



without
limits
action day



Join us
on 20 March
2024

Welcome to the movement.
Welcome to Age Without Limits.

Age Without Limits

Ageism is the prejudice that's hidden in plain sight. It's embedded in our society and even accepted as normal by those of us who are older.

We see and hear casual ageism every day in the media, on TV, at work, in pubs / cafés, on social media, in family conversations.

Ageism is often dismissed as being harmless, but research shows that ageist ideas or beliefs can be incredibly damaging for us as individuals and for wider society.

Action Day

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

This year's theme is **See and Be Seen**

How we are represented as we grow older can have a profound impact on other people's beliefs, attitudes, and behaviours towards us - this is particularly important if some or all of those representations are negative or stereotypical. It's also important that we are represented at all.

We can internalise these negative ideas about ageing. They become a self-fulfilling prophecy, affecting our self-esteem and what we think we are capable or worthy of as we get older. Then we can start to limit our opportunities and activities such as our physical activity or the way we dress. It doesn't have to be this way. Thinking negatively about ageing and older people has been accepted and ignored for too long. The Age Without Limits campaign aims to spark a debate and conversation about what ageism is and to change the way we all think about ageing.

Join us this Action Day in challenging the often narrow way that older people and ageing is portrayed in our society. We have an image library which showcases the huge diversity that exists in ageing. You can use the images as inspiration, or share them. Our step-by-step photo guide might support you creating your own images. You can also do this at any point in the year - **the possibilities are without limits.**

All of our Action Day materials are available to **download for free** from [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org)