



#ElderWisdom TOOLKIT

Join the CONVERSATION

In June help fight ageism by highlighting the talents and wisdom of seniors.



Have a *seat*

Across Southwestern Ontario, come and sit on the bench and enjoy an insightful conversation with a senior.

Visit elderwisdom.ca for locations and times.



Share online

Use **#ElderWisdom** on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe.



elderwisdom.ca

Our campaign

In 2016, we began a campaign to combat ageism in our communities by highlighting the wisdom and talents of seniors with the **#ElderWisdom** tag on social media.



That first year, our campaign brought a green bench to 13 cities across Ontario where local seniors shared their knowledge through conversations with key influencers and community members. On June 6, 2017, 80 seniors shared #ElderWisdom on the green bench with students at 16 different high schools across Ontario.

This June, we will once again be bringing the bench to a variety of locations across Ontario as seniors from Schlegel Villages share #ElderWisdom with the community. New to #ElderWisdom this year is a Facebook Live panel and a Twitter Party.

Ageism

Ageism is a form of discrimination, particularly experienced by seniors. Our Elders have a great deal of wisdom to contribute to their communities. However, societal norms marginalize seniors, treat them with disrespect, make them feel unwelcome and otherwise generalize as if they were all the same.

Examples:

- comedians and talk show hosts joke about seniors and memory loss;
- doctors often talk past the senior patient to an adult child as if the senior wasn't even in the room;
- younger adults mock seniors for being 'slow' and
- commercial ads depict seniors as out of date, and lacking knowledge about modern culture and technology.

Ageism robs seniors of choice, independence, dignity and negatively impacts their quality of life. Lets use Social Media to combat ageism this June and celebrate the great things seniors have to offer by sharing #ElderWisdom.

Events

Event	Location	Date
Mississauga Senior's Fair	Meadowvale Community Centre	Friday, June 1
Tri-pride Festival	Victoria Park Commons	Saturday, June 2
Whitby	Civic Recreation Complex	Friday, June 8
London	Outdoor Farmers' Market	Saturday, June 9
Hamilton	Hamilton sign outside City Hall	Monday, June 11
Etobicoke	Islington Seniors Centre	Tuesday, June 12
Brampton	Brampton Seniors Centre	Wednesday, June 13
Facebook Live Panel	Live from Hamilton at 7:30 p.m.	Wednesday, June 13
Guelph	Market Square	Thursday, June 14
Toronto	Trinity Bellwoods Park	Friday, June 15
Burlington	City Hall	Monday, June 18
Waterloo	City Hall	Wednesday, June 20
Windsor	Dieppe Gardens	Friday, June 22
Twitter Party	Hosted by @SchlegelVillage 7:30 p.m.	Tuesday, June 26
Barrie	Heritage Park	Wednesday, June 27
Kitchener	City Hall	Friday, June 29
St. Jacobs	St. Jacobs Farmers' Market	Saturday, June 30

For time, details, and directions to our green bench events visit elderwisdom.ca.

Join
live 

Wednesday, June 13
7:30 p.m.

Hear from a panel of seniors,
ask questions and
gain **#ElderWisdom**.

Let's  *party*

Tuesday, June 26
7:30 p.m.

Join our Twitter party for
great conversations about
#ElderWisdom and
awesome give-aways.

Media inquiries and questions contact
ted.mahy@schlegelvillages.com, 519-496-5984.



Why #ElderWisdom?

Use **#ElderWisdom** on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe.

This ensures your post will be seen within our campaign and together we will raise awareness and fight ageism.

Join the conversation

Step 1

Think of a senior who has inspired you or start a conversation with a senior in your life.

Step 2

Share their wisdom by posting to social media using the **#ElderWisdom** tag.

Step 3

Participate with **#ElderWisdom** by sharing other posts and interacting with fellow advocates.



**Make the
most
of your
post**

- Always put the pound symbol “#” before the ElderWisdom tag to ensure your post is linked to the conversation.
- No space is needed between the words ElderWisdom when using the hashtag.
- You can see other posts related to ElderWisdom by searching “#ElderWisdom” in the search bar of your social media account or by clicking the hashtag on a post.
- Incorporating the hashtag into your post instead of leaving it at the end will save you space and allow you to maximize your message when there is a character limit.

Sample posts

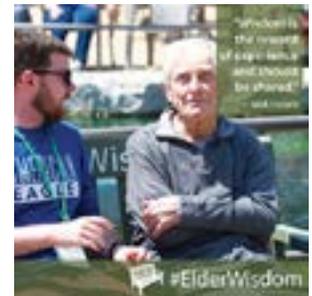
Download twitter header image



Download quoted images



Download Facebook cover images



Update your profile photo with the #ElderWisdom bench.



Question and answer:

At your age ____, how would you like people to view you?

[Have a question you'd like to ask a senior?](#)

Quotes and articles

Quotes about wisdom

"Listen to your Elder's advice, not because they are always right but because they have more experiences of being wrong." #ElderWisdom

"Wisdom is the reward of experience and should be shared" #ElderWisdom

"Live each day not like an ending, but a new beginning" #ElderWisdom

"The best classroom in the world is at the feet of an elderly person." – Andy Rooney #ElderWisdom

"You're never too old to begin again, to learn something each day, and to create yourself happy endings." #ElderWisdom

Past articles

[Spreading the Wisdom in St. George's Square](#), Guelph Today

[Senior shares Wisdom at Waterloo Square](#), Waterloo Region Record

[The Effects of Ageism on Quality of Life for Seniors](#), CARF International

[#ElderWisdom Shared with Students to Mark Seniors Month](#), Schlegel Villages

[Schlegel's #ElderWisdom Green Bench Campaign aiming to quash ageism](#), OLTC

[#ElderWisdom Campaign Harnesses Great Untapped Resource](#), Schlegel Villages

[#Guelph Seniors Share Wisdom!](#), Mayor Cam Guthrie

[Seniors Share their Wisdom at Gore Park](#), Hamilton Spectator

[Taking Aim at Negative Stereotypes about Older People](#), Kitchener Citizen (page 2)

[Senior Shares her Story with Strangers on Barrie Park Bench](#), Simcoe.com

[1 Green Bench + 200 Conversations = A Successful Elder Wisdom Campaign](#), Senior Housing Forum