Celebrate ageing

Embracing ageing means recognising and valuing the diverse experiences of growing older. Most older adults are not frail or dependent, and many are actively contributing to society through work, volunteering, and caregiving. Yet they are often overlooked. By **sharing stories** and engaging in conversations that highlight the many different ways we age we can shift societal perceptions and appreciate the invaluable roles that older adults play in our lives.

What do you think is the best part about getting older?

What is something you've learned with age that you wish you knew when you were younger?

Who is an older person that has inspired you, and why?

What are some ways society could better celebrate and value older adults?

If you could redefine ageing in one sentence, what would it be?

What's one small action you can take to celebrate ageing?

Did you know...

Older adults are the most likely to volunteer, vote and provide unpaid care, alongside their contributions to the economy as workers and consumers.

Get involved at **AgeWithoutLimits.org** **#AgeWithoutLimitsDay**

Challenge ageism

Age without limits day

Ageism involves negative treatment, stereotyping, prejudice, and discrimination directed toward individuals based on their age. It's so ingrained in society that we often overlook it. Common examples include patronising language, assumptions about capabilities, and dismissive comments like "too old for this" or "act your age". Challenging ageism begins with awareness.

By noticing and questioning ageist attitudes in **everyday life**, we can start to create change. Engaging in conversations about ageism with family, friends, and colleagues raises awareness and reduces negative stereotypes.

Have you ever noticed ageism in everyday life? Where and how?

Has anyone told you that "you look good for your age"? If so, how did this make you feel?

How do you feel about telling people your age?

What's one small action you can take to challenge ageism in your daily life?

Have you ever been told you're "too old" to do something? Have you ever felt that you couldn't or shouldn't do something because of your age (even if you felt capable of doing so)?

Can you think of a time when someone was treated unfairly because of their age? What happened?

Did you know...

Half of people aged over 50 in the UK have experienced age discrimination in the last year.

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