



**Comisiynydd Pobl Hŷn Cymru**  
**Older People's Commissioner for Wales**

# **#EverydayAgeism**

# **Campaign**

## **Supporter's Pack**



**An independent voice and champion  
for older people**

# The Older People's Commissioner for Wales

The Older People's Commissioner for Wales protects and promotes the rights of older people throughout Wales, scrutinising and influencing a wide range of policy and practice to improve their lives. She provides help and support directly to older people through her casework team and works to empower older people and ensure that their voices are heard and acted upon. The Commissioner's role is underpinned by a set of unique legal powers to support her in reviewing the work of public bodies and holding them to account when necessary.

The Commissioner is taking action to end ageism and age discrimination, stop the abuse of older people and enable everyone to age well.

The Commissioner wants Wales to be the best place in the world to grow older.

## How to contact the Commissioner:

The Older People's Commissioner for Wales  
Cambrian Buildings  
Mount Stuart Square  
Cardiff  
CF10 5FL

Phone: 03442 640 670  
Email: [ask@olderpeoplewales.com](mailto:ask@olderpeoplewales.com)  
Website: [www.olderpeoplewales.com](http://www.olderpeoplewales.com)  
Twitter: @talkolderpeople

## Accessible Formats

If you would like this publication in an alternative format and/or language, please contact us. All publications are also available to download and order in a variety of formats from our website.

# Contents

<b>A message from the Older People's Commissioner for Wales</b>	04
<b>Introduction</b>	06
<b>Share your examples of #EverydayAgeism</b>	07
<b>Make your pledge</b>	08
<b>Social media posts</b>	09
<b>Suggested Tweets</b>	10
<b>Suggested Facebook posts</b>	11
<b>Website / Newsletter text</b>	13
<b>Useful facts and figures</b>	15

# A message from the Older People's Commissioner for Wales

As the Older People's Commissioner for Wales, my role is to protect and promote older people's rights and ensure that action is taken to improve their lives.

Ending ageism and age discrimination, which underpin many of the issues and challenges faced by older people, is a priority, and over the next three years I will be delivering a wide range of work focused on tackling these issues.

Ageism results in older people being treated unfairly and their rights not being respected and upheld, impacting upon their health, well-being, independence and quality of life.

Yet despite its prevalence, ageism and its impact are often overlooked or ignored by society.

## **This has to change.**

That's why I'm launching this campaign - **#EverydayAgeism** - to raise awareness of the scale and impact of the ageism faced by older people every single day, challenge ageism and age discrimination, and empower older people to do the same.

But in order to maximise the impact of the campaign and make sure that the **#EverydayAgeism** campaign messages reach the widest possible audience, I would be grateful for your help and support.

You can support it in a number of ways:

- Share **#EverydayAgeism** campaign messages and images via social media
- Send me examples of ageism and age discrimination so they can be called out and challenged
- Make a pledge stating how you will play your part in challenging and tackling ageism
- Get in touch with other ideas for how we can work together to tackle ageism

To make it as easy as possible for you to support the campaign, this **#EverydayAgeism** Campaign Supporter's Pack includes copy for websites, newsletters and social media, along with images and graphics to help bring the key messages to life. The Supporter's Pack can also be shared with your contacts and networks so they can support the campaign.

You can also find out more about the campaign, and access a range of useful information and resources, at the **#EverydayAgeism** campaign hub on my website – [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

Ending ageism and age discrimination benefits everyone so I do hope you are able to lend your support to the campaign so we can work together to change attitudes by demonstrating how widespread ageism is across society and challenging the myths and assumptions about older people that fuel ageism.

A handwritten signature in black ink, reading 'Heléna Herklots'. The signature is written in a cursive style with a long horizontal stroke at the end of the last word.

**Heléna Herklots CBE**  
**Older People's Commissioner for Wales**

# Introduction

This Supporter's Pack provides a range of information for you to use across your communications channels to support the Commissioner's **#EverydayAgeism** Campaign.

Our aim is to raise awareness of ageism and its impact by highlighting and challenging the ageism that older people face every day. We want to change attitudes and celebrate the fact we are part of an ageing society. So please feel free to share this toolkit with your contacts and networks.

We've included copy for your website / newsletters, and social media channels, as well as some useful facts and figures.

If you have any questions about how to use the toolkit or the ways you can support the campaign, please contact Richard Jones on 029 2044 5040 or email [richard.jones@olderpeoplewales.com](mailto:richard.jones@olderpeoplewales.com)

# Share your examples of #EverydayAgeism

A key part of our campaign is highlighting and challenging the ageism that older people face every day.

To do this, we want you to share examples of ageism you have seen with us. It could be a newspaper article, advert, a post on social media or an image that reinforces negative stereotypes or assumptions about older people.

You can share any examples you find with us via Twitter, Facebook or by emailing [richard.jones@olderpeoplewales.com](mailto:richard.jones@olderpeoplewales.com). Please share the source of the example with us, so we are able to contact and challenge them.

# Make your pledge

We can all play a role in challenging and tackling ageism. Visit the **#EverydayAgeism** hub on the Commissioner's website ([www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)) and make your pledge.

You may prefer to print off our pledge card (included in the attached .zip file), write your pledge and send a photo of you with your pledge to us via our Facebook or Twitter pages. You can also email your pledge images to [richard.jones@olderpeoplewales.com](mailto:richard.jones@olderpeoplewales.com) so we can post on social media.



# Social Media Posts

Below you'll find some social media posts that you can use on your social media channels to support the campaign. You'll find accompanying images in the attached .zip file.

You can also share your own social media posts to support the campaign – please use the hashtag **#EverydayAgeism** in your posts so we can re-tweet / re-post.

You can like, retweet and share the Commissioner's **#EverydayAgeism** social media posts by keeping an eye on our Twitter accounts (@talkolderpeople / @comisiwnphcymru) and our Facebook page (<https://bit.ly/2lX6QLq>)

## Suggested Tweets:

Ageism underpins many of the issues faced by older people. That's why we're pleased to support the Commissioner's **#EverydayAgeism** campaign to highlight and challenge the ageism that older people face every day.

[www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

Ageism not only impacts upon individuals, but also on wider society. That's why we're supporting the Commissioner's **#EverydayAgeism** campaign to highlight and challenge the ageism that older people face every day.

Ageism results in older people being treated unfairly and their rights not being respected and upheld. That's why we're supporting the Commissioner's **#EverydayAgeism** campaign to highlight and challenge the ageism that older people face every day.

Ageism has a negative impact upon older people's health, well-being and independence. That's why it's so important we tackle the ageism that older people face every single day. **#EverydayAgeism**

We can all play a role in tackling **#EverydayAgeism**. Visit @talkolderpeople's **#EverydayAgeism** resources hub to find out more about the ways we can challenge ageism and age discrimination. [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

**#EverydayAgeism** means that older people are often portrayed as a financial burden on society despite making a net contribution of over £2bn to the Welsh economy every year.

**#EverydayAgeism** means that older people are often portrayed as a financial burden on society despite making a net contribution of over £50bn to the UK economy every year.

**#EverydayAgeism** means that older people are often unable to remain in or return to employment, despite the significant benefits this would bring to our economy.

Every day we are bombarded with language, images and media that reinforce ageist stereotypes and negative assumptions about older people. Find out more about the ways we can challenge **#EverydayAgeism** here:

[www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

Ageism is based on myths, stereotypes and assumptions about older people that should be challenged at every opportunity. Find out more about the ways we can challenge **#EverydayAgeism** here: [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

I / we have pledged to.... We're proud to support @talkolderpeople's **#EverydayAgeism** Campaign

[For posts with pledge card photo] I / we have made our **#EverydayAgeism** pledge. Why not make your pledge too: [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

# Suggested Facebook Posts:

## Post 1:

Ageism underpins many of the issues faced by older people and leads to them being treated unfairly and their rights not being respected and upheld.

Ageism not only affects individuals, but wider society as well, meaning that the services, facilities and opportunities that people need to help them age well can be inadequate and discriminate against older people.

That's why we're supporting the Commissioner's **#EverydayAgeism** Campaign, to highlight and challenge the ageism that older people face every day. Find out more about the campaign and the ways you can challenge ageism here:

[www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

## Post 2:

Ageism has a negative impact on older people's health, well-being and independence in a number of ways.

Research shows, for example, that negative attitudes towards older adults impact upon the availability and quality of healthcare.

Research also shows that people with negative self-perceptions of ageing, which develop in response to ageist attitudes and stereotypes, are less likely to recover from illness and/or disability, have poorer mental health and engage in fewer preventative health behaviours.

One study showed that those with negative attitudes around ageing lived 7.5 years less, on average, than those with a positive attitude.

This is the impact of **#EverydayAgeism** and why it's so important to challenge ageism and age discrimination. Find out more about how you can play your part here: [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

## Post 3:

**#EverydayAgeism** means that older people are often portrayed as a financial burden on society. The fact is that older people in Wales contribute over £2bn a year to the Welsh economy, after accounting for health, social care and pension costs.

The value of childcare provided by older people in Wales is over £325 million a year, while the value of volunteering is over £483 million, set to rise to over £700 million by 2020.

Similarly, the value of care provided by older unpaid carers in Wales is currently over £1.8 billion, set to rise to over £2.4bn by 2030.

That's why it's so important to challenge **#EverydayAgeism**. Find out more about how you can play your part here: [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

#### Post 4:

**#EverydayAgeism** means that many older people who want to work often struggle to find employment, despite their skills, knowledge and experience.

Employing just half of the older people in the UK who want to work would increase GDP by up to £25 billion a year.

Ageism not only impacts upon individuals, but also on our economy.

That's why we must work together to end **#EverydayAgeism**. Find out more about how you can play your part here: [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

#### Post 5:

Ageism is based on myths, stereotypes and assumptions about older people that should be challenged at every opportunity.

Find out more about the ways you can challenge ageism and age discrimination by visiting the Commissioner's **#EverydayAgeism** Hub, which has a wide range of helpful information and resources.

[www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

#### Post 6:

Ageism underpins many of the issues faced by older people and it's vital we challenge ageism wherever we encounter it.

That's why I / we have pledged to...

We're proud to support the Commissioner's **#EverydayAgeism** campaign. You can play your part too – make your **#EverydayAgeism** pledge here:

[www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

# Newsletter / Website Copy

## Ending Everyday Ageism – vital to improve the lives of older people

The term 'ageism' was first coined 50 years ago to describe stereotyping, prejudice and discrimination of people based on their age or perceived age.

The impact of ageism and age discrimination is wide-ranging and underpins many of the issues and challenges faced by older people, leading to older people being treated unfairly and their rights not being upheld. Ageism also influences the decisions made by society, meaning that the services, support, facilities and opportunities that people need to help them to age well can be inadequate or difficult to access.

Yet despite a growing awareness and understanding of other forms of prejudice and discrimination – such as racism, sexism and homophobia – and the impact they have on individuals and society, ageism is widespread and is often still seen as being acceptable.

The extent of this was highlighted most recently in a report titled 'Ageist Britain',<sup>1</sup> which found that over a third of British people admitted to discriminating against people because of their age. The report also highlighted that more than two-thirds of people over the age of 50 feel less valued due to the everyday ageism they experience.

Every day, we are bombarded by media and advertising that reinforces stereotypes about older people, with images and messages often focused on ill-health, decline and frailty. Growing older is often presented as something we should fear and something we should try to prevent from happening.

But ageism is not confined to the media and advertisers. Age discrimination in the workplace – which is founded on debunked myths about a lack of productivity, poorer health and an unwillingness to adapt to change amongst older people – often results in older people being prevented from remaining in or returning to work. We also know that people in their 50s are twice as likely to be made redundant than people in their 40s,<sup>2</sup> despite the extensive skills, knowledge and experience they are likely to have.

Employing just half of the older people in the UK who want to work would increase GDP by up to £25bn a year, so ageism and age discrimination in the workplace is not only impacting upon individuals, but on our economy as well.

Older people can also face ageism when accessing health services, with research showing that negative attitudes towards older adults affect the availability and quality

---

<sup>1</sup> <https://www.sunlife.co.uk/life-cover/over-50-life-insurance/over-50-data-centre/ageism/>

<sup>2</sup> <https://www.telegraph.co.uk/news/2019/10/11/workers-50s-twice-likely-made-redundant-40-somethings-official/>

of care<sup>3</sup>. Furthermore, research focused on Wales, undertaken by the Older People's Commissioner, found that nearly 1 in 10 older people have been made to feel too old to receive health services.<sup>4</sup>

Decisions about access to health services and interventions – which can make a difference to people's health, well-being and quality of life – should be based on clinical outcomes, not determined by assumptions that may be made based on an individual's chronological age.

These examples only scratch the surface in terms of the scale of ageism and its impact upon older people. A growing body of research indicates that ageism and age discrimination can also have a direct impact upon older people's physical and mental health, their recovery from illness and levels of social exclusion. One study also found that people with a positive view of ageing can live up to 7.5 years longer than those who hold negative views of growing older.<sup>5</sup>

It's therefore essential that we raise awareness about the kinds of ageism faced by older people every single day and the impact this can have on their lives, as well as challenging ageism and age discrimination at every opportunity.

That's why the Older People's Commissioner for Wales has launched her #EverydayAgeism campaign, which you can support in a number of ways:

- Share #EverydayAgeism campaign messages and images via social media
- Share examples of ageism and age discrimination with the Commissioner so they can be called out and challenged
- Make a pledge stating how you will play your part in challenging and tackling ageism
- Get in touch with other ideas for how we can work together to tackle ageism

You can also find out more about the campaign, and access a range of useful information and resources, at the Commissioner's #EverydayAgeism campaign hub – [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)

Alongside the campaign, the Commissioner is also launching a new information guide for older people – Taking Action Against Ageism – and will be delivering a series of training sessions for older people throughout Wales, to empower them to both recognise and challenge ageism.

By working together, we have an opportunity to change attitudes by demonstrating how widespread ageism is across society and challenging the myths and assumptions about older people that fuel ageism. So why not get involved and play your part in tackling #EverydayAgeism?

---

<sup>3</sup> <https://www.bma.org.uk/-/media/files/pdfs/collective%20voice/policy%20research/public%20and%20population%20health/age-discrimination-and-the-perception-of-ageing.pdf>

<sup>4</sup> <http://www.olderpeoplewales.com/en/reviews/sotn.aspx>

<sup>5</sup> Levy, B., Slade, Martin D., Kasl, S. V., Kunkel, S. R., (2002), Longevity increased by positive self-perceptions of ageing, *Journal of Personality and Social Psychology*, 83, no.2, 261-270

# Useful Facts and Figures

A wide range of facts and figures related to ageism and age discrimination are available at the [#EverydayAgeism](#) resources hub:

[www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism)