



Valuable not Vulnerable

1st to 29th October 2021

Traditionally across the month of October, Age Friendly Island (AFI) have organised the Celebrating Age Festival (CAF), working with organisations and local communities to run a diverse range of events.

The 2020 CAF was a victim of Covid and for 2021, it is time to think again.

In line with the World Health Organisation, AFI are leading on a campaign to start a conversation around ageism.

'Ageism refers to how we think (stereotypes), feel (prejudice) and act (discrimination) towards others or ourselves based on age.' WHO Global Campaign #aworld4allages

Knowing where to start can feel overwhelming and this paper seeks to reassure and give direction on how local communities and organisations can get involved.

The WHO Toolkit identifies three ways to combat ageism:



o Policy and law can address discrimination and inequality based on age and protect the human rights of everyone, everywhere

o Educational activities can transmit knowledge and skills and enhance empathy

o Intergenerational interventions can contribute to the mutual understanding and cooperation of different generations

So, what could this look like?

Changes to Policy and Law:

- Analyse your staff or volunteer age profile. It can be surprising!
- Work with staff and volunteers in your organisation to assess their experience of ageism. Host open conversations to see how people feel.
- When did your organisation last explore discrimination and develop people's understanding? Sometimes people don't even know they are on the receiving end of discrimination.
- Check your policies are up to date and reflect the current needs of your organisation or group

Educational Activities:

- Plan an arts-based campaign: use photography to capture the breadth of age within your community, use a theme, such as 'Walking in my Shoes' to inspire writing or crafts
- Create a podcast to capture people's experiences of a particular element of life e.g. teenage years

Intergenerational Interventions:

- Plan a skill swap: sewing for digital, cooking for dance, gardening for social media!
- Run a film festival: share films from different eras
- Have a conversation. Use the guide linked below to explore attitudes and understanding among generations

We will also be promoting the work of our Digital Friendly Steering group through Getting Online Week, 18th-24th October 2021. <https://uk.getonlineweek.com/>

How can you get involved?

- Get a conversation going within your organisation or group
- Identify which of the three strands above you would like to focus on
- Plan an event, conversation or activity for October 2021
- Let the AFI Team know so we can support and promote!

Resources

- WHO Toolkit <https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2021/03/global-campaign-to-combat-ageism-toolkit-en.pdf>
- Global report on ageism – main report www.who.int/publications/i/item/9789240016866
- Global report on ageism – executive summary www.who.int/publications/i/item/9789240020504
- Q&A on ageism www.who.int/news-room/q-a-detail/ageing-ageism
- Power point presentation on ageism www.who.int/publications/m/item/summary-slides-global-report-on-ageism
- Conversation guide www.who.int/publications/m/item/initiating-a-conversation-about-ageism
- All social media tiles <https://who.canto.global/s/Q8FMB?viewIndex=0>
- Full film <https://www.who.int/multi-media/details/global-campaign-to-combat-ageism-aworld4allages>
- Short film <https://www.who.int/multi-media/details/global-campaign-to-combat-ageism-aworld4allages-short>
- Campaigning to tackle ageism: current practices and suggestions for moving forward <https://www.who.int/publications/m/item/campaigning-to-tackle-ageism>

