

#IntergenerationalWeek



Global Intergenerational Week 2022

Supporters' Pack 25 April - 1 May 2022

Global Intergenerational Week

Supporters' Pack

Welcome

Welcome to Global Intergenerational Week, an online campaign drawing together conversations around intergenerational activity across the UK. This year Generations Working Together will continue to lead the week in partnership with Linking Generations Northern Ireland, Bridging the Generations and the Beth Johnson Foundation.

This pack has been created for those passionate about connecting different generations and all things intergenerational and to support you to get involved in our Global campaign.

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The Executive Team

Generations Working Together are leading the Global Intergenerational Executive Team in partnership with Linking Generations Northern Ireland, The Beth Johnson Foundation (England) and Bridging the Generations (Wales). Our expert partnership brings together organisations that have been instrumental in the development of intergenerational practice across the UK and who are passionate about its progression as an approach to keep our communities age connected.

What is Intergenerational Practice

There are several definitions and descriptors used for intergenerational practice, most share an affinity to the commonly used international definition:

‘Intergenerational practice aims to bring people together in purposeful, mutually beneficial activities which promote greater understanding and respect between different generations and contributes to building more cohesive communities. Intergenerational practice is inclusive, building on the positive resources that the younger and older generations have to offer each other and those around them.’ (Beth Johnson Foundation, 2009)

Intergenerational activity is about more than bringing younger and older people together, it is a systemic approach to community development and wellbeing that recognises and values the contribution of all generations who live there. This means we all have a role in supporting the growth of intergenerational approaches collaboratively..





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The Principles of Intergenerational Practice

- **Mutually beneficial** - for each generation participating
- **Participatory** - based on the aspirations and needs of those participating
- **Asset based** - working with the generations to help them to discover their strengths
- **Well planned** intergenerational work is not meant to replace natural connections, but instead, reflects a conscious attempt to create positive changes that are in addition to naturally occurring processes.
- **Culturally grounded** - tailored to the individual needs, context and attitudes of those participating.
- **Strengthening of community bonds** - promotes active citizenship
- **Challenges ageism** - connecting younger and older generations through an intergenerational approach can be effective in reducing ageism against older people, it has also shown promise in reducing ageism against younger people.
- **Cross disciplinary** - providing a vehicle for broadening the experience of professionals and encourage more inclusive working.

Source: Pinto, T. A., Marreel, I., & Hatton-Yeo, A. (2009). *Guide of Ideas for Planning and Implementing Intergenerational Projects*.

What are the benefits of Intergenerational Activity?

- Reduces loneliness and isolation
- Builds friendships and social connections
- Reduces ageism
- Creates opportunities for all generations to feel valued and part of their community
- Boosts wellbeing and self confidence
- Enhances learning and skill sharing across all age groups
- Increases understanding and sharing of experience between generations



Best Practices for Intergenerational Programming

1. Staff members of the older and younger age groups collaborate to plan activities.
2. Participants are involved in decision-making about the activity and during activities.
3. Participation for all is voluntary.
4. Participants are prepared ahead of time and reflect on the activity afterward.
5. Activities reflect the interests, backgrounds, and social histories of programme participants.
6. Activities are age and role appropriate.
7. Activities support interaction among intergenerational participants.
8. Facilitators skillfully stage the environment to promote interaction.
9. Facilitators consider the social environment and the role of staff.
10. Adaptive equipment is used as appropriate.
11. Facilitator's document and communicate

Adapted from: Jarrott, S. E. 2011. "Where Have We Been and Where Are We Going? Content Analysis of Evaluation Research of Intergenerational Programs." *Journal of Intergenerational Relationships*

Why Celebrate Intergenerational Connections?

There are already lots of organisations in the UK forging intergenerational relationships through fantastic projects. From schools and colleges, care homes to nurseries, sports groups to housing providers, we're a nation working hard on connecting people of all ages together in a mutually beneficial way. We don't however always share what we're up to with the wider world. That's where Global Intergenerational Week comes in.

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Background on Global Intergenerational Week

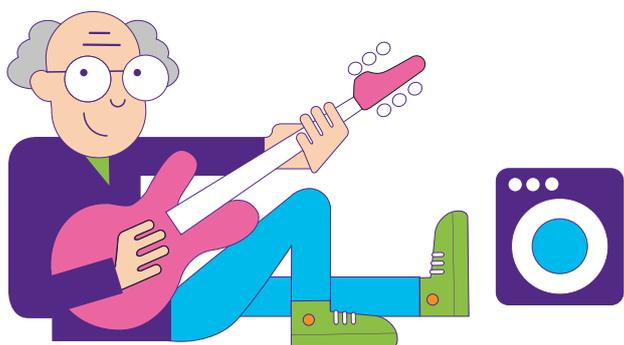
Global Intergenerational Week takes place from Monday 25th April – Sunday 1st May 2022. In its third year the campaign aims to get as many people as possible involved in a global intergenerational conversation. We want supporters of the week to share their ideas to connect younger and older generations and inspire others to take action that builds strong intergenerational connections and relationships. It's about celebrating those moments and places local to us where different age groups come together for shared benefit.

Covid-19 has brought new challenges to intergenerational connections and relationships across the UK and the world. But while 2020 revealed the depth and breadth of our individual, collective, and national loneliness, it also increased our understanding of, and empathy for people who experience loneliness and broader relational disconnection. Therefore, we are at a moment of opportunity to make a lasting impact on the issues we care about and include more voices in the conversation around intergenerational relationships. Let's collectively keep the enthusiasm and creativity for intergenerational connection alive!

Do you share our passion for connecting generations?

Are you planning and facilitating intergenerational activities or know of a colleagues amazing project connecting different generations in your local area? Or, would you simply like to join the conversation?

If it's a yes, then please check out our handy resources, register and get involved as we say no to the age gap.





Show your support

If you are interested in taking part in the 2022 campaign please complete our supporters' registration form uploading your company logo which will then be added to the Global Intergenerational Week web page.

Get involved on social media

During the week join the conversation on Facebook, Twitter, Tik Tok and Instagram as we celebrate the wide and wonderful variety of intergenerational projects currently taking place across the globe. Share your organisation's projects or those local to you with the online world at **#IntergenerationalWeek**, from Monday 25th April – Sunday 1st May 2022.

Posts don't need to be about events taking place during the week itself, just share what and where the project is and what your future plans are. We would really like to hear what you love about connecting generations together and the difference it makes.

Please use the hashtag **#IntergenerationalWeek** in any posts for sharing. If you need a little inspiration, you can download the images and resources from our [website](#).

If you are short on time but keen to take part, then why not, try our selection of pre-prepared social media posts detailed on page 10 and 11.



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Global Intergenerational Week 2022

Themes

Monday 25th April

Theme - Let's reconnect

(showcasing community connecting, post covid rebuilding)

Tuesday 26th April

Theme - Let's combat loneliness and isolation

(showcasing health benefits)

Wednesday 27th April

Theme - Let's celebrate intergenerational spaces

(showcasing housing, co-located space and places)

Thursday 28th April

Theme: Let's inform our future

(showcasing climate and connection)

Friday 29th April

Theme - Let's celebrate intergenerational solidarity

(showcasing international Intergenerational work)

Saturday 30th April

Theme - Let's break down age barriers

(showcasing intergenerational activities to reduce ageism)

Sunday 1st May

Theme - Thank you and recap





Pre-prepared social media posts

Of course, it would be great if you can create lovely social media posts tailored to your own intergenerational projects, but we're all so busy. So, to save you time, we've pulled together some pre-prepared social media posts.

Take your pick and connect through the social media page of your choice.

Twitter / Facebook / Instagram /Tic Tok

- Join us in celebrating Global Intergenerational Week! So proud of our work connecting the different ages in [your location]. What are you up to? **#IntergenerationalWeek**
- We're proud to say we're reconnecting generations after a really challenging time-part of our commitment to **#IntergenerationalWeek**. Have you tried reaching out yet?
- It's Global Intergenerational Week! This week we're joining organisations across the world in celebrating the power of connecting younger and older people. Join us and celebrate **#IntergenerationalWeek**



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- It's never been more important to combat loneliness & isolation. With our (insert project name) we're doing just that. Celebrate [#IntergenerationalWeek](#) & share your stories.
- The space we have for our (insert project name) is a truly intergenerational space – bringing older and younger people together. We're celebrating [#IntergenerationalWeek](#). What's your story?
- We're connecting the generations encouraging intergenerational conversations on climate change. Share your climate change ideas [#IntergenerationalWeek](#)
- Building welcoming and interesting spaces where all ages can come together and interact is vital. Our project (your organisation) is doing just that in our (give example - community garden). What space do you share? [#IntergenerationalWeek](#)
- We live in extraordinary challenging times where we need to see more interactions between the different generations building respect and understanding. Share your stories at [#IntergenerationalWeek](#)
- Connecting different generations reduces stereotyping, prejudice and discrimination towards people on the basis of age. Share your stories [#IntergenerationalWeek](#)
- We're proud of our intergenerational workforce! During Global Intergenerational Week we're celebrating the power of bringing different age groups together and all that this enables us to do. Share your stories at [#IntergenerationalWeek](#)





We're Celebrating Global Intergenerational Week

Monday 25th April
– Sunday 1st May 2022

Join us for

at

on



Say NO to the age gap

#IntergenerationalWeek





If you have any questions regarding our campaign or ways in which to get involved, please contact your country lead:

England

Angela Tunncliffe,
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Northern Ireland

Linking Generations Northern Ireland
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Scotland

Kate Samuels:
kate@generationsworkingtogether.org

Wales

Mirain Llwyd Roberts:
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mirainllwydroberts@gwynedd.llyw.cymru
01286 682818

Overseas

Contact leads for countries outwith the UK can be found on our webpage [here](#).



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www.generationsworkingtogether.org