GLOBAL CAMPAIGN TO COMBAT

AGEISM

Toolkit

THIS TOOLKIT

About this toolkit

- This toolkit was **designed for the Global campaign to combat ageism**, an initiative supported by the 194 Member States of the World Health Organization, and integral to the *UN Decade of Healthy Ageing* (2021-2030).

- This campaign aims to **tackle ageism by changing how we all think, feel and act towards age and ageing**.

- This toolkit is for everyone. It will equip you with the necessary resources to learn about ageism, initiate your own conversations about this important topic in your community, organize events to raise awareness, and spread the word through social media to **create #AWorld4AllAges**.

Key messages about ageism

- Ageism refers to **how we think** (stereotypes), **feel** (prejudice) and **act** (discrimination) towards others or ourselves **based on age**

- Ageism is everywhere:

  o **1 in 2 people worldwide are ageist against older people** and, **in Europe, more younger people report ageism** than other age groups

  o **Ageism affects us throughout life** and exists in our institutions, our relationships and ourselves

  o Ageism **intersects and exacerbates other forms of disadvantage** including those related to sex, race and disability

Key messages about ageism

- Ageism is harmful:
  - It has **far-reaching impacts on all aspects of our health**
  - It takes a **heavy economic toll** on individuals and society

- Ageism can be combatted:
  - **Policy and law** can address discrimination and inequality based on age and protect the human rights of everyone, everywhere
  - **Educational activities** can transmit knowledge and skills and enhance empathy
  - **Intergenerational interventions** can contribute to the mutual understanding and cooperation of different generations

Download the Global report on ageism **here**   Download the executive summary **here**   Download the infographic **here**

Generating a conversation

- A conversation about ageism can happen at any time. You might bring the topic up after experiencing ageism yourself or being a witness to the experiences of others. The topic might come up spontaneously after you hear an ageist remark or receive a birthday card that makes fun of your age.

- Whatever the context, the guide below is intended to help you start a conversation about ageism at home, at work, in the classroom or in the policy-making space.
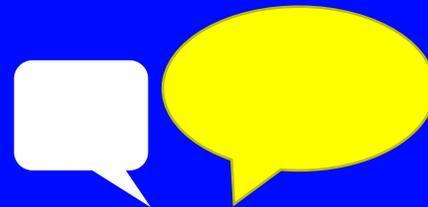
Download the conversation guide **here**

Preparing an event

01 Identify your purpose

Planning a successful event on ageism starts by deciding on its purpose: why does this event need to happen? Do you want to raise awareness about what ageism is and why it matters? Is your goal to celebrate a milestone (e.g., new law passed in the country to eliminate age-based discrimination)? Is it to build capacity on tackling ageism? To create new approaches to ageism or offer a networking space in this area?

02 Ideate

Now that your purpose is clear, get creative and come up with ways to organize an event that will achieve your purpose. Who are you doing this event for? It is important that you understand who your target audience is (i.e., define their demographic - age, gender - where they live, work, etc.). This will help you figure out what they will value in an event and keep your ideas focused in terms of the event programme, speakers, format (online versus face to face), venue, date, etc.
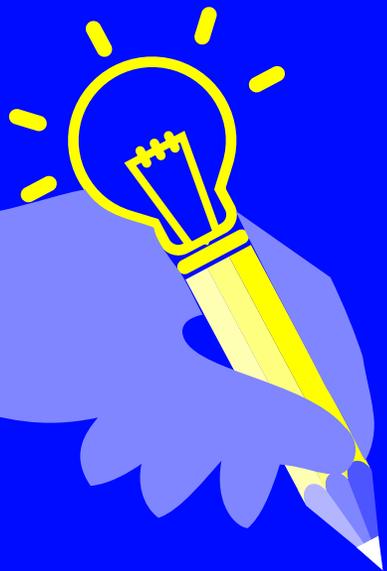
Download your PowerPoint **here**

Access a Q&A on ageism **here**

Preparing an event

03 Calculate your budget

Calculate all possible expenses of your event and identify, if necessary, any possible sponsors or partners who might be able to help cover the costs. When you're looking for sponsors, make sure that you highlight a clear benefit to them. Creating a compelling argument for sponsorship will improve your chances of success.

04 Prepare for the event

To make sure your event runs smoothly, it is essential to invest adequate time in planning. This step involves preparing a detailed agenda, booking an accessible venue (online or physical), inviting and briefing speakers, identifying an experienced facilitator or chair, and becoming familiar with available resources and materials.

05 Promote your event

If your event is public, then promoting your event widely is just as important as conceptualizing and preparing the event. You may have the most incredible speakers lined up, but if people don't know about the event, they won't be attending. Your event promotion can be done through available platforms in your community (e.g., billboards, local newsletters, website, radio) and/or through the use of email invitations and social media (e.g., twitter, Facebook, LinkedIn). You can also work with partners to help you disseminate information about your event.
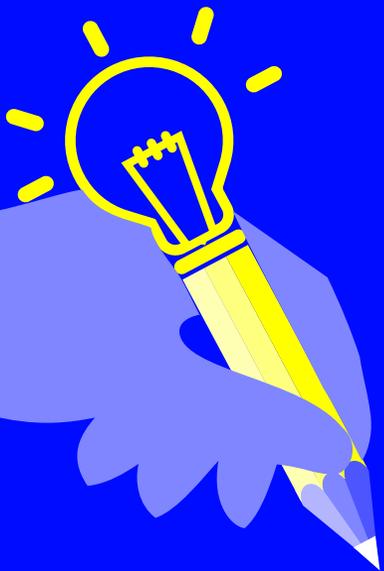
Preparing an event

06 Capture your event & get the word out

After all your hard work, it's important to share your event through social media, images and feedback. You can, for example, encourage participants to share key messages about ageism or learnings from the event through social media. Photographs or videos can be used as part of your post-event follow up with sponsors and participants.

What happens after an event is almost as important as what happens before. Collect feedback from participants to understand what they liked, or thought could be improved and to verify if your purpose was met. Also make sure to get the word out about your event by registering your experience and promoting future events and conversations on this important topic!
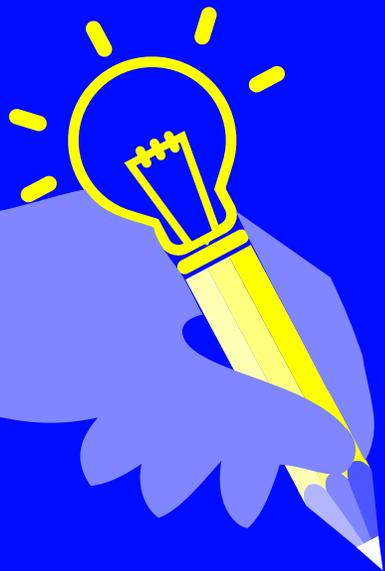
Register your event **here**

Getting the word out

- The hashtag of the Global campaign to combat ageism is **#AWorld4AllAges**.

- A series of emotion-based and fact-based social media tiles and messages are available for you to use.

- Browse and select those social media assets that can help you better reach your audience through your selected media channel.

Getting the word out

Social media assets (emotion-based social media tiles)

(click to download static image)

(click to download static image)

You can use these emotion-based social media tiles together with their corresponding messages.
To improve engagement, you can replace these messages with your own story of ageism.

Ageism is the word used to describe the stereotypes, prejudice and discrimination against ourselves or other people, based on age. Join the movement to combat ageism: bit.ly/combatageism. Create #AWorld4AllAges

Ageism is not directed only at younger people or only at older people, it will affect most of us at some point in our lives. Join the movement to combat ageism and create #AWorld4AllAges. bit.ly/combatageism

Getting the word out

Social media assets (emotion-based social media tiles)
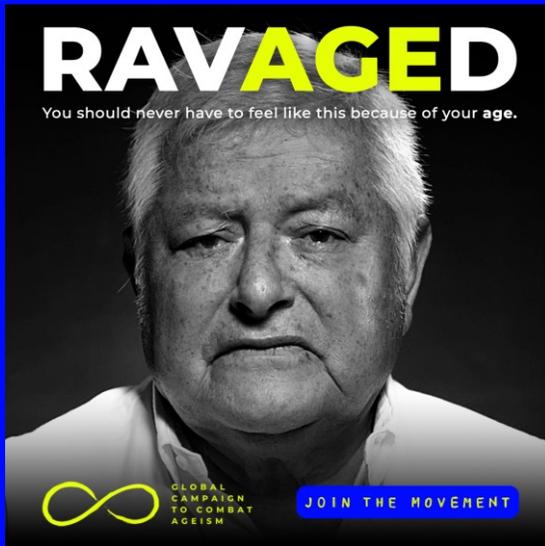
(click to download static image)

Ageism is everywhere. Half of the world's population is ageist against older people. No one should be at a disadvantage because of their age. Join the movement to create #AWorld4AllAges bit.ly/combatageism

(click to download static image)

In Europe, more young people are victims of ageism than older people. Ageism is outrageous. Combat ageism to create #AWorld4AllAges bit.ly/combatageism

(click to download static image)

Ageism exists in our institutions, relationships and ourselves and exacerbates other forms of disadvantage like those related to sexism and racism. Join the movement to combat ageism: bit.ly/combatageism. Create #AWorld4AllAges

Getting the word out

Social media assets (emotion-based social media tiles)

DISCOURAGED

You should never have to feel like this because of your **age**

JOIN THE MOVEMENT

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GLOBAL CAMPAIGN TO COMBAT AGEISM

(click to download carousel image)

Ageism is harmful. Older people suffer damage to their physical health, mental health and social well-being. Combat ageism and create #AWorld4AllAges, bit.ly/combatageism

An Instagram carousel is a post with multiple photos or videos that can be viewed by swiping or clicking left. By swiping, people are already showing engagement with your message. You can use the pairs of images provided in this slide and the next one to create this effect in your Instagram posts.

Getting the word out

Social media assets (emotion-based social media tiles)

(click to download carousel image)

The media perpetuates ageism by painting an image of how people of certain ages should behave and what they are capable of. Let's create #AWorld4AllAges, join the movement. bit.ly/combatageism

(click to download carousel image)

During pandemics and emergencies, institutional ageism comes to the fore through triage decisions that restrict access to critical resources based on age. Join the movement to combat ageism: bit.ly/combatageism. Create #AWorld4AllAges

Getting the word out

Social media assets (emotion-based social media tiles)

WRECKAGE
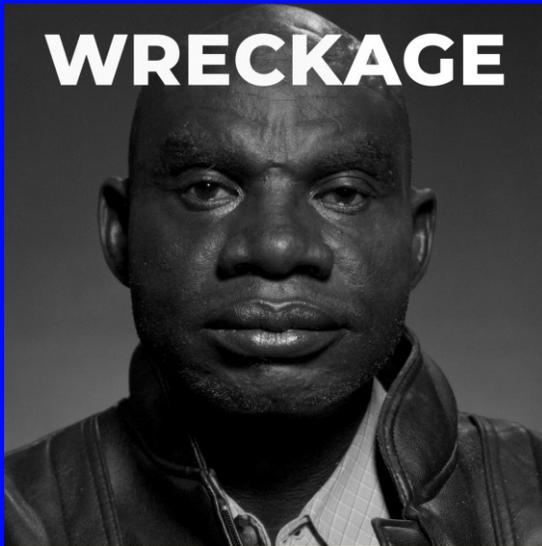
(click to download animated video)

Ageism comes at a very real cost. Apart from the personal damage, it takes a heavy economic toll on society. Let's create a #AWorld4AllAges. Stop ageism, bit.ly/combatageism

DISENGAGED

(click to download animated video)

Younger people can disengage from their places of work because of ageist attitudes towards them. Join the movement to combat ageism: bit.ly/combatageism, help create #AWorld4AllAges

Videos are a powerful way to attract attention to important messages. In fact, video is one of the best performing content type across all social platforms. Tweets with video see 10x more engagement than those without.

Getting the word out

Social media assets (emotion-based social media tiles)

(click to download static image)

Policies and laws can address age-related discrimination and inequality and protect the human rights of everyone, everywhere. Join the movement: bit.ly/combatageism. Institutions can help create #AWorld4AllAges

(click to download animated video)

We can fight ageism through education. By teaching the right skills and transferring knowledge, we can encourage more empathic societies. Join the movement: bit.ly/combatageism, create #AWorld4AllAges


(click to download carousel image)

Ageism can be prevented by spending more time with, and learning from, people of different ages and generations. Join the movement, create #AWorld4AllAges, bit.ly/combatageism

Getting the word out

Social media assets (fact based social media tiles)
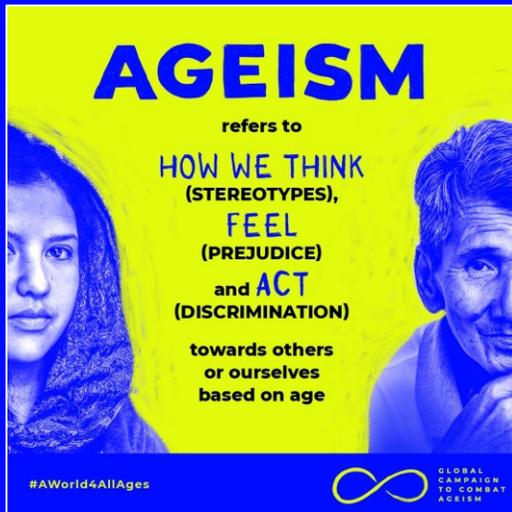
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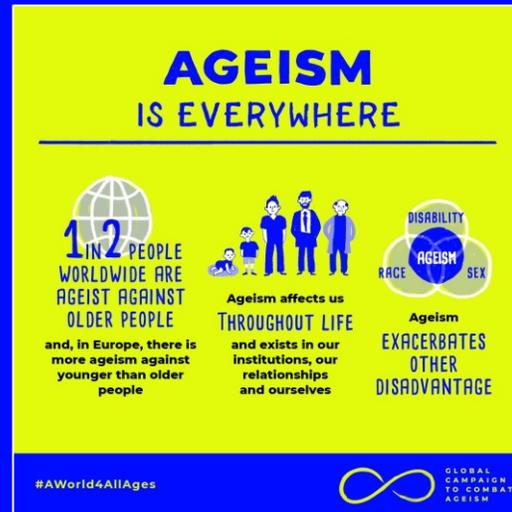
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(click to download static image)

Three strategies to reduce ageism have been shown to work. It is time to say no to ageism. It is time to create #AWorld4AllAges, bit.ly/combatageism

Getting the word out

Social media assets (stickers)

Use the stickers that have been created for the campaign on Instagram, WhatsApp or other social media platforms to engage broader audiences and promote #AWorld4AllAges

From your Instagram Story or WhatsApp chat, tap on the Sticker button and search for 'A world 4 all ages'.

Getting the word out

Social media assets (Instagram filter)

Try out the 'Age doesn't define you' Instagram filter and share it with your friends to challenge everyone's attitudes towards age and ageing.

In Instagram, click on 'add your story', then scroll to the left until you find 'browse effects'. Here look for 'ageism' or 'A world 4 all ages' and you will be able to find it.

Getting the word out

Social media assets (Film)

(click to view full film)

(click to view short film)

Resources

- Global report on ageism – main report (EN)
- Global report on ageism – executive summary (EN, SPA, FR)
- Q&A on ageism (EN, SPA, FR)
- Power point presentation on ageism (EN, SPA, FR)
- Conversation guide (EN, SPA, FR)
- All social media tiles (EN, SPA, FR)
- Full film (EN, SPA, FR)
- Short film (EN, SPA, FR)
- Campaigning to tackle ageism: current practices and suggestions for moving forward (EN)

Global campaign to combat *age*ism - Toolkit

JOIN THE MOVEMENT