



A campaign by  
St Monica Trust

“Intergenerational (adjective): Relating to, involving, or affecting several generations.”

**Oxford English Dictionary**

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# Welcome to National Intergenerational Week, an online campaign drawing together conversation around intergenerational activity in the UK.

We live in divided times. Once, older generations were much more involved with younger people, and vice versa. But times change. Parents are having children later in life, and living greater distances from their parents. Not to mention that lives seem busier nowadays. Add to this the fact that our lives are becoming more segregated and accommodation for older people is, more often than not, set apart from where younger generations live.

All these things can drive a wedge between different generations. Isolation can begin to creep in. Along with a poorer understanding and awareness of each other. It's a downward spiral where negative stereotypes and attitudes can take hold all too easily.

Fortunately there are lots of organisations in the UK bridging the gap with fantastic intergenerational projects. From care homes to nurseries, sports groups and housing providers, we're a nation working hard on bringing age groups together in a mutually beneficial way. We don't always share what we're up to with the wider world though. That's where National Intergenerational Week comes in.

**National Intergenerational Week takes place from 23rd to 29th March 2020. In its first year it's all about celebrating those moments and places local to us where different age groups come together for shared benefit. Do you run or know of an amazing intergenerational project in your area? Join us on #IntergenerationalWeek as we say no to the age gap.**

## Get involved on social media

Join the conversation on Facebook, Twitter and Instagram during National Intergenerational Week as we celebrate the wide and wonderful variety of intergenerational projects currently taking place across the UK.

- Share your organisation's projects or those local to you with the online world during #IntergenerationalWeek, 23rd—29th March 2020.

Posts don't need to be about events taking place during the week itself, just share what and where the project is and the thing you love most about it! If you can use the hashtag, even better. You can download the handy resource pack from our website if you need a little inspiration. It's full of great stuff for your social channels: [stmonicastrust.org.uk/national-intergenerational-week](https://stmonicastrust.org.uk/national-intergenerational-week). *Short on time but keen to take part? Find a selection of pre-prepared social media posts on p7.*



- Show your organisation's support for all things intergenerational by adding your company logo to the National Intergenerational Week web page. Logos to [ben.dunn@stmonicastrust.org.uk](mailto:ben.dunn@stmonicastrust.org.uk) please!



What a mouthfull!

**We're celebrating...**

# National Intergenerational Week

**23-29 March 2020**

Join us for .....

at .....

on .....

**Say no to the age gap**

[www.stmonica.org.uk/national-intergenerational-week](http://www.stmonica.org.uk/national-intergenerational-week) #IntergenerationalWeek



## Pre-prepared social media posts

Of course it would be great if you can create lovely social media posts tailored to your own intergenerational projects, but we're all busy. So we've put together some pre-prepared social media posts for National Intergenerational Week to save you some precious time. Take your pick.

### Twitter

We're celebrating National Intergenerational Week! So proud of our work bringing different age groups together here in [your location] and the impact it has on all those involved. #IntergenerationalWeek

It's #IntergenerationalWeek! This week we're joining organisations across the UK in celebrating the power of bringing different age groups together.

We live in divided times. Our work bringing different age groups together is helping build respect and understanding across generations.

#IntergenerationalWeek

We're an intergenerational space! In National Intergenerational Week we're celebrating the impact [your company] has on the community by bringing different age groups together. #IntergenerationalWeek

We're proud of our intergenerational workforce! This National Intergenerational Week we're celebrating the power of bringing different age groups together and all that this enables us to do. #IntergenerationalWeek

## **Facebook**

We're celebrating National Intergenerational Week! So proud of our work bringing different age groups together here in [your location] and the impact it has on all those involved. #IntergenerationalWeek

It's National Intergenerational Week! This week we're joining organisations across the UK in celebrating the power of bringing different age groups together. Find out more about the week here: <http://bit.ly/2Pm9vvp>

We live in divided times. Our work bringing different age groups together is helping build respect and understanding across generations. So very important, don't you think? #IntergenerationalWeek

We're an intergenerational space! In National Intergenerational Week we're celebrating the impact [your company] has on the community by bringing different age groups together. Find out more about the week here: <http://bit.ly/2Pm9vvp> #IntergenerationalWeek

## **Instagram**

We're celebrating National Intergenerational Week! So proud of our work bringing different age groups together here in [your location] and the impact it has on all those involved. #IntergenerationalWeek

It's National Intergenerational Week! This week we're joining organisations across the UK in celebrating the power of bringing different age groups together. #IntergenerationalWeek





If you have any questions about National Intergenerational Week or ways in which to get involved please contact campaign lead Ben Dunn on [ben.dunn@stmonicastrust.org.uk](mailto:ben.dunn@stmonicastrust.org.uk) or call 07498 278664.