



Can your Council support Global Intergenerational Week?

Global Intergenerational Week, is now in its third year, with the primary purpose of inspiring individuals, groups, organisations, local/national government, and NGOs to fully embrace intergenerational practice.

To connect people of all ages, especially the younger and older generations. It is running from **25 April – 1 May**.



Why support this campaign?

- As we emerge from the pandemic now more than ever it's vital that we **develop and celebrate relationships between generations to rebuild our communities, reduce isolation and loneliness, improve health and mental wellbeing, help young people to catch up with their learning, and to reduce ageism.**

There are a range of ways in which you can support Global Intergenerational Week...

Supporting opportunities

1. Sign up as a supporter
2. Get involved in the Social Media Campaign
3. Endorse the launch media release
4. Light up a Council building
5. Promote & attend LGNI events

1. Sign up as a supporter

- Share your Council's logo and sign up as a supporter of the week
<https://generationsworkingtogether.org/global-intergenerational-week/supporter-registration>

2. Social Media Campaign

- Highlight global intergenerational week on social media using the approved branded images available to download at link below

<https://generationsworkingtogether.org/global-intergenerational-week/about-national-intergenerational-week>

Add a Facebook frame to say 'We're Supporting Global Intergenerational Week' available to download from our website.



- Share your own intergenerational stories on social media highlighting ‘the campaign is in its third year and now a global event’ using the campaign's hashtag of **#IntergenerationalWeek**
- Share the campaign’s social media posts: **retweet, share, like, repeat!**
- Feature the campaign on your website to encourage sign up and participation. Signposting to:

www.linkinggenerationsni.com/global-intergenerational-week/
- Prepare a short video (1 minute or less) to explain why you think Global Intergenerational Week is important for our local community and forward to Debra.Castles@bjf.org.uk to share on our social channels.

3. Media coverage

- Feature the official media release as a news item on your website and share it on the social media channels available.
- Arrange a Council photocall with participants and Councillor/Mayoral endorsement.

4. Shine a light on a Council building

- Using LGNI’s pink to highlight the campaign on prominent Council buildings with geographical spread across the province to share the intergenerational message.



5. Promote and attend LGNI events

- LGNI have 2 events planned so far during the week to showcase and celebrate local intergenerational work check out these events and promote via <https://www.linkinggenerationsni.com/whats-on/>

We hope that you will be able to join with us for this showcase for local intergenerational activities involving: **schools, care homes, community groups, organisations and business, local government** for what promises to be an epic week, bringing Northern Ireland to the fore on an international platform as we partner with other countries including:

- Australia
- Canada
- England
- Ireland
- Scotland
- Wales
- Mexico
- Spain
- Sweden
- USA

<https://generationsworkingtogether.org/global-intergenerational-week/country-leads>

Going Global



Appendix



Background to Intergenerational Week:

After leading a successful campaign in 2020 ([23-29th March](#)) and as a result of the pandemic [St Monica Trust](#) handed leadership of the national week to Generations Working Together (GWT). In partnership with [Linking Generations Northern Ireland](#), [Bridging the Generations](#) (Wales), and The [Beth Johnson Foundation](#) (England), GWT led the second campaign which took place from **8-14 March 2021**. Over 120,00 people joined us in 2021 through the hashtag on [#IntergenerationalWeek](#) to say no to the age gap. Watch the [video](#) to see what we achieved during National Intergenerational Week 2021.

The campaign is led by an Executive Team involving [Generations Working Together](#) (Scotland) in partnership with [Linking Generations Northern Ireland](#), [Bridging the Generations](#), (Wales), and [The Beth Johnson Foundation](#) (England).

Visit: www.linkinggenerationsni.com/global-intergenerational-week/



[#IntergenerationalWeek](#)