

## Age really IS just a number!

Caerphilly is probably best known for its cheese, but a project set up to look at stereotypes of younger and older people has found that people from Caerphilly and across the United Kingdom are really cheesed off with how they are portrayed.

At last weeks 50+ Positive Action Smarter working event "From Little Acorns...", at Lewis Boys School in Pengam, a report was launched detailing the results of a recent questionnaire, that attracted over 650 responses from every part of Wales and across the United Kingdom.

The results showed that people are very clear in their views. When people were asked whether negative stereotypes influence our perceptions of age a staggering 95% agreed. Bearing that comment in mind, it was then sad to read the most common stereotypes of older people they reported seeing again and again were "Boring, Wee, Frail and Grumpy"!

People were also clear in their appeal to the media and organisations about the use of negative images of younger and older people. 96% of respondents called for more positive images to be used.

If you would like to encourage people to read this report and act on the recommendations, you can download the report that also includes a draft letter that individuals can send to organisations and the Media to lobby for change. Or you could contact Mandy Sprague on 01443 864277 for a Copy.

[http://www.caerphilly.gov.uk/communityplanning/en/cross\\_themes/50plus/ageisjustanumber.html](http://www.caerphilly.gov.uk/communityplanning/en/cross_themes/50plus/ageisjustanumber.html)

Age is Just a Number! is a local campaign in Caerphilly that has attracted interest from across Wales and beyond. The campaign aims to promote better understanding, improve tolerance, and help bridge the generation gap between older and younger people. The campaign uses powerful, positive pictures submitted by Caerphilly residents. The overarching aim of Age is just a number! is to encourage organisations and the Media to use more positive images, which in time it will begin to break down some of the negative stereotypes people have of younger and older people.