



## Overview of the Old is Beautiful Project Kit for Workshop and Discussion Facilitators

webpage: <https://www.celebrateageing.com/beautiful.html>

facilitator's kit: <https://celebrateageingschool.thinkific.com/courses/old-is-beautiful>

### **About the #OldisBeautiful project**

The ageist view that beauty is limited to youth is harmful to older people and society more broadly. It devalues and socially isolates older people, erodes their health and wellbeing, and robs those who are not yet old of an optimistic ageing pathway.

In response to this issue, the #OldisBeautiful project involves workshops with older people to combat internalised ageism and document their portraits and messages about beautiful. The black and white portraits of older people, and their messages, are shared with the community to combat cultural forms of ageism.

Pilot workshops were evaluated and demonstrated a shift in participant's internalised ageism. A survey conducted before and after the workshop showed participants developed more positive expectations of ageing – which is an indicator of better health and wellbeing.

Interest in the pilot workshops was significant with stories about the project being shared by local and national media. Highlights include a front cover spread in The Senior newspaper (circulation 3 million+), a Queensland roll out in partnership with ADA Australia and take up of the project in Canada.

A Project Kit has been developed for services and groups to facilitate an #OldisBeautiful workshop or discussion. This document provides an overview of the project and outlines the kit.

### **Intergenerational Activities**

We are currently piloting intergenerational activities and look forward to sharing them with you in October 2024.

**Webpage:** [celebrateageing.com/beautiful](https://www.celebrateageing.com/beautiful)

## **Aims and objectives**

The overall aim of the Kit is to help combat ageism and build respect for older people; this is achieved by the following activities:

- Facilitating a workshop/discussion with older people to:
  - improve their expectations of ageing
  - protect themselves against internalised ageism
  - take their photo portraits
  - document their messages about what makes them beautiful
  
- Sharing the portraits of older people and their messages about beautiful to:
  - combat ageism in the broader community
  - build connections between older people and the broader community
  - help those who are not yet old to identify their own positive ageing trajectory
  - role model body positivity to younger people (particularly grandchildren of participants)
  - show older people as 'same' and belonging.

## **Kit Inclusions**

The Kit includes all the resources you need to host an #OldisBeautiful workshop or discussion, such as:

- Background: theory, project outline, stories from the pilot projects
- Artwork: the #OldisBeautiful logo and artwork guidelines
- Recruitment: tips, the importance of diversity and inclusion, draft recruitment flyer
- Consent: information sheet and consent form for participants
- Photographer agreement: briefing information and agreement
- Workshop/discussion guidelines: running sheet, PowerPoint presentation - or short film, suggested activities, tips
- Evaluation: why, how and what to evaluate - and evaluation forms
- Dissemination: how to share your project, and a sample media release.

The Kit also includes a 12-month license to host #OldisBeautiful workshops/discussion in your service or group.

Resources are downloadable so they can be localised to your service or group. Please contact us for further information.

## **License agreement**

Celebrate Ageing develops kits for service providers and groups to help accelerate the pace of change. We charge a small licensing fee for use of the kits – to help fund the work we do (we don't have core funding to help us continue this important work, we ask that participating services/groups don't share the Kit).

**Workshop duration:** two hour for 10 participants

### **Evaluation**

- Options for pre/post or simply post workshop evaluation
- Expectations on Ageing Scale (pre-post)
- Kirkpatrick's Levels of Evaluation (post)

### **Suitable for**

- Anyone who works with older people
- Anyone wanting to help build respect for older people

### **Cost**

- \$1,440 (for one year)
- Access starts immediately after your purchase is made

### **Reviews**

- *very good workshop. Should be more of it* [anonymous participant]
- *the [workshop] was an excellent opportunity to reframe thoughts, words and actions around ageism as well as counter negative community and individual perceptions of ageing. The assemblage of a diverse group of older residents enabled cross cultural interactions & learning and provided them with an opportunity for their voices to be heard. The activity also aligned with Council's community goals and vision. There was beauty in the individual stories as well as beauty in cultural ancestry and cultural discovery* [Richard Joseph, Active and Healthy Ageing Coordinator Maroondah City Council]

### **Acknowledgements**

Special thanks to Elder Rights Advocacy for supporting the project pilots. Thanks also to our pilot sites:

### **About Celebrate Ageing School**

Celebrate Ageing Ltd is a charity established in 2013 to combat ageism and build respect for older people. Our School offers online activities, kits and courses that are evidence based, innovative, multimodal, practical, and coproduced with older people. Education is available to support individual learners, groups and learning facilitators. A small fee to access the education enables us to continue our important work.

### **In the media**

Thank you so the journalists who covered the launch of the #OldisBeautiful project. We greatly appreciate your support. A particular highlight was the cover of The Senior newspaper (see next page) with a circulation of 3.3 million+ electronically and over 7000 newspaper outlets.

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**VICTORIAN SENIORS FESTIVAL**  
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 PAGES 25-30



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**OLD IS BEAUTIFUL**  
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Picture by Suzanne Phoenix

**SPEAKING OUT AGAINST AGEISM** PAGE 3

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