

# TACKLING AGEISM THROUGH CO-PRODUCTION

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### RESOURCES

#### 1. Time to Shine Leeds:

- **A) [Overview of Age Proud Leeds](#)**  
An introduction to the Age Proud Leeds campaign, including the 5 key campaign messages.
- **B) *Mindmap of Age Proud Leeds***  
A visual representation of the stakeholders involved in the Age Proud Leeds campaign.
- **C) *Age Proud Quiz***  
A resource to engage people, test what you know about ageism and share information
- **D) *Celebrate an older person - Age Proud Leeds campaign***  
To encourage people to celebrate the contributions of older people. We engaged with people through social media, and our local contacts
- **E) *Tell us one good thing about ageing - Age Proud Leeds campaign***  
To encourage people to share the positive things about growing older. We engaged with people through social media, and our local contacts.
- **F) *Let's Talk About Ageism poster***  
Using positive images of older people that link to the 5 key messages
- **G) *Postcards to your future self***  
An opportunity for people to think about their own ageing - what will life be like when you are older?  
Write a message to your future self
- **H) *Wise up to ageism online course - An Age Proud Leeds resource***  
An online awareness raising session for the public and professionals, developed through co production with local partners and older people
- **I) *Ey up is this ageist - sharing examples of ageism with Age Proud Leeds***  
An opportunity for people to share examples of ageism they come across
- **J) *Reel stories – films on ageing***  
Promoting films that show older people portrayed positively.
- **K) *As the page turns – booklist on ageing***  
Compiled by Leeds Libraries and featuring books currently in stock in Leeds Libraries, to encourage people to read about ageing and ageism.
- **L) *Video: Age Proud - Working together to tackle ageism, 22-03-2021***  
This webinar recording is part of the Stronger Together programme: a co-production webinar series with Ageing Better. During this webinar, Time to Shine Leeds share how they co-produced the Age Proud Leeds campaign alongside local older people.
- **M) *Video: Anti-ageism activism for everyone, 29-04-2021***

This workshop recording is part of the Stronger Together festival of learning about co-production with Ageing Better. During this workshop, Time to Shine explore some of the co-produced anti-ageism resources used in their Age Proud Leeds campaign.

## 2. Ageing Better in Birmingham:

- ***Evaluation of 'Age Friendly Tyburn'***

- A) Stage 1 Evaluation***

- B) Stage 2 Evaluation***

Age Friendly Tyburn: Built Environment (AFT) is a project which aims to make public places, outdoor spaces and local streets easier to access and more attractive to be in. These two reports present the key findings from stages 1 and 2 of the project evaluation.

- ***C) Video: Ageing with Pride - Co-production with the LGBT+ community, 19-05-2021***

This workshop recording is part of the Stronger Together festival of learning about co-production with Ageing Better. During this workshop, the Ageing Better in Birmingham LGBT Hub share how they co-produced their Ageing with Pride Campaign.

## STORIES

### 1. Time to Shine Leeds:

- ***A) [Blog: Promoting an age friendly culture: How Time to Shine are driving forward their Age Proud campaign](#)***

Vicky, Ageing Better's Senior Co-production lead, joined the Time to Shine steering group, gaining insight into how our West Yorkshire based Ageing Better programme are upholding their age-friendly narrative.

- ***B) [Blog: Co-production Week – Introducing Age Proud Leeds](#)***

Time to Shine, our Leeds based Ageing Better partner, tell us about co-producing their Age Proud Leeds campaign

- ***C) Blogging from Age Proud Leeds***

We've produced a wide range of blogs during the Age Proud Leeds campaign, all focussed around our five key campaign messages. Here they all are, in one list.

- ***D) Diverse Voices podcast – parts 1 and 2***

Older people from diverse communities talk about their experiences, including the impact of discrimination and hate crime, the challenges faced by the Windrush generation, the need for accessible and welcoming services, and pride.

### 2. Age Friendly Island:

- ***Celebrating Age Festival 2019 – Programme Itinerary***

Programme itinerary from the Celebrating Age Festival on the Isle of Wight, providing over 100 diverse events and activities for people aged 50+ in October 2019.

### 3. Brightlife Cheshire:

- ***A) [Discover Brightlife podcast – The surprising reality of 'old age'](#)***

Challenging perceptions of what being old is really like... That's Joyce Grandma Williams' newfound mission in her 80s. The former physiotherapist and recently turned sex blogger closes our Discover

Brightlife series with a reality check on the surprisingly good things that are waiting for us in our later years. As well as pointing out the 'unthinking ageism' many of us are committing without even realising.

- **B) [Discover Brightlife podcast – Diagnosing loneliness](#)**

When it comes to visiting a GP, sometimes all we need is a pill, an injection or a simple pat on the back... But how does diagnosing a patient who's feeling lonely differ to the usual clientele passing through a doctor's doors? And are feelings of isolation really covered under doctor's orders anyway? Dr Achla Damania and Dr Jonathan Griffiths are GPs at the Swanlow Centre in Winsford, Cheshire. They've seen for themselves the difference referring some of their regular faces to Brightlife has had, and have also been challenging their own thoughts on the effects loneliness can have on all of our health.

## TOOLS

### 1. Time to Shine Leeds:

***Challenging ageism – top tips (including an easy read version)***

To give people the confidence to challenge respectfully and positively

### 2. Age Friendly Island:

- ***A) Age Friendly GP Surgeries Framework***

In 2016 the Age Friendly Island team carried out a project in partnership with a local GP surgery to look at creating a blueprint for Age Friendly GP practices that can meet the needs of older patients. The Age Friendly Island team worked with a GP from Tower House Surgery in Ryde and their Patient Participation Group, (PPG) and Public Forum members to hear their views on what the practice was doing well for older people, and what could be improved. This led to the development of the Age Friendly Surgeries framework, which enabled surgeries to develop their own action plans.

- ***B) Making Age Friendly GP Surgeries work for you***

This toolkit is aimed at all staff working within GP Surgeries and those based within Clinical Commissioning Groups (CCGs). It provides ideas and suggestions for simple steps which can be taken to involve your patients, staff and local community groups in making your surgery Age Friendly.