

#DoYouSeeMe?



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Foreword:

“Sometimes it can be difficult to relate to the generations that have come before us. Growing up in different circumstances can make us feel as if we have nothing in common with them.

Older people have a wealth of wisdom and valuable knowledge to share with younger generations. Treating them with respect should be second nature for all of us. It is clear that older people have a desire to share the lessons that they have learned through life experience with us all and have a great deal to contribute to society. Our work on #DoYouSeeMe? demonstrates how peoples' past history in life, has shaped them as they age. I'm proud to be able to share this message through my role with Age UK Mid Mersey”.



Professor Nigel Harrison

Chairman of Age UK Mid Mersey & Executive Dean,
Faculty of Health and Wellbeing
UCLAN

The #DoYouSeeMe? Campaign is a collaborative project, initiated by Halton Borough Council, between Age UK Mid Mersey and students studying graphic design and photography at Cronton Sixth Form College, Widnes. The campaign sets out to highlight experiences of ageing, and to address the issue of people becoming ‘invisible’ as they grow older. In order to develop this campaign the learners met with a range of people who have experienced such attitudes (Carol, Colin, Doris, Ray and Steve), which resulted in a series of photo shoots, a poster campaign and this photo book.



RAY

"I love the interaction with grandchildren and having time to do things without being rushed".





“Unfortunately the body
is beginning to fall apart
but clever doctors keep
replacing bits”.





DORIS



"My grandchildren treat me as if I'm 20 - I'm off to Benidorm with my granddaughter this year!".



“When my husband died 9 years ago I thought I’d never feel happy again until I started dancing - I feel fabulous, everyone should try it!”.



CAROL



"I don't feel any different today as I did when I was younger".



"I feel that I enjoy my life more now".



STEVE

"I feel like I'm 20 years old until I look in the mirror".

"Having survived cancer, it changes your priorities. Life is no longer about money but experiences".

"After 40 years of marriage I love my wife even more than before".





"Teaching others, you get more respect because of your experience".

"Do I like being old? Well, yes I do".

COLIN





“Being over fifty, I appreciate life more. I’m able to bounce back after problems and I am mindful of what is really important to me”.





Special thanks to our models; Carol, Colin, Doris, Ray, and Steve for kindly giving up their time to participate in this project; to Age UK Mid Mersey for coordinating this project; our colleagues at Halton Borough Council for the opportunity to develop this campaign and to the students and staff team at Cronton College who worked incredibly hard to make this campaign a reality.

Graphic Design - Alisha Kirby
Photography - Charlotte Lake & Katie Mealing

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