



# Tackling Ageism across Yorkshire and Humber

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[agewithoutlimits.org](http://agewithoutlimits.org)

[ageing-better.org.uk](http://ageing-better.org.uk)

# Outline of session

## Part 1

Why are talking about Ageism?

- What is ageism?
- Why does it matter?
- Are you Ageist? Quiz
- (+ breakout discussion)

## Part 2

What can we do about it?

- Ageism Campaign
- Wider Action in communities
- (+ breakout discussion)

**Close at 3.45pm**

# Why are we talking about Ageism?





**What is ageism?**

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# Ageism

Ageism is the stereotyping, prejudice and/or discrimination against people based on their age.

Negative attitudes to ageing are widespread across society.

Most people don't realise the things they say, or think are ageist.





# The harms of ageism

Ageism causes significant harm to us all – as individuals, to the economy, to society

**Health and social care:** ageing seen as an inevitable process of increasingly bad health.

**Work:** older workers are seen as having lower levels of performance, and less ability to learn.

**Housing:** with a reluctance on the part of developers in recent years to build higher levels of accessibility into new homes.

**Media and advertising:** Skills seemingly become invalid at a certain age, and over 50s absent from the marketing of everyday products.

# Key facts and stats

- 1 in 5 employers believe that age discrimination occurs in their organisation.
- 1 in 5 older people live in poverty, yet the idea of the rich baby boomer remains common in the media.
- Just 1 in 4 TV ads feature characters aged 50 or older and 1 in 20 feature characters aged 70 or older.
- Older adults are the most likely to volunteer, vote and provide unpaid care.
- Just 2.5% of older people (aged 65 and over) live in care homes, yet the public thinks it's 25%.

**Age** without  
limits

# ARE YOU AGEIST?

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# Imagine you are approaching a 'milestone' birthday – what are you thinking?



**A**

I'm getting ready to celebrate! I feel content with getting older

**B**

I'll probably mention my birthday to a few friends on the condition they don't go on about how old I am

**C**

Spend the next few weeks dreading it. I feel really down about the thought of getting older

# If you hear a friend describe an older person as “sweet”, what do you think?



**A**

I wouldn't think much about it – older people can be really sweet!



**B**

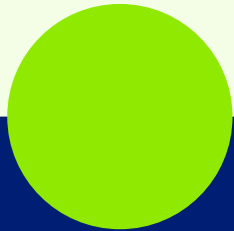
I can see it might sound a bit patronising, but it's not meant with any harm



**C**

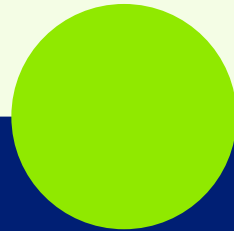
It is belittling and I should call my friend out on it

# How do “anti-ageing” products make you feel?



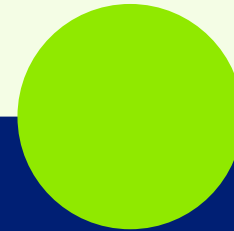
**A**

Not bothered – people want to look their best and these products can help



**B**

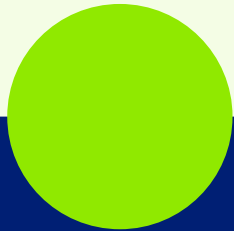
Sad – I know I shouldn't care so much but I hate how ageing changes me



**C**

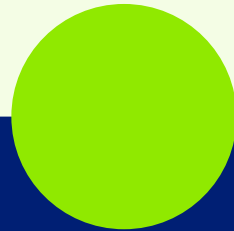
Angry! People don't need to 'fight' ageing – it's a natural process we all go through

# Which best represents your views about older workers?



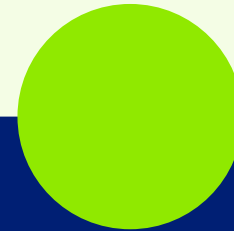
**A**

Older workers should retire to make way for younger people



**B**

Age is irrelevant when it comes to work – it's about whether or not you can do the job



**C**

Older workers tend to be less able to learn new skills and are less productive

**Would you use any of these phrases?**

***You can't teach an old dog new tricks***

***I'm too old for this***

***Having a senior moment***

***You look good... for your age***



**A**

Yes all the time



**B**

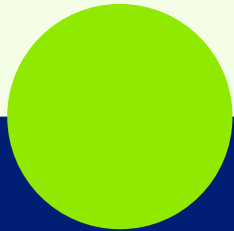
Yes sometimes



**C**

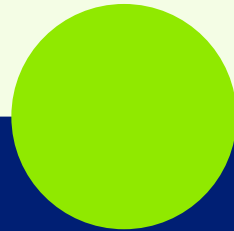
Nope, never

# Who do you think is most likely to be ageist?



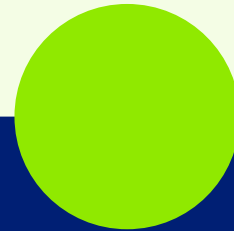
**A**

Young people  
(against older  
people)



**B**

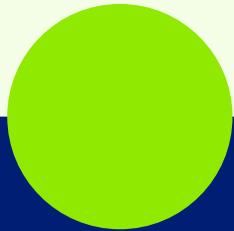
Older people  
(against younger  
people)



**C**

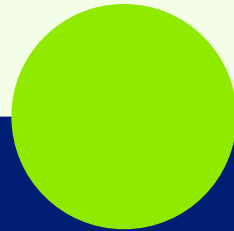
Impossible to  
answer: people of  
all ages can be  
ageist

# What proportion of people aged 65 and over live in care homes?



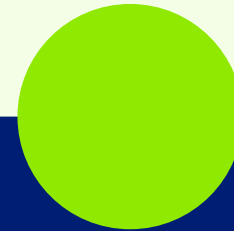
**A**

2.5%



**B**

15%



**C**

55%



# Breakouts

**Are You Ageist?**





**Break (5 mins)**

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# What can we do about it?

- Age Without Limits Campaign
- Age-friendly Communities
- Day of Action
- Representation
- Age-friendly Employer Pledge



**Age** without  
limits

# Age Without Limits

**Campaign**

24 April

 **Centre for  
Ageing Better**  
Action today for all our tomorrows

**Let's change  
the way we  
think about  
ageing.**

# Why a campaign to tackle ageism?



## Ageism affects everyone

Ageism is the most widespread form of discrimination – half of older people experience it



## Impact on later lives

It affects all ages and its damaging impact is felt profoundly as we get older



## Prevents people growing older with confidence

Ageism limits lives, health and wellbeing and leads to people being devalued and marginalised as they get older



## Consequences for wider society

It has damaging consequences for our economy and wider society – and ageing population brings urgency



# Campaign outline

Three key components every year to shift public attitudes at scale:

**Mass marketing campaign** mass reach, but targeted at the audience we want to shift

**Action Day** collective action

**“Always on” campaigning** mini-campaigns, PR moments and commentary throughout the year

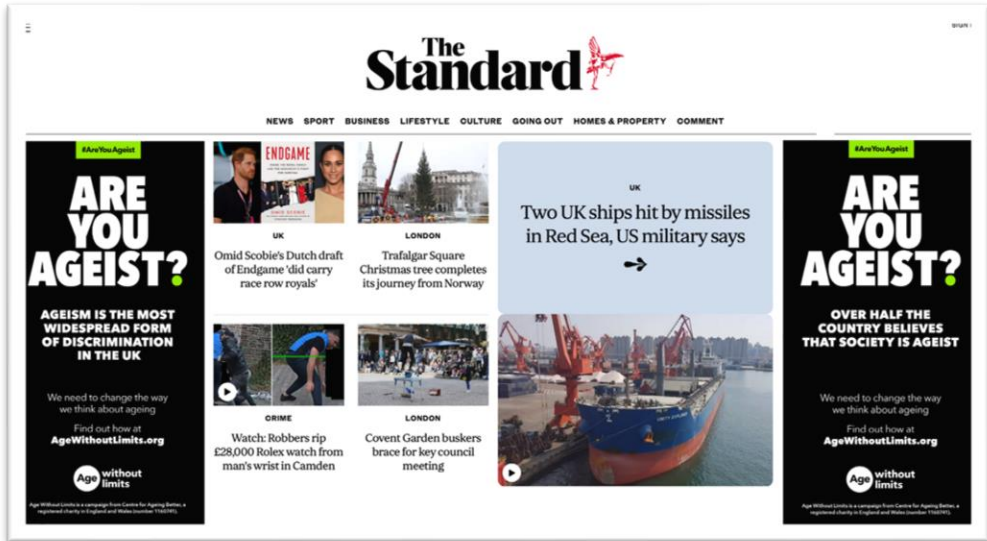
Wider work to **build the Age Without Limits movement**

Robust evaluation and process of refinement built in

Draws on experts and people with lived experience







#AreYouAgeist

# ARE YOU AGEIST?

**AT LEAST A THIRD OF PEOPLE HOLD AGEIST BELIEFS**

We need to change the way we think about ageing.

Find out how at  
**AgeWithoutLimits.org**



Age Without Limits is a campaign from the Centre for Ageing Better. Trust is a registered charity in England and Wales (number 1100788)

#AreYouAgeist

# ARE YOU AGEIST?

**HALF OF PEOPLE AGED 50 AND OVER IN ENGLAND EXPERIENCED AGE DISCRIMINATION IN THE LAST YEAR**

We need to change the way we think about ageing.

Find out how at  
**AgeWithoutLimits.org**



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#AreYouAgeist

# TOO OLD FOR THAT.

**AT LEAST A THIRD OF PEOPLE HOLD AGEIST BELIEFS**

We need to change the way we think about ageing.

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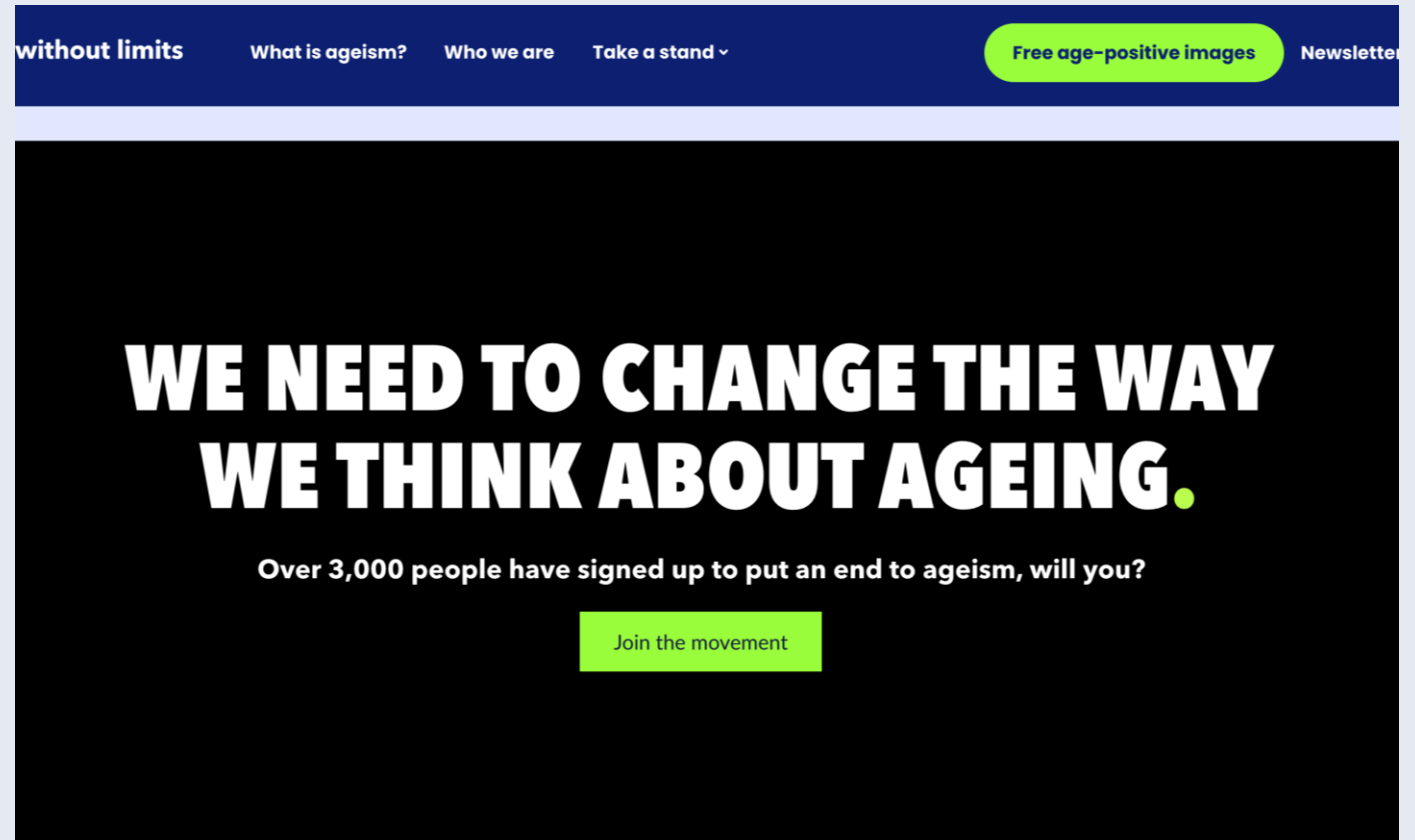


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# A new campaign website

## Houses tools and resources

- Are you Ageist quiz
- Online animation
- A guide to challenging ageism in everyday conversations
- Our image library
- Links to our Employer Pledge and Age-friendly Communities
- Resources for professionals
- Case studies and ideas for taking action to make communities more age-friendly.



# What are we asking people to do?

## Four key actions



### Re-evaluate the way they think

To take a moment to reflect and ask themselves if they do have ageist attitudes and might unwittingly be part of the problem



### Take part in our quiz

People can visit [agewithoutlimits.org](http://agewithoutlimits.org) to **take part in a quiz** to find out if they are, without knowing it, holding on to some ageist ideas or beliefs.



### Learn more about ageism

Access our practical resources and tips online to help people change the way they think about ageing or challenge ageism as they come across it



### Take wider action

Sign up to the AWL movement  
Sign up for the Action Day  
Sign the Employer Pledge  
Take action in communities

The image features a dark blue background with abstract geometric shapes. On the left, a large, bright green circle is partially visible. Below it, a smaller, light blue circle is positioned. In the bottom right corner, another light blue circle is partially visible. The text "Action Day" is written in a bold, white, sans-serif font, centered horizontally. A thin white horizontal line is positioned directly below the text.

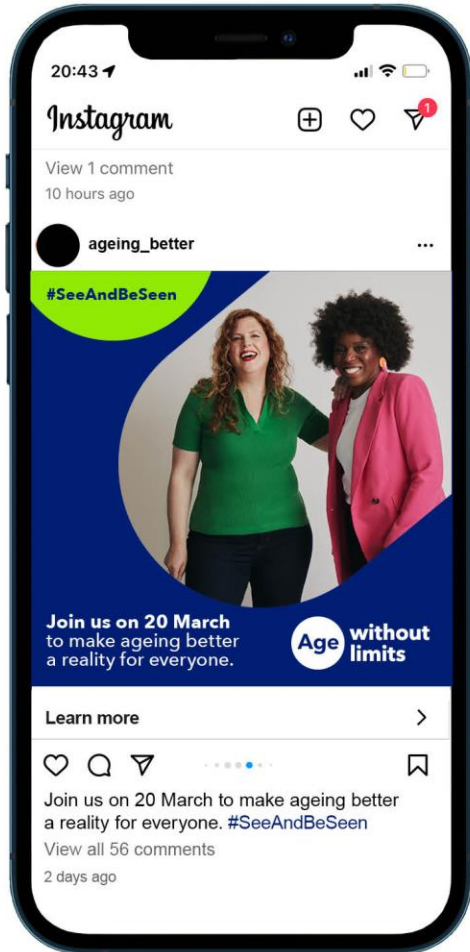
# Action Day

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# Action day







# Action Day Events

Our first action day saw over 60 events and activities taking place on the day.

**To celebrate our first Age Without Limits Action Day we hosted an exhibition of photography in central London that celebrated the huge diversity across ages and showed there is no one way to grow old.**



# Events in Yorkshire and Humber

Calder Valley Strollers	Calderdale	Walking football event with banners and t-shirts to show visibility.
Tuesday 2 O'clock Club	Calderdale	Colour palette workshop with older residents so they can choose clothes to suit their colouring plus film screening that embraces and engages with the topic of ageing
Changing Lives Doncaster	Doncaster	Art show/discussion of lives and experiences. Skill sharing and bringing in traditional cultural features of the women's lives. Discussion of the challenges of moving country and ageing - this is a women's only event.
Arts and Culture Community Centre	Doncaster	Golden Gala Night - Variety Show performances, Retro Fashion Show and art exhibition
Bawtry and Austerfield Wellbeing Project (BAWP)	Doncaster	Primary school week that is dedicated to talking about what it is like to age. Intergenerational quiz and discussions.
Leeds Older People's Forum (Friendly Communities Project)	Leeds	City-wide intergenerational campaign. Using selfie-frames and discussion to fight ageism.
Age UK North Yorkshire Coast and Moors	North Yorkshire	New activity trying day for older people including Thai chi and roller skating. Focusing on LGBTQI+ community
Skipton Step Into Action	North Yorkshire	Intergenerational singing event. community choir
New Visuality	York	'Wisdom, Stories and Hope' intergenerational storytelling, digital use/learning and art project creating a 'see and be seen trail' in 3 different locations.



# Events in Yorkshire and Humber

“As a lady in her 80s, I get frustrated when people make assumptions - I love vibrant colours and I always make an effort and love trying out new styles and trends” **Fashion event, Calder Valley**


“It was an amazing success! The children spoke about it all the way to McDonald's asking when we could go back.” **Intergenerational activity, Doncaster**

“I was told I was too old after a job interview. I just accepted it and now realise that is discrimination” **Awareness raising, Leeds**

“At 59, I have rediscovered my footballing mojo.. who knew?!!” **Walking Football, Calderdale**







to free images that show who we really are  
and what we really do.



# Representation

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# Doddery or dear?

- Shift associations with frailty and need
- Use preferred terminology
- Avoid 'othering' language
- Use diverse, positive and realistic imagery
- Use our FREE image library or create your own





# Being an Age- friendly Employer

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**Multigenerational  
workforces drive  
productivity and  
innovation**

Centre for



# Age-friendly Employer Pledge

Anationwide programme for employers  
who:

- ✓ **recognise** the importance and value of older workers
- ✓ are **committed** to improving work for people in their 50s and 60s (and beyond)
- ✓ are prepared to **take action** to help them flourish in a multigenerational workforce.

**It's part of a  
journey for  
employers....and  
is easy to get  
started.**



Over 300 employers have signed the pledge from over 30 sectors



OLIVER  
BONAS



SK  
STONE KING



Department  
for Work &  
Pensions



Lincolnshire  
COUNTY COUNCIL  
*Working for a better future*

We're an  
**Age-friendly  
Employer**

**In Yorkshire and Humber...**



# Breakouts

**What can you do?**





**Thank you**

**Any questions?**