone and greater difficulty in accessing social and health services and resources. Older people living in rural communities face health and well-being problems that must be adequately addressed.

Loneliness is a social and health problem that must be addressed through public policies. In Spain, different local and national public policies have recently begun to launch projects to improve the physical, psychological and social well-being of its citizens, focusing on loneliness. The core idea is the capacity for action that the community has, thanks to its diversity, heterogeneity and intergenerationality, to build networks and alliances and achieve social change. It is about reinforcing the community's capacity for action and the momentum it generates to prevent and confront loneliness.

In this work we want to know the population weight of the elderly and very elderly people of the 16 municipalities that make up the Campoo Los Valles region (Cantabria) and reflect on whether there are sufficient and adequate resources to care for them. In addition, we want to know the initiatives against loneliness and social isolation that have been implemented through public policies. We ask ourselves the following questions: Is the Campoo Los Valles region prepared for the current and future aging of its municipalities? Are the resources sufficient and adequate? How can we address the loneliness of older people in rural areas? Is it possible? make social innovation from public policies?

2 THEORETICAL FRAMEWORK

Scientific and technological advances in recent decades have increased life expectancy significantly. This means we will be older for longer, increasing the “aging of aging.” In Spain, 6,671 municipalities are rural (less than 2,000 inhabitants). Of them, about 2,600 have less than 500 inhabitants, and about 1,200 do not have 100 inhabitants. Many of them face a serious danger of depopulation.

This greater longevity of municipalities can increase the social vulnerability, dependency, loneliness, and social isolation of their inhabitants. Loneliness is defined as an
unwanted subjective feeling of absence or loss of companionship, or the lack of a social network. It is important to distinguish loneliness from social isolation, which is an objective situation characterized by a lack of interactions with other people. Each person experiences an individualized and unique process of loneliness, depending on the biopsychosocial context (Pinazo-Hernandis and Donio-Bellegarde, 2018; Surkalim et al., 2022; Sandu et al., 2021).

Old age is not directly synonymous with dependency, but sometimes they are linked. Loneliness, as a qualitative marker of a person's social interactions, is particularly problematic in old age due to declining economic resources, functional limitations, shrinking social network numbers, and changes in social structures and mobility. Added to this is the lack of adaptation of many municipalities to the aging of their inhabitants. It is a priority to address the problem of loneliness and social isolation in older people to improve their well-being and quality of life.

Defining loneliness is not easy (Pinazo-Hernandis et al., 2023) but it is commonly associated with an unmet need for support and social relationships. The challenges for people aging in rural areas may be worse due to geographic and social isolation and lack of resources. The concept of community is complex. When we talk about the rural world we refer to a traditional community defined by a specific geographical place with perceptions of similarity among its members and values of solidarity and mutual support. The review by Surkalim et al. (2022) noted that between 6.5% and 24.2% of older people in European countries experience loneliness. Abshire et al. (2022) noted that due to social isolation, poor health, and socioeconomic deprivation, older people living in rural areas are at increased risk of experiencing loneliness.

It is true that living alone does not necessarily imply feeling loneliness or social isolation, since there are people who live alone, but maintain active social relationships, but some research has found a relationship between depression and social isolation or living alone (Fukunaga et al., 2012).

About 7% of people in Europe say they frequently feel lonely and have poorer health associated with this loneliness according to data from the European Social Survey (d'Hombres et al., 2022). Different studies carried out in Europe have shown interest in understanding the relationship between loneliness and health (including mental health), analyzing the negative effects of feeling alone and health problems (Gallardo-Peralta et al., 2023).

Loneliness in older people is related to mental and physical health, and influences both the needs for social and health services and care as well as the need for social support. In summary, loneliness has been recognized as an important and serious public health problem (Tomás et al., 2019) that, in turn, loneliness can increase cardiovascular problems (heart
problems and heart attack), and affect the immune system. It is related to unhealthy lifestyles, which increases the frequency of visits to health resources (Pettitte et al, 2015; Valtorta et al, 2018; Yanguas, Tarazona and Pinazo-Hernandis, 2018; Dahlberg et al, 2022; Country & Knapp, 2018). For example, loneliness can be a cause and consequence of lack of exercise and less physical activity (Schrempft et al, 2019; De Koning et al, 2020, 2021), which ultimately increases sedentary lifestyle and, consequently, cardiovascular problems.

Knowing that socio-health resources are needed in old age, that overaging in rural areas can be related to loneliness and social isolation and that loneliness is related to poorer health, in this work we intend to analyze the sociodemographic reality of Campoo los Valles; describe the socio-health resources of the Campoo los Valles region; reflect on the community intervention in solitude carried out within the framework of the Friday Program.

3 METHODOLOGY

The study is descriptive and cross-sectional. Different databases of the Cantabrian Government (Cántabrian Health Services, Cantabrian Institute of Statistics) and national data (Population and Housing Census, INE) have been reviewed to extract descriptive information from the 16 municipalities that make up the Campoo Los Valles region (Cantabria).

The greatest limitation that we have found is the lack of previous research carried out with methodological rigor and representative samples of the population.

4 RESULTS AND DISCUSSION

4.1 ANALYZE THE SOCIODEMOGRAPHIC REALITY OF CAMPOO LOS VALLES

Cantabria is an autonomous community located in the north of Spain. Of the 102 municipalities, 49 are located in the coastal area (Cantabrian Sea) and 87.4% of the inhabitants of all of Cantabria are concentrated there. In general, for every 100 inhabitants, 23 are over 64 years old and 13 are under 15 years old. It has an aging rate of 23.48% and a dependency index of 55.39%. Cantabria has lost population in all its municipalities. Valdeolea, in the Campoo Los Valles region, is one of the oldest municipalities in all of Cantabria (ICANE, 2023; Gutiérrez, 2023).

These municipalities affected by depopulation have problems common to other municipalities in similar circumstances: an aging population, geographical isolation (mountain
area), difficulties in territorial integration with other regions, lack of transport connections (few highways and roads) and internet (areas where the Wi-Fi network does not work), lack of adequate and close social health services that respond to the needs of an aging population with situations of dependency and dispersion, and low endowments of human capital. All this determines its economic decline.

Depopulation throughout the region generates different consequences such as the loss and maintenance of essential public services; lower percentage of young population; lower economic activity and few employment opportunities; loneliness and social isolation of its elderly inhabitants; abandonment of the historical-artistic heritage and an obvious risk for the maintenance of the environment and conservation of the natural landscape.

The Campoo Los Valles region is a mountainous region with a population that is distributed in various valleys and population centers of different sizes ranging from 8,810 inhabitants in Reinosa to 82 inhabitants in Pesquera. The area occupies almost 24% of the regional surface. The only urban space in the area is Reinosa, which extends 4.12 km², where 40% of the population is concentrated. It is a population considered a disadvantaged area that has been losing inhabitants in the last 25 years, going from 35,318 in 1900 to 22,398 inhabitants in 2021.

Campoo Los Valles is a territory that has been losing population in the last 25 years. Looking at the data from 1900 and comparing them with those of 2021, we can observe a decrease in its population that goes from 29.45% (from Arenas de Iguña) to 87.09% (from Valderredible), 87.52% (from las Rozas de Valdearroyo) or 87.99% (from Valdeprado del Río). This situation has given rise to a negative vegetative state, a high rate of aging and overaging. It is on the list of municipalities in Rural Areas of Cantabria at risk of depopulation. Furthermore, the population density is less than 12.5 inhabitants per square kilometer. The aging rate is greater than 30%, since 30.5% of the area’s inhabitants are over 65 years old with an average dependency index of 86.94% (this index ranges between 87% in Cieza, 83.3% in Valdeolea 57.2% in Valdeprado del Río) (according to INE data, 2021) (table 1).
Knowing the general needs of people aging in the region is a first step to be able to adapt resources and programs. In addition, it is also necessary to know the personal needs as they are expressed by the people who live there (Shorey & Chan, 2021). Individual experiences of loneliness can be due to various causes such as personal factors, lack of social support or lack of resources.

The Friday Program for the prevention of unwanted loneliness and social isolation has been implemented in the Campoo Los Valles region (Cantabria) in 2022 and is carried out in 16 municipalities in the Campoo Los Valles region (1,265.50 km², and 22,398 inhabitants). It is a pilot community program in Campoo Los Valles that, once tested, is intended to be extended to the rest of the municipalities of Cantabria.

### Table 1

<table>
<thead>
<tr>
<th>Number of inhabitants, percentage of population over 65 and over 80 years old, aging index and dependency rate of the municipalities analyzed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality</td>
</tr>
<tr>
<td>Anievas</td>
</tr>
<tr>
<td>Sands of Iguña</td>
</tr>
<tr>
<td>Bárcena de Pie de Concha</td>
</tr>
<tr>
<td>Campoo de Enmedio</td>
</tr>
<tr>
<td>Yuso Field</td>
</tr>
<tr>
<td>Cieza</td>
</tr>
<tr>
<td>Brotherhood of Campoo de Suso</td>
</tr>
<tr>
<td>Las Rozas de Valdecarroyo</td>
</tr>
<tr>
<td>Molled</td>
</tr>
<tr>
<td>Fishery</td>
</tr>
<tr>
<td>Reinosa</td>
</tr>
<tr>
<td>San Miguel de Aguayo</td>
</tr>
<tr>
<td>Santiurde de Reinosa</td>
</tr>
<tr>
<td>Valdeolea</td>
</tr>
<tr>
<td>Valdeprado del Rio</td>
</tr>
<tr>
<td>Valderredible</td>
</tr>
</tbody>
</table>

Source: Own elaboration based on the Population and Housing Census (INE, 2021)
4.2 DESCRIBE THE SOCIO-HEALTH RESOURCES IN THE AREA IN WHICH THE FRIDAY PROGRAM IS DEVELOPED

In Cantabria, the population over 65 years of age is 41,028 people (23.07% of the total population, 585,402 inhabitants). They are people aged 65 and over, the only ones who have increased in absolute and relative numbers uninterruptedly, with an average interannual growth of 1.2%. Of them, 41,028 people are over 80 years old, and of these, 27,544 are women. There are 2,352 people over 95 years of age.

In this work, the socio-health resources of the Campoo Los Valles region have been analyzed. The objective of these resources is to contribute to promoting the permanence of older people in their environment, proactive activity to improve aging with programs and activities of interest.

4.2.1 Health resources

All municipalities have a primary care office (not a health center) and a pharmacy during business hours or punctual care, except Cieza, San Miguel de Aguayo, Pesquera and Valdeprado del Rio. Precisely in other places in Spain from the health centers health, many detection and intervention programs have been started in loneliness, so they can be a privileged place due to their proximity to older people (Hernandez et al., 2021).

With respect to health services, the territory in which the Friday Program is developed is framed within two Health Areas: Area 3, Hospital in Reinosa, for the municipalities of Campoo de Enmedio, Campoo de Yuso, Hermandad de Campoo de Suso, Las Rozas de Valdearroyo, Pesquera, Reinosa, San Miguel de Aguayo, Santiurde de Reinosa, Valdeolea, Valdeprado, Valderredible and Area 4, Hospital in Torrelavega, for the municipalities of Anievas, Arenas de Iguña, Bárcena de Pie de Concha, Cieza, Molledo.

Caring for aging people is a need that must be carried out by social and health services in the first instance. Many older people have health problems associated with chronic diseases, or have health emergencies. As we have seen, loneliness has health risks. Many very elderly people in these municipalities (mostly women) do not drive (or no longer drive) and do not have family members who live in the same municipality. This becomes a very important problem when they need medical attention and must go to another municipality to receive it. The distance to the municipality with the most resources (Reinosa) can reach 52 kilometers (for example, San Martin de Elines, a town that belongs to the municipality of Valdeprado).
Reviewing data from ICANE, we observe that the average age at the time of death is 81.4 years. By sex, among men it is 78.2 years, and among women it is 84.4 years. The main causes of death in Cantabria are tumors (25.3% of deaths), diseases of the circulatory system (25.1%) and diseases of the respiratory system (10.3%). Derived from COVID-19, infectious and parasitic diseases account for 7.4% of deaths (while in 2019 they were only 1.2%), organic, senile and presenile mental disorders (6.3%), COVID-19 (6%), other heart diseases (5.5%), cerebrovascular diseases (5.3%) and malignant tumor of the trachea, bronchi and lung (5.2%). All of these diseases require specific attention and periodic health check-ups, often with moments of acute crisis that require hospitalization or specific care and treatment centers, as in the case of dementia. In the case of women, the main cause is organic, senile and presenile mental disorders (8.2%) and followed by cerebrovascular diseases (5.9%).

In reference to health services in Campoo los Valles, and according to data from the Cantabrian Health Service and corresponding to Health Area 3, there is a primary care clinic in all 16 municipalities, a pharmacy in 10 of the municipalities (it does not exist in Anievas, Cieza, Pesquera, San Miguel de Aguayo, Santiurde de Reinosa and Valdeprado del Rio), but there is only a Health Center and hospital in Reinosa. The same occurs in area 4 with a hospital in Torrelavega, located outside the Campoo los Valles region.

Therefore, with the exception of the most populated urban center, Reinosa, the rest of the municipalities have low health coverage. Regarding professional resources, there are 13 professionals who work in the Campoo los Valles region.

4.2.2 Social resources

According to IMSERSO (2024), the residential system in Spain is made up of 6,831 residential centers, 76% aimed at older people, 21% aimed at people with disabilities, and 3% mixed. There are 381,514 places throughout the country, 70% are women and 75% are 80 or older, with grade III (severe dependency), 46.8% of them.

In Cantabria there are 54 residences where 4,750 people over 65 years of age live. In reference to the residential centers in Campoo los Valles, there are 520 places, in six centers, located in five municipalities: two are in Reinosa, and the rest, in Molledo, Santiurde de Reinosa, Valdeolea and Valderredible.

The day care center service for the elderly or day care center is a social resource that offers comprehensive care to elderly people in a situation of dependency. It is aimed at maintaining autonomy and preventing dependency. Basic activities of daily life for care and
rehabilitation are carried out from a biopsychosocial approach. Furthermore, it is a much-needed resource as it provides family caregivers with the necessary guidance for care and respite support. The day center makes it possible for older people with certain situations of mild or moderate dependency to continue living at home. In Campo los Valles there are two private day centers that offer 60 places in total (40 and 20 places). One of the day centers is in Reinosa and the other Valdeolea.

In Reinosa, all the resources for people with disabilities, children and adolescents are also located. Let us remember that an increasingly growing vulnerable group is aging people with disabilities. Of the social and health resources in the area, we want to highlight those that are intended for the older population. Caring for aging people is a need that must be addressed in the first instance by social and health services with prevention programs, care for chronicity and intervention in dependency situations. There are no Social Centers for the elderly of the Government of Cantabria in all municipalities (there are only two, one in Reinosa and another in Mata Porquera), but in some of them there are social clubs for the elderly, according to ICASS (2024). The Social Centers for the Elderly have a social nature for the care of the elderly in order to promote active aging and personal autonomy as a means of preventing dependency among the elderly in Cantabria, and promoting socialization, coexistence and active participation in the center itself and its surroundings, through the offer of different services, programs and activities (figure 1).
4.3 INTERVENING IN SOLEDAD IN CAMPOO LOS VALLES: FRIDAY PROGRAM

The Friday Program has been funded by Next Generation funds and responds to the Sustainable Development Goals (SDGs): 3, health and well-being; 5, gender equality; 10, reducing inequalities; 11, sustainable cities and communities; 17, partnerships to achieve goals. In addition to taking into account the SDGs and the indications of the Decade of Healthy Aging 2021–2030, community-based interventions for loneliness should identify the community in which the projects will be implemented and adapt the objectives to the specific characteristics of the community (Bantry-White et al, 2018; Cam et al, 2021). Taking into account the demographic situation of the Campoo Los Valles region, three objectives were raised in the Friday Program: reduction of unwanted loneliness; improvement of the emotional well-being of the people and the communities in which they live; increase of social relations and social and community cohesion.

To achieve these objectives, the Friday Program is based on 10 basic pillars: rurality, because unlike other projects, it focuses on the rural area with its characteristics that determine it in municipalities at risk of depopulation; community, because it is about creating community and strengthening support links; personalization and flexibility, because loneliness has a diversity of forms of manifestation, causes, profiles, and forms of coping; intergenerationality,
because all generations must be involved in the construction of a society that cares; gender perspective, because there is clearly a gender difference in aging that must always be taken into account when analyzing data and implementing actions; participation, promoting the recognition and feeling of belonging of people as protagonist citizens in the construction of the society in which they live; care, because we must create societies that care of its members; professionalism, because social initiatives must be guided by theoretical, technical and scientific knowledge; coordination by the multidisciplinary approach of coordination with all actors (public administrations, private sector, community and volunteering/third sector); and evaluability, because it is intended to implement pilot projects that can be generalized by their quality of impact if they are efficient, effective, and cost-effective.

The nuclear idea is the capacity of the community, thanks to its diversity, heterogeneity and intergenerationality, to build networks and alliances and achieve social change. The aim is to strengthen the community's capacity to act and the momentum it generates to prevent and cope with loneliness. For this reason, since the Friday Program, different initiatives have been launched in different areas: awareness, prevention and community intervention, because there are many interventions that can be carried out and it is necessary to adapt them to the specific community.

1. Awareness-raising. It is important for the community to know what the situation is for people who feel lonely. Raising awareness helps people get involved. It aims to create in society a critical awareness about the different social and individual causes of loneliness and for this, actions are carried out such as: talks, conferences, exhibitions, workshops, group formation, competitions, games, markets, sports events or direct actions in the street. Awareness raising is an activity that is part of the inclusive culture and promotes the creation of positive attitudes of respect and solidarity in the pursuit of the common good. Awareness raising actions have been carried out through social networks and media: local press and television, website, Instagram, are means for the dissemination of the actions that are carried out in the different municipalities. For example, a magazine was designed with information about the actions that are carried out and that wants to reach non-users of social networks. It has also participated in congresses and conferences, local, national and international and scientific articles have been published to disseminate the work done.

Participatory actions have been launched to promote social cohesion in small municipalities, with women's groups, centers for older people, local associations... It is about promoting the participation of older people who previously did not attend the activities planned or co-design new ones that are of interest to all people. Meetings, commissions and informative
talks, workshops and new groups have been formed to make social fabric. Training for professionals, aimed at knowing the causes and consequences of loneliness, as well as promoting its identification and detection. The school of loneliness, sensitivity and training, activities aimed at understanding loneliness and generating a commitment to face it socially. Almazuela de Saberes, is a space for meeting and reflection to deal with different topics of social and health interest that are related to loneliness, with the intervention of professionals and people from the territory. Intergenerational days and street games have been organized, activities focused on cinema, regional cuisine or oral tradition, to develop awareness and sense of community.

The different actions show that it is possible to make new connections both formally and informally, as they can occur through interaction with family and friends, but also in planned or spontaneous participation in the community. Linking with the community can make it easier to meet neighbors, have conversations and provide a sense of comfort and familiarity in the environment in which you live, facilitating aging at home. They are small services, aids or exchanges that older people can give or receive and that allow them to remain in their communities and continue to participate actively and socially. In addition, they can provide mutual support physically (helping with everyday household tasks), socially (for example, talking and talking) or emotionally (sharing lived experiences, talking about them and supporting in finding appropriate solutions) (Buys et al, 2015; Frake et al, 2020).

2. Prevention and community intervention. Community revitalization actions have also been carried out, aimed at promoting intergenerational encounters and strengthening neighborhood ties. To the meeting, activities of community dynamization. We take care of ourselves, aimed at people who are caregivers and feel alone in the face of care. Flavors and knowledge, recovery workshop, preparation and tasting of recipes that are legacy of the territory. Reading club for people interested in expanding social relationships while sharing an interest in reading. Documentary film series and debate-colloquium on topics related to cultural heritage, heritage, rural life. By hand and with art, craft workshops. Sharing moments, a leisure space and neighborhood meeting aimed at improving individual and collective well-being. Storytelling workshops. Intergenerational activities. Individualized support service for people with high levels of unwanted loneliness, who are offered accompaniment and help to bond in social and community activities, and referrals to specialist professionals.
4.4 DISCUSSION

In this work we wanted to know if the Campoo Los Valles region is prepared for the current and future aging of its municipalities and if the resources are sufficient and adequate. The data show an aging of the Campoo Los Valles region (39.8% in Valdeolea, 36.5% in Santiurde de Reinosa, and 35.4% in Pesquera, people over 65 years), an aging index that reaches 706 in Valdeolea and a considerable number of very old people (> 80 years) that reaches 17.6% in Valdeolea. Of all the social and health resources of Cantabria (54 residences) in Campoo Los Valles there are only 6 centers (520 places), two of them in the same municipality, and two day centers (60 places). Resources that are geographically distributed and close to where people live or easily accessible with good adapted transport are an urgent need and more so in less populated rural areas. Having an adequate, accessible and adapted transport that reaches the different rural municipalities and allows people to reach where there are centers of activities, socialization, sport, culture, is an essential resource. Unfortunately public transport in these municipalities of Campoo Los Valles is also improved. The number of services offered in these rural municipalities is small and insufficient. Bunt et al. (2021) describe the importance of accessibility to services as a measure of social inclusion for older people. By using these services, older people have the opportunity to meet people, such as neighbors or service staff.

With regard to interventions in solitude, many and diverse interventions are being carried out since the Friday Program, as has been shown. Following Fakoya et al (2020), the individuality of the experience of loneliness and isolation can make it difficult to perform standardized interventions, as there is no single approach to addressing loneliness and interventions need to be tailored to the needs of individuals, specific groups or the degree of loneliness experienced. A public health approach to loneliness involves addressing the social and structural factors that lead to inequalities and vulnerability and influence the risk of loneliness throughout life (poverty, education, transport, housing).

Facilitate options that help connect with other people in the community, increase awareness campaigns or social awareness that address stigma and stereotypes around loneliness, valuing community involvement and participation, make interventions both group and individual, tailored to support personalized needs is something that public policies can develop if they want to adequately address loneliness (O'Sullivan et al, 2020).
5 CONCLUSION

In this article we wanted to show how is the territory in which the Friday program is developed, analyzing the socio-demographic reality of Campoo los Valles, with an analysis of the population and the resources with which it has and reflect on the objectives raised in the community intervention in solitude within the framework of the Friday Program. We have found a very aging population with insufficient support resources, and distributed geographically in an uneven way. Public policies must shift towards a longevity perspective that allows the long-term design of new resources for aging with quality of life.

This is the first study carried out in Cantabria that shows the reality of the aging of the Campoo Los Valles region and this work describes specific projects focused on solitude. Knowing the characteristics of the rural population is the first step to implement tailor-made interventions. We also wanted to know how to address the loneliness of older people in rural areas and how it is possible to make social innovation from public policies. Many people living in rural municipalities live alone and without much support network that could help in a health emergency or accompany health checks or in daily life. There is not enough public transport to easily reach existing resources.

As loneliness and social isolation are a major problem in rural areas, public policies should devote efforts to prevention and intervention in loneliness. Actions targeting the general population need to be carried out while other actions targeting specific groups are developed. This is the origin of the Friday Program as the first intervention program in solitude launched by the government of Cantabria. Since the beginning of the Friday Program, she has carried out various community actions aimed at reducing loneliness, increasing social relations, social cohesion and improving the emotional well-being of the people and the communities in which they live. The different projects have been co-created by the participants and welcomed in the municipalities.

Future studies could analyze the specific needs of vulnerable groups (migrants, very elderly people, people with disabilities who are aging, older people living in isolated municipalities without transport,…) and carry out focused interventions (Donio-Bellegarde and Pinazo-Hernandis, 2016). In addition, it is also necessary to evaluate the interventions that are carried out to know which are more appropriate. No progress without evaluation (Poscia et al, 2017).
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