

1 [Social Connection Week - Launch of the “Meet 6 Neighbors” Campaign - October 6  
2 through October 10, 2025]

3 **Resolution declaring October 6 through October 10, 2025, as “Social Connection**  
4 **Week” and celebrating the launch of the “Meet 6 Neighbors” campaign in the City and**  
5 **County of San Francisco to promote and to encourage meaningful relationships within**  
6 **the communities.**

7  
8 WHEREAS, Research proves that befriending at least six neighbors forms genuine  
9 social connections, which is vital to our health, happiness, and strength of our communities;  
10 and

11 WHEREAS, Nearly half of Americans feel lonely, and a 2023 report found that 45% of  
12 older adults in the survey reported loneliness or isolation; and

13 WHEREAS, Many San Franciscans - especially older adults - report a need for more  
14 connection and inclusive community spaces; and

15 WHEREAS, Neighbors are often the first line of support in everyday life and  
16 emergencies, and knowing six neighbors is linked to significantly higher levels of well-being,  
17 reduced loneliness, and greater trust and sense of safety within communities; and

18 WHEREAS, Small acts of kindness such as helping unload groceries, assisting elderly  
19 neighbors, or just having a friendly conversation can build long-lasting bonds; and

20 WHEREAS, Inclusive and intergenerational relationships assists in mutual  
21 understanding and unity across differences in ages and cultures, fostering reciprocally  
22 supportive connections; and

23 WHEREAS, Encouraging neighbor-to-neighbor relationships helps to create safer,  
24 dependable, and empathetic communities; and

1           WHEREAS, The “Meet 6 Neighbors” campaign was launched by California Volunteers,  
2   Office of the Governor, in partnership with the City’s Human Services Agency, Department of  
3   Disability and Aging Services, and local organizations such as the Community Living  
4   Campaign as a simple, but powerful call-to-action inviting residents to connect with their  
5   neighbors; and

6           WHEREAS, The campaign aligns with “Social Connection Week”, which was started by  
7   the NorCal Coalition for Social Connection at the University of California San Francisco  
8   (UCSF), to raise awareness about the health impacts of isolation and to inspire action toward  
9   more connected, caring communities; and

10          WHEREAS, Local partners and neighborhood organizations are actively amplifying the  
11   importance of this campaign while also continuing to support neighborhood efforts that  
12   promote broader social connections and foster community resilience such as Swap Not Shop,  
13   Zero Waste workshops, and emergency preparedness events; and

14          WHEREAS, To increase visibility and participation, the “Meet 6 Neighbors” campaign is  
15   also being promoted through multilingual and community-centered outreach efforts to engage  
16   all residents including through Muni ads, ethnic media, neighborhood newspapers, and social  
17   media, and

18  
19          WHEREAS, A dedicated week of intentional outreach and community building can  
20   build a foundation for long-term connection and collaboration; and

21          WHEREAS, Celebrating neighborly kindness and encouraging mutual support aligns  
22   with the values and ideals of our City; especially at a time of deepening polarization, it is  
23   critical to invest in forming human connection, inspiring empathy, and creating a shared sense  
24   of belonging; now, therefore, be it

1           RESOLVED, That the Board of Supervisors of the City and County of San Francisco  
2 hereby declares October 6 through October 10, 2025, as “Social Connection Week” and  
3 celebrates the launch of the “Meet 6 Neighbors” Campaign in the City and County of San  
4 Francisco; and be it

5           FURTHER RESOLVED, That the Board of Supervisors call on all residents, community  
6 groups, and institutions to participate in the “Meet 6 Neighbors” pledge and to take part in  
7 building a more connected San Francisco by meeting neighbors, joining local events, and  
8 helping to foster a culture of kindness, mutual support, and belonging.