

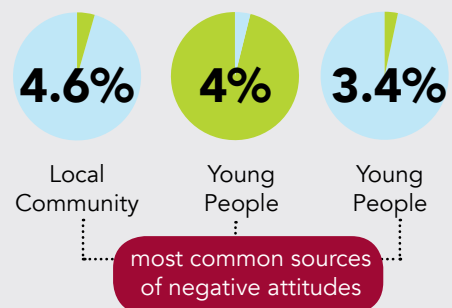
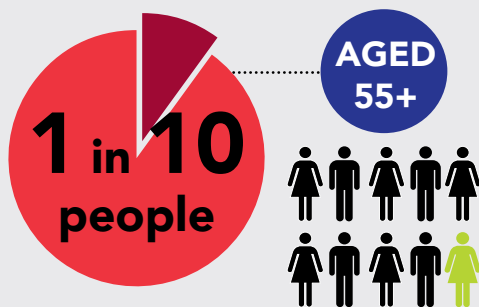
## Theme 4: Respect and Social Inclusion

Goal: to combat stereotypes, myths and negative views on ageing and prevent prejudice and discrimination against older people and to recognise ageing as a positive experience across society, regardless of gender, age, culture or ability.

### WHY IS THIS IMPORTANT:

As a western developed society, there is an often unhealthy emphasis on youth culture, a celebration of being young and maintaining youthful looks and attitudes. The wisdom and experience amassed as people grow older is often devalued and older people themselves can face stereotyping and exclusion as a result. Assumptions are made about older people's competencies, attitudes, beliefs and abilities that are often false and lead to a society that disempowers older people as opposed to supporting their independence and encouraging their contribution. Central to positive ageing is countering ageism and prejudice through promotion of age awareness, addressing mis-information, informing the public about the rights, needs and potential of older people and highlighting their social, economic and cultural contributions to the community. It is also about giving opportunities for people of all ages to engage and connect in their local community because nothing breaks down barriers more than personal experience and real human contact. It is at this person to person level between neighbours and communities that respect is earned and given.

**MOST PEOPLE IN TIPPERARY HAVE NEVER PERSONALLY EXPERIENCED NEGATIVE ATTITUDES OR BEHAVIOUR TOWARDS THEM AS AN OLDER PERSON.**



## KEY ISSUES FROM CONSULTATION:

- Need to be open to all new communities – it is not just about being more respectful and open to older people, it is a culture of being open and accepting of all people.
- Disrespect from shop assistants (particularly bigger retail outlets) is a common occurrence.
- Banks are particularly problematic when it comes to dealing with older people ... they seem to rely on automation and have little time or space for older people and for helping them out with their banking activities.
- Greater understanding and interaction between young and old generations should be encouraged; respect goes both ways and while we often think that young people have no respect for their elders, it is often the case that older people have little respect for young people so this has to be tackled through greater interaction.
- Older people have significant skills and experience and this needs to be valued and seen as a resource rather than a hindrance.
- Older people often need more stimulation (more than a Day Centre can offer) and more needs to be done to engage and use their skills and talents full at local level

### ACTION 4.1 DEVELOP INTERGENERATIONAL INITIATIVES

Develop a range of initiatives that support community integration between younger and older people. This is particularly important in communities which have expanded rapidly in recent years or areas which lack community facilities or groups for older people. Examples include oral history, music, the young teaching IT skills to the older community and in return older people teaching crafts, history and declining traditional skills to young people. Opportunities to link with national and secondary (transition year) students will be explored.

<b>Lead Partner:</b>	LCDC Support Staff (in collaboration with Comhairle na nOg).
<b>Support Partners:</b>	Older Persons Council, Schools, Youth Organisations, HSE, Tipperary LCDC Health and Wellbeing Alliance, Resource Centres, CYPSC, Local Development Companies
<b>Link to Plans:</b>	LECP; Healthy Tipperary.

## ACTION 4.2 INITIATE A LOCAL COMMUNICATION CAMPAIGN ADDRESSING AGEISM

Develop a communication campaign to run over a number of months that aims to provide real information about ageing in Tipperary. This should include (a) addressing mis-information about dementia, alzheimers and other ageing related conditions (b) highlighting signs of elder abuse (c) celebrating older people in the county with individual stories about local men and women (d) highlighting the issues facing older people in the county (e) showing where and how older local Tipperary people are and can contribute to the local economy and the community (f) promoting supports and services for positive ageing in the county. This should be particularly targeted at larger businesses and services as part of the Age Friendly Business Programme (see Theme 6) to address the perceived disrespect or disregard for older people.

<b>Lead Partner:</b>	Tipperary LCDC Health and Wellbeing Alliance
<b>Support Partners:</b>	HSE – Health & Wellbeing, Tipperary County Council – C&E Section, Older Persons Council, Local Media Organisations, PPN – Community/ Voluntary organisations, Local Businesses, Chamber of Commerce, Comhairle na nOg
<b>Link to Plans:</b>	New action
<b>Expected Outcomes:</b>	<ul style="list-style-type: none"> <li>• Increased interaction and engagement between young and older people bringing about better understanding between the generations</li> <li>• More opportunities for personal growth and community participation for older people and recognition across the wider society of the valuable contribution they make to our communities.</li> </ul>