



United Nations International Day of Older Persons 2019 'The Journey to Age Equality'

On 1st October 2019, members of the UK Network of Age-friendly Communities acted together publicly to call for an end to outdated, ageist attitudes and language, to mark the UN International Day of Older Persons (IDOP) - 'The Journey to Age Equality'.

[40 community leaders from 30 members across the network signed an open letter](#) demonstrating their commitment to changing the current prevalent narrative on ageing. **92** individuals from councils, business and community groups added their support by signing an online pledge and numerous others symbolically signed at events across the UK.

In addition, a social media campaign #AgeProud was launched and throughout the month of October, the network celebrated IDOP with a host of local activities, events and opportunities to bring ageing positively to life in their communities.

Overview of Network IDOP activity

Banbury	Open letter signatories: Sir Tony Baldry, High Steward of Banbury; Yvonne Rees, Chief Executive of Cherwell District Council and Oxfordshire County Council
	Banbury hosted an Older People's Day event on October 9 th where over 100 people were given the opportunity to have their electric blankets checked, pick up useful information and participate in a range of activities.
Barnsley	Open letter signatories: Cllr. Pauline Markham, Mayor; Cllr. Chris Lamb, Chair for the Stronger Community Partnership Board and Cabinet Spokesperson for Place (Environment and Transportation) directorate; Wendy Lowder, Executive Director – Communities; Cllr. Jennie Platts – Deputy Chair of the Stronger Communities Partnership Board and Cabinet Spokesperson for Communities Directorate
	Age UK Barnsley hosted the Love Later Life event , a day of entertainment and celebration on September 30 th was attended by over 200 older people.
Belfast	Open letter signatories: Cllr. John Finucane, Lord Mayor of Belfast
	Belfast opened their Positive Ageing Month on the 1 st with an Age-friendly Convention. There were over 200 events, classes, workshops and activities taking place over the month.
Brighton and Hove	Open letter signatories: Dr David Supple, Clinical Chair of the Clinical Commissioning Group; Cllr. Clair Moonan, Chair of the Health & Wellbeing Board
	The Ageing Well Festival was launched on September 30 th by Deputy Mayor Alan Robins and ran until October 13 th .
Bristol	Open letter signatory: Marvin Rees, Mayor
	Age UK Bristol launched a month-long Celebrating Age Festival on the 1 st . The festival involved a variety of taster activities, open days and events for people of all ages.



Cheshire West and Chester	Open letter signatory: Cllr. Val Armstrong, Cabinet Member for Adult Social Care and Public Health
Derry City and Strabane	Open letter signatory: Cllr. Michaela Boyle, Mayor
East Lindsey	Open letter signatory: Cllr. Craig Leyland, Leader of the Council
Glasgow	Glasgow Life hosted their Age Well event on the 2 nd to showcase activities and offers available for older people in the community.
Greater Manchester	Open letter signatories: Andy Burnham, Mayor; Brenda Warrington, Leader of Tameside Council The Older People's Network held their ' Age Proud: Exploring Positive Ageing ' event on the 2 nd . Attendees completed a workshop "Changing the Narrative on Ageing" to discuss the ways ageing is currently portrayed in the media. Age Proud blogger and campaigner Joyce Williams, Paul McGarry, head of GM Ageing Hub and Mike Dodd from the 'Talking About my Generation' Campaign all spoke at the event.
Isle of Wight	Open letter signatories: John Metcalfe, CEO, Isle of Wight Council; George Cameron, Chair, Isle of Wight Council Online pledge signatories: 8 Age Friendly Island's Celebrating Age Festival ran for the month, with 100+ events and activities, from surfing to showcasing volunteering opportunities.
Leeds	Open letter signatory: Cllr. Rebecca Charlwood Executive Member for Health, Wellbeing and Adults Leeds City Council The Age Proud Leeds campaign was launched on October 3 rd . It runs until March 2021 and focuses on five key messages around ageism and challenging age discrimination.
Liverpool	Open letter signatories: Joe Anderson, Mayor; Gary Millar, Deputy Mayor Online pledge signatories: 18 A Happy Older People Network Meeting was held on the 1 st with Gary Miller signing the letter. Joe Anderson also added his name in support and reinforced Liverpool's commitment to Age-friendly. Anna Dixon, CEO at Ageing Better spoke at the event, and is pictured here with Gary and the open letter.
Lisburn Castlereagh	Open letter signatory: Alan Givan, Mayor
London	London's Festival of Creative Ageing, ' Age Against the Machine ', was launched by Mayor Sadiq Khan and ran from September 13 th – October 6 th .
London Borough of Lewisham	Open letter signatory: Damien Egan, Mayor Lewisham hosted nearly 70 different events over the three weeks of London's Festival of Creative Ageing .
Manchester	Open letter signatory: Sir Richard Leese, Leader of the Council Councillors presented a motion at the City's Full Council meeting on the 2 nd asking for complete support for the work of Age Friendly Manchester and to acknowledge and celebrate the roles older people play in the city. The motion was adopted unanimously. Age Friendly Manchester ran a social media campaign throughout the first week of October to address negative stereotypes of sexuality and relationships in older people. The campaign reached over 32,000 people online.
Melksham	Open letter signatory: Jon Hubbard, Mayor The Melksham Area Board and Forum 55 Seniors held a special meeting on the 22 nd to discuss issues faced by older residents. Read more below.



Middlesbrough	Open letter signatory: Emma McInnes, Health Improvement Practitioner
	Ageing Better Middlesbrough hosted an afternoon tea for 60 of their members to meet and catch up with each other in celebration of IDOP.
Newcastle	Open letter signatory: Cllr. Karen Kilgour, Cabinet Member for Adult Services
	Online pledge signatories: 1
	The Elders Council used the month of October to celebrate and promote activities available to older people in the city under the banner 'Ageing with Style'.
North Yorkshire	Open letter signatories: Cllr. Carl Les, Leader of the Council; Richard Flinton, Chief Exec
Nottingham	Open letter signatory: Cllr. David Mellen, Leader of the Council
	Online pledge signatories: 29
	Age Friendly Nottingham (AFN) held an event for older people on October 1 st on Avoiding Scams, Doorstep Crime and Staying Safe at Home. Cllr. David Mellen and Age Friendly Nottingham Older Citizens' Champion, Cllr. Eunice Campbell-Clarke were in attendance to sign the letter.
Salford	Open letter signatory: Paul Dennett, City Mayor; Cllr. Charlie McIntyre, Ceremonial Mayor
	Salford hosted an IDOP event at the museum attended by City Mayor Paul Dennett, Ceremonial Mayor Cllr. Charlie McIntyre and over 100 older people. The letter was enlarged for attendees to add their names and share on social media.
Scotland	Open letter signatory: Christina McKelvie, Minister for Older People and Equalities
Sefton	Open letter signatory: Cllr. Paul Cummins, Cabinet Member
Sheffield	Open letter signatory: Cllr. Jude Wells, Cabinet Member for Adult Care and Health
	Online pledge signatories: 1
Stockport	Open letter signatory: Cllr. Jude Wells, Cabinet Member for Adult Care and Health
	Stockport hosted an Age-friendly Week of events which ran 30 September – 6 October. This included arts workshops and exercise sessions.
Sunderland	Open letter signatory: Cllr. Geoff Walker, Chair, Health & Wellbeing Board
	Online pledge signatories: 35
	City Council Cabinet Member for Health and Social Care, Cllr. Doctor Geoffrey Walker joined the regular meeting of Sunderland Older People's Council at Age UK to sign the open letter .
Torbay	Open letter signatories: Cllr. Steve Darling, Leader of the Council; Cllr. Daren Cowell, Deputy Leader of the Council and Cabinet Member for Finance
	Ageing Well Torbay held the Ageing Well Festival 2019 on Saturday 19 th October with a range of activities including dance, talks and fashion.
Trafford	Open letter signatory: Cllr. Joanne Harding, Executive Member for Adult Social Care Chair, Age Well Board
York	Open letter signatory: Cllr. Carol Runciman, Executive Member for Health, Housing and Adult Social Care
Wales	Open letter signatory: Helena Herklots, Older People's Commissioner for Wales
	The Older People's Commissioner for Wales, Helena Herklots published her State of the Nation report on growing older in Wales.



Social media activity

Age Friendly York @AgeFriendlyYork · Oct 1
Happy International Day of Older Persons from @AgeFriendlyYork #AgeFriendlyYork

City of York Council @CityofYork · Oct 1
We're a proud signatory of an open letter marking the International Day of Older Persons 2019. @CarolRunciman joins the move to tackle ageism and recognise the many opportunities of longer lives. #AgeProud #AgeFriendly @LiveWellYork @healthwatchyork @DementiaVoices



Debbie Weekes-Bernard @debs_wb · Oct 1
Today is the UN International Day of Older People. At City Hall we promote age equality & support people to age well. So on #UNIDOP we are promoting the #AgeMachine festival challenging attitudes towards ageing & celebrating older people as artists @LewishamCouncil @TheAlbanySE8



Age Friendly Leeds @AgeFriendlyLDS · Oct 8
Looks like a good time was had by all #agefriendlyLDS, great photo @OldFireStalS9

The Old Fire Station @OldFireStalS9 · Oct 7
Fantastic time had by all at our #idop19 60's & 70's Disco Saturday night! Everyone enjoyed the bingo, buffet and Photobooth, and there was some excellent moves on the dance floor! Thanks to local volunteers for organising, and @TTSLeeds for funding 🙌



Paul McGarry @AgefriendlyMCR · Oct 2
The brilliant Granda Williams at GM Older People's Network. @JoyceWilliams_ @GMOPN1



Gary Millar @garymillar · Oct 1
Fab event today at @HOPLiverpool talking about the UN's International Day of Older Persons and hearing from storyteller @curtiswatt and the Centre for Ageing's @DrAnnaDixon at @MuseumLiverpool. Great feedback and I loved the musical poetry

#AgeProud



Age Better in Sheffield Retweeted

Sharron Hinchliff @DrSharronH · Oct 1
An insight into the fantastic work being done by @AgeBetterSheff who are working hard to help #Sheffield become an age-friendly city. From outdoor spaces, and getting back to work, to sexual rights! Fabulous #IDOP2019

Age Better in Sheffield @AgeBetterSheff · Oct 1
The theme for International Day of Older People 2019 is 'The Journey to Age Equality' and our @Shefpen has written a great blog all about how we've been working towards supporting age equality in #Sheffield. You can give it a read here 🙌👉 agebetter/sheff.co.uk/news/news-and-...



Mayor Andy Burnham @MayorofGM · Oct 1
On International Day for Older Persons, the Mayor has joined leaders from around the country in signing an open letter committing to tackling ageism and talking more positively about later life.

More: ageing-better.org.uk/news/local-lea...

@Ageing_Better #AgeFriendlyGM #AgeProud #IDOP2019

"As the UK's first age-friendly city-region, Greater Manchester is committed to becoming one of the best places in the world to grow old. We know this includes having a modern and positive narrative on ageing that emphasises the contribution older people make.

"Ageism affects us all - now is the time to change the way we think and talk about ageing."



3 24 55



Media coverage

Liverpool Express, https://liverpoolexpress.co.uk/liverpool-commits-to-tackling-ageism/
Age Better Sheffield blog, https://www.agebettersheff.co.uk/news/news-and-blogs/international-older-peoples-day/
Local Government News, https://www.localgov.co.uk/Local-leaders-pledge-to-tackle-ageism/48248
Care Management Matters, https://www.caremanagementmatters.co.uk/local-leaders-pledge-to-tackle-ageism/
THIIS (The Homecare Industry Information Service), https://thiis.co.uk/international-day-of-older-persons-stresses-need-for-age-equality-amid-rapidly-ageing-global-population/
Government Business, https://governmentbusiness.co.uk/news/01102019/local-leaders-pledge-tackle-ageism
BBC Radio Merseyside – clip from interview with Anna Dixon (CEO, Ageing Better)
Love the age you are, <i>Candis</i> (print)
Ageing Well Torbay column, https://ageingwelltorbay.com/2019/10/02/challenging-ageism/
BBC Three Counties Radio – interview with Emma Twynning (Head of Communications, Ageing Better)
This is Wiltshire.co.uk, https://www.thisiswiltshire.co.uk/news/17949166.mayor-calls-time-ageism-community-event/
Home Care Insight, https://www.homecareinsight.co.uk/local-leaders-across-the-uk-pledge-to-tackle-ageism/
The Melksham Independent, http://melkshamnews.com/2019/10/09/mayor-pledges-to-stamp-out-outdated-attitudes-to-ageing/
Mayor calls time in ageism debate, <i>Wiltshire Times</i> (print – PDF attached)
Proving that age is just a number, <i>The Sheffield Times</i> (print – PDF attached)
Local leaders pledge to tackle ageism, <i>Care Management Matters</i> (print – PDF attached)