

Individuals and Communities

Activity Pack

We need to change the way
we think about ageing



#SeeAndBeSeen

See and Be Seen

**Thank you for taking part in the
Age Without Limits Action Day.
We need your help to grow
the movement.**

The Action Day is a chance for individuals and communities, workplaces, friends and families to learn, take action and help change the way we think about ageing.

This pack is designed to help you make the most of the day and spread the message that we can all **Age Without Limits.**



What's inside?

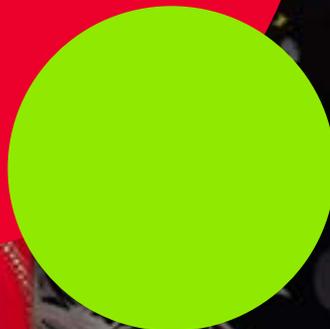
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If you have any questions about the day, please visit our website [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org) or email information@AgeWithoutLimits.org



SECTION 1

What is Age Without Limits?



What is Age Without Limits?

Many of us worry about ageing, but it's not the passage of time that makes it so hard to get older. It's ageism, a prejudice that pits us against our future selves - and each other.

And it affects each and every one of us.

Just as surely as we will all get older, it seems we must accept that we will be automatically thought of as less capable, less interesting, less relevant, that we are somehow less valid or valuable as human beings.

We see and hear casual ageism every day in the media, on TV, at work, in pubs, on social media, in family conversations. We all joke about the perceived downsides of ageing, even those of us who are older. How many of us have sent birthday cards that make fun of our allegedly diminishing abilities? It's ingrained in our collective thinking. It's the societal norm. Just harmless banter. Except it isn't.

Often unknowingly, we internalise these stereotypes and misconceptions we are bombarded with every day. They become a self-fulfilling prophesy, affecting the way we perceive ourselves, our self-esteem and what we think we are capable or worthy of. They limit the kinds of activities we do, even the way we dress.

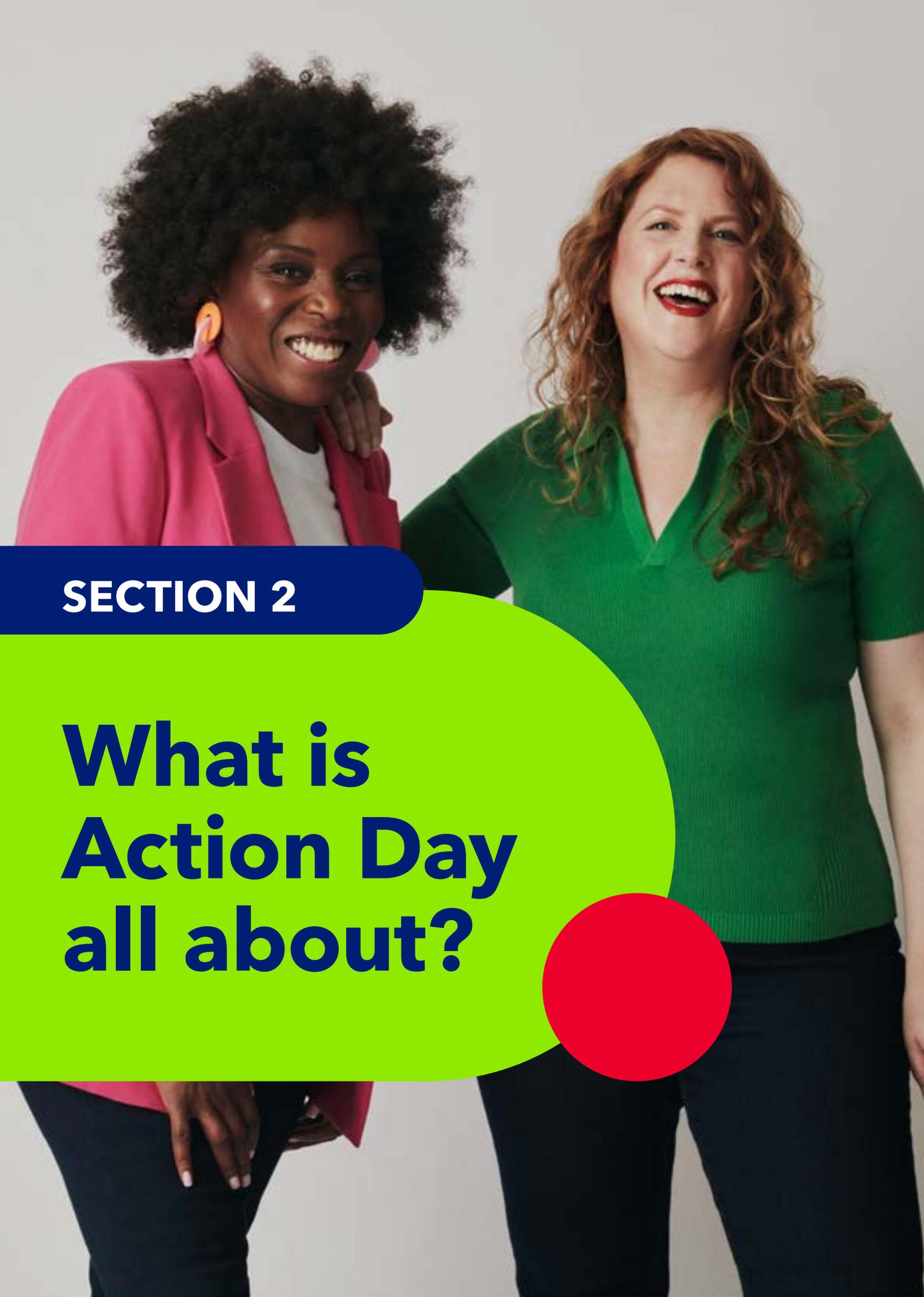
These negative ideas also affect how we think about and act towards other people - how we talk to older people and how we talk about them, how we treat older colleagues at work, and even the type of medical care we offer people as they get older.

It's a downward spiral that can be reversed and we are determined to do it. Ageism is the last 'ism' we must confront and challenge, not only for those who presently experience it, but for all of us as we grow older.

Welcome to the movement.
Welcome to Age Without Limits.



We are Age Without Limits, a campaign from the Centre for Ageing Better. We are supporting people to change the way we all think about ageing. Find out more at [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org)



SECTION 2

**What is
Action Day
all about?**

What is the Action Day all about?

Unlike any other protected characteristic, age is universal. Regardless of race, gender, ability, sexual orientation - we are all ageing. Ageism affects everyone. Everyone, everywhere has a stake in changing this. The Action Day is **your chance to make a difference.**

What's this year's theme? **See and Be Seen.** This is all about challenging the often narrow, negative and stereotypical way that older people and ageing is portrayed in our society.

We have an age-positive image library which showcases the huge diversity that exists in ageing. After all, you cannot be what you cannot see. You can use this as inspiration, share these images or create your own. The possibilities are without limits.



Visit our free [age-positive image library](#)



Harms of ageism

Ageism limits everything from our worth to our work, our health to our happiness. We need to change the way we think about ageing.



Ageism is the **most widespread form of discrimination** in the UK



Half of people over 50 in England **have experienced age discrimination in the last year**



At least a third of people **hold ageist beliefs**



Older job applicants are **less likely to be hired and once employed**, are less likely to receive training



Ever think or say: **'I'm too old for that' 'I'm having a senior moment' 'Not at my age'?** Ageism affects how we feel about ourselves and limits our lives and opportunities

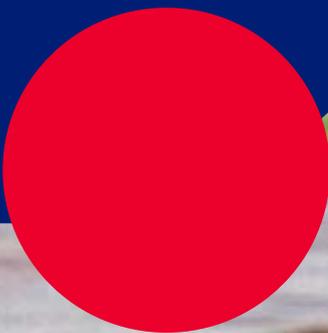


In some cases, **older people receive different medical treatment** because of their age or don't seek help for medical problems because they assume they are a normal part of ageing



SECTION 3

Activity ideas



Activity ideas

You've got your hands on this pack because you want to take action. Here are some ideas for things to do on the day - but don't feel limited by our suggestions, the possibilities are endless.

The way you interpret the theme **See and Be Seen** is entirely up to you. We encourage you to get creative and mark the day in a way that means something to you and your community.



Good luck on the day and please share your activity on social media using **#SeeAndBeSeen**





Quiz

A great way of getting people clued up on why ageism matters and the different ways we all feel, hear and see ageism every day is by running a quiz. Or, if you're already organising a quiz for your community about something else, why not add a 'myth-busting' round about ageing. After your quiz round, if you feel comfortable you could talk to the group, saying something about your experience and why you are doing the quiz. Or you could have one to one conversations with people, using your quiz questions as a starting point.



Start a conversation about ageing and ageism - with cake!

A hot drink and a slice of cake is a great way to bring people together - and while they're gathered you can use the time to start a conversation about ageism! What kinds of words and phrases do people find offensive? Is there anything wrong with calling older people 'dear'? These kinds of conversations are a great way into the issue and you can have them in your workplace, at a community event or venue. Involving different generations in the conversation where possible is also important to show that ageism isn't just about older people - it's a prejudice against our future selves.



Walk and talk

Why not combine a bit of exercise with a bit of chatter and arrange a walk and talk event for people in your community, like at an intergenerational "reclaim the streets" evening or lunch time walk. You could also give people flyers with information about Age Without Limits and conversation starter cards to break the ice and get people talking.



Community commitment wall

Take a physical “commitment” wall into your community – set up a board where people can stick up their commitment to change the way they think about ageing or share stories of their own experiences to challenge stereotypes.

You could do this in a public space like a shopping centre, at work or in a place of education. Members of the public can write their own commitments, creating a wall of support. As commitments are added, this can encourage others to join in, and give you the opportunity to talk to them about what you are doing.



Run a fashion show

Fashion is one area where we know older people are overlooked, and yet people over the age of 50 are an increasingly important audience and customer base for retailers. Why not get in touch with a local shop or department store to see if they would run an event with you using older models? You could photograph and film it – or get local media down to report on it.



Host a film viewing

Older age groups are under-represented on our screens, particularly older women and older people from minority ethnic backgrounds. You could organise a film viewing for your local community featuring your favourite older actors, or films that tell a different story about ageing. Perhaps run a Q&A after the film to give people the chance to discuss its themes or debate why we don't have more older characters and their stories told through TV and cinema.



Hold a photo exhibition or competition

A picture paints a thousand words - can you use a local venue like a library, café or train station, to showcase photos by, or featuring, older age groups?

You can include the stories of the creators and/or quotes from the people featured in the images referencing the experiences they have gained and the contributions they have made, and continue to make, to their community. Why not make it a competition and have people vote for different categories on the day, such as: most expressive, most impressive and most progressive?

If you're short on time, you could choose some photos from our [image library](#) and display them in a public space alongside [facts about ageing](#) to help start the conversation about ageism and the need to challenge it.

A smiling woman with short brown hair, wearing a grey rain jacket and a blue bucket hat, holding a bunch of carrots. The background is a soft-focus green field. A large red circle is overlaid on the bottom right of the image, and a blue banner is on the left side.

SECTION 4

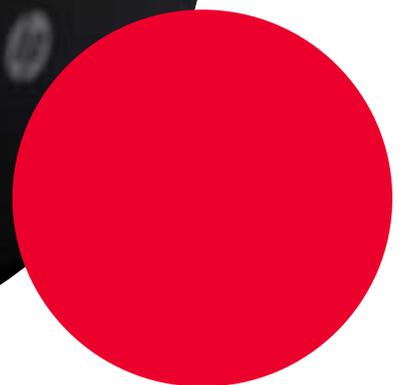
**Materials to
download
and print**

Materials to download and print

We have created some free materials to help you with your activities on the day.



Download the materials from our website



Poster

Use these to inspire people to **See and Be Seen**. You can hang them at any events you plan to run and they could also be displayed in local buildings, libraries or your workplace - just make sure to get permission before putting them up.

[Download](#)

Poster that you can adapt to promote your event

Use this to promote your event or activity. Simply write the details for what you're doing in the empty space so everyone can get involved.

[Download](#)

Postcards

Hand these out at your event and see how far they go. People can use them to send messages to friends and family, or they may be inspired to send one to their local MP or newspaper.

[Download](#)



Conversation starters

Our postcard conversation starters give you tips and ways to talk about this often complex topic. Use these to find a way into talking about ageism at your event or activity and give these out so people can pass the message on.

Download



Stickers

You can hand these out, wear them or stick them on things to turn anything into a **See and Be Seen** promotional tool.

Download



Flyers

Hand these out on the day to share the message, provide links to our website and resources and help keep people informed about the movement.

Download



Quiz

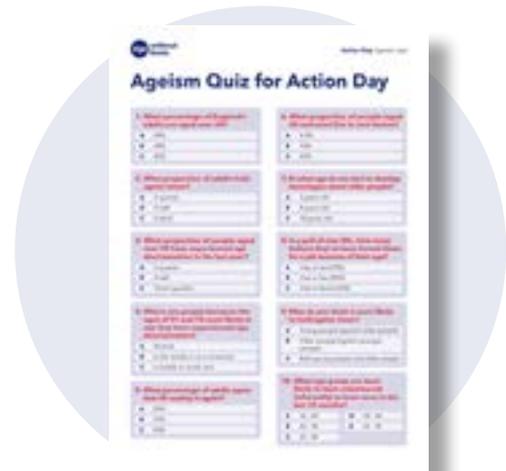
Adding an ageism round into an existing quiz is a great way to get people talking about ageism. Try adding our myth-busting quiz questions into your event and see how it starts conversations on the day and gives people something to think about long after.

[Download](#)

Bunting

This is a great way to attract people to any activity you're running. You could also ask local shops, cafés or community centres to put it up for the day.

[Download](#)



A woman with brown hair, wearing a red, white, and black striped sweater, is looking at a smartphone. She is sitting at a wooden table in what appears to be a cafe or restaurant. On the table, there is a white coffee cup, a pair of glasses, and a small plate with a spoon. In the background, a car is visible through a window. The image has a blue banner at the top left and a large green circle on the left side containing the main title. A red circle is also present on the right side of the green circle.

SECTION 5

Social media templates

Social media templates

You don't have to hold an event in person, spreading the word online can be a fantastic way to **See and Be Seen** and to get people talking about the Age Without Limits movement.

Social media and blogs

Social media is a great tool to help spread the word about an event or activity and get people interested. If you use social media we would love for you to join the conversation and create some buzz on the Action Day.

If you're also running an event or activity, tell us what you're up to by using the hashtag **#SeeAndBeSeen** and tagging **Age Without Limits** in your post.

Our social media handles



facebook.com/AgeWithoutLimitsOrg



[@AgeWithoutLimitsOrg](https://www.instagram.com/AgeWithoutLimitsOrg)



[@AgeWithoutLimit](https://twitter.com/AgeWithoutLimit)



linkedin.com/company/ageing-without-limits



Social media content calendar

We've written a series of posts that you can share on your channels in the lead up to the day and on the day itself. It couldn't be simpler, just copy and paste.

[Download](#)



Social media static images

You can share our images on your posts to make them more engaging.

[Download](#)



Social media personal stories

It's the human stories that make your posts interesting, so we have some real-life experiences which you can share with your audiences.

[Download](#)

A woman with dark curly hair, wearing a brown jacket, is holding a smartphone up to take a selfie. She is smiling and looking at the phone. Next to her is an elderly man with a long white beard and a yellow turban, wearing a dark blue jacket over a maroon shirt. They are outdoors in a blurred background. A red curved banner is at the bottom left, and a blue curved banner is at the bottom right, both containing text. A bright green circle is also present in the blue banner area.

SECTION 6

**Tips for social
media and
blogging**

Tips for social media and blogging



Make it engaging

Use photos and videos in your posts.



Tell a story

It's the human stories that make your posts interesting, so focus on the people, not the leaflets. Why not film some short clips of the people at your event? Don't forget to get their permission to post!



Use a hashtag

Use **#SeeAndBeSeen** wherever you're posting posts about your activity.



Invite action

Include a 'call to action' in your post if appropriate - e.g. 'get involved', 'tell your friends' etc.



Build momentum

Post interesting updates throughout the day to keep the buzz going.

Don't forget to tag us in your posts!



Want to write a blog for us?

Personal blogs and stories can be a powerful way to change attitudes.

By sharing your story about what seeing and being seen means to you, you can spread knowledge and help to change other people's perspective about ageing.

If you'd like to have your blog featured on our website on or around the Action Day, please email experiences@agewithoutlimits.org

Speaking to the media

If you are holding an event or would like to share your story to promote the Action Day, contacting your local radio or newspaper is a great way to do this.

Radio especially love to hear about what's happening locally and might invite you on air to share your views on why ageism is a problem and needs to be challenged.

You can use our template press release below to make local media aware of your activity. Don't forget to let us know at media@AgeWithoutLimits.org about any interviews that appear in the press to promote your Action Day activity as we may be able to promote these on our own social media channels.



Template media release

Use this to promote your event. Insert your details where we've indicated.

[Insert community name] signs up to the first Age Without Limits national Action Day

[Insert community name] is delighted to have signed up to the first national Action Day of Age Without Limits - a major new anti-ageism campaign from the Centre for Ageing Better.

The campaign is calling on the whole country to change the way we think about ageing.

The Action Day is a chance for individuals and communities, workplaces, friends and families to learn, take action and make a difference.

The theme of this year's Action Day is 'See and Be Seen' and will look to challenge the often narrow, negative and stereotypical way older people and ageing is portrayed.

As part of the Action Day, the Centre for Ageing Better will be hosting a photo exhibition in London while there are dozens of events planned by other organisations around the country.

Our Action Day event will be held on **[insert date]** at **[insert location]** where we will be **[insert Action Day activity/event details]**

[Insert community quote here]

Dr Carole Easton, Chief Executive at the Centre for Ageing Better, said: *"It is fantastic that **[insert community name]** are participating in our first Age Without Limits campaign Action Day. Our campaign can only grow with the support of organisations and individuals who share our ambition to end ageism.*

“Unlike other protected characteristics, age is universal. Regardless of race, gender, ability, sexual orientation – we are all ageing. Ageism affects everyone.

“Our own research indicates that over half of people think older people are less visible in society. I hope as many organisations and individuals as possible from around country can come together on our Action Day to signal their commitment to combat ageism. We must challenge the negative stereotypes in which older people and ageing is portrayed and instead shine a more realistic light on the myriad ways people experience older age in England.”

[ENDS]

Notes to Editors

About Age Without Limits

We are **Age Without Limits**, a campaign from the Centre for Ageing Better. We are supporting people to change the way we think about ageing.

About the Centre for Ageing Better

Everyone has the right to a good life as they get older and our whole society benefits when they do. But far too many people face huge barriers that prevent them from doing so.

As a result, many older people are living in bad housing, dealing with poverty and poor health and made to feel invisible in their communities and society.

The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone.

Its key areas of work include challenging ageism and building a nationwide **Age-friendly Movement**, creating **Age-friendly Employment** and **Age-friendly Homes**.



Find out more

Visit [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org)

Email information@AgeWithoutLimits.org