

**Workplace**

# 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 in your workplace. 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 in your workplace and spread the message that we can all **Age Without Limits.**



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

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.



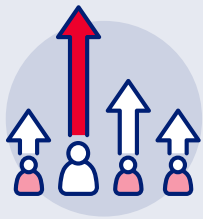
Visit [AgeWithoutLimits.org/image-library](https://www.agewithoutlimits.org/image-library)





# 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**

**The Action  
Day in your  
workplace**

# The Action Day in your workplace

## Why is this important in your workplace?

- One in five employers believe that **age discrimination occurs in their organisation**.
- **People in their 50s, 60s and older are important to the workforce**. There are more people aged 50+ in the workplace than ever before. However many older workers still face barriers to employment including ageism in workplace cultures and recruitment processes.
- Fostering a multi-generational culture is good for productivity: research suggests that **multi-generational teams are the most innovative**.



## How to capture outcomes:



Ask people to leave feedback or something they have learnt on a whiteboard, post it note, on your team messaging system, or they can send you a direct message.



Record how many people engage with activities.



Share learnings with senior leaders, HR and decision makers. Where you can, link outcomes to the business or organisational KPIs.

## Employer pledge

The Age-friendly Employer Pledge is a nationwide programme for employers who recognise the importance and value of older workers.

Employers commit to improving work for people in their 50s and 60s and taking the necessary action to help them flourish in a multi-generational workforce. They join a network of over 300 employers and receive invitations to webinars, regular newsletters and best-practice case studies.

If you, your workplace or contacts are not already pledged employers, [sign up on our website](#), or reach out to find out more by emailing [employerpledge@ageing-better.org.uk](mailto:employerpledge@ageing-better.org.uk)



## SECTION 4

# Activity ideas



# Activity ideas

Thank you for bringing the Action Day to your workplace. Whatever your role, everyone can make a difference. We hope this pack helps you spread the message to colleagues, senior leaders, decision makers and HR professionals.

All the activities are designed to be adaptable to your needs. Run them by themselves in lunchtime breakout sessions, add them into existing away days or off-site sessions, or go large and put on a series of activities. Use this pack any day of the year, it's not limited to one day!

The way you interpret the theme **See and Be Seen** is entirely up to you. We encourage you to get creative and do something that is meaningful to you and your workplace.

## Tips when planning

- In all activities **try to involve three generations of colleagues** to come together. Each can bring a new perspective to the task.
- Please share your activities on your **internal communications platform** and **check with your comms team** if they will share on your workplace's social channels.



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

## Quick activities 15 – 60 mins



### Quiz

Use lunchtime, a team meeting or evening social to run a quiz, or add an ageism round into an existing quiz. This is a great way of getting your colleagues clued up on why ageism matters and the different ways we all feel, hear and see ageism every day. After the quiz, you or a colleague could talk to the group about your experiences and why you decided to run this activity. Encourage others to talk and share experiences and ideas on how to change things for the better. If you don't want to speak in front of a group you could have one-to-one conversations using the quiz as a starting point.



### Start a conversation about ageing and ageism - with cake!

A hot drink and cake are great ways to get people away from their desks and to come together for a break. While colleagues are gathered, encourage conversations about ageism. Use our conversation starter cards to encourage people to open up. Involving different generations in the conversations is important. Why not ask people to get into groups of three, covering different age groups to gain different perspectives? Ageism doesn't just affect older people, it's a prejudice against our future selves.



### Walk and talk

Why not combine exercise away from the desk with meaningful conversations? You could invite colleagues to meet at a set time to walk in groups of three generations. You could provide the conversation starter cards to break the ice and help people find ways into the issue. Walking can be a good way to have challenging conversations as people don't have to make eye contact and many may find it a more comfortable way to talk.

## Have more time? Try these activities



### Ageism Amnesty (self-reflection exercise)

Help everyone reflect for themselves with compassion and no judgement with this series of questions. You could try this in a number of ways, either as something personal for people to do in their own time, such as a list of questions sent via email, or as a group activity to do with others. You could provide an anonymous 'fishbowl' in the office for people to write down their answers, or a board with post-it notes, then have someone collate and share back to everyone. If anonymity is less important, you could set up a channel on your internal communications platform.

### Questions you could ask

- What do you think ageism looks like? Think about the language or stereotypes we may use. How might this appear in the workplace?
- Have you ever experienced ageism?
- Are you worried about how you are going to be treated as you get older? In work? In society?
- What are the kinds of images and ideas about older people you see around you? How are older people represented - in the media, at work, in society?
- Do you ever witness or hear anyone being ageist? About other people - or about themselves?
- Do you ever think ageist thoughts about yourself? Do you tell yourself you're too old to do some things? Do you think that's right? Do you say it out loud?
- Have you ever been ageist?
- How do you think ageism feels? In the workplace? Outside work?
- What impact do you think ageism has? What impact do you think the ageist thoughts we have about ourselves have?
- What would you expect to see in a workplace that is actively anti-ageist?
- What will you do to be actively anti-ageist?





## Commitment wall

Take over a wall or notice board in a prominent part of the office, like a meeting room, breakout area or kitchen. Make it bold and visual and include questions and prompts to get people to really consider what ageism is, how it impacts people and what they will do to change things. Promote and explain the wall via internal comms, or why not combine with conversations and cake as described above? Give examples of what commitments could look like, for example a senior leader to commit to sharing a blog about their experiences, someone not buying an ageist birthday card, a media colleague to review the images in your marketing, to call out ageism when you see it, or to never refer to yourself as over the hill! Keep the wall up for a week or more to give people the chance to read, reflect and take action. You could ask people to team up with colleagues from other generations to share accountability and check in on each other over time. Use the wall as a talking point throughout the workplace and to encourage conversations.



## Host a photo exhibition or competition

A picture paints a thousand words - can you take over a prominent area in the workplace to showcase age-positive images? If you can't provide a physical space, then you could do this on a shared channel on slack or teams. Encourage people to think and reflect on the world around them and how people are represented in the workplace. You could ask people to take their own pictures, or to find and curate images from other sources, including our [age-positive image library](#). You could display the images alongside facts about ageing from our fact sheet, to help start the conversation about ageism and the need to challenge it. Why not make it a competition and have people vote for different categories such as: most expressive, most impressive and most progressive?

A woman with short brown hair and glasses is shown in profile, smiling while talking on a black telephone. She is wearing a light pink long-sleeved shirt. The background is a bright, slightly blurred office environment with a window and some office equipment. A large red circular graphic is overlaid on the bottom left of the image, containing white text. A smaller green circle is also present on the red graphic.

## SECTION 5

**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.



You can download all the materials from our website at [AgeWithoutLimits.org/Resources/Action-Day-Resources](https://AgeWithoutLimits.org/Resources/Action-Day-Resources)



## Poster

Use these to inspire people to **See and Be Seen**. You can hang them at any event you plan to run, and they can also be displayed throughout the workplace at any time.

[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 leave them in prominent places around the workplace. People can use them to send messages to friends, family and colleagues, or they may be inspired to send one to HR, their manager or director.

[Download](#)



## Conversation starters

Our 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 even leave these up long after the event to keep people's attention on the cause.

[Download](#)





## SECTION 6

# Social media templates



# Social media templates

This section is for the media and comms team to help spread the word about what your organisation is doing to See and Be Seen and 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](https://www.facebook.com/AgewithoutLimitsOrg)



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



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



[linkedin.com/company/ageing-without-limits](https://www.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](#)



**SECTION 7**

**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\*\*](mailto: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.

## For the media and comms team

If your organisation is holding an event or would like to share your story to promote the Action Day, you can use our template press release to make the media away of your activity. Don't forget to let us know at [media@AgeWithoutLimits.org](mailto:media@AgeWithoutLimits.org) about any interviews that appear in the press, so that we can promote them on our own social media channels.



# Template media release

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

## **[Insert organisation name] signs up to the first Age Without Limits national Action Day.**

**[Insert organisation 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.

Ageism affects each and every one of us. It's a prejudice that pits us against our future selves - and each other. It adversely impacts how we talk to and about older people, how we treat older colleagues at work, and even the type of medical care we offer people as they get older.

We need to change the way we think about ageing - and 'Age Without Limits' will do just that.

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

Our Action Day event is on **[insert date]**. The theme of the campaign is 'See and be Seen' which is about challenging the often narrow, negative and stereotypical way older people and ageing is portrayed.

That is why, as part of our event, we are going to **[insert description of planned activity]**.

## **[Insert employer quote here]**

Dr Carole Easton, Chief Executive at the Centre for Ageing Better, said: "*It is fantastic that **[insert employer name]** are participating in our 'Age Without Limits' campaign Action Day. Their event sounds like great way to get involved*

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

*“Everyone, everywhere has a stake in this. I hope as many organisations from around country can come together like this to combat ageism and spread the message that we can all age without limits.”*

**[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://AgeWithoutLimits.org)

Email [information@AgeWithoutLimits.org](mailto:information@AgeWithoutLimits.org)