

Let's question ageism

**Activity
pack**

**10 June
2026**

#AgeWithoutLimitsDay
#QuestionAgeism



Age Without Limits is the Centre for Ageing Better's campaign to challenge ageism for the benefit of us all as we grow older. The Age Without Limits campaign runs activities across the year to change how we all think and act about age and to challenge ageism.

We all have a role in making this happen. Together, we can create a society where age is celebrated and where everyone, regardless of their age, can lead a life of dignity, respect and opportunity. Age Without Limits Day is a brilliant chance to get involved - thank you for taking part.

If you have any questions about the day, please visit our website [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org) or email information@AgeWithoutLimits.org

"This activity was such a great idea. It really has made my day and made me feel positive."

Participant in an arts session creating scrap books and sharing photographs and stories in Bury, Age Without Limits Day 2024.

What's inside?

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Join us in questioning ageism this Age Without Limits Day.

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SECTION 1

Let's question ageism

Age Without Limits Day is our annual moment to take action - big or small - to create a future where everyone can age without limits. Across the UK, communities, workplaces and individuals will come together on **10 June 2026** to challenge the stereotypes, assumptions and behaviours that hold us all back.

This Age Without Limits Day, we're focusing on the power of questions.

Questions spark curiosity. They interrupt habits. They make us pause a little longer and think a little deeper. And when it comes to ageism - one of the most normalised and overlooked forms of discrimination - questions are an incredibly powerful tool for change.

We know that negative assumptions about ageing remain widespread. You've probably heard comments like:

"Stuck in their ways."

"Bit of a dinosaur."

"Time to slow down."

"You look good for your age."

These everyday phrases may seem harmless but, repeated across a lifetime, they shape how we treat others, and how we see ourselves. They chip away at confidence, influence decisions, and limit opportunities in work, health, relationships and community life.

But something important happens when we pause and ask simple questions:

- Where does that belief come from?
- Why do we say that?
- Why do we continue to see and hear this?
- What would change if we challenged this idea?

When we question ageism, we challenge it. And the more we challenge it, the more we start to change it.

Whether you're hosting an event, gathering with colleagues, meeting friends, or taking five minutes to reflect on your own experiences, your actions today contribute to a wider movement.

Together, we can create a society where age never limits anyone's opportunity, dignity, respect or belonging.

SECTION 2

Why we need to question ageism

Ageism affects people of all ages, but it disproportionately impacts people in later life. It shapes the opportunities available to us, the care we receive, the way we're spoken to, and the assumptions others make about what we can or cannot do.

One third of us hold ageist beliefs, often without realising it, and the impacts of ageism are real and far-reaching.

All statistics quoted can be found on the [research page of our website](#).



Ageism affects our work

Older job applicants are less likely to be hired. If they are hired, they're less likely to be offered training or development. Labels like "overqualified" or "past their prime" reinforce harmful assumptions about capacity, ambition and value.



Ageism affects our health

People sometimes receive different medical treatment because of their age, or delay seeking help for symptoms they assume are "normal" parts of ageing. These assumptions can have profound consequences on our health.

This Age Without Limits Day, let's question ageism together.



Ageism affects our confidence

Comments like "senior moment" or "act your age" can shape how we view ourselves and our future. Many people tell us they stop taking part in activities, making plans or setting goals because they feel judged or undervalued.



Ageism affects how society sees older adults

Two thirds of people aged over 50 who've experienced ageism say they've experienced it in their interactions with others - whether at work, in shops, in health settings, or even among family and friends.

These beliefs have nothing to do with real evidence. For example:

- Many people think older age is defined by frailty or dependency, but most older adults remain active contributors across society.
- The public estimates that 25% of older people live in care homes - yet the actual figure is just 2.5%.

Ageism isn't inevitable. It's learned. And because it's learned, it can also be unlearned. By asking questions - curious, compassionate, challenging questions - we can shift assumptions, open conversations and make sure people of all ages are valued.



SECTION 3

Activity ideas

Below are activities for individuals, workplaces and communities. You can run these on the day itself or in the days and weeks around it. There's no 'right way' to get involved - choose what feels meaningful and achievable for you.

You can download our free Age Without Limits Day materials, including posters, postcards, conversation starters, social media posts and more [here](#).

What would happen if we questioned assumptions about getting older rather than accepting them?

Question it

This Age Without Limits Day, we're focusing on the power of questions.

No matter what you decide to do, remember that when we question ageism, we start to change it. Ask:

- Why do workplaces assume "young blood" equals better or more innovative ideas?
- Why do we judge people by what generation they're part of?
- Why do we say, "you look good for your age"? Why not just "you look good"?
- Where does the idea that we can't learn new things later in life come from?
- Why don't we see more older people in advertising and films?
- What would happen if we questioned assumptions about getting older rather than accepting them?



Group activities

Running an event in your local area is a great way to question ageism.

On these pages is a list of activities you could run on or around the day. We have further information to help you prepare, promote and run your event on [our website](#).



Quick and easy ways to get involved

Start a conversation

Conversations are one of the most effective ways to challenge ageism. Use our [conversation starters](#) to spark meaningful discussion about where ageist assumptions come from and how we can challenge them.

Great for: workplaces, coffee mornings, community groups or family gatherings.

Spread the word

Use our [downloadable posters](#) to get the word out in local cafés, libraries, workplaces or gyms (with permission).

This year's posters invite the public to question ageism on or around the day.



Post on social media

Use our [age-positive image library](#) to share inspiring photos.

You can also share our [social media assets](#) and join the national conversation using:

#AgeWithoutLimitsDay
#QuestionAgeism



Host a discussion

Use our new [Age Without Limits Day chatterbox](#) as a playful, nostalgic and effective conversation tool. Each flap contains ageist phrases you may have heard, alongside prompt questions to get people thinking. Print and fold the chatterbox for instant discussion. It works brilliantly for all ages.



Walk and talk

Organise a short community walk where participants pair up with someone of a different age. Provide our [conversation starters](#) or bring the [chatterbox](#) along. Taking a walk and being outside can often help conversations flow.

Alternatively, you can use the conversation starters over tea and cake to help get people talking and to explore perceptions of age.



Set up a 'question wall'

Set up a wall or board where people can post the questions they want to ask about age or ageism. This works well at schools, workplaces and community venues.

Some questions you might use:

- Why do we assume that getting older means becoming less capable?
- What do we gain as we grow older?
- What would workplaces look like if we valued experience?

Hand out our [postcards](#) and invite people to write what they will question on the day, then pin the cards to a wall and post them on social media using [#AgeWithoutLimitsDay](#) [#QuestionAgeism](#) to keep the conversation going.



Run a quiz

Why not help everyone get clued up on why ageism matters, and its impact on people's lives? Ask your group to **take our quiz** and find out where and how people over 50 experience ageism.

Or if you're already organising a quiz for your community, you could add a round focused on ageism. It's a great addition to an existing pub quiz, community event or workplace social.

When we question ageism, we start to change it.



Get creative

There are lots of other ways your group can participate this Age Without Limits Day:

- Host a storytelling event to foster intergenerational friendships, where older people in your community have an opportunity to share their life stories and experiences.
- Play a film that features older protagonists or challenges ageist stereotypes. After the film, you could discuss themes around representation, visibility and ageism in media.
- Run a fashion show led by older members of your community, because self-expression, style, and joy don't diminish with age.
- Display portraits of older adults or use images from our **age-positive image library**. Pair the images with quotes or questions to spark conversations.



SECTION 4

Materials to download and print

Use our **free materials to promote your event** and get people talking on the day.

Bunting, stickers and more are also available in our free printed activity packs. Numbers are limited - register for yours by the end of April, as packs will be sent out roughly a month before Age Without Limits Day.

[Register now](#)

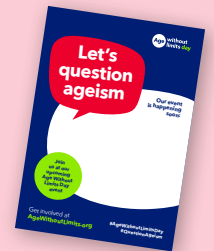


Posters

Use these to inspire people to question ageism. You can use them at any events, and you could also put them up in local cafés, libraries or your workplace - just make sure to get permission first.

Poster that you can adapt to promote your event

Use this to promote your event or activity. Simply write the details about what you're doing in the empty space so everyone can get involved.



Postcards

Hand these out at your event as a way to break the ice and start conversations. People can use them to send messages to friends and family, saying how they will question ageism not just on 10 June but throughout the year.

Conversation starters

Our conversation starters give you tips and ways to start challenging negative ideas about ageing.

Use these to find a way to question ageism at your event or activity and give these out so people can pass the message on.





SECTION 5

Social media

Online events and social media can be fantastic ways to get involved.

Before your event

Social media is a great tool to let people know about your event or activity. Post regular updates in the lead up, giving your followers all the necessary details (venue, time, parking access etc). We have created a [participation post](#) so you can let your followers know you are taking part in Age Without Limits Day and encourage them to get involved too.

On the day

Use our social posts to get the word out. You can share our images in your posts to make them more engaging. Get social media images in different formats [here](#).

Make sure to use the hashtags **#AgeWithoutLimitsDay** and **#QuestionAgeism** when posting to get even more people questioning ageism.

Alternatively, you can repost our messages. We'd also love to share events from around the country and get the whole nation talking. So please tag us using our social media handles:

 [@AgeWithoutLimitsOrg](#)

 facebook.com/AgeWithoutLimitsOrg

 linkedin.com/company/ageing-without-limits

Tips for social media



Make it engaging

Use photos and videos in your posts.



Tell a story

It's human stories that make your posts interesting, so focus on the people. Why not film some short clips of the people at your event? Don't forget to get their permission before filming and posting - [find out how here](#).



Use a hashtag

Use #AgeWithoutLimitsDay and #QuestionAgeism wherever you're posting about your activity.



Ask people to do something

Whenever you post, think about what you'd like people to do. Share? Tell their friends? Start a conversation?



Build momentum

Start sharing before the day and keep posting on the day to keep the buzz going.





Find out more

Visit **[AgeWithoutLimits.org](https://www.AgeWithoutLimits.org)**

Email **information@AgeWithoutLimits.org**