

Age Proud Leeds

Age Proud Leeds is a campaign raising awareness of ageism, with a view to changing negative attitudes around ageing and challenging how older people are sometimes viewed in society.

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About this project

Designed specifically to challenge age discrimination, Age Proud Leeds is all about educating people on how widespread ageism is, who it affects, how attitudes can be changed, the rich diversity of people involved and how we can shine a light on the many positive benefits of ageing.

This wide-ranging campaign focuses on five key areas —

► **Let's talk about ageism**

Find out how widespread ageism is and how you can get involved in the campaign.

► **Ageism affects people of all ages**

Younger, middle aged, older? Ageism affects us all.

► **Ageism. What does it do to us?**

Age discrimination has many negative effects. Having a positive attitude to ageing can help you live well for longer.

► **Older, different, equal**

Older people are diverse. Ageing and ageism affect us differently.

► **Time to feel good about ageing**

Ageing brings many benefits. Share the positives and celebrate the contributions made by older people.

Ways to get involved

Get involved in Age Proud Leeds — join our campaign to raise awareness about ageism and challenge negative attitudes about older people and ageing. Help us shift negative attitudes and age stereotypes by taking action.

[Sign up to hear the latest news from the campaign.](#)

Take part in [Wise Up To Ageism](#), our 90 minute online session aiming to raise awareness, encourage you to find out more, reflect and help you challenge ageism in your everyday life.

[Become an Age Friendly Ambassador](#) for Leeds.

Talk to people in your community or workplace — you can download useful resources and activities to spread the message and share with others

Talk about Age Proud Leeds on social media — use [#ageproudllds](#)

[Let us know](#) of anything you've seen, heard (or even done) that you think may be ageist

We invite you to [write a postcard to your future self](#), to think about what life will be like for you when you're older — you can do this activity whatever age you are now.

[Celebrate an older person!](#) — we want to celebrate the wealth and depth of contributions by older people. It could be your gran, someone famous, a historic figure or even a fictional character!

How much do you know about ageing and ageism? Take the [Age Proud Quiz!](#)

[Tell us one good thing about ageing!](#) The process of growing older brings many positives — whether it's more time, contentment, grandchildren — share your 'good things' with us.

Related resources & blogs

We have produced resources to support you — if you have experienced ageism yourself, and to help you get involved in the Age Proud Leeds campaign against age discrimination.

[Have you experienced ageism? Help and support](#)

[Have you experienced ageism? Help and support \(Easy Read version\)](#)

[Watch our video](#) about **Age Proud Leeds** (YouTube, 4:32)

[Watch our short film 'What is ageism?'](#) (YouTube, 1:16)

Watch our film ['Ageism affects people of all ages'](#) (YouTube, 4:47)

Watch Anti-ageism activism for everyone (YouTube, 51 minutes), a workshop run by Linda Glew and Sarah Prescott (Time to Shine), Dave Martin ([Centre for Policy on Ageing](#)), Vicky O'Donaghue ([Age](#)

[Better in Sheffield](#)) on April 29 2021, as part of Age Better in Sheffield's [Stronger Together — a festival of co-production learning](#)

[Diverse Voices](#) — listen to our podcast in which people from diverse Leeds communities talk about ageism and discrimination.

[Challenging ageism — top tips](#)

[Challenging ageism — top tips \(Easy Read version\)](#)

[Challenging ageism in the media — top tips](#)

[Ageing and ageism in the UK](#)

[As the page turns — booklist on ageing](#)

[Reel stories — films on ageing](#)

[Generations why?](#)

[Feel good about ageing](#)

See [Together in the 2020s](#) (United for All Ages, January 2020)

[Blogging Age Proud Leeds](#) — a full set of all the blogs we have published around the campaign

Easy read resources

[Have you experienced ageism? Help and support \(Easy Read version\)](#)

[Challenging ageism — top tips \(Easy Read version\)](#)

Project updates

The latest articles about **Age Proud Leeds**

January 11, 2022

Have I got older (people) news for you!? (January 2022)

At Leeds Older People's Forum we see and read many interesting stories and resources about older people and ageing. We share a few of these with you...

[Read more](#)

December 31, 2021

Update: January 2022

Here is a brief selection of our recent work, and what we expect to be doing next month. We wish you a safe, happy and #ageproud 2022,....

[Read more](#)

December 14, 2021

Have I got older (people) news for you!? (December 2021)

At Leeds Older People's Forum we see and read many interesting stories and resources about older people and ageing. We share a few of these with you...

[Read more](#)

[View all Age Proud Leeds updates](#)

Related resources

Reports and files relating to **Age Proud Leeds**

Ageism affects people of all ages

December 2021

Time to Shine





[View all Age Proud Leeds resources](#)

More projects

- Enhance programme
- Time to Shine
- Shine Magazine
- Age Proud Leeds
- Friendly Communities
- Neighbourhood Networks
- Shine a Light on Loneliness
- Men's Health Unlocked
- IDOP — International Day of Older People

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Leeds Older People's Forum is a registered company in England and Wales (#CEO23712) and a registered charity (#1191030).

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