

COVID-19 Final Report for Friendometry**“Reducing the Impact of Childhood Loneliness in Central Oregon During COVID”****Summary of Results:**

- Friendometry.com is a relatively new online service designed to address childhood loneliness and help parents find their children friends.
- This grant project provided a platform for parents to find friends for their children and allow free access to Friendometry.com, targeted at marginalized populations, and strive for equal access to this service in Central Oregon.
- This grant funded targeted marketing to Central Oregon and Southern Oregon (within COHC's catchment areas).
- This included developing a marketing Facebook campaign, email communications, and magazine print and allowed for the service to be granted for free to users in this area.
- The project also increased awareness through direct communication with various medical, academic, and mental health outlets.
- Friendometry did increase parent and community partner awareness of Friendometry and the need for it.
- As a result of the marketing efforts, the number of users increased in Central Oregon.

Story:

Over the past year, Friendometry's awareness and usage has increased in Central Oregon resulting in more children making friends. The awareness of Friendometry brings the importance of establishing friendships to the surface which results in parents and providers taking more action to establish friend connections in our youth that do not have friends. One could extrapolate that the youth who benefitted from the awareness and friendships had less of a negative impact on their mental health that similar kids without the awareness and friendships. However, Friendometry is far from accomplishing its' mission and will continue the service free of charge to all Central Oregonians using the free code: Friends