



How to cite Re-engage research, data and models

Re-engage produces research, data and insight on loneliness among people aged 75+ across the UK. To ensure our work is accurately referenced and consistently attributed, please follow the guidance below when citing or using Re-engage materials.

Naming Re-engage

- Always use 'Re-engage'
- Always include the hyphen
- Never abbreviate
- Do not capitalise the "e" after the hyphen

1. General reference guidance

When using Re-engage content:

- Always credit Re-engage as the source of any data, insight, or quotes
- Include full citation details on first use (Re-engage, year, title, and link where possible)
- Shortened references can be used thereafter (e.g. Re-engage, 2026)
- Ensure all in-text references clearly link to a full source
- Use references proportionately enough to support credibility without disrupting readability
- Apply a consistent format throughout

2. In-text citations

References should appear naturally within the body of your text.

General references (no specific page or quote):

- *According to Re-engage (2026)...*
- *Re-engage (2026) found that...*

Specific references (quotes, statistics, charts or extracts):

- *(Re-engage, 2026, p.14)*
- *(Re-engage, 2026, fig.2)*



Examples:

- “[Quote]” (Re-engage, 2026, p.14).
- Re-engage (2026, p.14) states: “[Quote].”

3. Citing Re-engage reports

Format: Re-engage (YEAR) *Full title of Report*. Available at: URL

Example: Re-engage (2026) *Care on Hold: Why digital-first GP access risks excluding older people*. Available at: www.reengage.org.uk

Short version (for repeat references): Re-engage (2026) *Care on Hold*.

4. Citing joint reports

Format: Re-engage and [Partner Name] (YEAR) *Full title of report*. Available at: URL

5. Citing datasets and statistics

When using Re-engage data, please include a clear source.

Minimum:

Source: Re-engage (YEAR)

Preferred:

Source: Re-engage (YEAR) Name of dataset. Available at: URL

Example:

Source: Re-engage (2026) *The prevalence and causes of loneliness and social isolation in older people 75+ (UK)*

Short version: Re-engage (2026) *The prevalence of loneliness in older people*

6. Citing models and frameworks

Format:

Re-engage (YEAR) *Model name*

Example:

Re-engage (2026) *Funnel of Loneliness*



With description (optional):

Re-engage (2026) *Funnel of Loneliness*, a model for identifying potential loneliness risk factors

If co-produced

Re-engage and [Partner Name] (YEAR) *Model name*

7. Using quotes, charts or extracts

When using or reproducing Re-engage content (including quotes, charts, tables, or data extracts), clear attribution must always be provided.

- Include a source line
- Include page or figure number where appropriate
- Include the full citation on first use
- Use shortened references thereafter

Format

A. Quotes (within text)

- Short quotes should include an in-text citation:
→ "...” (Re-engage, 2026, p.14)
- Where quotes are introduced in the sentence:
→ Re-engage (2026, p.14) states: "...”

B. Charts, tables, or figures

- Must always include a source line directly beneath:
→ Source: Re-engage (2026) Care on Hold, p.14
- If the content has been adapted:
→ Source: Adapted from Re-engage (2026) Care on Hold, p.14

C. Data extracts or statistics

- When used in running text:
→ Re-engage (2026) found that... (p.14)
- When presented separately (e.g. callout/stats box):
→ Source: Re-engage (2026) Care on Hold, p.14



All quoted or reproduced content must clearly attribute Re-engage as the original source, ensuring visibility, traceability, and consistency across all outputs.

8. Citing Re-engage on social media

When referencing Re-engage research, data or insight on social media, please ensure clear and consistent attribution.

Minimum requirements:

- Name Re-engage in full
- Tag our official account
- Refer to the source (report, dataset or model)

Format:

New research from @SocialMediaHandle (YEAR) (Name of report, dataset, model) shows that...

Preferred (best practice)

Where space allows, include:

- Re-engage name
- Tagged account
- Source (report, dataset or model)
- Link to the source

Example: New data from [Re-engage](#) 2026 *Prevalence of loneliness in older people (UK)*, shows regional variations of loneliness among older people. Read more: [link]

Tagging us

Our official social media accounts:

- X (Twitter): @reengageuk
- LinkedIn: reengageuk
- Instagram: @reengageuk
- Facebook: @reengageuk

Good practice

- Use full names on first mention (e.g. Re-engage (2026) Funnel of Loneliness)
- Avoid generic phrases such as “a study shows”



- Do not rename Re-engage datasets or models
- Do not remove Re-engage branding or source lines
- Include a source in the caption where possible (e.g. Source: Re-engage (2026))

We encourage partners and the media to tag us so we can amplify and share your content.

9. Permissions

Re-engage research, reports and datasets may be cited and quoted with full attribution. For reproduction of extended extracts, charts or tables, please contact:

research@reengage.org.uk