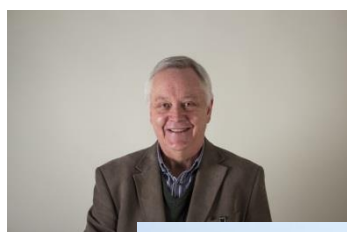


Respect campaign #DOYOUSEEME: Campaign Summary 2019/20

Respecting older people and celebrating their life time of experience and their wisdom; the value of age, a life well lived, lessons learnt and all that being older has to offer society.

PLEASE SHARE THIS DOCUMENT WITH ALL STAFF/VOLUNTEERS/CONTACTS



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1. Age UK Mid Mersey Respect Campaign. #DoYouSeeMe? Our approach for 2019/20

To help us promote this campaign both locally and nationally and create a real buzz and excitement around this topic, we have pulled together a campaign summary to share with all partners we will be working with. Hopefully this will help to maximise the impact of #DoYouSeeMe?

The Idea

In the autumn of 2018, Age UK Mid Mersey was approached by our colleagues at Halton Borough Council with a copy of some internet photographs that showed a range of older people looking into a mirror with a younger version of themselves reflected back at them. We were invited to translate these photos into a meaningful campaign around “respect” for older people. These photos “spoke” to us about the misconception around older people in our youth obsessed society; that they were once people who contributed to the community and still do, who led full and fulfilling lives and we believe that they still should be viewed in this way.

Further discussions with our Age UK Mid Mersey Older Peoples’ Panel revealed that at times older people can feel invisible, that their value to society is perceived as reduced and that they are treated accordingly by the community and by professionals simply because they are older. We want to change that view and encourage people look beyond age. We want to use photographic images and key messages to convey the positive value of age.

The hashtag #DoYouSeeMe? was developed in house at Age UK Mid Mersey as a result of research around the topic of respect and the ageism that exists in today’s society and the photographs that will be produced to promote this campaign will include wording/graphics that will create the powerful and strong focus of respect that is central to this campaign.

An Intergenerational project with Cronton Sixth Form College, Widnes

Earlier this year, with Halton Borough Council’s support, we met with staff and students at Cronton Sixth Form College in Widnes to discuss how we would present our campaign locally. Ideas were generated and it was agreed that candidates from Age UK Mid Mersey’s Expert panels and an Age UK Mid Mersey Trustee would be selected as “subjects” for the photographs.

In January of this year, the candidates were introduced to the three media students and further discussions were held around what respect meant on both an individual and collective basis; what the key messages were and what each candidate would like to convey in their photo. The students had some of their own ideas around how this would be presented with those key messages being included and we are incredibly grateful to Cronton Sixth form College for their support, ideas and enthusiasm. Working with the college has made working on this project fulfilling and insightful due to the intergenerational aspect which has enhanced the overall campaign. We have all learnt a great deal about how much more relatable older people are to their younger contemporaries.



Exhibition and AGM

An exhibition of the end product – the photographs and a photo book – will be carried out via a roadshow around the Borough at various venues to include Halton Hospital and the two main libraries and more (to be confirmed). The aim is to encourage the community to talk about the campaign using the photo book and posters. This Campaign Summary along with the photo book and posters will be shared electronically with all of our contacts. The campaign has been launched at Age UK Mid Mersey's AGM.

Respect – other activities

We have undertaken further discussions with our panel and this has also formed the basis for a wider understanding of respect and the value of age in order to ensure that this is a robust and solid campaign with local buy-in.

Under the general umbrella of the Respect Campaign, we launched "Good Neighbour - Pass it on", an exciting, new community-wide project which started this year and closed with celebration and award events in July.

The Good Neighbour project was led, on behalf of a wide partnership, by Age UK Mid Mersey.

The partnership included:

Halton Safeguarding Adults Board (HSAB)

Halton Safeguarding Children Board (HSCB)

The Halton Safeguarding Faith Forum (a sub group reporting to both boards)

The HSAB Safeguarding Partnership Forum.

Nominations across all age groups in the community were sought from those who fulfil the criteria of a good neighbour. Those who are 65 years and over were automatically entered into a special Age UK Mid Mersey award scheme.

In addition to all of the above, Age UK Mid Mersey coordinated a Respect for Older People Self-Assessment which included a examples of the great work undertaken by our partners in Halton - lessons learnt, case studies and best practice of organisations working in Halton. This was shared via Halton Borough Council's Older Peoples Delivery Board.



The table below gives a brief outline of campaign activities with approximate dates/timings.

Campaign Activity	Timing
<p>“Good Neighbour – Pass It On” launch of project to seek nominees from older peoples’ category</p>	<p>February 2019</p>
<p>Age UK Mid Mersey Older Peoples’ Expert Panel focus group to “dig down” into wider concept of respect and develop further insight</p>	<p>March 2019</p>
<p>Respect Self-Assessment to be rolled out and shared with key partners.</p>	<p>October 2019</p>
<p>Review of campaign posters and photo book with key contacts</p>	<p>May/June 2019</p>
<p>“Good Neighbour – Pass It On” awards ceremony</p>	<p>July 2019</p>
<p>Drip feed of “taster” items for campaign</p>	<p>July/August onwards 2019</p>



Campaign Activity	Timing
Launch of #DoYouSeeMe? at Age UK Mid Mersey AGM	November 2019
Campaign exhibition in key community assets – libraries, local hospital, schools etc.	Early 2020 onwards
Electronic launch of campaign with summary and materials to local partners/MPs and other organisations	End 2019/ early 2020
Encourage Age UK National and other regional partners to adopt ~DoYouSeeMe? Campaign	Early 2020 onwards
Phase Two of Campaign – existing ideas to be further developed	Spring/Summer 2020 onwards



2. Key messages for this campaign

Age UK Mid Mersey wants to challenge cultural attitudes towards ageing and older people; to encourage society to change their perspective about this group of people so that they are seen as more than their just their age. #DoYouSeeMe?

#DoYouSeeMe? Respecting older people and celebrating their life time of experience and their wisdom; the value of age, a life well lived, lessons learnt and all that being older has to offer society.

The hashtag to be used on social media is **#DoYouSeeMe?**

The following are some wider messages that we use for the campaign:

- Older people have a wealth of life experience that should be tapped into
- The value of age
- Older people contribute to society in many ways that should be valued
- Don't judge an older person just because they look older – they may have done things and experienced things you never will
- Older people should not feel invisible in today's youth obsessed society
- Older people are not that different from younger people – we can learn so much from them
- Many younger people do have a great deal of respect for older people and enjoy interacting with them
- Professionals should not make judgements based on age first
- Older people deserve to be treated with the same respect and dignity that they experienced as a younger person
- Old age is our future – let's celebrate age!
- Mothers, fathers, grandparents, mentors, volunteers – the role/s of older people should be recognised and appreciated by all
- Respect for older people has many indirect implications – it can help to enhance an older person's quality of life overall
- A life well lived





3. Template campaign letter to partners/contacts and local MPs

Dear <insert name >,

Respect Campaign

I am writing to let you know about Age UK Mid Mersey's Respect Campaign - **#DoYouSeeMe?**

We would like to invite you to support this dynamic and facinating campaign.

Age UK Mid Mersey wants to challenge cultural attitudes towards ageing and older people and encourage society to change their perspective about this group of people so that they are seen as more than their just their age. #DoYouSeeMe?

Age UK Mid Mersey can also share resources with you, such as an electronic photo book, poster graphics, a tailored local press release and more, to help get the message out there.

This campaign is supported by Halton Borough Council and has been developed intergenerationally with students attending Cronton Sixth Form College in Widnes.

We would like to get as many members of the public as possible to be made aware of the campaign so that older people are valued for wisdom and life experience and are treated with the respect and dignity that they deserve. Let's make age something that is celebrated.

Talk to your contacts about the campaign (you can use the #DoYouSeeMe? photo book for that) and share our message by promoting it and by using the social media hashtag #DoYouSeeMe? or <speack about this campaign within your constituency and at Parliament>.

You can register your interest at doyouseeme@ageukmm.org.uk

Thank you for your support.

Kind regards,



4. Template press release

Media contact: Mark Lunney
Telephone: 01744 752 644
Email: marklunny@aukmm.org.uk
Date: 27 November 2019



For Immediate Release

Respecting Older People
Age UK Mid Mersey supports
#DoYouSeeMe?; Join our Campaign



Age UK Mid Mersey wants to challenge cultural attitudes towards ageing and older people; to encourage society to change their perspective about this group of people so that they are seen as more than their just their age. #DoYouSeeMe? (Continued on next page)





Age UK Mid Mersey in collaboration with our colleagues at Halton Borough Council initiated the campaign idea based on set photographs that showed a range of older people looking into a mirror with a younger version of them reflected back. Age UK Mid Mersey was invited to translate these photos into a meaningful campaign around “respect” for older people. What followed was a series of inter-generational projects with staff and students at Cronton Sixth Form College, Widnes. With collaboration between the generations a powerful set of visual messages was produced.

Launching #DoYouSeeMe? at Age UK Mid Mersey’s AGM last week Services Director, Karen Kenny said “Age UK Mid Mersey is passionate about enabling older people to enjoy later life.

#DoYouSeeMe? is the focus of our campaigning work respecting older people and celebrating their life time of experience and their wisdom; the value of age, a life well lived, lessons learnt and all that being older has to offer society. We are not denying age – we are celebrating it.”

Age UK Mid Mersey wants to share its campaign with local people in St Helens and the wider region, taking promotional materials to local hospitals, libraries, community hubs and schools. If you are interested to find out more please register your interest at e: doyouseeme@aukmm.org.uk or telephone 01744 752 644

-Ends-

Notes to editors:

Exclusions

(Insert here and exclusions)

For media interviews please contact: Mark Lunney CEO at Age UK Mid Mersey

For more information on Age UK Mid Mersey visit <https://www.ageuk.org.uk/midmersey/>

About Age UK Mid Mersey

Age UK Mid Mersey delivers a range of vital services to older people in the community.

Age UK Mid Mersey is the working name of Age Concern Mid Mersey which is a registered charity (1003476) and company limited by guarantee. Registered in England and Wales number 2625647.

Registered office: Mansion House, Victoria Park, City Road, St Helens, Merseyside WA10 2UE.

<http://www.ageuk.org.uk/midmersey>

&

<http://www.themansionhouse.org.uk/>



@AgeUKMidMersey



@MansionHs





5. #DoYouSeeMe? media images

Please contact Age UK Mid Mersey for copies of the images for this campaign (including higher res images) stating your organisation name and the purpose for which the images will be used.

Email:

doyouseeme@aukmm.org.uk

clarelightfoot@aukmm.org.uk

karenkenny@aukmm.org.uk

Telephone:

01744 752644



6. Sample social media content to promote this campaign

Age UK Mid Mersey's twitter handle is @AgeUKMidMersey

Cronton College's twitter handle is @crontoncoll

Halton Borough Council's twitter handle is @haltonbc

The social media hashtag is #DoYouSeeMe?

Example tweets:

- Working with @AgeUKMidMersey to celebrate age. #DoYouSeeMe? Our latest Respect for Older people Campaign. Contact doyouseeme@aukmm.org.uk to find out how you can help.
- Older people are not invisible. #DoYouSeeMe? @AgeUKMidMersey working jointly with @haltonbc and @crontoncoll on its most exciting campaign yet and we (@etc.) are keen to support it. Request your copy of the campaign pack via doyouseeme@aukmm.org.uk
- An alternative view of ageing? #DoYouSeeMe? @AgeUKMidMersey's latest campaign to change perceptions of age and the value of older people in today's society. This exiting campaign is supported by @haltonbc and @crontoncoll
- This <morning/afternoon> @AgeUKMidMersey is exhibiting photographs, depicting the value of older people at (insert location). #DoYouSeeMe?

Example Facebook post:

#DoYouSeeMe? Age UK Mid Mersey's Respect Campaign. The value of age. These images and photo book are a great tool to help break down some of those misconceptions of ageing. Ask for your copy of the campaign pack via doyouseeme@aukmm.org.uk

Older people deserve to be valued and respected. Age UK Mid Mersey campaigning to change perceptions of ageing. #DoYouSeeMe? We fully support this campaign. Register your interest in this brilliant campaign via doyouseeme@aukmm.org.uk



7. Contact details

Email:

doyouseeme@aukmm.org.uk

clarelightfoot@aukmm.org.uk

karenkenny@aukmm.org.uk

Telephone:

01744 752644

Important

#DoYouSeeMe? campaign materials are the property of Age UK Mid Mersey and Cronton Sixth Form collage (see photo book for copyright). They have been developed only to be used in conjunction with the #DoYouSeeMe? campaign.

In order to ensure a consistent campaign message please ensure that you adhere to the guidance outlined in this campaign summary and only use the official campaign materials sent to you from Age UK Mid Mersey.

Age UK Mid Mersey, Cronton Sixth Form College and Halton Borough Council cannot be held responsible for inaccurate, misused or misquoted materials.

