

**generations
united**

Because we're stronger together®

Global Intergenerational Week 2024

Intergenerational Solutions to Combatting Ageism Across the Lifespan

We will be starting in a few moments!



GENERATIONS HELPING

DOROT

GENERATIONS HELPING



Marlane Krasovitsky

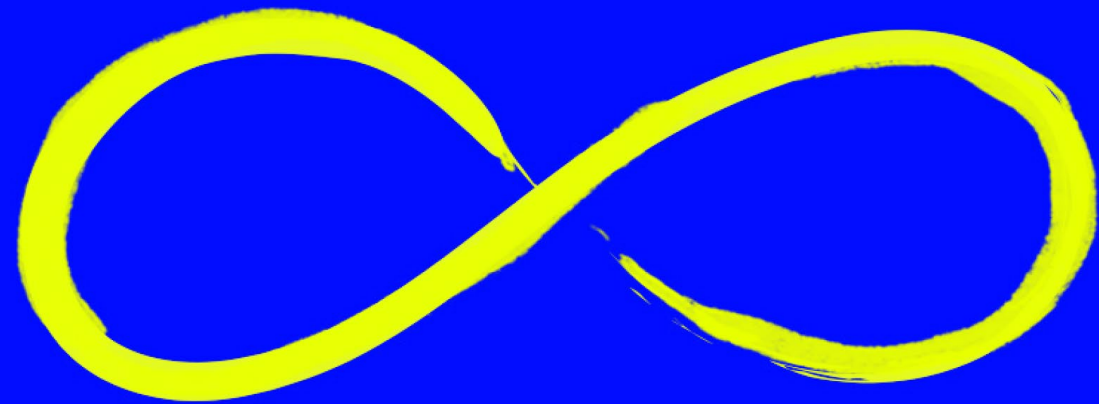
**World Health Organization's
Global Campaign to Combat
Ageism**



World Health
Organization



A world for all ages



GLOBAL
CAMPAIGN
TO COMBAT
AGEISM

Mission: Change the way we think, feel and act towards age and ageing.



Background

Global campaign to combat ageism



- Definition of the campaign vision, mission & principles
- Development of the evidence base on ageism
- Stakeholder mapping



Launch of the first ever Global report on ageism

Global survey and stakeholder interviews

2016 — 2017 — 2018 — 2019 — 2020 — 2021 — 2022 — 2023 — 2024

Global strategy and action plan on ageing and health adopted by 194 Member States.

Endorsement of the UN Decade of Healthy Ageing 2021-2030



AGEISM

Ageism refers to **HOW WE THINK** (STEREOTYPES), **FEEL** (PREJUDICE) and **ACT** (DISCRIMINATION) towards others or ourselves based on age

AGEISM IS EVERYWHERE



1 IN 2 PEOPLE
WORLDWIDE ARE AGEIST
AGAINST OLDER PEOPLE
and, in Europe, there is
more ageism against
younger than older people



Ageism affects us
THROUGHOUT LIFE
and exists in our institutions,
our relationships and ourselves



Ageism
EXACERBATES OTHER
DISADVANTAGE

AGEISM IS HARMFUL



PHYSICAL HEALTH




MENTAL HEALTH



SOCIAL WELL-BEING

Ageism has far-reaching
IMPACTS ON ALL ASPECTS
OF PEOPLE'S HEALTH



Ageism takes a
**HEAVY
ECONOMIC TOLL**
on individuals
and society

AGEISM CAN BE COMBATTED



POLICY AND LAW
can protect human rights and address
age discrimination and inequality



EDUCATIONAL ACTIVITIES
can transmit knowledge and skills
and enhance empathy



**INTERGENERATIONAL
INTERVENTIONS**
can connect people of different generations

The first of the “How-to Guides”



Purpose and audience

The guide provides step-by-step guidance for **anyone** wanting to use **intergenerational practice** to **combat ageism** and to promote understanding and mutual respect among generations.

Intergenerational Practice

- Practice to foster interaction among people of different ages to ensure purposeful, mutually beneficial opportunities, promote greater generational consciousness and learning, understanding and respect and solidarity among people and contribute to building more cohesive communities.
- Is inclusive, building on the resources that younger and older people can offer each other and those around them.
- Can be delivered through interventions for intergenerational contact.

Structure and key features



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11 Principles of Intergenerational Practice

- Ensure older and younger people participate in all phases of your activity
- Recognise every person's unique skills, needs, and identities
- Take into consideration different contexts, including cultural difference
- Support friendship as a way to promote positive intergenerational contact
- Strive to do no harm

- Promote equity
- Respect, protect, and fulfil human rights
- Draw on diverse disciplines
- Ensure all participants benefit
- Build on a community's existing assets and strengths
- Informed by the best available evidence

Case study: Old traditions – new learning in Janisławice, Poland. Together Old and Young project (27)

The Together Old and Young (TOY) project is a global movement to promote learning by younger children and older people. The project originated in Ireland, Italy, Netherlands (Kingdom of the), Poland, Portugal, Slovenia and Spain and has inspired similar projects in Hong Kong (Special Administrative Region, China), Nicaragua and South Africa.

Purpose: The main goal of the pilot activity in the village of Janisławice, Poland, promoted by a local community development group, was to build relationships and closer ties among generations through various multigenerational activities based on local folklore and traditions.

Outcome: Preschool and primary schoolchildren participated with their grandparents in baking cakes for Easter, decorating Easter eggs, ironing and mangling and making flower wreaths for weddings. The activities were held twice a month between April and August 2014, with a special event on 21 June, midsummer's night, when three generations – grandparents, parents and children – and the local community gathered for a picnic, a traditional local celebration. Participants in the project noted that the celebration brought the community together.

ANNEX 8.

EFFECTIVE INTERGENERATIONAL ACTIVITIES

The intergenerational activities listed below were selected according to the principles of intergenerational practice (see Table 1 in the main text). To increase the likelihood of a positive outcome and, importantly, to avoid doing harm, the activities must be selected to achieve the intended outcomes (see Table 2 in the main text) and be delivered in accordance with evidence of characteristics that are associated with effective activities (see Table 6 in the main text) and other suggestions for good practice in this guide.

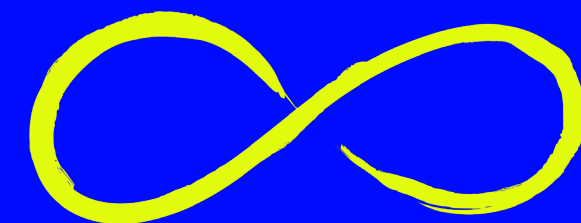
(Half of the guide!)

Learn more about intergenerational practice
and our new guide, *Connecting Generations*:
<https://bit.ly/GIW24-GCCA>

Join us at <https://www.aworld4allages.org/>

Get in touch at hello@aworld4allages.org

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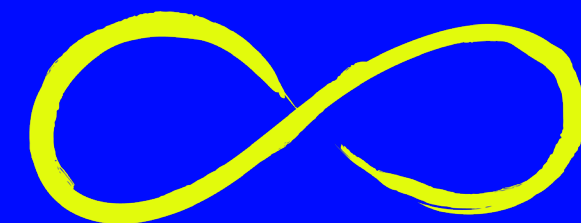
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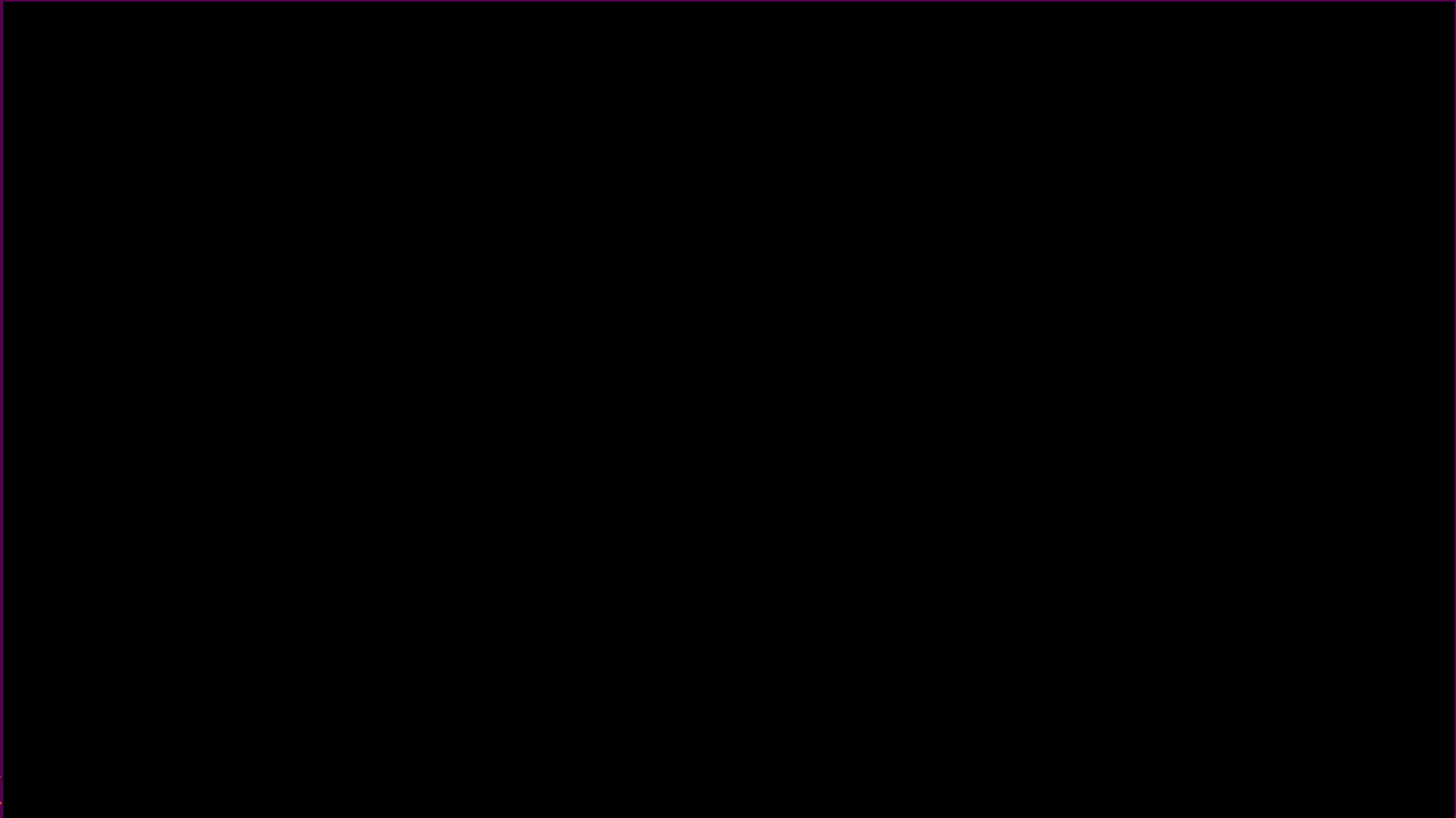
Intergenerational clinic?

Get in touch at hello@aworld4allages.org

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GLOBAL
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AGEISM



Panel Discussion



MODERATOR:
Cliff Whetung
New York University



Stephanie de Chassy
World Health
Organization



Jeremy Holloway
University of North Dakota
& Tellegacy



Alex Santiago-Jirau
New York Theatre
Workshop



Global Intergenerational Week

April 24-30 2024

#GIW24

Learn more!