



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

## **Commissioner's**

# **NEWSLETTER**

### **Special Bulletin**

## **Commissioner launches campaign to tackle everyday ageism**

**The Commissioner has launched a new campaign to highlight and challenge the everyday ageism faced by older people.**

The campaign aims to raise awareness of the ways that ageism impacts upon older people and society, and change attitudes so that the ageism that older people face everyday is no longer seen as being acceptable.

The Commissioner wants older people and the public to share examples of the ageism they have seen or encountered, so she can challenge and hold to account those who use ageist language, perpetuate ageist stereotypes, or discriminate against older people.

Discussing the campaign, the Commissioner said: "Despite a growing understanding of other forms of prejudice and discrimination, and the impact these have on individuals and society, ageism is widespread and is often seen as being acceptable.

"Every day, we are bombarded with ageist language and imagery that reinforces stereotypes about older people that are often focused on ill-health, decline and frailty, and growing older is often presented as something that should be feared rather than celebrated.

"This leads to a society in which we see age discrimination in the workplace, within health, social care, and other key public services, as well as across the media and advertising.

"A growing body of research demonstrates the many ways that ageism negatively impacts upon older people, affecting their physical and mental health, recovery from illness, levels of social exclusion and even life expectancy.



“Tackling ageism is therefore essential, which is why I have launched my Everyday Ageism campaign – to highlight just how prevalent ageism is across society and the significant impact it has, alongside robustly challenging examples of ageism that I have identified, and those that are shared with me as part of the campaign.

“Ending ageism must be a priority across society and I am looking forward to working with older people, public bodies, third sector organisations, business and the wider public to highlight and challenge everyday ageism. By working together we have an opportunity to change attitudes and tackle the ageism that underpins many of the issues faced by older people today.

There’s been a great response to the campaign so far, with older people and stakeholders throughout Wales sharing our campaign messages and making pledges stating the ways in which they will play their part in challenging and tackling #EverydayAgeism.

**Read on to find out more about the ways you can support the Commissioner’s #EverydayAgeism campaign.**

## #EverydayAgeism Campaign: How you can get involved

You can support the Commissioner’s #EverydayAgeism campaign in lots of different ways.

### Share 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 or Facebook, by emailing [richard.jones@olderpeoplewales.com](mailto:richard.jones@olderpeoplewales.com) or by calling 03442 640670. Please share the source of the example with us, so we can challenge and hold to account those who use ageist language, perpetuate ageist stereotypes, or discriminate against older people.

### Share #EverydayAgeism campaign messages and images via social media

Ageism is often overlooked or ignored, or seen as being harmless, but has a negative impact on older people, affecting their physical and mental health, recovery from illness, levels of social exclusion, access to services, employment opportunities and even life expectancy.

By sharing the #EverydayAgeism campaign messages, you can help people to understand the impact that ageism has, not only on older people, but also on society, and why it’s so important we end ageism and age discrimination.

We’ve included some suggested social media posts in our supporter’s pack, which you can download here: <http://www.olderpeoplewales.com/en/everydayageism/support.aspx>

## Make your #EverydayAgeism campaign pledge

We can all play a part in helping to tackle #EverydayAgeism, so why not make an #EverydayAgeism campaign pledge and let the Commissioner know the action you will take, however big or small, to challenge ageism and age discrimination.

You can make your pledge via our website – [www.olderpeoplewales.com/everydayageism](http://www.olderpeoplewales.com/everydayageism) – or you can send us your pledge by post. We'll then share your pledge via our Twitter and Facebook pages.

Alternatively, you can download the #EverydayAgeism Campaign pledge card and share a photo of yourself with your pledge via our Twitter page (@talkolderpeople) or our Facebook page (<https://bit.ly/35MkeEE>). We can also send you a paper copy of the pledge card if you'd prefer and you can send us your photo with your pledge by post.

## Tackling Ageism Workshops for Older People

Many older people have told us that they find it difficult to recognise ageism and are not sure about the ways they can challenge ageism when they see or experience it.

The Commissioner is therefore planning a series of workshops for older people, which will be delivered throughout Wales, to empower older people, and ensure they understand their rights and the ways in which they can challenge ageism and age discrimination.

The workshop covers older people's rights and the laws that are designed to protect older people from age discrimination, as well as highlighting how to recognise and challenge ageism across a range of areas, including in the workplace, health and care services, consumer services and the media.

If you'd be interested in taking part in one of the upcoming workshops (dates / venues TBC), please email [elizabeth.carr@olderpeoplewales.com](mailto:elizabeth.carr@olderpeoplewales.com) or call 03442 640 670.

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