| SSRG Project Plan | |
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| **Coordinator** | Sally Warnes – SSRG Project Officer |
| **Project Title** | Valuing Older People |
| **Project Management** | SSRG Social Inclusion Workgroup<br>SSRG Project Officer – Sally Warnes |
| **Purpose & Objectives** | • De-stigmatising loneliness<br>• Positioning older people in positions of value<br>• Motivating and inspiring others<br>• Capturing the diversity of ageing |
| **Background**. Summary of available data/issues | 'Australia is experiencing an ***ageing population***, with a predicted 24% of people being aged 65 years or older in 2056 compared to just 13% in 2007 (Australian Bureau of Statistics, 2009).'(Ferguson, 2012) The definition of ageism is essentially stereotyping and discriminating against people because they are old. This can include negative attitudes, ageist humour and being patronising. Labels can include lonely, poor, sad, disabled, sexless, dependent and demented. The impact of ageism is that older people adopt these myths and negative descriptions.<br><br>'***Older people*** with positive attitudes about their ageing have been found to live up to 7.5 years longer than those with negative attitudes regarding ageing (Dittmann, 2003). ***Ageism*** hinders people from seeing the potential of ageing and anticipating their own ageing (McGuire et al, 2008).' (Ferguson, 2012)<br><br>It is important for older people not to devalue themselves as they age but see that time as an opportunity to keep growing, developing and living a fulfilled life.<br>http://www.ageingaustralia.com.au/ageism/ |
| **Key Issues** | • Ageist attitudes in Australia<br>• Valuing older people |
| **Project Description** | This project involves using photographs of older people engaged in activities that demonstrate connection, action and enjoyment. The photographed older person is invited to share a quote to give meaning to what they are experiencing. The collection of photographs will showcase diversity – of |

| | culture and of actions. |
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| | The exhibition will be a digital display; can be copied and shown at a variety of public places and organisations. The exposure to positive images becomes a step in the process of changing attitudes towards older people and inspires older people to engage positively 'in life'. |
| | Photographs will be taken by group members or pre-arranged photographers who can include others to become involved – both young and old. |
| **Stakeholders** (list including council) | City of Holdfast Bay, City of Marion, City of Mitcham City of Onkaparinga, ACH, COTA, Circle of Friends St Johns, Baptist Care, ARAS ECH, Resthaven Domiciliary Care, Uniting Communities |
| **Project Scope What is excluded?** | It is not focusing on particular programs that individual organisations deliver. |
| **Level of Impact** | The impact desired is to change popular perceptions of older people as exemplified below – taken from Fact or Fiction, Australian Human Rights Commission, 2013 p9): "The media influences negative perceptions of older Australians. Older Australians feel that the media has a significant role to play in how older people are portrayed. For example, as: lonely victims unhealthy as sources of amusement. Older people in the media are most often portrayed as frail, weak, victims or in poor health. The most common words Australians use to describe the portrayal of older people in the media are forgetful, slow, frail, vulnerable, burden, grump and sick." Changing these perceptions and connecting individuals to social inclusion programs, even in a small way, is the impact desired. |

| Type of Community Participation ☑ <br> ☐ Informing <br> ☐ Consulting <br> ☐ Involving <br> ☐ Collaboration <br> ☐ Empower | Type of community participation – Collaboration, consulting, involving |
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