



Global Intergenerational Week

24-30 April 2024

Supporters' Pack



#GIW24

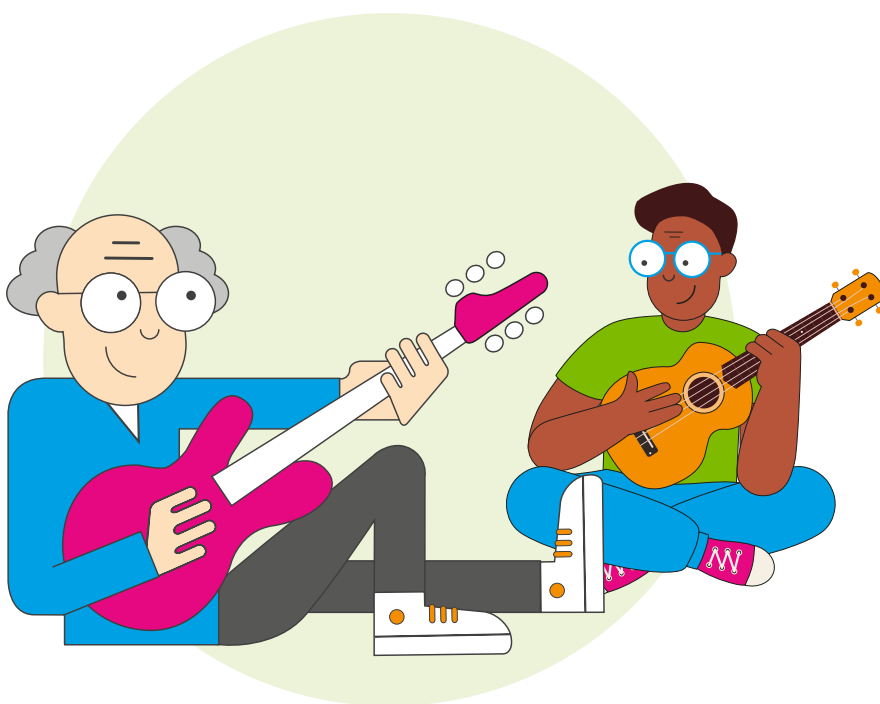
Overview

Welcome to Global Intergenerational Week 2024, a campaign bringing together partners from across the world, to celebrate intergenerational achievements from this year, and to work towards another year of intergenerational growth and development.

This week-long celebration takes place each year from the 24-30th April. Join us and our partners, for a series of webinars, online events, in-person activities, challenges and so much more.

This pack has been created for those who are passionate about connecting generations in new, exciting and innovative ways. Read on to learn more about what intergenerational practice is, a brief history of the campaign and what you can expect from Global Intergenerational Week 2024.

We are excited to have you on board and can't wait to get started!



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Generations
Working
Together



Pontio'r
Cenedlaethau
Bridging the Generations

What is Intergenerational Practice?

There are several definitions and descriptors used for intergenerational practice, most of which 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 practice 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. We all have a role in supporting the growth of intergenerational approaches collaboratively.



Why Celebrate Intergenerational Relationships?

There are people and organisations across the world forging intergenerational relationships through a range of fantastic, creative projects. From schools and colleges, care homes to nurseries, sports groups to housing providers, local authorities to national governments, we're all working hard on connecting people of all ages together in mutually beneficial ways. We don't, however, always share our impact with the wider world. That's where Global Intergenerational Week comes in. Global Intergenerational Week shines a light on projects across the world, highlighting their intrinsic value and providing them with the recognition that they deserve.

It's vital, that at a time of drastic demographic change, we are proactive in our approach to connecting generations; to combat social problems such as ageism and social isolation, to improve educational outcomes in all ages, and to build sustainable and cohesive communities, where people of all ages can flourish. Intergenerational practice is an evidence-informed solution to these social problems and it is therefore important that its value is recognised and adopted by key decision makers across the world.

Too often intergenerational practice is considered a 'nice' add-on to existing practices. This is a narrative that needs to change. Intergenerational practice ought to instead, be deemed an essential consideration for upstream health policy, an essential practice within social care, an essential component of educational curriculum and an essential consideration in urban planning and development. Why? Because intergenerational practice makes a difference in people's lives. Turn the page to learn how!



Key Findings

- Children involved in early-years intergenerational programmes report greater confidence, empathy and self-regulation of behaviour, than those who aren't. **(Femia et al. 2008)**
- The National Mentoring Partnership reports that intergenerational mentoring programmes have shown a **55%** increase in positive attitudes towards school among participating youth. **(National Mentoring Partnership)**
- Intergenerational groups are cost effective therapeutic groups that benefit both vulnerable youth and older adults in a non-threatening, caring environment. **(Jones et. al, 2009)**
- Communities that invest in intergenerational initiatives experience a **20%** increase in community cohesion and a **15%** decrease in crime rates. **(Generations United)**
- Interventions for intergenerational contact are among the most effective for reducing ageism against older people. **(WHO, 2023)**
- Cross-age friendships correlate with reduced ageism, for both younger and older people **(Dykstra & Fleischmann, 2018)**

That's why this year, Global Intergenerational Week will centre around one key theme: **Intergenerational Practice is Essential.**



Benefits of Intergenerational Relationships

To young people...

- Increased self-esteem and confidence through interaction with other generations.
 - New meaningful friendships.
 - Improved understanding of people from different generations, resulting in the tackling of stereotypes and misconceptions.
 - Learning of new and important life skills.
-

To older people...

- Improved health and wellbeing as a result of participating in new activities which may involve both physical and mental activity and stimulation.
 - Reduced social isolation: older people can interact with new groups, participate in activities and form new friendships.
 - Older people with dementia have been found to display positive responses and smile more frequently when interacting with different generations.
-

To communities...

- Increased community social cohesion and social capital as a result of purposeful activities designed to encourage relationships and connections to grow.
 - Improved social responsibility across generations due to increased involvement in the local community.
 - Creates place pride, where everyone feels that they can contribute to their local community.
-

Broader impact

- Increased community social cohesion and social capital as a result of purposeful activities designed to encourage relationships and connections to grow.
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 - Creates place pride, where everyone feels that they can contribute to their local community.
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Daily Themes

In addition to our wider campaign theme, each day of Global Intergenerational Week 2024 will take on a different intergenerational theme. This allows us to demonstrate the wide-reaching value of intergenerational practice, across a diverse range of policy areas.

Our global country leads will collaborate with local partners and other country leads, to deliver events in line with these themes.

 <p>24.04.24 - Day 1: Let's Raise Intergenerational Awareness</p> <p>#GIW24</p>	 <p>25.04.24 - Day 2: Let's Develop Intergenerational Partnerships</p> <p>#GIW24</p>
 <p>26.04.24 - Day 3: Let's Combat Loneliness and Social Isolation</p> <p>#GIW24</p>	 <p>27.04.24 - Day 4: Let's Celebrate Intergenerational Spaces and Communities</p> <p>#GIW24</p>
 <p>28.04.24 - Day 5: Let's Break Down Barriers Age</p> <p>#GIW24</p>	 <p>29.04.24 - Day 6: EU Day Solidarity Between Generations</p> <p>#GIW24</p>
 <p>30.04.24 - Day 7: Let's Build Intergenerational Workplaces</p> <p>#GIW24</p>	 <p>Intergenerational Practice is Nice Essential</p> <p>#GIW24</p>

Our Global Partners

Australia	Australian Institute for Intergenerational Practice
Canada	SE Health
England	Beth Johnson Foundation & Apples and Honey Nightingale
Ireland	Atlantic Technological University
Israel	Kesher Ben Dori & Prof Liat Ayalon
Mexico	CorimAZ
Northern Ireland	Linking Generations NI
Scotland	Generations Working Together
Singapore	GenLab Collective
Spain	Macrosad Chair of Intergenerational Studies
Sweden	Generation Marianne
Switzerland	Edwards Life Sciences
Uruguay	Vivir Mejor
USA	Generations United & The Eisner Foundation
Wales	Bridings the Generations



Show your Support

Are you planning and facilitating intergenerational activities? Do you know of any projects that are connecting different generations in your local area? Or are you perhaps new to intergenerational practice and keen to learn more?

Wherever your interests lie and whatever your experience, you can get involved in Global Intergenerational Week 2024. Register your support below to receive exclusive access to all key resources, and be first to hear about events during the week.

Register to Support GIW24, [HERE!](#)

Once you've registered, you can get involved in the following ways:

- Host a Mix and Mingle
- Complete our Photo Diary Challenge
- Attend local events or global webinars
- Share the official campaign images with friends and colleagues
- Share your intergenerational stories on social media using the campaign's hashtag **#GIW24**

Campaign Resources

We have an exciting resource pack to make your involvement as easy as possible. From banners, to toolkits, to suggested activities, you can find it all in our **Downloadable Resource Pack**. Please use these as much as possible!

Get Involved on Social Media

During the week, join the conversation on Facebook, Twitter, TikTok, LinkedIn and Instagram, as we celebrate the wide and wonderful variety of intergenerational projects currently taking place across the globe. Share your projects, questions, photo diary entries and more, using **#GIW24**.

Host a Mix and Mingle

Hosting an intergenerational Mix and Mingle is an exciting opportunity for you to get involved during GIW24. Mix and Mingles are simply any intergenerational event that you host during the week; even if it's one that you already run regularly! It's important that we are able to capture everything that goes on throughout Global Intergenerational Week, so we ask that you register your Mix and Mingle events [here!](#)



Check out our activities guide, packed with useful guides and toolkits, for inspiration on how you can host your Mix and Mingle.

Get creative and have fun!

Complete the Photo Diary Challenge



Our Photo Diary Challenge asks you to complete four intergenerational activities in the four weeks leading up to Global Intergenerational Week. You are then asked to reflect on your activity and attach a photo. We want to hear about the amazing outcomes that your Photo Diary Challenges lead to. With your consent, your entries will be shared on our social media channels, and exhibited at future events! You can also share them on social media, using **#GIW24!**

To get involved, download the 'Photo Diary' and 'Photo Diary Cards' from our [resources page](#).



Pre-prepared Social Media Posts

Short on time but keen to be involved? We have you covered! We've pulled together some pre-prepared social media posts for you to choose from. Take your pick from the templates below!

- We are delighted to be celebrating Global Intergenerational Week 2024! We are super proud of our work connecting people of different ages in [your location]. Let us know what you're doing! **#GIW24**

- This year we're changing the narrative; from intergenerational practice being 'nice' to intergenerational practice being ESSENTIAL! Join us for **#GIW24** to learn more!

- It's Global Intergenerational Week 2024! All week we're joining organisations across the world, to celebrate the power of connecting people of all generations. Join the conversation and stay up to date, using **#GIW24**

- Older adults who participate in intergenerational programmes experience a 20% reduction in loneliness. Intergenerational relationships are vital for our older population and must be prioritised, at a time of drastic demographic change **#GIW24**

- Global Intergenerational Week brings together countries from across the globe, to connect and celebrate intergenerational relationships. Visit the @GenerationsWT website to learn more about how YOU can get involved! **#GIW24**

- This Global Intergenerational Week, we [name of org] are hosting an exciting Mix and Mingle at [location]. Contact us to learn more, and get involved! **#GIW24**

- We want to connect and build partnerships with other organisations who would like to get involved in intergenerational practice – if this is you, please get in touch! **#GIW24**

- Communities that invest in intergenerational initiatives experience a 20% increase in community cohesion and a 15% decrease in crime rates. This Global Intergenerational Week, how can you contribute towards an age-connected future? **#GIW24**

- This Global Intergenerational Week, [name of org] challenges you to reach out to someone from a different generation. Share your experiences, learn from theirs, and strengthen the bonds that make our world richer. **#GIW24**

- Connecting different generations reduces stereotyping, prejudice and discrimination towards people on the basis of age. Share your stories **#GIW24**



If you have any questions regarding our campaign or ways in which to get involved, please contact one of our executive team leads:

England

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Overseas

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

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www.giw.scot

