RAISING AWARENESS ABOUT AGEING IN RURAL AND REMOTE SETTINGS: An evaluation of an anti-ageism campaign in Pingelly

"Living the Life in Pingelly & Giving Ageism the Boot"

UWA Social Care and Social Ageing (SAGE) Living Lab

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Executive Summary

Project overview

The Pingelly Anti-Ageism Campaign, called Living the Life in Pingelly and Giving Ageism the Boot, is a step in the community's broader aim to support The Pingelly Project—Staying in Place and Virtual Village - an innovative project that seeks to address the challenges to aged care provision in rural and remote settings identified in WA regional research and strategic planning. The Pingelly Project also provides much needed models and resources for similar projects to be delivered in rural and remote Western Australia. With these aims in mind, the Living the Life in Pingelly and Giving Ageism the Boot Campaign is a future-focused initiative that has sought to lay the groundwork to drive attitudinal change and normalise discussions of ageing and ageism in Pingelly.

A consortium comprising the Pingelly Somerset Alliance, the Shire of Pingelly, the Pingelly Community Resource Centre, and the UWA Social Care and Ageing (SAGE) Living Lab secured funding under the 2020 round of the WA Department of Communities' Age-friendly and Dementia-friendly Communities Grants Program to conduct the campaign. The Pingelly Anti-Ageism Campaign was funded for a period of one year from January-December 2020, with a six-month extension later awarded to allow for unexpected disruption due to the COVID-19 pandemic. The development of the campaign was guided by a Project Reference Group and was supported and evaluated by the UWA Social Care and Ageing Living (SAGE) Living Lab.

The Pingelly Project—Staying in Place and Virtual Village - is a ground-breaking model that aims to support older residents to remain in their local community as their age-related care needs increase, even until end of life. The anti-ageism campaign was an important precursor to developing the Pingelly Project, by raising awareness and starting conversations in the community about ageing and the needs and rights of older people.

This Pingelly Anti-Ageism Campaign evaluation report is intended to support knowledge sharing and provide successful project models to inform future work in the sector. It also provides a foundation on which Pingelly can build its vision for a Virtual Village.

The Pingelly anti-ageism campaign was informed by the findings of an evaluation of the Department of Local Government and Communities' Age-friendly Communities Local Government Grants Program undertaken previously by members of the UWA SAGE Lab (Baldassar et al. 2017). Four key issues were identified in this pubication as critical to the evolution of Age-friendly approaches in Western Australia communities: measurable success and continuous improvement through ongoing evaluation of programs; tailoring solutions to reflect the needs of seniors with diverse backgrounds and experiences; directly addressing ageism by implementing public communications strategies and normalising age-friendly language; and supporting digital citizenship among seniors through greater access and inclusion. Each of these factors have been integrated into the Pingelly anti-ageism campaign.

Aims

The Campaign aims can be summarised as follows:

1. To build community awareness and understanding about ageism and its negative effects;
2. To promote community identity and belonging through intergenerational engagement, recognising the critical importance of social and community support in combatting ageism and creating a climate for positive ageing;
3. To share, grow and develop plans for The Pingelly Project – Staying in Place and Virtual Village, to support older people to live as independently as possible in their local community until end of life; and
4. To provide a model and resources for other regional and remote towns to deliver their own anti-ageism and positive ageing campaigns to build capacity across Western Australia.

Campaign activities

The Campaign comprised the following activities:

1. Community consultations;
2. Community engagement events and activities;
3. Media and social media awareness raising posts; and
4. Community survey,

The campaign activities built on and highlighted existing strengths in the community, including a strong and well-functioning Community Resource Centre, strong relationships with the local school and local businesses, groups and associations. Participation in the community engagement events was particularly high. A strength of the campaign was the variety of different events, which facilitated the engagement of community members of all ages and interests.

Key planned outcomes

There were eight planned outcomes and all were successfully achieved:

Planned Outcome 1. *Develop and coordinate a sustainable calendar of a minimum of four events and activities, using a bottom-up methodology.*

Results of Outcome 1: A series of events with a focus on healthy ageing and anti-ageism were developed and coordinated through the Community Consultation Workshops over the course of the campaign, including events that feature different target audiences and that promoted intergenerational engagement. These included: (1) Campaign launch event; (2) Intergenerational oral histories storytelling; (3) Seniors lunches at the PRACC; (4) Springtime concert and morning tea; and (5) Musical picnic in the park. Apart from the Campaign launch, each of these initiatives has generated community interest in making them annual events. In addition, the Springtime concert and Musical Picnic had an unexpected and extremely valuable flow-on effect of inspiring the establishment of the Pingelly All Ages Community Choir. See Section 5 of the report for a full description of these events. The sustainable calendar of events is now in the scoping stage. See Pingelly Recommendation 1.

Planned Outcome 2. *Host a series of at least four community consultation workshops, in collaboration with partners, to raise community awareness and understanding of the negative impact of ageism and how it can contribute to isolation, loneliness and elder abuse.*

Results of Outcome 2: A series of four community consultation workshops were held. These focused on (1) the co-design of the Anti-Ageism campaign and evaluation survey; (2) scoping of the Dementia awareness and Memory Café; (3) Intergenerational engagement and campaign feedback; and (4) consultation with local Noongar community members.

Planned Outcome 3. *Host a series of information sessions (in conjunction with the workshops) with invited speakers to share knowledge and encourage in a non-threatening way, local people, families, businesses, agencies, volunteer groups, and sporting clubs to identify ageist language, behaviour and culture, and provide support to call out and eliminate any elements of a discriminatory culture in Pingelly making them more welcoming, accessible and inclusive.*

Results of Outcome 3: A series of information sessions were held including (1) a meeting about the rights of older people, led by Northern Suburbs Community Legal Centre's Older People's Rights Service and featuring their Purple Road project and (2) a cultural awareness training workshop led by local Noongar consultant Kerry Stack.

Planned Outcome 4. *Seek funding to run a digital literacy program to support the digital inclusion of older people and to create a strong foundation for the Pingelly Project – Staying in Place and Virtual Village.*

Results of Outcome 4: Four applications for funding were submitted over the course of the project. Further digital literacy training is planned to support the development of the Virtual Village.

Planned Outcome 5. *Set up a Memory Café (dementia-friendly café) in the local café to help combat isolation and loneliness that some people may feel and provide support for them to become socially active and feel connected in the community, including people living with dementia.*

Results of Outcome 5: Following a very successful community consultation workshop on dementia involving Memory Café pioneers, and including collaborative work to design a model for a memory café in Pingelly, the local Pingelly Café expressed an interest in hosting regular memory café meetings to support people living with dementia and their carers.

Planned Outcome 6. *Host an indigenous event in collaboration with local Aboriginal people to contribute to the building of respect, strong sense of identity, inclusion and cultural appreciation for older people in the Pingelly community*.

Results of Outcome 6: While Aboriginal residents participated in the Project Activities, a specific Indigenous event was not held. Instead, targeted community meetings and information sessions were organised, including a sausage sizzle in the Park, a PRACC afternoon tea and a SAGE Lab commissioned consultation with two local Elders. Aboriginal community members also participated in campaign activities, including the intergenerational oral history storytelling at Pingelly Primary School.

Planned Outcome 7. *Encourage and recognise the diversity of purposeful activity undertaken by older people –volunteering, paid work, entrepreneurship, home based hobbies, and social enterprises by reporting on these initiatives on our website.*

Results of Outcome 7: The community events organised as part of the project were a true celebration of the contributions of older people, including the launch of the Anti-Ageism Campaign and gardening club activities. See Events and Media overview for more information.

Planned Outcome 8. *Conduct an evaluation of the project and its outcomes. This also contributeS to research to enable older people to continue living at home, in their chosen community until end of life.*

Results of Outcome 8: This evaluation of the anti-ageism campaign in Pingelly contributes to the introduction of measurable success and replicable interventions that may create age-friendly communities in Western Australia. This report provides an evaluation of the project and contributes to research to support the Pingelly Virtual Village Project. There is potential for this to serve as a model for other regional and remote centres that wish to develop similar positive ageing and anti-ageism initiatives. See, particularly, the Evaluation and Recommendations Section.

Summary of key findings

1. Tackling ageism is an ongoing process and cannot be fixed through a single campaign.
2. Raising awareness of ageism and understanding the stigma associated with the term itself are important steps towards engaging community members in the process of tackling ageism.
3. Addressing the needs of communities in rural and remote settings requires interventions that are designed specifically to address regional issues.
4. Ageing is a diverse and complex process that impacts people and communities differently, making some groups more vulnerable than others.
5. Targeted responses are required to address the needs of specific communities and groups within those communities.
6. Developing clear messaging and a consistent brand in anti-ageing campaigns can help drive community engagement.

Boot colouring in competition

Recommendations

The experience of conducting this campaign and the findings from the evaluation have informed the development of two sets of recommendations. The first is a specific set of recommendations for Pingelly, designed to build on the outcomes of the campaign and support the ongoing Pingelly Project aims. The second is a more general set of recommendations designed to support the development of similar initiatives in other rural and remote settings.

Specific recommendations for Pingelly

Pingelly Recommendation 1: Develop ongoing positive ageing/anti-ageism Calendar of Events

Pingelly Recommendation 2: Establish a Positive Ageing Committee

Pingelly Recommendation 3: Maintain regular community consultations

Pingelly Recommendation 4: Continue to support Virtual Village Planning

Pingelly Recommendation 5: Develop dementia friendly initiatives

Pingelly Recommendation 6: Support Indigenous engagement

Pingelly Recommendation 7: Maintain community engagement by building on the success of the social media campaign

Pingelly Recommendation 8: Promote the Pingelly model to other regional communities

General recommendations for campaigns in other rural and remote settings

General Recommendation 1: Understand that combatting ageism is a complex and long-term process and develop achievable outcomes

General Recommendation 2: Recognise that ageism is not well understood and requires community education and awareness raising, including careful pre-campaign preparation and planning, with clear campaign messaging

General Recommendation 3: Co-design your positive ageing, anti-ageism campaign with your community and establish a Project Reference Group involving Community Champions

General Recommendation 4: Consider the role of Digital Citizenship

General Recommendation 5: Focus on dementia awareness as an important dimension of anti-ageism

General Recommendation 6: Ageism and Diversity: ageism impacts different people differently, including all ages across the life-course

General Recommendation 7: Combine anti-ageism messages with positive ageing to support community engagement and address social isolation

General Recommendation 8: Remember the importance of project Evaluation and dissemination

Ending Ageism campaign launch

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Pingelly Men's Shed anti-ageism pledge

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There are many people we would like to thank for their support throughout this project. Firstly, our thanks go to the residents of Pingelly and surrounding areas who participated in events and activities organised through the anti-ageism campaign, who engaged with the content in local print and social media, and who gave their time to evaluation research activities, including workshops and surveys. A community-informed co-designed approach is nothing without community and we thank you for your knowledge and contributions.

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Finally, we would like to acknowledge the WA Department of Communities that provided the funding for this project through the Age-friendly and Dementia-friendly Grants Program. This is an important funding program that has transformed the way local governments and communities throughout Western Australia approach the essential work of creating supportive environments for older residents.

Evaluation research team

This evaluation was completed by the UWA Social Care and Ageing (SAGE) Living Lab.

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We would also like to acknowledge the valued contribution of SAGE Lab Student Intern Research Assistants Jocelyn Foo, Nick Hodgkinson, Luchang Shi and Alex Sng.

1. The Anti-Ageism Campaign: Project background and objectives

1.1 Project overview

The Pingelly Somerset Alliance Inc (PSA) is a not-for-profit provider of aged care accommodation and services based in Pingelly in the Wheatbelt region of Western Australia.

The PSA has the medium-term goal of creating **The Pingelly Project**—Staying in Place and Virtual Village. This Virtual Village Project aims to provide residents with the choice to remain living at home, in the community they love and identify with, amongst family and neighbours who look out for them, with access to the services they require until end of life.

Older people living in rural and remote settings are typically required to enter residential aged care earlier and in better health than people living in metropolitan areas or regional centres. Creating age-friendly communities in rural and remote settings necessarily entails creating environments (physical, social and technological) that can support people to age in place and enhance their functional capacity even as their age-related needs increase.

The broad vision of the Virtual Village Project, once established, is to ensure older residents no longer need to worry about being lonely, frail and becoming dependent on care and support (even to a nursing home level of service), having a disability, or becoming isolated if they choose to stay living at home in Pingelly and surrounding districts.

Addressing prejudicial attitudes and discriminatory behaviour based on age in Pingelly (the anti-ageism campaign) is an essential strategy to developing the community capacity to enable **The Pingelly Project** – *Staying in Place and Virtual Village* to come to fruition. Understanding the concept of "ageism", the persistent negative stereotypes and perceptions about older people, and how it excludes and marginalises older people in their own families and communities, is a pre-requisite to being able to enrich the lives of older people in Pingelly.

1.2 Project funding

A consortium comprising the Pingelly Somerset Alliance, the Shire of Pingelly, the Pingelly Community Resource Centre, and the UWA Social Care and Ageing (SAGE) Living Lab secured funding under the 2020 round of the WA Department of Communities' Age-friendly and Dementia-friendly Communities Grants Program to conduct an anti-ageism campaign, called *Living the Life in Pingelly and Giving Ageism the Boot*.

The project was funded for a period of one year from January -December 2020, with a six-month extension later awarded to allow for unexpected disruption due to the COVID-19 pandemic.

1.3 Project aims

The main aims of the project included:

1. **To build community understanding of ageism**
   The campaign aimed to grow awareness that ageism is everywhere, yet it is the most socially "normalised" of any prejudice and is not widely countered, in contrast to racism or sexism. It aimed to educate the community about the insidious practice of ageism and its harmful effects on the

overall health and wellbeing of older adults, contributing to loneliness and dependency behaviours and a reduced will to live.

The campaign targeted people of all ages within the Pingelly community because ageist attitudes may be internalised and reinforced across the lifespan, including by older people themselves. It aimed to raise community awareness that because we all age, ageism towards older people is discrimination against our future selves.

Low levels of public understanding and knowledge can contribute to an atmosphere of fear, stigma and social exclusion towards older people, especially those living with dementia.

"Ageing education", including ageism campaigns like the one conducted for this project, has been found to reduce the stereotyping of older adults by younger generations and promote positive attitudes about ageing in the community (McGuire, Klein & Chen 2008). The Campaign sought to create opportunities to enable young, middle-aged, and older adults in Pingelly to get together, build mutual respect and understanding, and develop rewarding relationships in order to combat ageism.

2. **To create a climate for change to promote positive ageing**

The project aimed to build awareness, acceptance and understanding of ageing and of dementia to facilitate greater community engagement with, and support for, positive ageing. It aimed to further strengthen and promote the strong sense of community and citizenship within Pingelly between people of all ages.

The project recognised the considerable strengths of the Pingelly community and sought to build upon existing social support networks, to facilitate and maintain older residents' sense of belonging, social connectivity and meaningful engagement.

3. **To build community interest and knowledge about the The Pingelly Project –** *Staying in Place and Virtual Village*

The Pingelly Virtual Village Project is a broader set of initiatives that aim to combat loneliness and isolation, and support people to remain living at home in Pingelly including if they are frail and dependent on care and support (even to a nursing home level of service). The vision of The Pingelly Virtual Village Project is to wrap the whole community around an individual who needs a level of support to remain in the community.

1.4 Project activities

The project's outcomes were delivered through a range of activities including:

1. Community consultations
2. Community events
3. Campaign endorsements from local businesses
4. Print media and social media
5. Community survey

1.5 Project governance and planning - Project Reference Group

The Project Reference Group (PRG) was formed on 12 May 2020.

Members of the PRG included: Kaye Watts, Cathie McKenna, Catie Wood, Sam Kempton, Rebecca Collard, Lou Johnson and Robyn Narducci.

The PRG met on a regular basis to guide the planning and implementation of campaign activities and events. PRG meetings were minuted with Project Officer Helen Morton providing secretarial support.

PRG members were instrumental in taking key messages out into the community and securing the support of local businesses and organisations. PRG members also worked to engage people from places outside of Pingelly in the campaign, including securing assistance through the national anti-ageism body, EveryAGE Counts.

1.6 Key planned outcomes

The key planned outcomes of the project were organised into short and long-term outcomes. In all of these, the campaign enabled new opportunities for older people

- to participate in ongoing positive ageing strategies;
- to identify and support older people to engage in a diverse range of purposeful activity on an ongoing basis; and
- to initiate ongoing support strategies for families and carers impacted by dementia.

Key planned outcome 1. Develop and coordinate a sustainable calendar with a minimum of four events and activities, using a bottom-up methodology led by the Pingelly Living Lab in collaboration with the UWA Living Lab to create a climate for change, build awareness, acceptance and understanding of dementia and combat ageism in Pingelly. These events contribute to positive ageing strategies in Pingelly – healthy body; active mind; friendships; belonging; social connections and living a life of choice. They build support for families and carers impacted by dementia in Pingelly and the surrounding districts.

Outcomes (1) achieved: A calendar of events with a focus on healthy ageing and anti-ageism were developed through the Community Consultation Workshops, including establishing regular memory café meetings in the local Pingelly café; a Spring Festival; and an Intergenerational School Engagement activity. (See Recommendations and Appendix E, list of activities, for more information.)

Key planned outcome 2. Host a series of at least four community consultation workshops, in collaboration with partners, to develop resources including posters, short videos, website content to raise community awareness and understanding of the negative impact of ageism and how it can contribute to isolation, loneliness and elder abuse.

Key planned outcome 3. Host a series of information sessions (in conjunction with the workshops) with invited speakers to share knowledge and encourage in a non-threatening way, local people, families, businesses, agencies, volunteer groups, and sporting clubs to identify ageist language, behaviour and culture, and provide support to call out and eliminate any elements of a discriminatory culture in Pingelly making these groups more welcoming, accessible and inclusive.

Outcomes (2 and 3) achieved: A series of community consultations and information sessions were held that featured key dimensions of ageing including: understanding ageism; living with dementia; abuse of older people (Purple Road); intergenerational engagement and consultation with local Aboriginal families. A range of resources was developed in the form of educational media content. (See Section 4, Community Consultation Overview, and Section 6, Social Media and Print Media, for more information.)

Key planned outcome 4. Seek funding to run a digital literacy program (10 weeks/once a week) through the Pingelly Living Lab in collaboration with the UWA Living Lab to trial a purpose-built app to facilitate and maintain community connections and support. This will help capacity building in the local community to support a full and enriched lifestyle in Pingelly for older people and people and carers impacted by dementia.

Outcomes 4 achieved: Several applications for funding were submitted over the course of the project, including (1) 'BeConnected Community Partnership Grant'; (2) ARC Special Initiative; (3) Healthway; and (4) Virtual Hub. The first three listed were unsuccessful and we are awaiting the results of 3 and 4. (See Recommendations for more information.)

Key planned outcome 5. Set up a Memory Café (dementia-friendly café) in the local café to help combat the isolation and loneliness that some people may feel and provide support for them to become socially active and feel connected in the community, including people living with dementia.

Outcomes 5 achieved: Following a very successful Community Consultation Workshop on dementia with Memory Café pioneers, the local Pingelly café has expressed an interest in hosting regular memory café meetings to support people living with dementia and their carers. (See Community Consultation Overview and Recommendations for more information.)

Key planned outcome 6. Host an Indigenous event in collaboration with local Aboriginal people to contribute to the building of respect, a strong sense of identity, inclusion and cultural appreciation for older Aboriginal people in the Pingelly community.

Outcome 6 achieved: While several individual Aboriginal residents participated in the Project Activities, a specific Indigenous event was not held. Instead, targeted community consultations and information sessions were organised, including with separate funding from the UWA SAGE Lab. (See Indigenous Engagement Section)

Key planned outcome 7. Encourage and recognise the diversity of purposeful activity undertaken by older people, such as volunteering, paid work, entrepreneurship, home based hobbies, and social enterprises, by reporting on these initiatives on our website.

Outcome 7 achieved: The community events organised as part of the project were a true celebration of the contributions of older people including the Beverly/Brookton Line Dancers at the launch of the Campaign, Gardening Club, Arts and Crafts Club, Camera Club, Men's Shed, Museum Group, Primary School, Tourism Group, Pingelly Times, Community Resource Centre, Pingelly Youth Group engagement; Local Businesses endorsement of the campaign. See Events and Media overview for more information.

Key planned outcome 8. Conduct an evaluation of the project and its outcomes. This also will contribute to research to enable older people to continue living at home, in their chosen community until end of life.

Outcome 8 achieved: This report represents an evaluation of the project and contributes to research to support the Pingelly Virtual Village Project. (See, particularly, Evaluation and Recommendation Sections.)

The anti-ageism campaign logo

2. Ageism and Anti-ageism for Age-friendly Communities

This section begins with a brief literature review on ageism. This includes an overview of the latest research from the World Health Organisation (WHO) and some of the key scales and metrics used to measure ageism and evaluate change over time.

Ageism is a key barrier to creating age-friendly cities and communities, places that promote healthy and active ageing and a good quality of life for their older residents. This background section explains the WHO age-friendly approach and shows how this approach has been adopted in Western Australia and the Wheatbelt region in particular, with a focus on Pingelly.

2.1 Introduction to ageism

The World Health Organisation defines ageism as "the stereotypes, prejudice and discrimination directed towards others or oneself based on age" (World Health Organization 2021). Ageism is in fact one of the most prevalent forms of stereotyping, prejudice and discrimination and has been recognised as a major public health issue (World Health Organization 2015; 2021). **While ageism can affect any age group, older people are more often exposed to ageism than younger generations** (Ayalon 2013).

Ageism is broadly seen as the negative construction of old age. It is highly prevalent and has negative consequences at the individual level (i.e. avoiding contact with older people, ageist humour, patronising remarks), the institutional level (i.e. discrimination in housing or employment, mandatory retirement ages, discriminatory public policy, and inappropriate or substandard care in institutional settings), and the societal level (i.e. ageist language; under-representation in mass media) (Ayalon & Tesch-Römer 2017).

The general public has become so socialised to ageism that they may not even recognise when it occurs. As a result of ageism, older adults are frequently labelled in negative ways, such as senile, sad, lonely, poor, sexless, ill, dependent, demented, and disabled. People are socialised into believing these labels and they begin to think about their own aging as if these labels were true. Ageism is consistently visible in greeting cards, on television and other media, and in language expression. Older people are often not visible in the day-to-day life of our society, a form of "ageism by invisibility" (McGuire et al. 2008). Interestingly, comparative global research shows that people worldwide evaluate older adults similarly, regardless of their country of residence (Cuddy et al. 2009).

The substantial body of literature has shown that ageism is bad for your health. Ageist beliefs and attitudes have been proven to:

- impair older people's cognitive and functional performance (Lamont et al. 2015);
- translate into poorer mental health (Wurm & Benyamini 2014);
- increase morbidity (Allen 2015);
- delay recovery from disability (Levy et al. 2012);
- shorten lifespan (Levy et al. 2002);
- increase feelings of distress and loneliness (McHugh 2003);
- result in the marginalisation of older adults (Vitman et al. 2013);
- exclude older people from meaningful roles in society (Wethington et al. 2016).

Ageism is a complex prejudice with elements that are **both positive** (e.g. portraying all older people as wise, active and healthy) **and negative** (e.g. portraying all older people as severely impaired, dependant, unhappy) in tone but that may equally lead to stereotyping and discrimination. Stereotypes of older adults involve perceptions of older adults as **warm** (a positive trait) **but incompetent** (a negative trait). This combination of high warmth and low competence leads to **paternalistic prejudice**, such as unwanted help (benevolent ageism). This manifests in active facilitation (e.g. helping behaviour) and passive harm (e.g. neglect and social exclusion). **Contemptuous prejudice** (hostile ageism) is associated with active harm (e.g. verbal abuse) and passive harm (e.g. neglect). Thus, people who are high in benevolent prejudice might be likely to treat older adults in more overtly positive, yet patronizing, ways, whereas those high in hostile ageism might be more likely to treat adults in overtly negative ways (Cary, Chasteen & Remedios 2017).

Positive attitudes and behaviours toward older adults are not necessarily manifestations of benevolent ageism. However, **it is often challenging to differentiate the two**. For example, offering your seat to an older adult while on the bus is not necessarily a benevolently ageist action. However, insisting an older adult take the seat you have offered, even after they have refused, implies that their opinion is irrelevant and undermines their ability to make their own decisions. Over-accommodation (a form of patronizing speech) is associated with a loss of self-esteem, motivation, confidence, and feelings of control among older adults (Hehman & Bugental 2015).

Ageism remains a significant barrier to creating communities where older people can live life to the fullest and be supported in their social and physical environments to age well. An evaluation of how local and state governments in Western Australia are working to create age-friendly communities found that tackling ageism was a key issue that would be critical to the evolution and success of the Age-friendly approach (Baldassar et al. 2017).

2.2 The WHO age-friendly approach

More and more people around the world are living longer and older people make up a growing proportion of the world's population. In both developed and developing countries, the fastest growing age group is people over the age of 60. Between 1970 and 2025, a growth in the population of older persons of some 694 million or 223 percent is expected. In 2025, there will be a total of about 1.2 billion people over the age of 60. By 2050 there will be 2 billion people over the aged of 60 with 80 percent of them living in developing countries (World Health Organization 2002).

Global demographic change caused by population ageing has become a critical topic of concern for all levels of government, and that demands action from international, national, regional and local policy makers.

In response to this challenge, the World Health Organization (WHO) developed the Age-friendly Cities and Communities approach as a best practice model. This is a globally recognised method based on the Active Ageing Framework (World Health Organization 2002). Active Ageing can be defined as 'the process of optimizing opportunities for health, participation and security in order to enhance quality of life as people age', where health is understood as encompassing physical, mental and social health (World Health Organization 2002). This means that under the Active Ageing framework, policies and programmes to improve social connectivity and promote mental wellbeing are considered just as important as those that support physical health.

Under the Active Ageing framework, six key determinants underpin outcomes for individuals as they age. These determinants are:

- health and social services systems;
- behavioural determinants;
- personal determinants;
- physical environment determinants;

- social environment determinants; and
- economic determinants.

Culture and gender are two further cross-cutting determinants within the framework for understanding active ageing. Cultural values and gender roles determine how a society views older people and how individuals experience the ageing process.

The Age-friendly Cities Programme trialled a research methodology that was developed by the WHO Ageing and Life Course Programme, based on the active ageing principles. First conceived in June 2005 at the opening session of the XVIII IAGG World Congress of Gerontology and Geriatrics in Rio de Janeiro, Brazil, this new approach aimed to support the creation of age-friendly environments in diverse local contexts around the world. Representatives from pilot cities held their first meeting in British Columbia in May 2006 to develop the Vancouver Protocol, which laid out a new methodology, focusing on locally driven, 'bottom-up' participatory approach to community consultation designed to improve the living environments of older people.

In 2006-07, 33 cities worldwide participated in a pilot study to trial the focus group methodology laid out in the Vancouver Protocol. These cities represent a wide range of developed and developing countries and reflected the diversity of contemporary urban settings, including six current mega-cities with over 10 million inhabitants (Mexico City, Moscow, New Delhi, Rio de Janeiro, Shanghai and Tokyo), "almost mega-cities" such as Istanbul, London and New York, as well as national capitals, regional centres and small cities, such as Melville in Western Australia. Melville was one of only two Australian cities to participate in the pilot, the other being Melbourne.

In the focus groups conducted in all the pilot cities, participating seniors were asked to consider eight topics that could collectively give a comprehensive picture of each city's age-friendliness. The eight topics, or 'domains', were designed to cover the features of a city's structures, environment, services and policies that reflect the six key determinants of active ageing (see Figure 2.1).

Figure 2.1. The Eight Domains of the Age-friendly Cities Framework. Source: WHO (2007)

The key output of the pilot project was a report for general readership, titled *Age-Friendly Cities: A Guide* (World Health Organization 2007). This report has become the foundational document for the age-friendly

approach worldwide and is now available in Korean, Italian, Portuguese, Czech and Arabic as well as English. This guide has been endorsed by WA Department of Communities as a key resource for all local governments in Western Australia considering an age-friendly approach to planning.

The age-friendly approach has been adopted by national, state and local government all over the world that share a common vision of making their communities great places to grow old in. The WHO Global Network for Age-friendly Cities and Communities was established in 2010 and as of June 2021 includes 1,114 cities and communities in 44 countries covering 262 million people worldwide (World Health Organization 2021).

Recent developments in the age-friendly approach (World Health Organization 2015) emphasise the need for evaluation and establishing indicators that may determine the effectiveness of age-friendly interventions in changing the physical or social environment of a city or community. This process evaluation of the anti-ageism campaign in Pingelly contributes to the introduction of measurable success and replicable interventions that may create age-friendly communities in Western Australia.

2.3 Age-friendly in Western Australia

Western Australia is a national leader in age-friendly planning at the local government level. Since 2006, the Western Australia Department of Communities (DOC) has funded local governments in Western Australia to conduct age-friendly research, planning and implementation in their local government areas.

In June 2017, the Government of Western Australia became an affiliate member of the WHO Global Network of Age-friendly Cities and Communities (GNAFCC). WA is the only Australian state or territory with this status.

Under the Age-friendly Communities Local Government Planning Grants Program, a total of $473,200 was allocated to 70 of the 139 local governments in Western Australia over a 10-year period from 2006 - 2016. This is significant, because 75.5 percent of Western Australia seniors (60+) live in a local government area funded to conduct age-friendly planning under the grants program (Government of Western Australia 2016). This includes 81.2 percent of those living in metropolitan Perth and 59.3 percent of those living in regional Western Australia (Baldassar et al. 2017, p.xix).

WA Department of Communities continues to provide local governments that have engaged with the age-friendly approach and produced Age-friendly Communities Plans with funding to implement age-friendly and dementia-friendly initiatives in their local area.

The Age-friendly and Dementia-friendly Communities Grants Program is part of a broader DOC seniors' strategy that aimed to create an age-friendly Western Australia. An evaluation of the Grants Program conducted by the University of Western Australia in 2017 confirmed that the program has delivered substantial change through local government sector engagement that has contributed to the successful achievement of this objective.

Engagement with the age-friendly approach has transformed the ways in which the Western Australian local government sector approaches support and service delivery to seniors living in the community. The grants program funding activity, in particular, has been a central component in raising awareness and encouraging local governments in WA to adopt this new approach. Together with other Department of Communities initiatives, as well as those of other agencies and organisations, this funding has driven the broad cultural and attitudinal change needed to create an age-friendly WA, providing a new lens through which to understand ageing and a new language to support change and innovation in planning for age-friendly communities.

Since the first four age-friendly local government pilots were funded by DLGC in 2006-2009, the enthusiasm and commitment in the sector around this approach has gathered momentum. In addition to the local governments that received funding under the grants program there are many more local governments that have developed an age-friendly community plan, undertaken an age-friendly community audit, or

incorporated the age-friendly methodology into their seniors community consultation without formally branding their work age-friendly.

This is evident in many parts of the State, but particularly in the Southwest, the Wheatbelt and metropolitan Perth, where there has been strong sector engagement with the age-friendly approach. In no other Australian jurisdiction have so many local government areas applied the age-friendly lens to their strategic community planning. The formal recognition of the Government of Western Australia as an affiliate member of the WHO GNAFCC is a strong endorsement of its successful planning for age-friendly communities in the State.

2.4 Age-friendly in the Wheatbelt and regional Western Australia

Different regions have engaged with the age-friendly approach to varying degrees, and at different times. Outside of the Perth metropolitan area, the two regions with the greatest concentration of age-friendly activity are the Southwest and the Wheatbelt. These are places with older populations, where regional development commissions have identified seniors' issues as regional priorities and allocated substantial efforts and resources to addressing those issues. This has directly resulted in the Southwest and the Wheatbelt regions having higher than average concentrations of local governments that apply an age-friendly lens to planning for the needs of senior community members. Regional development commissions have also significantly shaped the ways in which that age-friendly lens has been applied by promoting complementary age-friendly frameworks, methods and funding streams.

The Wheatbelt comprises 42 local governments, divided between the five subregions of Avon, Central Coast, Central East, Central Midlands and Wheatbelt South. The Wheatbelt Development Commission (WDC) was highly active and influential in promoting an age-friendly approach and funding age-friendly projects in 2014-16. Of the 42 Wheatbelt local governments, 33 were funded by the WDC and 32 were funded by DLGC during this period to conduct age-friendly work for their communities.

The Wheatbelt Aged Support and Care Solution/s project additionally identified age-friendly communities as one of the four key 'planks' or strategies that could support an aged care model that was appropriate to a region with dispersed population (Figure 2.2) (Verso 2012). To address the "plank" of age-friendly communities, the Wheatbelt Development Commission and Royalties for Regions allocated $2.53 million to the Wheatbelt Creating Age-Friendly Communities in Small Town project.

Phase One of this project entailed supporting local governments within the Wheatbelt to assess the age-friendliness of their communities and identify priority projects to address problem areas. $1.7 million was distributed to Wheatbelt local governments under the Royalties for Regions program to implement some of these priority projects. The exercise conducted in the Wheatbelt to plan for aged care support and care solutions was later extended to the rest of Western Australia under the "Ageing in the Bush" ageing -in-place strategy proposed by the Regional Development Council in 2016 (Regional Development Council 2016).

Figure 2.2. The "four planks" of the Integrated Aged Care Solutions to support regional ageing in place. Source: Verso (2012)

2.5 Age-friendly in Pingelly

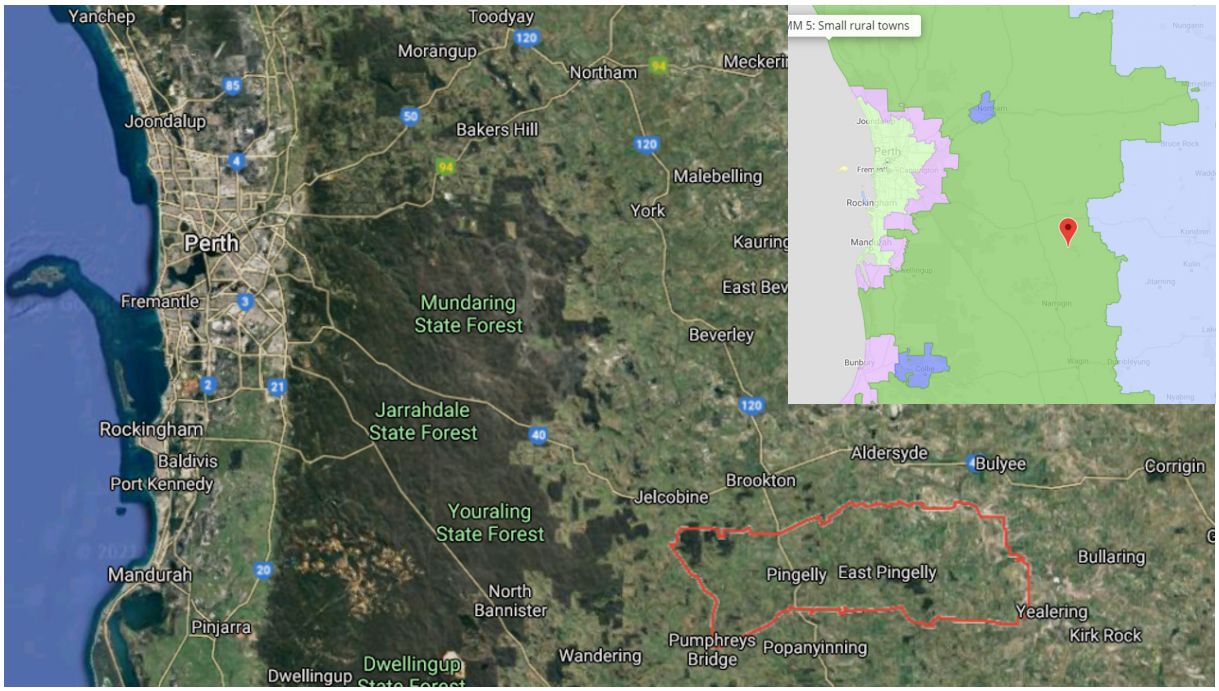
The Shire of Pingelly is a local government in the Wheatbelt region that has received funding from both the Department of Communities and the Wheatbelt Development Commission for its age-friendly initiatives. Pingelly's rapidly ageing population is reflected in its recognition of the needs of older adults, and evidenced in its prioritisation of age-friendly community planning. Figure 2.3 presents a map of Pingelly and the region.

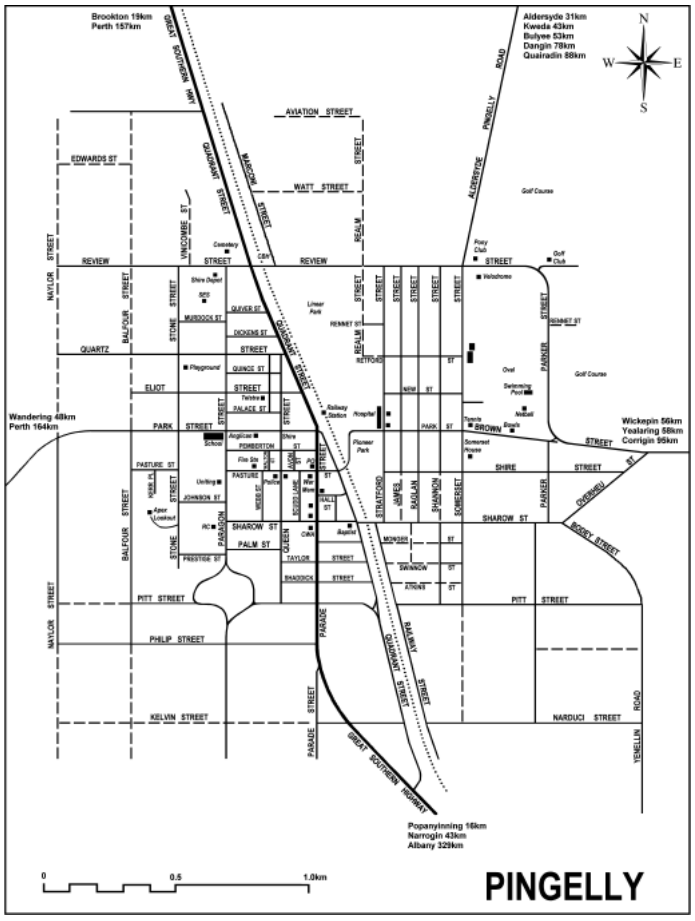
The Pingelly Age-Friendly Community Plan 2017-2020 was adopted by the Shire of Pingelly Council on 15 March 2017 and exists within the Shire of Pingelly Strategic Community Plan and the Corporate Business Plan. It was developed with reference to the Department of Communities Age-friendly Toolkit, and the WDC Age Friendly Community Planning guide, both based on the WHO Guide to Age-Friendly Cities. The Pingelly Age-Friendly Community Plan has adapted the eight domains of the age-friendly cities framework developed by WHO to reflect the physical and social environments specific to the Wheatbelt and to the Shire of Pingelly.

Ageism has recently been identified as a critical global issue (World Health Organization 2021) and one of the most significant barriers to age-friendly outcomes. Age-friendly approaches have now been established as global best practice; yet, the age-friendly language remains largely restricted to interested practitioners and policy makers. The next step at the international, national, state and local levels will be to normalise that language across government and community in order to drive public support for age-friendly initiatives, while tackling ageism and reducing the residual stigma associated with ageing (Baldassar et al. 2017).

With this in mind, the Living the Life in Pingelly and Giving Ageism the Boot campaign in Pingelly is a future-focused initiative that has sought to lay the groundwork to drive attitudinal change and normalise discussions of ageing and ageism in Pingelly. This is an essential precursor to further age-friendly initiatives, including the Pingelly Project— Staying in Place and Virtual Village. This is an innovative project that seeks to address the challenges to aged care provision in rural and remote settings that were identified in WA regional research and strategic planning.

Figure 2.3. Map of Pingelly region and Pingelly town





Community pledge by local businesses

3. Evaluation Program Logic and Methods

3.1 Co-design methodology and process evaluation strategy

The evaluation strategy employed a process evaluation methodology and featured a co-designed community survey that aimed to capture changes in community awareness, understanding, knowledge and beliefs about ageing and ageism before and after the campaign. Process evaluations seek to document the process of a program's implementation and focus on how a program outcome or impact was achieved.

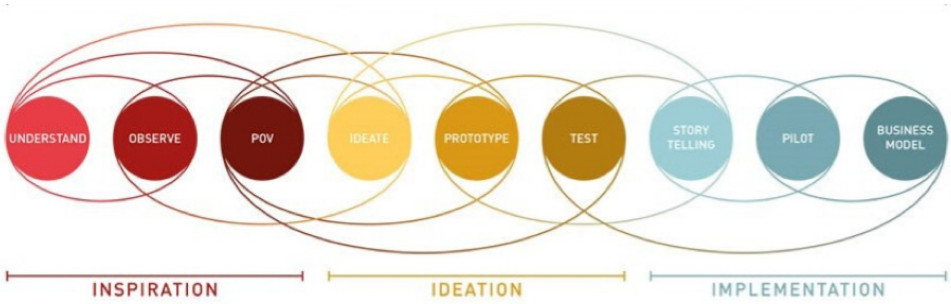
Co-design Methodology

Co-design is a relatively novel and innovative approach to community engagement. Co-design focuses on community members, their needs, and positive local change. The flexible nature of co-design fosters creative problem-solving and community-led innovation, which allows all stakeholders to collaborate with the aim of linking community members and resources, understanding local problems and designing new interventions that address community needs and the interests of residents and other local stakeholders (Figure 3.1).

Co-designed methodologies have the following features:

- A community-centred approach that values community expertise.
- Generating and selecting ideas that are closely linked to the local social environment.
- A non-linear design process that can be described as 'messy' or 'hectic'.

Figure 3.1. The Co-design Process. Source: IDEO



Process Evaluation Strategy

The process evaluation method applies the principles of Community Based Participatory Action Research (CBPR) and Integrated Knowledge Translation (IKT) (Jull, Giles & Graham 2017). These research approaches emphasise the importance of collaboration and partnerships between the researchers intended service users (termed "knowledge users" in Jull, Giles & Graham 2017).

The principles of CBPR and IKT informed all of the Pingelly anti-ageism campaign's activities, including community consultations, community events and activities, campaign endorsements, print media and social media and the community survey. These were co-designed by community members with input from UWA SAGE Lab researchers when required.

Two cross-sectional surveys were conducted to assess campaign reach, community responses and changes in knowledge and attitudes of adult community members (aged 18 years and over). The surveys used validated scales and questions to assess attitudes towards ageing and ageism. They featured co-designed vignettes that described potential local scenarios of ageism . See Section 8 for a full description of the survey methods and findings.

3.2 Available scales measuring ageism

Several validated scales can be used to assess ageism in the general population (see Appendix C). Such scales are typically based on three dimensions of ageism:

1. Stereotypes (cognitive component - e.g. "I think older adults are a burden to society").
2. Prejudice (emotional component - e.g. "I do not enjoy conversations with older adults"); and
3. Discrimination (behavioural component - e.g. "I try not to interact with older adults").

These scales distinguish between ageism directed towards others (e.g. "I enjoy telling jokes about older adults") and ageism directed towards oneself (e.g. "I am concerned about my own aging") (Ayalon & Tesch-Römer 2017). Ageism can be positive (e.g. the stereotype that 'older adults are wise') or negative (e.g. the stereotype that 'older adults are slow'). Ageism can manifest explicitly (consciously) or implicitly (unconsciously) (Levy and Banaji, 2002).

Ageism scales are sensitive to socio-economic variables. For example, research that indicates an association between ageism and sexism: it is more socially acceptable for men to display the physical characteristics of ageing (grey hair and wrinkles) than it is for women. Ageism likely correlates with education level, marginalisation, poverty and other instances of discrimination . Research suggests less educated individuals and marginalised groups report greater exposure to perceived ageism (Palmore, 2001; Powell, 2014).

3.3 Anti-ageism campaign evaluation methods

Pingelly project implementation began in March 2020, with a strong community liaison approach informed by the co-design methodology, with the support of the UWA SAGE Living Lab.

Key components of the co-design and process evaluation included:

- Co-design community consultation (see Section 4)
- Program documentation and participatory evaluation
  - Campaign events and activities (see Section 5)
  - Print and social media content and engagement (see Section 6)
- Strategy evaluation: mapping activities against the planned outcomes (see Section 1)
- Quantitative evaluation: pre-and post- campaign surveys (see Section 7)

Ongoing community workshops and surveys were central to defining which strategies would be best suited to, and supported by, the Pingelly community. Reviewing successful and ineffective strategies at the end of the campaign by means of program reflection allowed us to isolate which elements needed further adaptation in order to meet the requirements of community members.

4. Community Consultations

Four community consultations were held over the course of the campaign. The objectives of these consultations were to ensure a community centred approach informed the development of the campaign, tailoring the messaging and events to local needs. They further aimed to deliver future-focussed planning to ensure campaign outcomes are sustainable and suited to the resources available in a rural setting like Pingelly.

4.1 Community Consultation Workshop 1: Project Reference Group survey co-design workshop

Participants:

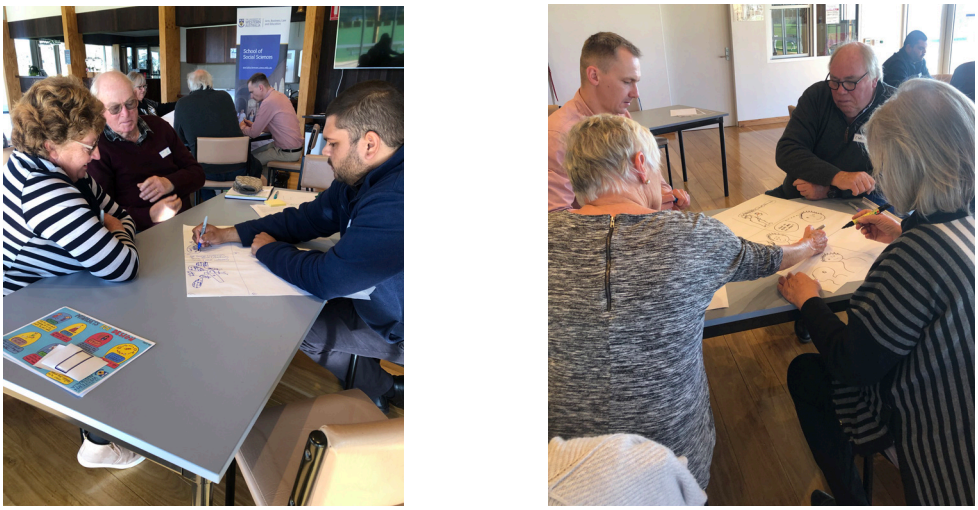
Project Reference Group Members, Special Guests representing some key Pingelly entities, including: Men's Shed, Aboriginal Early Childhood Program & Youth Services, Moorditj Youth Foundation Aboriginal Corporation, Shire of Pingelly, Pingelly Somerset Alliance and Kind Spaces Consultancy.

Facilitators:

UWA Evaluation Team: The UWA Social Care and Social Ageing Living Lab

Workshop Aims:

- Develop a shared understanding of the End Ageism Campaign as a community engagement and education process to support the longer-term vision of the Pingelly Virtual Village;
- Decide on definitions and terms to use in the campaign: old age, aging, ageism;
- Co-design survey instrument to understand ageism in Pingelly and evaluate the process of the anti-ageism campaign;
- Identify and discuss forms of ageism commonly experienced in Pingelly;
- Select questions for inclusion in community survey; and
- Discuss the survey deployment strategy.



Community consultation workshop

Workshop Program:

1. Introductions; acknowledgement of Country; outline of the project; outline of the workshop;

2. Warm-up activity: Designed to help the group decided on definitions and terms to be used in the Campaign.

The warm-up activity involved inviting participants to think of one word that describes their relationship to ageing. A range of positive and negative words were elicited, which facilitated a discussion about language use. For example, ageism scales often include terms like "old people" (e.g. *I enjoy being around old people*) without providing clear indications as to what this term refers to; also to initiate discussion around the fact that younger adults also experience age discrimination. The terms "adultism" or "childism" have been used to describe attitudes and behaviors of adults toward youth or children, respectively, based on an assumption that adults are superior.

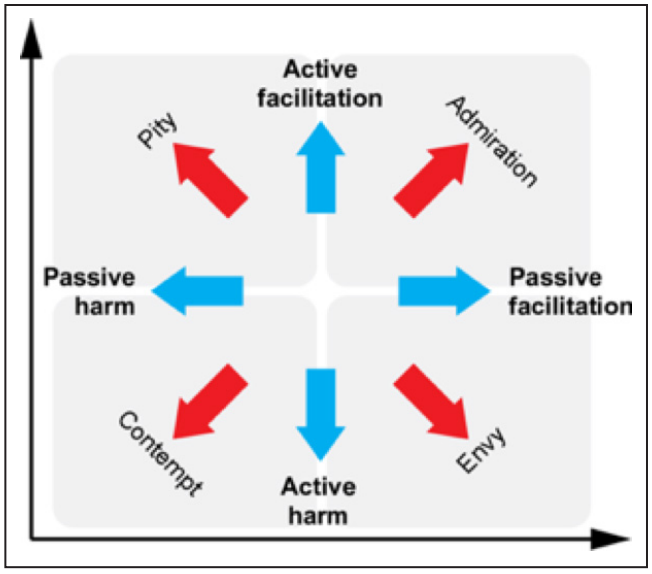
Participants were also asked to decide at what age ageing begins or at what age a person becomes "old". Responses were discussed with reference to global literature on ageing.

3. Facts on ageing quiz: This quiz served to raise self-awareness among participants and to support the co-design of the survey instrument to understand ageism in Pingelly and to evaluate the campaign. Through a process of discussion, participants tailored the quiz to the local context.

4. Storyboard exercise: An activity to identify and discuss forms of ageism commonly experienced in Pingelly, and to co-design ficticious ageist scenarios for use in the survey. Participants were divided into small groups and each group brainstormed scenarios. Three storyboards were selected to be included in the survey (see below).

The storyboarding activity was informed by the Affect and Stereotypes mapping (BIAS MAP, Figure 4.1), which involves developing local ageism case studies comprising three components of ageism – cognitive (stereotypes), affective (emotional prejudices), and behavioural (discrimination).

Figure 4.1. BIAS map. Source: Cuddy et al. 2007.



The map provides a schematic representation of behaviours from intergroup affects and stereotypes. The red arrows represent emotions, the blue arrows represent behaviours.

This activity allowed us to discuss with participants different dimensions of ageism, including, for example:

- Active facilitation (i.e. *acting for*): helping, assisting, or defending others (e.g. opening a door for someone);
- Active harm (i.e. *acting against*): e.g. verbal harassment;

- Passive facilitation (i.e. *acting with*): not asking for opinion and not being interested;
- Passive harm (i.e. *acting without*): distancing, excluding, ignoring, or neglecting.

The results of this activity were employed by the SAGE Team to create the survey instrument. This included adapting existing research instruments measuring ageism in the general population to the local context in order to design an outcome measurement for a campaign combating ageism in rural settings (as a model). (See Appendix A)

Below is a summary of the content of the **Consultation Workshop 1**:

Warmup activity 1: *Definitions and terms*

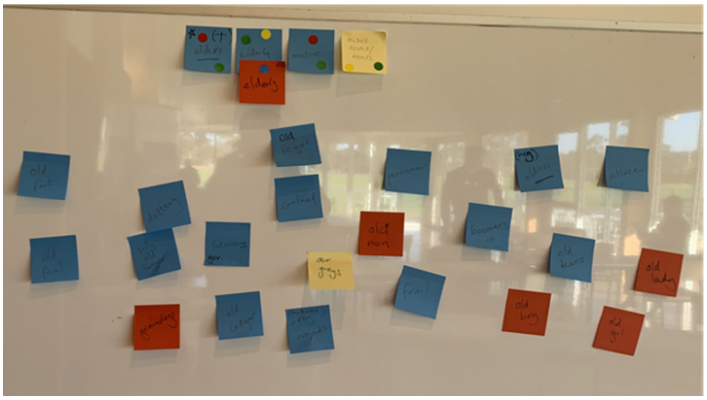
The workshop participants brainstormed definitions and terms.

Terms that received the most votes:

Elderly [4] Older People [2] Elders [2] Seniors [2] Mature [2].

Terms used in Pingelly to describe older people include:

boomers, confused, doddery, elderly, elders, frail, (frustrated) grey nomads, mature, old codger, oldies, old fart, old fool, old fogies, old boy/girl, old lady/man, older people, our greys, old dears, pensioner, retiree, seniors, silly old bugger.



Key points:

- The World Health Organization (WHO) recommends the term "**older people**";
- The WA Government tends to use the word "**seniors**";
- Gerontologists use the terms: "**young-old**"; "**old-old**".

The term "**Elders**" is often preferred by migrant communities. The term "Elders" has a specific meaning in Aboriginal communities and it is not always appropriate to use this term to refer to all older people. An Aboriginal Elder is someone who has gained recognition as a custodian of knowledge and lore, and who has permission to disclose knowledge and beliefs. In some instances, Aboriginal people above a certain age will refer to themselves as Elders. It is important to understand that, in traditional Aboriginal culture, age alone doesn't necessarily mean that one is recognised as an Elder. Aboriginal people traditionally refer to older people as "Aunty" or "Uncle". However, it is recommended that non-Aboriginal people check the appropriateness of their use of these terms.

The UWA Evaluation team recommend the use of the term "older people" for project reporting.

Defining older age

Depending on how old you are, and where you are on the life course, your perspective on where old age begins may change. However, ageing starts at the moment of birth with great dynamic variance and affected by economic, behavioural, personal, social, health and social services determinants.

The workshop participants were asked to indicate the age when ageing and old age begins. Ages indicated included: 30 [1] 55[1] 60 [2] 70 [1] 80 [2] 85 [1]

Workshop participants discussed that there is also significant global variance in defining old age. For example, the retirement age for UAE nationals is **49**, retirement age for female state employees in China is **50**, and the retirement age for those born after 1957 in Australia is **67**. Interestingly, the ABS recently reported that while most Australians plan to retire at 65 years of age, the average age of retirement in Australia is 55.4 years.

According to most gerontologists, there is no threshold age at which a society becomes "old", although the proportion of the population aged over 65 is the most commonly used measure of population ageing (Moore & Pacey, 2004; Rogerson, 1996). However, chronological age is an imperfect determinant of older age because the older population is not a homogenous group; instead it is made up of people living within varying economic, social and cultural environments (Carstensen & Fried 2012; Pandit 1997). It is therefore important to consider cultural perspectives when defining older age. Taking into consideration Indigenous and migrant community perspectives on ageing, 55 years may be a more appropriate age from which to define older age (Cotter et al. 2012). Gerontologists also highlight the diversity within the older age group and distinguish subcategories with terms like "young old", "middle old" and "oldest old" (Neugarten 1974; Glick 1979).

In keeping with the latest research on "active ageing" and WHO policy, it is important to consider ageing from a whole of lifespan approach. This lifespan approach is critical to improving broader public awareness about the importance of wellbeing (physical, social, emotional etc.) at all ages to support healthy ageing. How we treat our bodies in our youth has an impact on how healthy we will be in older age.

Warm-up activity 2: *Personal relationship to ageing*

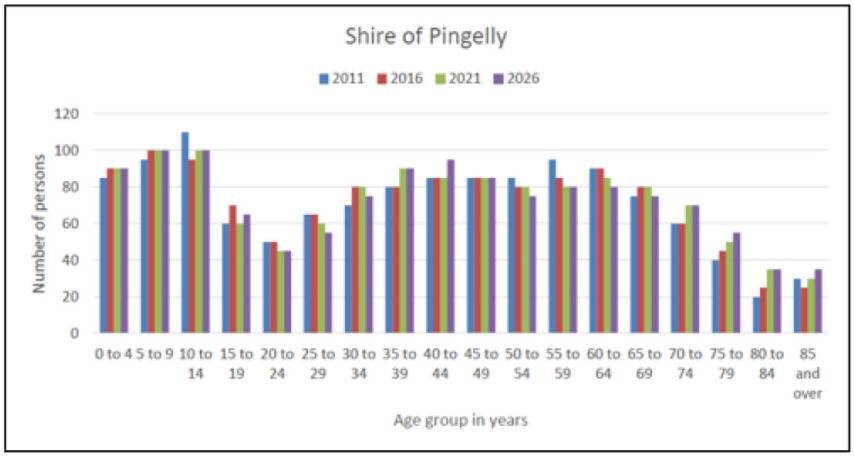
Participants were invited to share a word that represented / expressed how they feel about ageing. Words included: *acceptable*, *accepting*, *curious*, *not good*, *meandering*, *good now*, *positive*, "*other people think I'm there, not me*", *privileged*, *getting old – health*, *ambivalent*, *LIFE! Worried*, *confident*, *rewarding*.

The variety of words feature the double-sided, often ambivalent and mixed relationship individuals and society in general have to ageing. On the one hand, it is a privilege to grow old, on the other old age is often associated with negative experiences and emotions.

Pingelly age profile

Workshop participants discussed the age profile and projections for the Shire of Pingelly (Figure 4.2).

Figure 4.2. Pingelly age profile. Source: Shire of Pingelly (2017) Age Friendly Community Plan



Key discussion points

- The high number of young people was a surprise because there is a general view that Pingelly is an "ageing community", which is true when we look at the following age categories: 70-74, 75-79 and 80-84. There is a clear trend with increasing number of older

people over the period of 10 years (2011-2021). It is also predicted than by 2026 the number of older people in Pingelly will not decrease.

- Notable drop in presence of young adults (15-30) indicating choices to move away to study and for employment opportunities.

Understanding ageism

During the workshop participants discussed the dimensions of ageism outlined in the literature review, including the negative impact of ageist beliefs and attitudes on health and wellbeing.

Types of ageism

- Active vs Passive
- Positive (benevolent) vs negative (hostile)

Dimensions of ageism

- Stereotypes (cognitive components)
- Prejudice (emotional components)
- Discrimination (behavioural components)

Intersections and relations of ageism

- Gender, class, race, ethnicity, regional background
- Individual and institutional ageism; ageism towards others, ageism towards oneself

Figure 4.1 depicts the Behaviors from Intergroup Affect and Stereotypes (BIAS) maps, a schematic representation of how stereotypes and emotions shape behavioural tendencies toward groups (Cuddy et al. 2007).

Co-design of the evaluation survey

Workshop participants discussed various research instruments that explore ageism in local communities to determine the questions most relevant to Pingelly. Key sources used included:

- Facts on Ageing (Breytsprrak and Badura 2015))
- The Ageism Survey (Palmore 2001)
- The Ambivalent Ageism Scale (Lindsay et al. 2017)

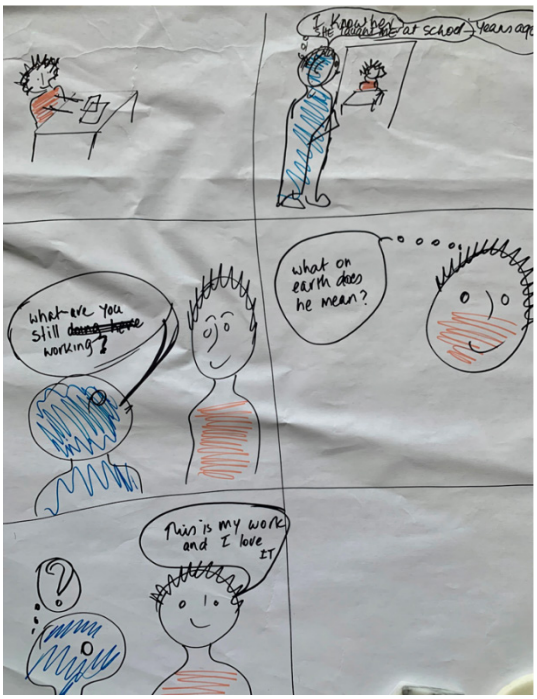
Workshop participants co-designed ageism scenarios (storyboards) relevant to Pingelly to be used in the evaluation survey and as education resources for the Campaign. Participants reflected on the following questions:

- Have you experienced ageism?
- Have you seen someone behaving in an ageist way? What kind of ageism?
- Where were you?
- Who was involved?
- What happened? What did people involved say? How did it make you feel?
- Could it have been resolved differently?

Storyboards

Workshop participants created three storyboards visualising ageist behaviour in Pingelly. A long list of other possible ageist scenarios that could be used for the campaign was also brainstormed.

Storyboard Scenario A In this scenario, shoppers in a supermarket line are held up as an older adult appears to struggle with an electronic payment. The cashier tells him that he can't pay with cash and should instead use Paypass/Paypall. The cashier patiently shows him how to tap his card while a younger person in the queue behind him expresses surprise and then irritation. The older person is impressed with this payment technology and after leaving the shop goes to tell his friend about this experience. The friend, also an older man, says that he doesn't tap his card when he goes shopping because he prefers Apple Pay. This scenario undermines ageist stereotypes about older people not engaging with new technology and highlights discriminatory behaviour older people may encounter in daily life.



Storyboard Scenario B In this scenario, a person is walking through a school when he sees an older teacher sitting at a desk doing some marking. He recognises her from his own school days, some years before, and asks her 'Why are you still working?', implying that she should have retired. She is surprised by his attitude because she loves her work and does not see any need to retire. This undermines ageist prejudices against older workers and assumptions about the age at which older people 'ought' to retire that can lead to older people being undervalued or discriminated against in the workforce.

Storyboard Scenario C In this scenario, an older woman is attending a doctor's appointment together with her adult daughter. The doctor does not address the older patient directly, instead asking the daughter "how is mum going?". The daughter responds to this ageist behaviour by saying the doctor should ask the older patient directly instead of assuming they need a younger person to speak on their behalf

Other ageist scenarios that were discussed include: ageist assumptions about older people being bad drivers, when research has shown experienced drivers have fewer accidents; gatekeeper caregivers preventing social engagement opportunities, such as an adult child deciding "Dad won't be interested in that" without first consulting with their parent about their interest; insidious and daily ageism towards oneself, for example, blaming one's age when picking up the conditioner bottle instead of the shampoo, when in fact the packaging design makes it hard to distinguish between them and younger people will often confuse them too.

Participants highlighted the importance of sports clubs as sites of intergenerational exchange, where older people can contribute by volunteering their time and expertise. Participants also discussed the value in getting younger people involved in Pingelly Men's Shed, getting away from the stereotypical idea of the organisation m being for "a bunch of old farts". Ageism and other forms of discrimination or inequality

Participants recognised that Pingelly residents may encounter ageism and it is important to tackle these prejudices, stereotypes and behaviours to create age-friendly communities and support older people to age well.

However, participants also noted that many people experience other forms of discrimination, oppression or inequality. These can arise from other personal characteristics and circumstances, such as relative wealth/poverty, gender, ethnicity and race. One participant observed that "An ageism campaign during current times where there are other issues at large [including a global pandemic] is the very evidence of privilege or a first world problem".

Survey design

Workshop participants selected key statements and questions to use in the survey. These included:

- Ten facts on ageing - The SAGE Lab team suggested using a modified version of the "Facts on Ageing" exercise as a part of the campaign (Breytspraak & Badura 2015; see Appendix A);
- Validated research tools (scales used to measure ageism) – with statements tailored to the local context;
- Basic demographic questions potentially explaining ageism in Pingelly: age, gender, education, frequency of contact with older people in the context of work, family, and social/community life; and
- Three storyboards co-designed by the workshop participants as vignettes to test ageist attitudes

Survey distribution

Workshop participants brainstormed survey distribution. Approaches discussed included an online survey, posting a paper version of the survey to Shire residents, distributing a paper version of the survey during the campaign launch and other community events, and including a paper version of the survey and a link to the online survey in local newspaper, the Pingelly Times. Participants pointed out that paper versions of the survey would also need to be collected, possibly through a collection box in the Community Resource Centre and/or the Pingelly Recreation and Cultural Centre.

Reflection and next steps

Workshop participants identified a set of special concerns in relation to aging and ageism in Pingelly, including the following:

- Ageism affects every age, even though we think of it as only affecting older people.
- Ageism can be seen as a 'first world problem' but discussing collective and universal processes of ageing can serve as a platform for facilitating intergroup contact and mutual understanding.

- The particular needs of older Aboriginal residents should be considered, including access to suitable housing in older age, and access to dialysis treatment locally. Later community consultations will focus on the concerns of older Aboriginal people.
- The importance of including younger and middle-aged farmers in the community consultation process. It was noted that this group was not represented at the workshop. The PRG determined to consider how to involve them in the campaign.
- Younger people were not well represented in the workshop and it was suggested that a workshop dedicated to intergenerational issues could include younger people to garner their views. This could include those in their 30s-40s as well as much younger people. Ageism can affect all ages and the lack of opportunities in town for younger people was noted.
- The challenge of traditional masculinity and its impact on the experience of ageing of older men in rural communities was discussed; in particular, the difficulty some older men have with sharing mental health concerns.
- The need for digital literacy support for older people.
- The need for more initiatives engaging younger people in community life.

4.2 Community Consultation Workshop 2: Dementia awareness and memory café workshop

Participants: Project Reference Group members, Community members and special guests, Narrogin memory garden and café facilitators, Forget-Me-not café founders, 2019 WA Senior of the Year Angela McClusky, Pingelly café owner.

Facilitators:

UWA Evaluation Team: The UWA Social Care and Ageing (SAGE) Living Lab

Workshop aims:

- Increase understanding and raise awareness about living with dementia
- Learn about the Forget-me-not Memory Café initiative
- Explore the requirements for establishing a memory café in Pingelly

Understanding dementia:

The workshop participants shared their understanding and experiences of dementia. Key points from the discussion included the following:

- Participants' experience with dementia ranged from very little to significant, lack of experience can result in fear and a tendency to withdraw;
- People living with dementia are not all the same;
- Carers discussed the challenges of going out to public places and encountering a lack of understanding about dementia;
- Importance of safe, accepting places where carers and people living with dementia feel welcome and accepted, places that accommodate behaviours associated with dementia (e.g. wandering, shouting)
- Importance of raising awareness in the community

- There is a particular challenge of supporting men who are caring for wives with dementia, as they are at greater risk of social isolation; women who are caring for husbands with dementia are more likely to attend community activities like a Forget-Me-Not café; and
- The importance of "dignity of risk" to quality of life.

Forget-Me-Not café service design brainstorming

Participants brainstormed steps required to establish a Forget-Me-Not café in Pingelly. This activity was facilitated through the use of a co-design worksheet provided by the UWA SAGE Lab team (Figure 4.3).

Key elements required to support a memory café in Pingelly

1. A regular meeting place and time is recommended to accommodate the sometimes challenging and unpredictable schedules of people living with dementia and their carers.
2. A memory café should have limited structure, allowing attendees to participate in the way that suits them on the day. However, there should be routines, including:
   - A regular welcome from a local 'café champion' who hands out name badges on arrival;
   - Short introductions to new members (one-on-one);
   - Activities available, but not mandated or forced. No one should feel pressure to participate if they don't want to;
   - No set end point – people should feel free to leave whenever they are ready.
3. Promoting the idea of a memory café is important. This supports visibility and dignity of people living with dementia and their carers, making it easier to use public space. This can involve multiple dimensions:
   - Publicising the idea with the public is important. Living with dementia is an increasingly normal experience. A memory café works to normalise the experience for everyone in the community, not just people living with dementia and their carers.
   - Advocating the idea with local councils is important; for example, requesting use of public announcement boards with information about the local memory café.
   - Many channels can be used to promote the idea. A marketing campaign can use local newspapers and Facebook; existing community groups can also promote the café.
   - Schools might also be involved as a way of encouraging increased intergenerational contact intervention that helps normalise dementia and increase awareness in younger generation.
4. Various formats of memory café are possible. Examples discussed include meeting in a community garden, the experience shared by Narrogin participants, or a mobile café. While it is best to have a regular meeting time and place, participants discussed the particular needs of people living with dementia in rural and remote areas. Mobile cafes may help some people to participate who might otherwise struggle with longer travel time.
5. A memory café is an opportunity for carers to meet new people with a shared experience. This is important as carers can find that their existing friendships change when dementia is diagnosed. Carers can be supported through:
   - Short questionnaire before the first meeting to know about participants' hobbies, fears, interests, likes (e.g. taste in music, etc.);
   - Clear communication that the memory café is for all and that carers and their loved ones can 'come as you are' with no expectations from others;

» Possible closed social media group to facilitate social connection between carers between sessions;

» Targeted approaches to include male carers of female partners living with dementia. Including male carers and creating spaces where they feel welcome and comfortable is often a challenge; female carers of male partners living with dementia are typically more likely to attend a memory café; male carers are more likely to be social isolated.

Figure 4.3. Forget-Me-Not cafe service design model

FORGET-ME-NOT CAFE SERVICE DESIGN

ADVERTISEMENTS PUBLIC AWARENESS CAMPAIGN FEATURING ADVANTAGES OF PARTICIPATING IN FORGET-ME-NOT CAFE	KEY POINTS
SOCIAL MEDIA & *PINGELLY TIMES* ***ACTION:*** Plan media campaign, publish "Save the Date" 1 month before the even and one week before the event. **SERVICE PROVIDERS (E.G. SILVER CHAIN) & LOCAL BUSINESSES** ***ACTION:*** Prepare flyers. **COMMUNITY GROUPS:** Build on existing resources. ***ACTION:*** Plan some activities in collaboration with existing community groups. **PUBLIC NOTICE BOARD / WINDOW FRONTS** ***ACTION:*** Prepare flyers ready to print out. **PINGELLY PRIMARY SCHOOL** ***ACTION:*** Plan some activities in collaboration with the school. **COMMUNITY EVENTS** ***ACTION:*** Stalls at community events; flyers.	**WHO? HOW OFTEN, HOW LONG, WHAT TIME?** Same time on the same day (monthly). ***ACTION:*** Prepare the cafe guidelines (e.g. participants must be a pair: person with dementia & carer); how food and beverages are ordered, who pays). ***ACTION:*** Prepare a short questionnaire for hte participants to know their background prior to coming. **VENUE:** Not too noisy; accessible toilets; not too crowded; available parking. ***SUGGESTION:*** do not change the venue often but visiting local cafes is a good idea. ***ACTION:*** signage **ACTIVITIES:** No structure but routines: cafe champion welcomes (name tags); ice-breaking activity; pre-defined & ad-hoc activities; get ideas from people. ***ACTION:*** name tags; take pictures, collect ideas. **CHALLENGES:** hard-to-reach population; e.g. men carers, men looking after women with dementia. ***SUGGESTION:*** plan an event organised in collaboration with Men's Shed. COVID-19: plan to operate safely during the COVID-19 pandemic, including a communication strategy.

Models to support interaction

Some models to support interaction with café participants were discussed, including:

- *Narrative identity theory and co-narration method to reaffirm social identity and personhood*
  One approach to understanding how social relationships develop is based on the idea that we narrate our lives and engage in the co-narration of the lives of the people who are dear to us. Studies show that carers of people living with dementia put a great deal of care and attention into helping their loved ones participate in social interactions by co-narrating their life-experiences and life-stories to facilitate their engagement in social life, particularly if they struggle with speaking or are non-verbal. This helps to ensure that people living with dementia remain a part of social life, rather than ignored in silence. Narrating stories is a powerful approach to help engage with people living with dementia.
- *Tangible memory timelines to facilitate inter-generational engagement*
  Using objects can enhance story-telling. Objects have the power to inspire story-telling and knowledge sharing, facilitating engagement across the generations. Historical objects can provide a focus of attention, giving older adults an opportunity to share their knowledge supporting the learning of others. This process can help build social relationships, affirm individual identities and provide shared memories to build community.
- *The go-along engagement method*
  An effective approach to managing interactions with people living with dementia is to 'go along' with their train of thought rather than focus on 'correcting' them or insisting on what is actually happening. This can be a gentle way to engage that can reduce anxiety and tension.

4.3 Community Consultation Workshop 3: Intergenerational and feedback session

The WHO 2021 Global Report on Ageism identifies intergenerational contact interventions as one of three key strategies required to tackle ageism worldwide.

In Pingelly, intergenerational activities were incorporated throughout the campaign. Local school children participated in:

- Boot decorating activities;
- A colouring-in competition that was displayed throughout the street;
- School choir singing with the Perth Symphony Orchestra Quintet;
- Other activities at the picnic in the park included face painting, boot throwing, and a spontaneous alligator /combo line dance around the older people while the orchestra was playing;
- Participation in the oral history morning tea at Pingelly Primary School (see campaign events below);
- Participation in the final workshop (see below).

Workshop Part 1: Intergenerational activities

The final workshop commenced with school children engaged in activities together with older participants. These activities were designed to encourage intergenerational interactions and to break down generational stereotyping.

The SAGE Lab's "intergenerational trivia" tool helped the workshop participants to strengthen the relationship between generations, promote mutual understanding, and work through stereotypes people from different

generations may have of one another. Some of the trivia questions the workshops participants answered included:

- List all the words you can think of that are used to refer to older people;
- List all the words you can think of that are used to refer to younger people;
- What is something older people are good at?
- What is something younger people are good at?
- How do you stay in touch with your family and friends?
- What can you use a mobile phone for?
- List all the games you like to play
- If you could have dinner with one famous person, past or present, whom would you choose?

Workshop Part 2: Campaign feedback and reflection

The second part of the workshop, after the children departed, aimed to collate feedback on the campaign from workshop participants and the wider community.

The UWA SAGE Lab team run an activity called "Rose, Thorn, Bud" to guide reflections on the project (Figure 4.4).

This activity works by framing reflections around three categories:

- **Roses**: these are the positive highlights, the things that worked really well.
- **Thorns**: these are things that didn't go as hoped, the activities or dimensions that could be considered negative outcomes or learning opportunities.
- **Buds**: these are the ideas for the future, the activities that have commenced and can now grow, and the opportunities for improvement. These are particularly valuable as they generate new ideas that emerge from the project outcomes or draw attentions to things community members are looking forward to and will support.

Figure 4.4. Rose, Thorn and Bud reflective exercise

The Roses

- The length of campaign was a strength, with many different activities spread over the year to appeal to diverse community members. The range of activities, including boot decoration, colouring competition, sewing bags, gardening, intergenerational storytelling, the concert and other events, meant that there was "something for everyone" and community members could participate in the elements that interested them.
- The market event engaged the whole community with all generations coming together and school children performing with the musicians from the Perth Symphony Orchestra.
- The campaign successfully sparked discussions about ageing and ageism in the community. Ageing was previously perceived by some as a taboo topic, but now more community members are discussing the challenges of ageing. This shows that awareness has increased and people are better prepared for more activities as the Pingelly project progresses.
- The project's Facebook page was useful for promoting the project and sharing resources related to ageing.
- Lots of local social groups, local businesses, and community organisations were involved. Because engagement was so broad, everyone in the Pingelly region will have heard about the campaign.

The Thorns

- There was less engagement with Indigenous community members than originally planned. This is recognised as an area for improvement required for future activities.
- The terminology used in the campaign received some negative feedback, including:
  - Some community members had mixed feelings about the campaign because of the negative connotation of the word "ageism". This is jarring, particularly among people with deep respect for older people. One community member noted that they don't like the term "ageism" because it suggests that young people are at fault.
  - However, others noted that "ageism" is a term that starts conversations, in part because it can be controversial. Being controversial is also an advantage as the term can then be explained and discussed as a form of discrimination, allowing community members to openly share and shine a light on all forms of discrimination.
  - "Virtual Village" may not be the right term for the Pingelly project. Some community members feel that a) it indicates that the activities are just for the town and not people further out; and b) that "village" is an English word and not suited to Western Australian regional communities.
- There was low attendance at the community consultation workshops. However, many people attended the launch (although numbers were capped due to COVID-19 restrictions), the springtime concert, and the community markets event.

The Buds

- Youth and intergenerational engagement:
  - The oral histories intergenerational storytelling event at Pingelly Primary School was a great success. The school is keen to support more intergenerational learning exchange activities.
  - Youth club involvement and the boot throwing activities also build engagement beyond the school and with older cohorts of young people.
- Community awareness of ageing and ageism:

- Community discussion of ageing and ageism has increased, setting the scene for future activities.
- The campaign has started to lift the lid on issues like the abuse of older people and older people's rights.
- There is a proposed community workshop planned with a 'death doula' (end-of-life planning and care professional) to discuss the new Voluntary Assisted Dying legislation that will come into effect in WA in mid-2021.
- Other community events that celebrate and embrace ageing are planning, for example a session on beauty practices and wellbeing in older age with Julia Cattalini, author of *We're not Dead Yet*, a lighthearted guide to make-up for older women.

- Memory café:
  - Solid groundwork has been laid, gauging interest, assessing potential.
  - Extending this work – working out how to get people to come along.

- Indigenous needs and culturally appropriate accommodation:
  - Have to be able to make provision for our Indigenous community.
  - This is their country and they come back here to die on country.
  - Culturally appropriate accommodation can support older Aboriginal people to age in place.
  - Accommodation needs to be designed to allow everybody to come to funerals.
  - During the period of the campaign, Pingelly residents were able to attend a public information and cultural awareness training session with consultant Kerry Stack to learn more about cultural safety and appropriate communication.

4.4 Consultation with local Noongar community members

From the outset of the campaign, the PRG recognised the importance of consulting with local Noongar community residents about their experiences of ageing and ageism. It is important to note that the Pingelly Somerset Alliance report that a number of units are currently rented by older Noongar residents, including some Elders who sought this type of accommodation because it allowed them to have their own private space, providing a break from extended family care duties, although they are still active participants in their family.

However, as noted in the "thorns" reflection during the final community workshop, there was less campaign engagement with Indigenous members of the Pingelly community than was originally planned. Although Indigenous community members were involved in many campaign events, including the first community consultation workshops, intergenerational story telling activities, and many of the whole of community events, the campaign did not include a dedicated community consultation workshop to consider how older Noongar residents experience ageing and ageism.

In recognition of this gap in the consultation process, the SAGE Lab commissioned Dr Sue Bailey to consult directly with some local elders and produce a short report. Dr Bailey is a community development consultant with Kind Spaces Consultancy and Senior Lecturer in Social Work at Edith Cowan University. Dr Bailey was asked to do this work because of her existing engagement with Noongar community members and membership in the recently established UWA Pingelly Outreach Group. Her work builds upon relationships developed with the local Noongar community by the UWA Pingelly Future Farm project using Noongar protocols established in 2012 and developed with Dr Richard Walley (UWA School of Indigenous Studies Cultural Advisor and Lecturer).

Dr Bailey's report from these consultations is included in full below.

Pingelly Anti-Ageism Campaign

Consultation with Pingelly (Wilmen Country) Elders

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Acknowledgement

I begin by acknowledging Aboriginal and Torres Strait Islander peoples on whose country I live and work. I acknowledge that, prior to invasion, the Aboriginal and Torres Strait Islander peoples lived within complex kinship and family systems, nourished by the land as well as nourishing of the land. I particularly want to acknowledge and pay my respects to Noongar Elders and leaders past, present and emerging.

Background

This project work was undertaken on behalf of the SAGE Lab at the University of Western Australia and contributes to the Anti-Ageism campaign undertaken in Pingelly. At the heart of this report is an exploration of how Noongar people can be supported to Age in Place (Australian Institute of Health and Welfare 2013). This is a particularly poignant aspiration for Noongar people whose capacity to just live on place (their Boodja) has been significantly impacted by Government policies and practices (Community Arts Network 2017). It is also pertinent to note that safe, secure, and culturally appropriate housing has for a long time not been available to Aboriginal people in many rural and regional towns and is an ongoing cultural challenge. This consultation seeks to address this challenge and provide an initial imagining of what culturally appropriate housing for Noongar Elders might look like in the town of Pingelly.

Context for the Consultation

This consultation was undertaken in line with advice from Professor Jill Milroy Dean of the UWA School of Indigenous Studies. Professor Milroy asked that any UWA related consultation with the Pingelly Aboriginal Community be undertaken only after meeting with cultural advisor Richard Walley. In this meeting, Richard Walley guided us to contact Nick Abraham as a starting point. Nick Abraham's advice, provided through ongoing cultural supervision, is that appropriate Noongar protocols include engaging with Garry Bennell, a recognised Traditional Custodian of Wilmen Country (Pingelly). In line with this advice, I have continued to meet and consult with Garry Bennell and his wife Gloria for close to seven years.

Over this time, I have come to understand the importance of cultural humility whilst developing my understandings of Noongar culture. This perspective has been central in supporting the development of respectful and genuine relationships with many Aboriginal people. I continue to learn and develop my understandings and share these by facilitating spaces for conversations with non-Aboriginal people about Aboriginal culture that move away from continuing colonisation.

Processes

The consultation with Garry Bennell and his wife Gloria took place on the 3rd June 2021 after several cancellations due to a COVID lockdown, an unexpected death, bad weather affecting road conditions and sickness. We met in Pingelly and visited two locations. The first was the local café where Garry and Gloria shared ideas about what culturally appropriate housing for Noongar people to age in place might look like in Pingelly. The second location was the Aboriginal Reserve located on Naylor Street in Pingelly (see images below). This site is potentially a place where accommodation options could be developed.

Image 1. Location of the old Aboriginal Reserve

Image 2. Garry Bennell at the Reserve

Methods

- Yarning (using appreciative enquiry methodology)
  - » Question: If money was no object, what type of accommodation would enable you to stay connected to place as you grow older?
  - » Mapping and drawing on paper what it would look like
- Visit to Pingelly Aboriginal Reserve
  - » Yarning onsite about family connections and disconnections
    - *- Grannies walking back to Pingelly Reserve from Carrolup Mission three times*
    - *- Grandmother walking across the Bennell paddock*
    - *- Garry's sister Nora born on the Reserve*
  - » Imagining accommodation on the place where Noongar people grew up and want to return to when they are ageing.

Ideas to enable culturally safe aging in place

A central responsibility for Noongar Elders is to share cultural knowledge and experiences with their families. Identifying and accessing accommodation that will facilitate transmission of Noongar culture across generations is a primary concern for many Elders. This is becoming increasingly complicated due to the dominance of Western cultural mores about aging which determine particular types of accommodation. Garry and Gloria identified two distinct accommodation types that may facilitate culturally appropriate accommodation for Noongar Elders to age in place.

Accommodation Type One: Back to Boodja

The purpose of the Back to Boodja accommodation is to provide a place where Elders and family that live away can come back to Country to reconnect and share culture in an informal setting. This type of accommodation might include sheds where people can camp, with toilets, hot showers, and a bush kitchen. An example of this idea is the Seabrook Aboriginal Corporation's space. In Pingelly this could be done on the Aboriginal reserve which would need to be fenced and utilities such as water and electricity provided.

Accommodation Type Two: Cultural Communities of Care

The graphic below was developed from the drawings made during the consultation with Garry and Gloria. This accommodation type provides multi-generational housing opportunities which facilitate connections across the generations and enable cultural transmission. As can be seen there are multiple housing options with varying sizes to allow for large families. I did suggest that smaller houses with two bedrooms might be appropriate for Elders like Garry and Gloria. I was reminded once again

of the importance of listening when Gloria gently pointed out that their grandchildren would want to sleep on the floor to be near them.

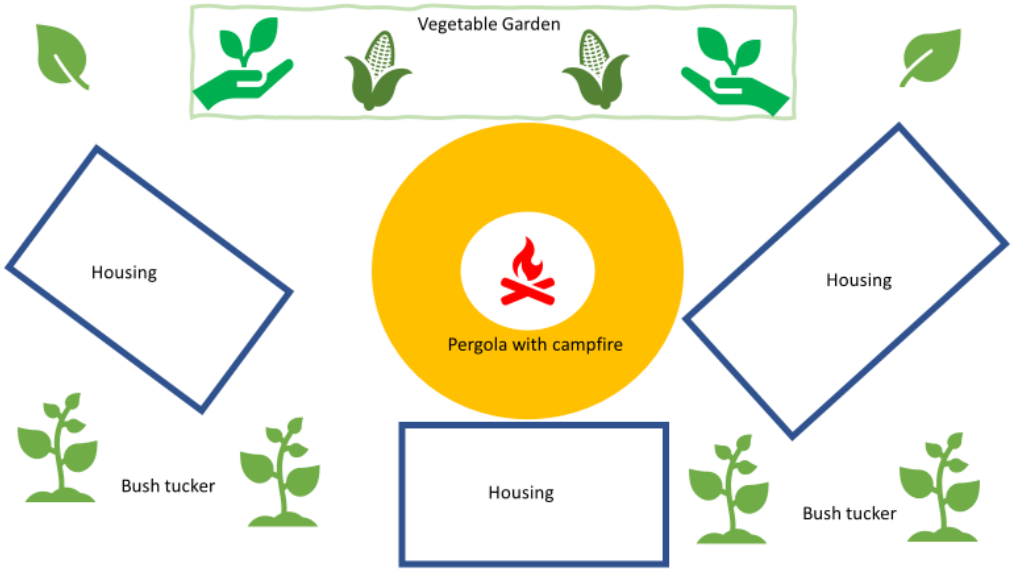


Figure 1. Drawings developped into diagram

In addition, a central gathering place around a campfire signals a space where important cultural conversations can be shared. The provision of places to grow vegetables and bush tucker may provide shared activities for connection to Country and grandchildren. Where care packages are required it may be that young Aboriginal people are provided with training to support their Elders rather than contracting strangers to undertake this work.

There are numerous ways non-Aboriginal people could benefit from engaging with the Cultural Community of Care. Increasingly there is an awareness of the importance of First Nations knowledges in adapting to and mitigating ecological degradation which has led to climate change and other related disasters. The creation of Cultural Communities of Care may have much to offer all community members.

Image 3. Examples of housing from York. Single storey to support access for Elders with mobility issues.

Summary

I thank you for this opportunity to undertake this consultancy work. It has been a privilege to listen and learn about Noongar culture from Garry and Gloria Bennell. This report provides two examples of accommodation that are offered as a starting point for further consultations and conversations. The importance of providing spaces where Noongar culture can be shared and learned across generations cannot be overstated. This ensures that both Noongar Elders and Noongar Culture are supported to be remain well and be strong on Country.

5. Community Engagement Events and Activities

The Pingelly campaign featured a calendar of events that were designed to raise awareness about the issue of ageism, to support older people living in Pingelly, and to engage Pingelly residents of all ages. This section provides a brief overview of some of the engagement events and activities enjoyed throughout the year.

At all events, the campaign slogan "Living the Life in Pingelly and Giving Ageism the Boot!" was used, the "cheeky old boot" campaign image was prominently displayed, and boot-related activities and motifs were encouraged. The advantage of this clear and simple messaging was that Pingelly residents were able to clearly recognise events and activities associated with the campaign.

5.1 Campaign launch event

The campaign was formally launched at the Pingelly Recreation and Cultural Centre on Sunday 19 July 2020. Guests reflected on the objectives of the campaign and were entertained with a live performance from the Beverley-Brookton Linedancing Ladies while enjoying lunch provided by the Pingelly Bowling Club. Local children joined guests on the oval at the end of the launch to kick a football together in celebration of Living the Life in Pingelly and Giving Ageism the Boot.

Although numbers at the launch were limited due to COVID-19 physical distancing requirements, the event was attended by over 40 people. These included representatives from Pingelly Somerset Alliance, Pingelly Shire, and local clubs and organisations, as well as the Future Farm and the SAGE Lab at the University of Western Australia. The launch event was also attended by Nationals WA leader Mia Davies and by Labour MLC Darren West, who really did give the football – and ageism – a good boot!

5.2 Intergenerational oral history morning tea at Pingelly Primary School

Sixteen older residents participated in an Oral History Morning Tea at Pingelly Primary School where they were interviewed about their lives by younger residents who attend the school. Some of these older residents had themselves been students at the school and could share their memories about how things had changed.

Older participants brought items from a past era that might surprise the younger students, such as a flat iron, which used to be heated on the stove and used to iron clothes. Thirty History and Social Science (HASS) students from years 5 and 6 paired up to interview the older Pingelly residents. The students had nine questions that they had prepared together in class, plus one last question of their own. When all the interviews were completed, the students served the older residents morning tea with a cake and slice prepared by Pingelly Primary School P&C. It was a successful event with all, students and older residents alike, saying they would like to continue such activities throughout the school year. This activity sparked an interest in continuing a calendar of events to encourage intergenerational exchanges between Pingelly Primary School students and older residents.

Intergenerational activities at Pingelly Public School

5.3 Springtime! Lunch event

On 23 September, older residents paid an entrance fee and gathered for lunch at the Pingelly Recreation and Cultural Centre. A musical trio from Theatre 180 (Alinta Carroll, Craig Skelton and Jay Weston) came to Pingelly and entertained guests with springtime classics from yesteryear, a joyful tribute to the season of new life, growth and hope. Guests enjoyed a presentation by Jenny Davis OAM, 2016 Senior of the Year, reflecting on positive ageing for the whole community.

Springtime lunch event

5.4 Purple Road community information session about abuse of older people (elder abuse)

On 6 November, the Purple Road visited Pingelly, brought by Vicki Edwards, Senior Solicitor at the Older Person's Rights Service (OPRS) at the Northern Suburbs Community Legal Centre. Vicki Edwards leads the specialist practice at OPRS that provides a service to older people experiencing or at risk of abuse. She visited Pingelly to provide information about the rights of older people, and measures people can take to manage their affairs and help protect themselves from abuse. Abuse of older people is one of the most

troubling and dangerous manifestations of ageism. Tackling this issue through awareness raising is an important step towards building communities where people are supported to age well.

The Purple Road is a community arts initiative that raises awareness about the abuse of older people (elder abuse). The Purple Road has travelled to communities all over Western Australia, growing all the time as volunteers and community members craft purple flowers from all manner of materials. Each flower represents a person sharing a story, a conversation or a reflection about abuse of older people. The Purple Road left Pingelly one flower longer, a beautiful piece crafted out of different shades of purple ribbon.

5.5 Musical picnic in the park and market day

Community members of all ages came together for the campaign finale featuring a performance from the Perth Symphony Orchestra Wind Quintet Plus, the twice yearly Pingelly Community Market and a free picnic in the Park for seniors to mark WA Seniors Week on 18 November. Sponsorship for this event was received from the Hon Rick Wilson MP, Hon Mia Davies MLA, Hon Martin Aldridge MLC, Hon Darren West MLC and Hon Rick Mazza MLC.

Children from the Pingelly Primary School Choir rehearsed hard and performed beautifully alongside musicians from the Perth Symphony Orchestra who were invited to town for the event. Community members enjoyed the performance so much that this event has led to the formation of a Pingelly All-Ages Community Choir with members aged from 11 up to 70+ supporting further intergenerational contact.

The event also featured a raffle, free calico bags to give away containing positive ageing information prepared by the Arts and Crafts Group, prizes from the colouring-in competition (see below) were handed out, while energetic folk also enjoyed a boot throwing competition to highlight the importance of Living the Life in Pingelly and Giving Ageism the Boot. Younger members of the community later led people in an impromptu 'conga line dance', while older residents were well looked after with the free Seniors lunch and sausage sizzle provided by the CRC and Shire of Pingelly.

Many local organisations and community groups were involved in planning and working hard to ensure the event was a success, including the Pingelly Tourism Group, Pingelly Community Resource Centre, Shire of Pingelly, Pingelly Primary School Choir, Pingelly Youth Group - Moorditj Koorlingars, Department of Communities, and Pingelly Brookton Bendigo Bank.

PSO wind quinted plus

Pingelly Primary School impromptu at the Market Finale

5.6 Boot decorating and boot colouring-in activities

Children in Pingelly were invited to participate in a colouring-in competition. The picture to colour in featured the "happy boot" campaign image and the slogan 'Living the Life in Pingelly and Giving Ageism the Boot!' All submitted pictures were displayed in the window of the Community Resource Centre and in windows of shops throughout the main street of Pingelly during WA Seniors Week 8-14 November. Children who submitted a picture were entered into a prize draw; winners were announced through a video posted on the campaign Facebook page and prizes awarded at the musical picnic in the park event.

Boot decorating workshop

Various community groups were engaged in the campaign through the motif of the boot. Members of the Gardeners Club were invited to make mini gardens inside old boots. The Handicraft Club were invited to decorate old boots. Their beautiful work was displayed prominently in the window of the Community Resource Centre. Finally, an all ages boot decorating workshop was held in Memorial Park on 8 October with a free sausage sizzle.

5.7 Campaign endorsement from local businesses, community organisations and well-known figures

An important dimension of the campaign involved people from the PSA and the CRC talking with locals throughout the community about ageism, positive ageing, ageing in place and the importance of the campaign as an essential precursor to establishing a Virtual Village.

People from local businesses, community groups and other organisations were issued with certificates showing they supported the campaign. A target of 500 signed certificates representing more than 500 people was set and passed with many of these displayed in public throughout the period of the campaign. Some community members were photographed with their certificates "Living the Life in Pingelly and Giving Ageism the Boot" and these images were widely circulated on social media.

Travel restrictions imposed due to COVID-19 meant that some people who had planned to come to Pingelly to endorse the campaign were unable to get there. Many sent video messages of support and one of the most popular came from West Coast Eagles former captain Shannon Hurn and West Coast Eagles Chaplain Paul Morrison.

6. Social Media and Print Media Campaigns

A series of print media and social media activities were conducted throughout the campaign.

The goals of these activities were:

- to raise awareness about the campaign;
- to encourage Pingelly residents to engage with the campaign, including attending events, engaging with other activities and completing the survey;
- to increase community knowledge about issues of ageing and ageism.

This section includes a summary and analysis of the social media and print media activities associated with the campaign.

There was a high level of community engagement with content included in the print media and social media campaigns. The Project Reference Group members and staff at the Pingelly Community Resource Centre reported community members mentioning media outputs when they raised questions about ageing and older person's rights, particularly relating to service delivery.

Social media engagement was high, with the most widely seen posts from the campaign Facebook page appearing in over 2,000 individual Facebook users' feeds. This reach is very impressive, showing the impact that an initiative of this kind can have far beyond the rural and remote setting in which it occurs. However, regular engagement with Facebook content as the campaign progressed was increasingly limited to people who had 'liked' the page, showing the value of more active campaigns to increase 'likes' and 'shares' to increase longer term impact.

The Pingelly Times regularly featured informative campaign advertorials, ageism facts and quizzes, and responses to community concerns and questions. Community members also included letters to the editor in the *Pingelly Times* to raise concerns about the campaign, pose questions and engage in public debate.

Information about the campaign appeared in print not only in the *Pingelly Times*, but also the *Narrogin Observer*, the *Great Southern Weekender* and the *West Australian* newspapers. This increased awareness about the campaign and knowledge of ageism beyond Pingelly.

6.1 Key findings

- Both social media and print media are important to engage different community demographics.
- In rural and remote settings, local newspapers are an important medium for sharing information and encouraging community discussion.
- Social media can engage community members who are physically distanced from the townsite.
- Social media can raise the profile and key issues that a campaign promotes within a local community and further afield, highlighting the capacity for innovative, age-friendly initiatives developed in rural and remote settings to impact a wider audience.

- Social media posts are most impactful when community members subscribe to follow (or 'like') a page. Actively encouraging community members to follow a campaign page on social media and share content (e.g., prize draws) increases impact and reach.
- Similar campaigns will benefit from having a clear media strategy – including key messaging and a calendar of pre-planned posts – to follow.

6.2 Summary of social media campaign

The Pingelly Somerset Alliance created and managed a Facebook page titled "Giving Ageism the Boot in Pingelly" as part of the campaign activities. The Project Reference Group regularly posted to the Facebook Page throughout the campaign. Posts promoted campaign events, provided information on ageism and acted as an online presence for the campaign, which engaged Pingelly residents and the broader online community. There are several metrics that assess engagement with social media content and indicate the impact and reach of social media posts; two of them, 'like' and 'share', are highlighted below.

The total reach of posts from the Facebook page was highest at the start of the campaign, with two posts being seen by over 2,000 unique users. However, user-content engagement declined as the campaign progressed.

Users who 'liked' the Facebook page were likely to consistently engage with posts throughout the period of the campaign. However, only 73 unique users were subscribed followers of the campaign Facebook page, limiting the number of people who would engage regularly with the posts.

This suggests that a reduced subset of Facebook users consistently engaged with the Facebook page and benefitted from its posts.However, wider engagement could have been achieved by:

- Encouraging more people to 'like' the page in the early stages of the campaign, for example through both online and real world prize draws.
- Encouraging engaged users to 'share' posts, rather than just liking and commenting, as this also increases the reach and the impact of the content.

Lifetime Post Total Reach

Lifetime Post Total Reach (LPTR) indicates the total reach of a post, or the number of unique users who had a post from the Facebook page displayed on their screen. Posts include status updates, photos, links, videos and more (Figure 6.1).

Figure 6.1. Total reach of Facebook posts, 18 June 2020 to 28 January 2021

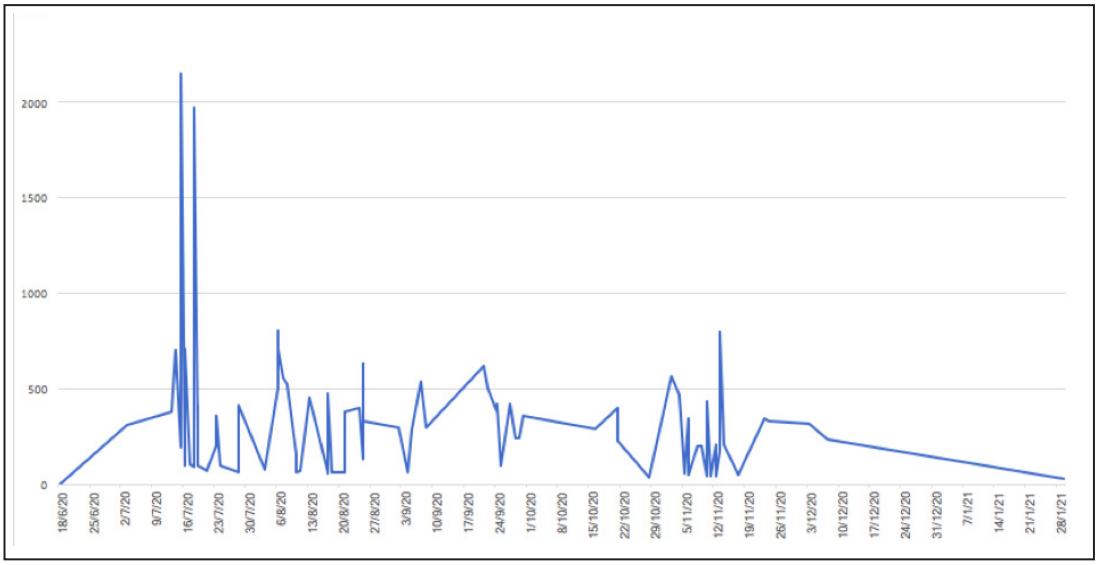


Figure 6.1 shows that the post with the highest LPTR (2149 unique users) was a post that included a series of photographs with the local Pingelly Men's Shed members committing to support the campaign.

The post with the second-highest LPTR (1969 unique users), was a post that promoted the formal launch of the campaign. The post included a video featuringformer West Coast Eagles Captain Shannon Hurn and West Coast Eagles Chaplain Paul Morrison.

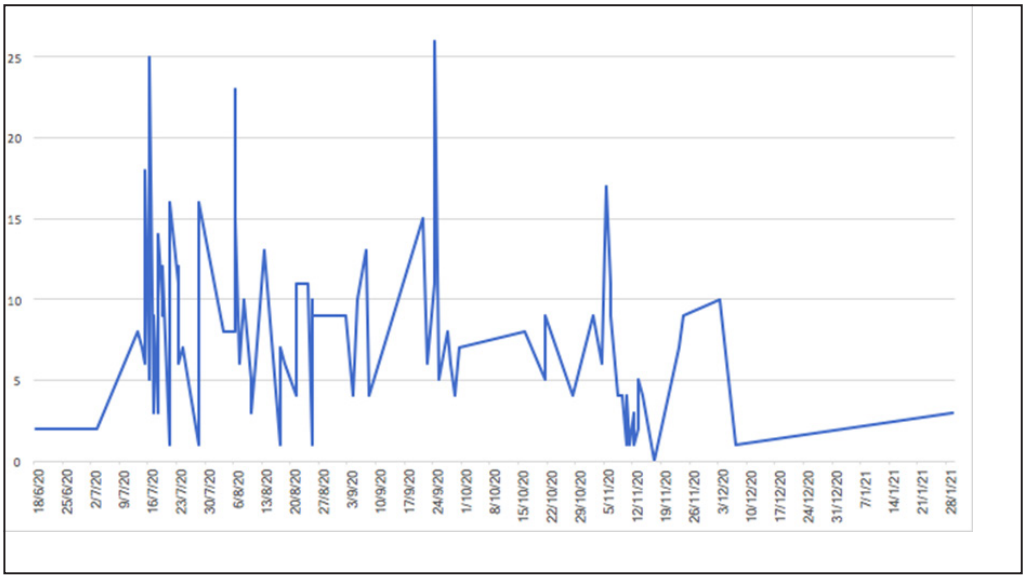
West Coast Eagles at the campaign launch

The number of unique users seeing posts from the campaign Facebook page significantly decreased thereafter.

Lifetime Post Engagement of People who have liked the Facebook page

Lifetime Post Engagement of people who have liked the Facebook page (LPEL) provides data about a different subset of Facebook users (Figure 6.2). This indicator relates to the number of unique users who have already liked the page and then clicked anywhere in one of the posts (i.e. liking the post or an image, or commenting on a post).

Figure 6.2. Lifetime post engagement of people who have liked the Facebook page, 18 June 2020 to 28 January 2021



LPEL captures a smaller number of users among those who had liked the page; those who were already following posts from the campaign Facebook page. This 'like' function on Facebook follows their active engagement with these posts. As of February 6 2021, 73 users had liked the page.

This data indicates five significant peaks:

1. A post showing support for the campaign from the Pingelly's Men Shed (18 active engagements)
2. A post of the Shire of Pingelly Council showing support for the campaign (25 active engagements)
3. A post featuring the Pingelly local pharmacy (23 active engagements)
4. A post following the musical theatre show *Springtime!*, which welcomed Jenny Davis OAM 2016, WA Senior of the Year as a guest presenter (26 active engagements). This was the highest number of active engagements.
5. A post following the "Intergenerational Oral Histories" event held at Pingelly Primary School (17 active engagements).

While LPEL values were comparably lower than those presented in other metrics, LPEL indicated a more consistent level of engagement relative to the number of unique Facebook users who had "liked" the page. Active engagement with Page posts was more regular amongst Facebook users who had already "liked" the page in question, when compared to the total number of Facebook users who had page posts displayed in their Facebook feed. This includes Facebook users who did not "like" the Facebook page. Encouraging more users to a campaigns Facebook page will positively impact the number of active engagements with posts from that page.

Future campaigns of a similar nature could encourage engagement by incentivising "liking" or "following" the campaign's social media pages. Potential examples of this include "lucky draw" lotteries for Facebook followers at campaign events. Deploying motivators like these throughout the campaign process might contribue to greater overall engagement with the campaign and its key messages.

6.3 Summary of print media campaign

Print media are an important dimension of any public awareness campaign, and are particularly significant when seeking to drive change and start new conversations in relation to ageing and ageism. Print media can reach population cohorts who may not access information provided through other channels, such as social media. This includes older people who are disproportionately disadvantaged by digital divides (Thomas et al. 2020), as well as younger people and children who may not use Facebook.

In Pingelly, editorials written by the campaign team, promotional adverts for campaign events and the survey, and letters to the editor from members of community and the campaign team created a lively dialogue around important issues. These included debates of local norms around ageing, attitudes and stigma, and appropriate responses to support economic and community development, debates that extended beyond the pages of the Pingelly Times to conversations around town, in the CRC, the PRACC and the pub.

The *Pingelly Times* regularly featured informative campaign advertorials, ageism facts and quizzes, and responses to community concerns and questions. Beyond Pingelly, news of the campaign was featured in *The West Australian*, the *Narrogin Observer* and the *Great Southern Weekender*.

Details of print media associated with the campaign and copies of all these media items may be found in Appendix C.

Table 6.1. Print media articles and adverts

Date	Item #	Outlet	Description	Notes
	1	Media Release	"Living the Life in Pingelly and Giving Ageism the Boot"	Introduces details to the campaign launch
11.03.20	2	Pingelly Times	Ending Ageism in Pingelly. What is Ageism?	
27.05.20	3	Pingelly Times	Driving and ageism quiz question	
10.06.20	4	Pingelly Times	Living the Life in Pingelly and Giving Ageism the Boot	Introduced PRG members and the campaign title.
17.06.20	5	Pingelly Times	Letter to the editor from community member Vince Holt	
24.06.20	6	Pingelly Times	Looking good at any age	
24.06.20	7	Pingelly Times	Letter to the editor	Response to letter to the editor from community member Vince Holt by Helen Morton
30.06.20	8	The West Australian	Push to give ageism the boot	
01.07.20		Pingelly Times	Letter to the editor from community member Vince Holt	¾ page letter to the editor from Vince Holt with a more positive view of the campaign
08.07.20	9	Pingelly Times	Campaign Launch Invitation	
22.07.20	10	Pingelly Times	Launch of "Living the Life in Pingelly and Giving Ageism the Boot" (front cover)	Briefly reported on the campaign launch
22.07.20	11	Pingelly Times	Letter to the editor from UWA	
22.07.20		Pingelly Times	4-page survey from UWA	Not included in appendix C
22.07.20		Pingelly Times	Front page post-campaign launch article	Front page plus two additional full pages of photos, full page article about the success of the campaign launch and photos (not included in Appendix C)
29.07.20	12	Media Release	Pingelly giving ageism the boot!	Hon Mia Davies MLA addresses campaign

30.07.20	13	Narrogin Observer	Push to give ageism the boot	
05.08.20	14	Pingelly Times	Letter to the editor from community member Vince Holt 3	
05.08.20	15	Pingelly Times	Living with Dementia in Pingelly	
19.08.20 02.09.20	16	Flyer	'Springtime!' theatre invitation	
26.08.20	17	Pingelly Times	Forget-Me-Not Memory Café	Article on dementia and advertising the second workshop
26.08.20		Pingelly Times	½ page ad seeking old boots for decorating	Not included in appendix C
09.09.20	18	Pingelly Times	Forget-Me-Not Café Planning Session Invitation	
23.09.20	19	Pingelly Times	Full page Boot Decorating Event Advertisement	
30.09.20		Pingelly Times	Full page article with photos reporting on Springtime event	Not included in Appendix C
30.09.20		Pingelly Times	½ page article from the primary school about how they are involved in the campaign	Not included in appendix C
14.10.20		Pingelly Times	Full page article and photos reporting on the boot decorating event	Not included in appendix C
21.10.20	20	Flyer	The Purple Road	Invitation for The Purple Road Project's visit to Pingelly with Vicki Edwards from Older People's Rights Service
28.10.20	21	Pingelly Times	AGEISM- WHATS IT ALL ABOUT	Connecting campaign to "Staying in Place" project
28.10.20		Pingelly Times	2 page advertisement for the picnic in the park with Perth Symphony Orchestra (PSO) Wind Quintet	Not included in appendix C
28.10.20		Pingelly Times	Full page colouring competition	Not included in appendix C
30.10.20	22	Pingelly Times	Flash Mob in Pingelly	

03.11.20	23	Pingelly Times	The Purple Road	Briefly reported on the Purple Road Project's visit to Pingelly
03.11.20		Pingelly Times	Full page ad for the picnic in the park and PSO performance	Not included in appendix C
03.11.20		Pingelly Times	Full page ad for community market day in conjunction with the above"	Not included in appendix C
03.11.20		Pingelly Times	Full page ad for the boot garden display	Not included in appendix C
11.11.20		Pingelly Times	Invitation to residents to support the campaign finale with PSO, primary school choir	Not included in appendix C
11.11.20		Pingelly Times	Full page of the local pledge	Not included in appendix C
11.11.20		Pingelly Times	Full page quiz of "Pingelly Giving Ageism the Boot"	Not included in appendix C
11.11.20		Pingelly Times	Full page ad about picnic in the park free for seniors	Not included in appendix C
11.11.20		Pingelly Times	Full page ad about the market day and a 'surprise on the street at noon'	Not included in appendix C
11.11.20 18.11.20	24	Pingelly Times	Campaign Feedback Workshop Invitation	
12.11.20	25	GS Weekender	Flash mob descends on Pingelly	Provided background of the campaign and introduced the campaign finale: Pingelly Market Day
	26	Pingelly Times	Living longer than any other generation in history	
	27	Pingelly Times	Advertisement post-Boot Decorating Campaign	

Pingelly Primary School choir performing at the finale

7. Survey: Quantitative Evaluation of Pingelly's Anti-Ageism Campaign

7.1 Overview

The anti-ageism campaign survey served as a quantitative evaluation tool to explore community awareness, beliefs, behaviours and attitudes towards ageing and ageism in Pingelly before and after the campaign.

The survey instrument was co-designed with the Project Reference Group and selected community members representing a range of ages and interest groups. The pre-campaign measurement provided a baseline against which the post-campaign results could be compared. The pre-campaign sample comprised 66 responses and the post-campaign sample comprised 39. Since respondents to the survey were self-selected rather than chosen at random, the sample cannot be assumed to be representative of the community as a whole.

The survey (both pre- and post-campaign) consisted of four parts:

- demographic questions;
- facts on ageing quiz;
- storyboards co-designed by the PRG and selected community members presenting possible scenarios relating to ageism in Pingelly;
- a set of questions capturing changes in knowledge, attitudes, and awareness about ageism.

The post-campaign survey included additional questions exploring community engagement in the campaign events and activities.

The pre-campaign survey was distributed in hard copies and digital formats throughout the community during the launch of the campaign. It was included in two local newsletters (that of the Pingelly Somerset Alliance and the Pingelly Community Resource Centre), in the *Pingelly Times*, and was available from local businesses and community organisations. The links were also published on social media.

The post-campaign survey was distributed online, through social media and in the *Pingelly Times*. Due to the co-designed nature of the survey development and administration as well as its educational nature, the survey findings need to be interpreted in the context of the campaign's community consultations, social media analysis and the findings from the process evaluation.

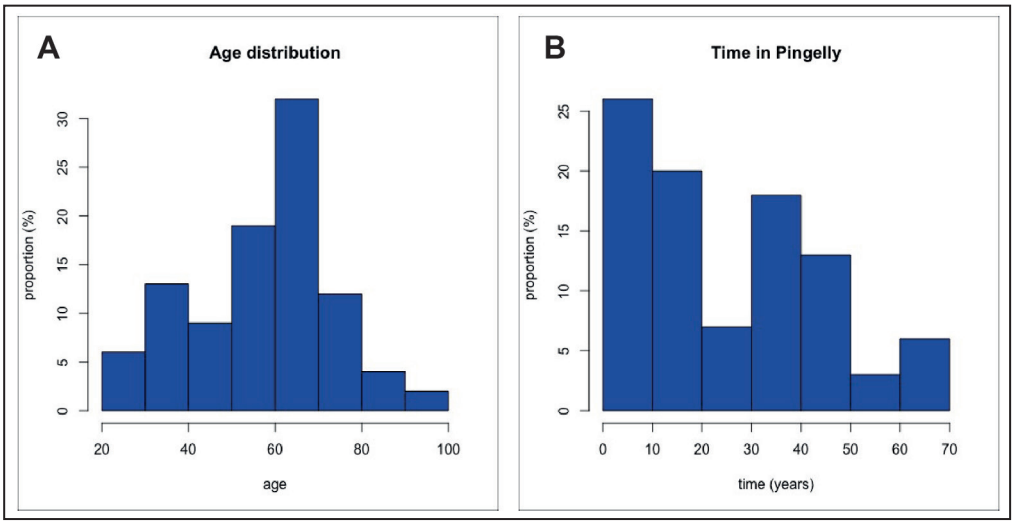
7.2 Survey participants

Both the pre- and post-campaign surveys were accompanied by assurances of anonymity, and no attempt was made to detect or link responses from the same individual. As a result the aggregated data presented here may include duplication if individuals responded to both surveys.

The average age of respondents was 58.2 years with a median of 62 years. Approximately one-third were aged between 60 and 70 years and half were aged less than 60 years (Figure 7.1A).

On average, respondents had lived in Pingelly for 25 years. Almost three-quarters had resided in Pingelly for more than 10 years (Figure 7.1B).

Figure 7.1. (A) Age of survey respondents (B) Length of residence in Pingelly



Note: based on aggregate responses from pre- and post-campaign surveys (N=105).

The majority of respondents were female (Table 7.1). Of the males who responded to the survey, 69% were aged 60 or more. Eighteen percent of respondents were born in Pingelly; half of those not born in Pingelly had been living there for less than 20 years, while almost 10% "prefer[red] not to say". The majority of respondents who moved to Pingelly at a later stage of their life had higher education compared to respondents who were born in Pingelly.

Table 7.1. Selected demographics of survey respondents

Sample characteristics	%
Gender	
Female	72%
Male	27%
Prefer not to say	1%
Education	
Some high school	24%
Completed high school or TAFE	47%
University degree	29%
Residential history	
Born in Pingelly	18%
of those not born in Pingelly, average number of years resided in Pingelly	22 yrs

Note: based on aggregate responses from pre- and post-campaign surveys (N=105).

7.3 Survey findings – attitudes to ageing and ageism

Due to the study design and sampling method, the results presented here cannot be generalised to the Pingelly community but are informative in identifying co-occurrences and trends to be further explored. Some of the findings are additionally supported by insights from the community consultations.

Frequency of contact with older people in Pingelly

Respondents were asked to estimate the frequency with which they had contact with people aged 65+ within three separate contexts: in their work life, in their family life, and within social and community settings by choosing from nine possible responses:

Missing data together with "don't know" and "not applicable" responses were excluded from analysis. Due to the small number of responses in some categories and in order to facilitate reporting, the number of categories was collapsed to five (Table 7.2).

Table 7.2.Translation of survey categories for frequency of contact with older people

Survey category	Reporting category
Daily	Daily
Every couple of days	2-3 days
Weekly	Weekly
Every couple of weeks	2-3 weeks
Monthly	Rarely
Every few months	
Rarely or never	
Don't know	Excluded
Not applicable	

The number of responses within each category varied due to the incidence of missing data and because not all categories were relevant to each respondent. For example, the question relating to work life was not relevant to those respondents who have retired from the workforce. Similarly, some respondents may have no immediate family. As expected, the number of responses for work life was the lowest and that for social and community life was the highest.

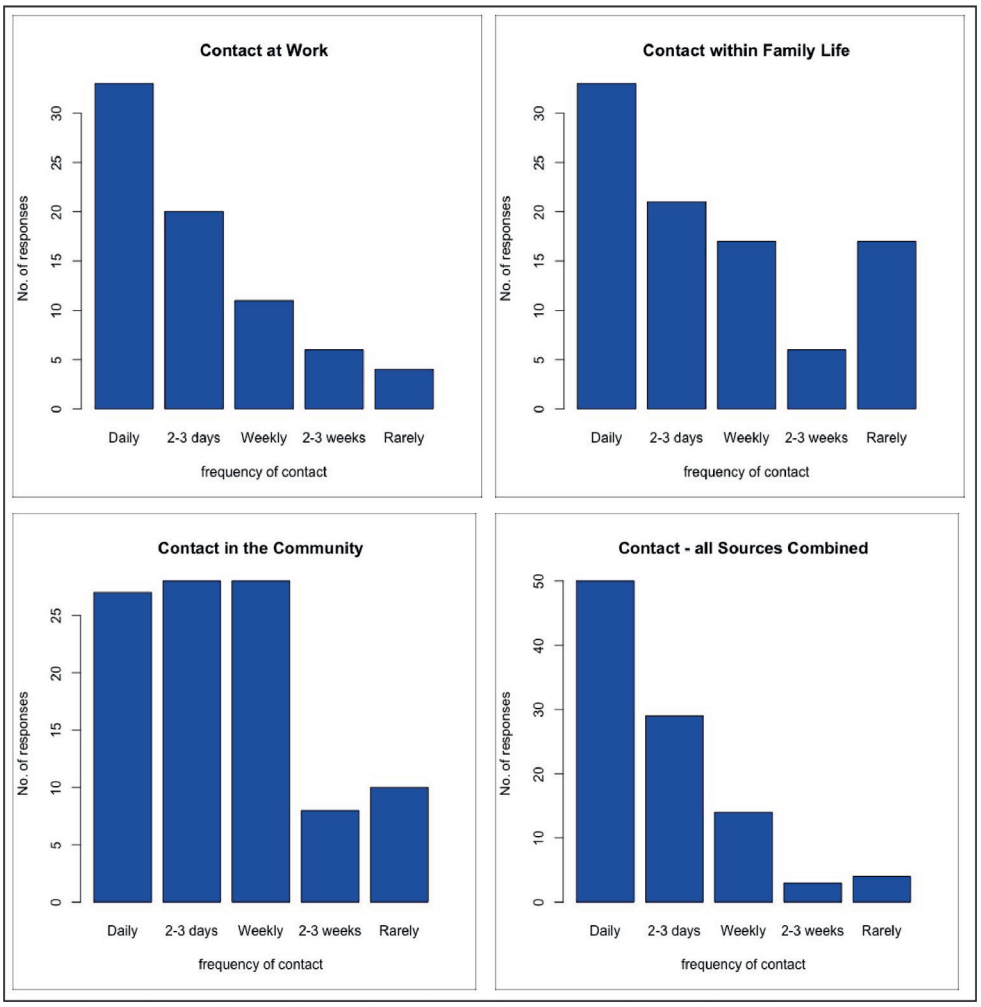
In order to estimate each respondent's overall amount of interaction with people aged over 65, an aggregate category was created by selecting the highest frequency reported for any of the three categories of interaction. For example, if contact during work life was reported as "weekly", family life as "every couple of days" and social/community as "daily", the overall measure for that respondent was rated as "daily".

Figure 7.2 shows that the majority of respondents have contact with older people at least weekly in the context of work life (86%), family life (76%), and social/community life (82%). For the aggregate measure the proportion rises to 91% . These findings contrast with those from a national study conducted by the Benevolent Society (2017), where the most common points of contact (at least weekly) were during respondents' work life (48%) and family life (47%). The least common source of interaction was during the respondents' community life (33%). The higher frequency of contact of respondents in the Pingelly survey compared to the results of the national study suggests that regional communities have more opportunities to meet each other and communicate more frequently across generations and age groups.

Almost 85% of the respondents who had been living in Pingelly since they were born have contact with older people daily or every couple of days, compared to 74% of respondents who had relocated to Pingelly later in their life, suggesting Pingelly-born respondents may have slightly more community connections including local family and peer groups.

The frequency of contact with older people generally increases with the age of the survey respondents, and this trend is evident in all three domains (work life, family life, and social/community life). Respondents 18-39 years old report more contact with older people in their family life than in their work or community life. A greater proportion of respondents aged 60+ report daily contact with older people than do younger participants, especially in the context of community life. However, respondents older than 50 but younger than 60 have contact with older people in their family life more frequently than the other age groups. This finding might be explained by this age group having greater care obligations to their ageing parents, whose care needs often increase with age.

Figure 7.2. Rates of contact with persons aged 65 and over by setting and overall



A number of studies have shown that frequent contact with older people is strongly linked with more positive attitudes towards older people and ageing (The Benevolent Society 2017). According to social identity theory, negative beliefs and stereotyping are higher among people who have limited contact with older people (Marques et al. 2020). Additionally, personal experience (including direct interaction with older people) creates an opportunity to question common beliefs and stereotypes about older people and ageing.

These findings suggest that creating opportunities for meaningful intergenerational activities might decrease negative attitudes towards older people and increase mutual intergenerational respect and understanding. Research shows that intergenerational contact interventions are proven to be effective in combating ageism (Christian et al. 2014).

What do we know about attitudes towards older people in Pingelly?

Storyboards were used to explore attitudes towards older people in three different contexts: work, public sector and in relation to technology and digital skills (see Section 4, Community Consultations for an overview of how the storyboards were created). The storyboards represent hypothetical scenarios of older people experiencing ageism in community life (The Benevolent Society 2017). Respondents were asked to indicate how much they agreed with three statements (ranging from strongly agree to strongly disagree):

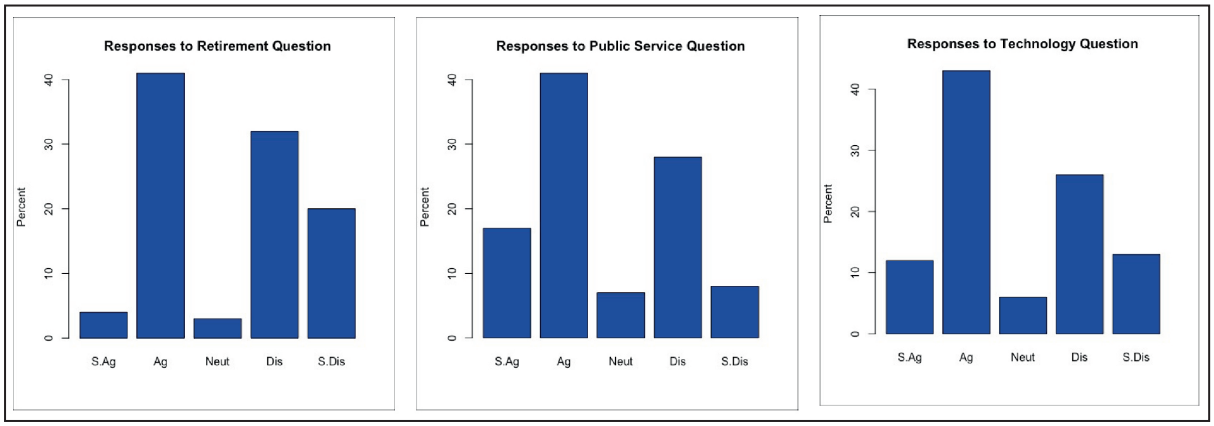
- People who do not retire at 65 are taking jobs away from younger people;

- Older people are ignored in public sector service provision; and

- Older people struggle with technology.

Responses were somewhat polarised in relation to each question, with significant numbers both agreeing and disagreeing with each. In each case the most frequent response was agreement with the statement presented (Figure 7.3). These results indicate that while many respondents provided responses suggesting positive attitudes towards older people in the three situations, the prevalence of more negative views was significant. Further investigation would be required to identify the basis for the views expressed, as different rationales are likely to underly the responses

Figure 7.3. Attitudes towards older people about retirement, public sector provision and technology



Note. Responses were: S.Ag=strongly agree; Ag=agree; Neut=neutral; Dis=disagree; S.Dis=strongly disagree.

The third statement describing older people struggling with technology and digital communication measures respondents' perception of older people's digital literacy skills. Positive responses (strongly agree/agree) might indicate that respondents recognise technology as an important factor influencing older peoples' social participation and community engagement, wellbeing and quality of life, especially in regional and remote communities with limited access to health care services and support with daily life. This finding was also confirmed during the community consultations in Pingelly and the links between use of technology and ageing were discussed with the PRG group in the context of the establishment of the Virtual Village.

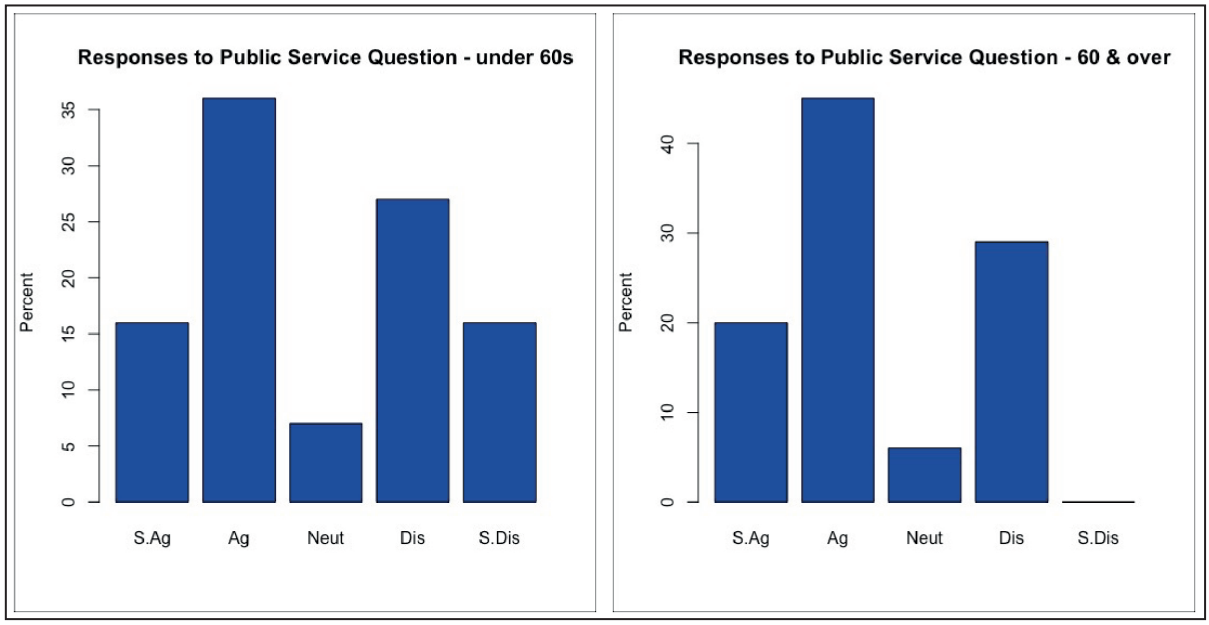
Difference in attitude based on the age of respondents

It is possible that perceptions differ between older people who are experiencing the physical and social effects of ageing and those who are younger and observing rather than experiencing ageing. In order to examine this possibility, separate analyses were conducted for respondents aged 60 years and above and those aged less than 60.

The pattern of responses for the two groups for the retirement and technology statements showed little difference. However, there was a noticeable difference in the responses to the statement regarding public sector service provision. Those aged 60 and over were more likely to agree with the proposition that older people are ignored in public sector service provision than their younger counterparts; 65% of the older

group agreed with this statement compared with 52% of the younger group. None of the older group strongly disagreed compared to 16% of the under 60 group (Figure 7.4).

Figure 7.4. Agreement with statement that "older people are ignored in public sector service provision", by age group



Note. Responses were: S.Ag=strongly agree; Ag=agree; Neut=neutral; Dis=disagree; S.Dis=strongly disagree.

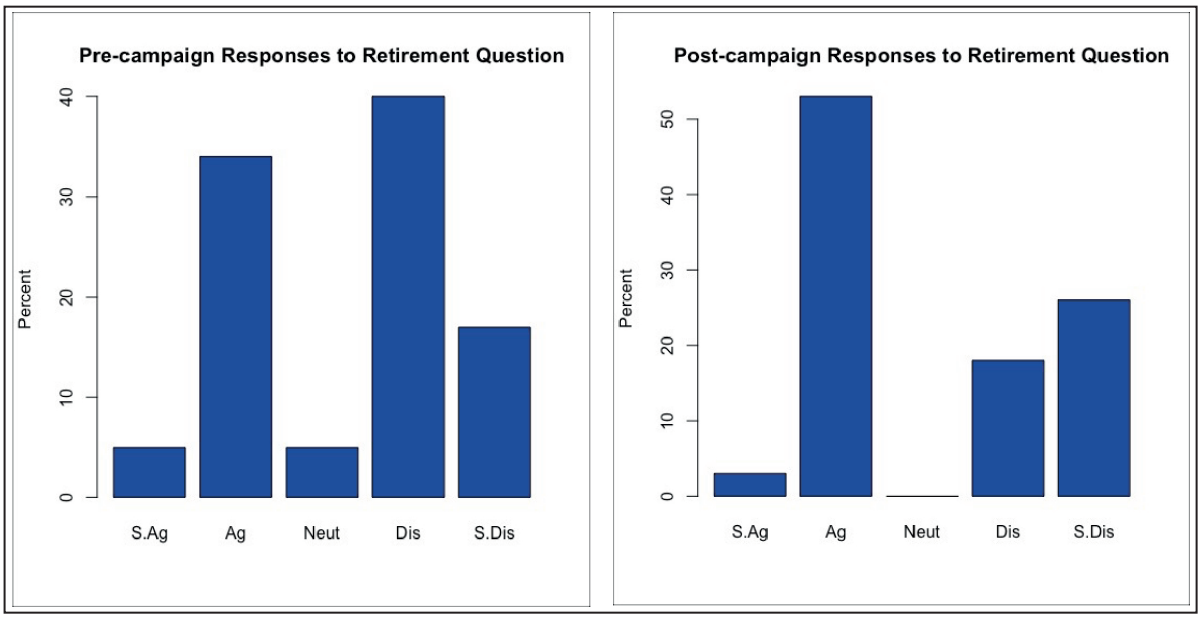
Difference between pre- and post-campaign surveys

While it is likely that the campaign influenced the perceptions of some of those who participated in the activities involved, the survey data are insufficient to demonstrate this. This is due to the limited size of the samples and the potential bias introduced by self-selection. Despite these limitations, making the comparison can provide some indications on differences between the two surveys and suggest future areas for further research.

There was little difference in responses to the technology statement between the pre- and post-campaign surveys. However, there was a noticeable difference for the two other statements.

In the post-campaign survey, a greater proportion of respondents agreed with the statement "people who do not retire at 65 are taking jobs away from younger people" than had done so in the pre-campaign survey (Figure 7.5). It is unclear how the campaign might affect perception in this manner, and it is possible that the difference observed is due to the difference between the survey samples rather than a change in attitude.

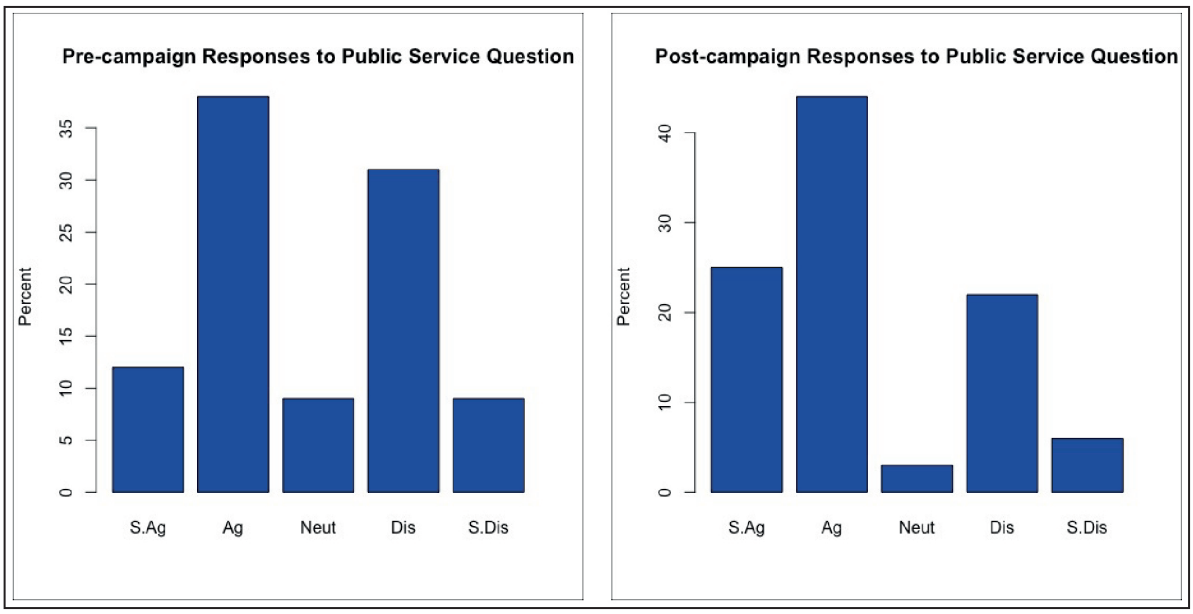
Figure 7.5. Agreement with statement "people who do not retire at 65 are taking jobs away from younger people", pre- and post-campaign



Note. Responses were: S.Ag=strongly agree; Ag=agree; Neut=neutral; Dis=disagree; S.Dis=strongly disagree.

There was also a noticeable difference in the responses to the statement "older people are ignored in public sector service provision", with 50% agreeing in the pre-campaign survey and 69% in the subsequent survey (Figure 7.6). It is possible that the sharing of experiences during the campaign served to increase awareness of the difficulties experienced by some older people in this area.

Figure 7.6. Agreement with statement "older people are ignored in public service provision", pre- and post-campaign



What do respondents know about ageing?

Respondents were asked to indicate whether they considered a set of ten quiz questions regarding ageing to be true or false (Facts on ageing quiz). The questions were based on stereotypes or attitudes relating to older people. For each question, an answer contrary to the stereotype was regarded as "correct". For example, the first quiz question was "as people grow older, their intelligence declines significantly". While there may be a stereotype indicating this to be the case, it is not supported by evidence; the correct answer was therefore "false".

When the responses for all surveys were aggregated, the proportion of "correct" responses ranged from 89% (Statement 1) to 54% (Statement 3) (Table 7.3)

Table 7.3. Facts on ageing quiz: proportion of "correct" responses (%)

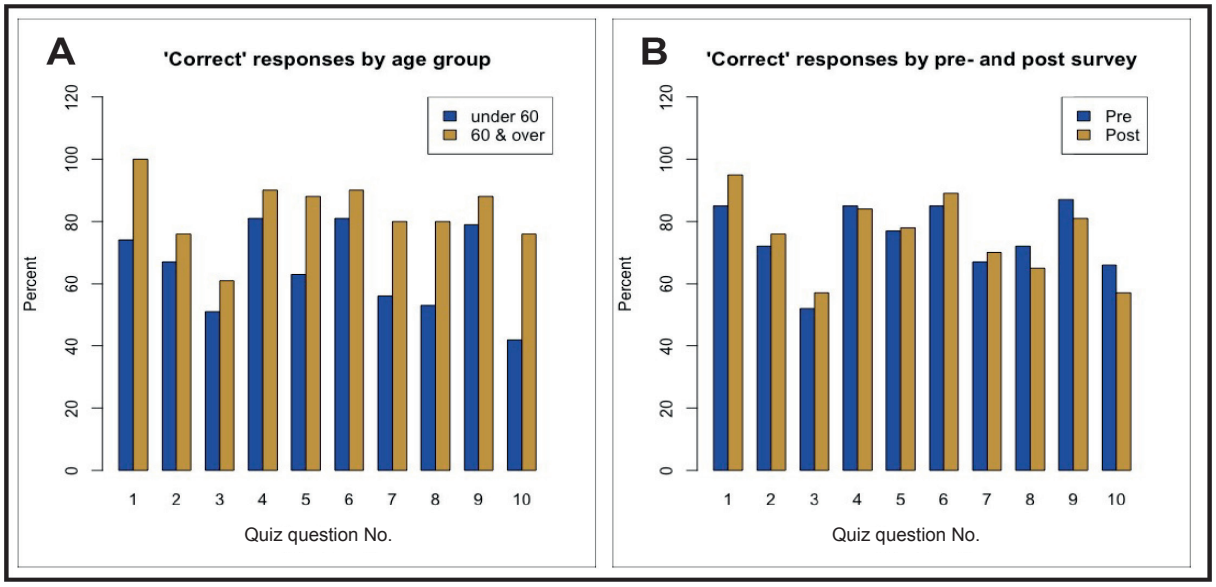
Facts on ageing – quiz questions	"Correct" answer	% "correct" responses
1. As people grow older, their intelligence declines significantly	False	89%
2. It is very difficult for older adults to learn new things	False	72%
3. As adults grow older, reaction time increases	True	54%
4. Most older drivers are quite capable of safely operating a motor vehicle	True	85%
5. Older workers cannot work as effectively as younger workers	False	78%
6. Older people are much happier if they are allowed to disengage from society	False	87%
7. Most old people are set in their ways and unable to change	False	68%
8. The majority of old people are bored	False	69%
9. In general, most old people are pretty much alike	False	85%
10. Older people do not adapt as well as younger age groups when they relocate to a new environment	False	62%

Responses were further analysed by age group and timing in relation to the campaign. When responses from those aged 60 and over were compared with those aged under 60 there was a consistent difference. For every statement, a greater proportion of those aged 60 and over chose the "correct" response than did those aged under 60. This was especially the case for Question 1 (as people grow older their intelligence declines), Question 7 (most old people are set in their ways), Question 8 (the majority of old people are bored) and Question 10 (older people do not adapt as well as younger people when relocating to a new environment) (Figure 7.7A).

There was no significant difference in the responses to the pre- and post-campaign surveys. A possible exception was for Question 1 (as people grow older their intelligence declines significantly) for which the rate of "correct" responses increased from 85% to 95% (Figure 7.7B).

By contrast, the proportion of correct responses was lower in the post-campaign survey for Question 8, the majority of old people are bored (72% pre-campaign, 65% post-campaign), Question 9, most old people are pretty much alike (87% pre- and 81% post-), and Question 10, older people do not adapt as well as younger age groups (66% pre- and 57% post-) (Figure 7.7B)

Figure 7.7. Facts on ageing quiz, by age group and by timing of survey



Have survey respondents experienced ageist behaviours in the community?

One survey question asked respondents whether they had experienced any of seven different behaviours that could be regarded as ageist. Four responses were available for each statement: never, at least once, more than once and prefer not to say.

When analysing responses, options "at least once" and "more than once" were combined to yield a single response indicating that the behaviour had been experienced. Responses "prefer not to say" were excluded.

As the question relates to respondents' past experiences rather than their beliefs or perceptions, responses would not be expected to be influenced by exposure to the campaign; therefore, pre- and post- analyses were not conducted. However, as it is likely that the experiences of older respondents differ from that of younger groups, responses from those aged 60 and over were compared with those aged less than 60.

Overall, the highest level of experience was reported in relation to ageist jokes (70% overall) and '"self-ageist" thought that "I'm too old for that" (65% overall) (Table 7.4). A much lower proportion of respondents reported assumptions regarding hearing loss (19%), being ignored due to age (26%), and that ailments were caused by age (28%).

Not surprisingly, a greater proportion of the older age group reported experiencing potentially ageist behaviours nore often than the younger group in every category.

In this analysis, the term "potential ageism" has been used because in the absence of contextual information it is not possible to determine the basis for the reported behaviours. For example, there are many health conditions which are well-established as being age-associated, and to refer to them as such is factual rather than ageist. To be clearer about designating behaviour as ageist it would be necessary to confirm that the behaviour involved an aspect that was either inappropriate or incorrect.

Table 7.4. Proportion of respondents reporting experiencing potential ageist behaviours (%)[a]

Frequency of experienced different forms of ageism	under 60	60 and over	Overall
I was told a joke that pokes fun at old people	62%	77%	70%
I was patronised or "talked down to" because of my age	45%	51%	48%
Someone said to me, "You're too old for that"	37%	53%	45%
Someone assumed I could not hear well just because of my age	11%	26%	19%
A doctor or nurse assumed my ailments were caused by my age	28%	40%	35%
I've been ignored because of my age	26%	43%	35%
I thought to myself, "I'm too old for that"	57%	71%	65%

Limitations of the survey

The main aim of the survey was to gain a better understanding and knowledge of attitudes towards ageing and community awareness of ageism. The data were collected before and after the anti-ageism campaign, with the aim of comparing changes in community knowledge and beliefs about ageing and ageism. Despite the data collected being inadequate to support detailed statistical analysis, responses from a relatively high proportion of the total Pingelly population provide useful insights into general trends and offer exploratory findings that can inform future research directions. The methodological shortcomings of the survey are balanced by the educational interventions implemented in the survey design, including selecting questions the "facts on ageing" quiz and co-creating the storyboards representing examples of negative beliefs about ageing. The survey served therefore not only as a data collection method, but as an additional information-sharing strategy supporting awareness of ageing and ageism

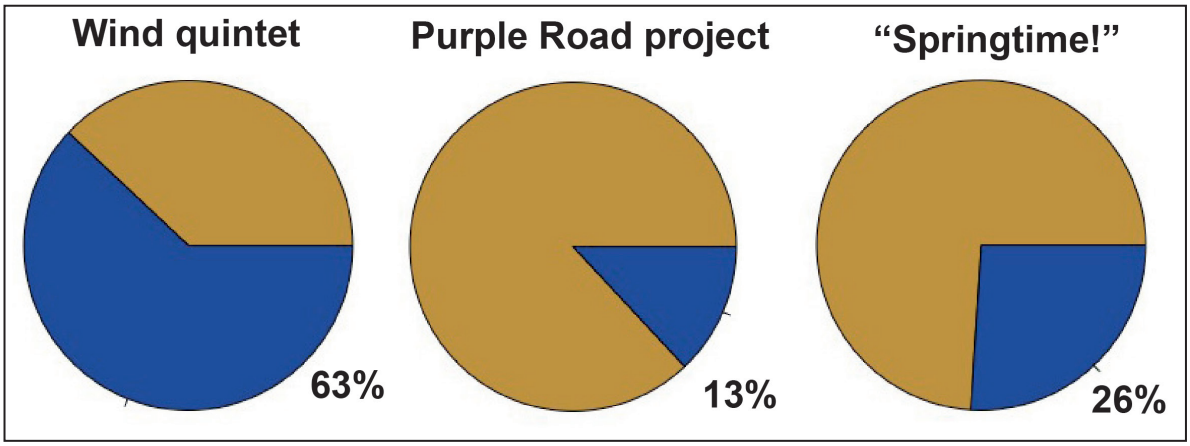
7.4 Community feedback on the anti-ageism campaign

The post-campaign survey contained an additional five questions inviting community members to provide feedback and to suggest future directions for the anti-ageism initiative in Pingelly.

Only one of the 39 post-survey respondents was not familiar with the campaign.

The proportion of respondents who had participated in campaign events ranged from 63% for the Symphony Orchestra Wind Quintet to 13% for the Purple Road project (Figure 7.8).

Figure 7.8. Proportion of respondents who had attended the community market and wind quartet event (left), Purple Road project at the PRACC (centre) and "Springtime" musical theatre show (right)

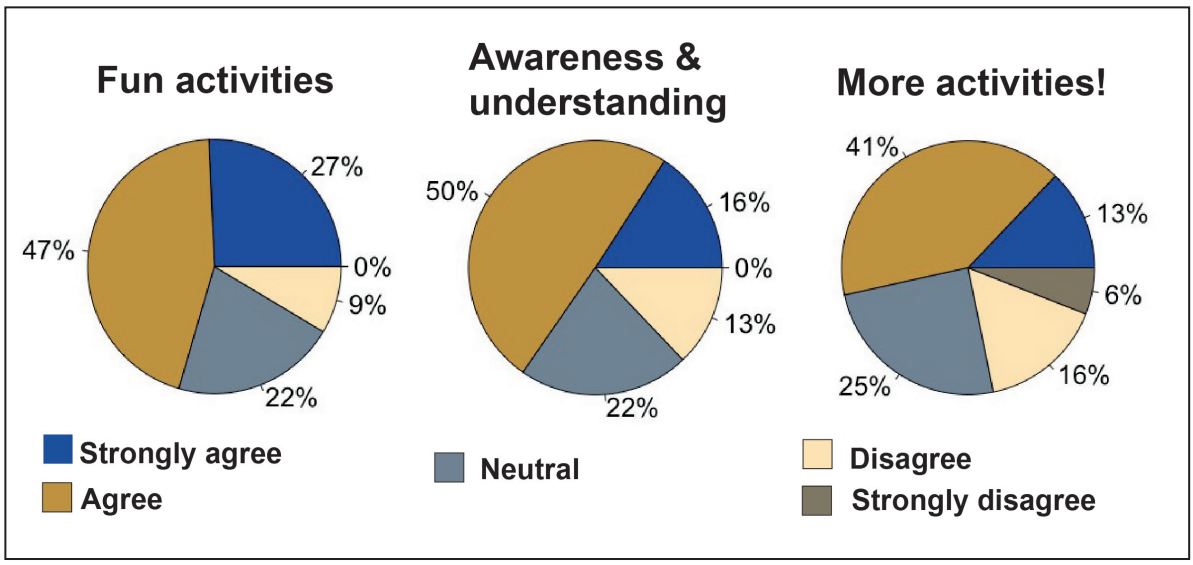


Respondents were also asked to rate three statements about the impact of the campaign:

- The campaign ran lots of fun activities that increased social engagement across the ages;
- The campaign increased my awareness and understanding of ageing and ageism; and
- I would like to see more ageing and anti-ageism activities organised each year.

The response to all these statements was strongly positive, with more than half agreeing with each one (Figure 7.9).

Figure 7.9. Rating of anti-ageism campaign activities



7.5 Key survey findings

The pre-campaign sample comprised 66 responses and the post campaign 39. This represents 13% of the Pingelly population.

Analysis of the survey results highlight some important findings:

- The majority of respondents have contact with older people at least weekly in the context of their work life (60%), their family life (67%), and their social/community life (78%). This indicates that Pingelly offers opportunities for intergenerational contact in different social settings.
- Positive attitudes towards ageism and ageing are shaped by the frequency of contact with older people.
- Ageist attitudes towards older people are relatively common, but ageist behaviours do not occur frequently in the community.
- One of the most common forms of ageism identified in the survey was *self-ageism* as a consequence of internalised ageism resulting from persistent negative images and beliefs about older people present in language, media, and popular culture.
- Overall, the anti-ageism campaign has informed beliefs and stereotypes around ageing and increased awareness about the digital exclusion of older people in rural and remote communities.

Pingelly Primary School pledge

8. Findings and Recommendations

8.1 Summary of key findings

1. Tackling ageism is an ongoing process

Tackling an issue as large and complex as ageism is best seen as an ongoing process, rather than an issue that can be addressed and fixed with one campaign. Slow, collaborative approaches will start conversations and permit new learnings for diverse groups of people. Providing a range of opportunities to engage with older people in different settings (at work, in the community, in family) can help break down negative stereotypes about ageing. Positive attitudes towards ageing are shaped by the frequency of contact with older people. In addition, one of the most common forms of ageism is self-ageism, which results from internalised negative ideas about ageing resulting from persistent negative images and beliefs about older people present in popular culture. Developing positive ageing images and messaging is important to changing these beliefs and stereotypes.

2. Raising awareness and understanding stigma

There is a general lack of awareness and understanding of ageism in the broader Western Australian community, not just in Pingelly, including stigma associated with the term itself. For example, some members of the community expressed concern that the campaign could be interpreted as Pingelly having more problems with ageing and older people than other places. This is perhaps due to limited messaging at state and national levels about the problem of ageism.

3. Addressing the needs of communities in rural and remote settings

The Pingelly anti-ageism campaign highlighted the particular challenges and strengths of rural and remote communities and underlined the need to design interventions that specifically address regional issues. These include the strengths of strong local community connections and support, as well as strong links to neighbouring shires and regional networks. Building on these strengths and utilising existing resources are central to the success of new community development initiatives in rural and remote settings. The challenges include greater resistance to initiatives perceived as coming from outside the community, very limited services available locally, the lack of public transport, complex local Indigenous histories, as well as small populations and geographically dispersed residents.

4. Acknowledging diversity

Ageing is a diverse and complex process that impacts people and communities differently. Particularly vulnerable groups identified include:

- Aboriginal people, who have lower rates of longevity and higher rates of chronic disease than the general population, and specific and chronic housing needs;
- People living with dementia and their carers, particularly husbands caring for wives with dementia were identified as especially at risk of social isolation.

5. Recognising the need for targeted responses

The need for targeted responses was indicated in both community consultation workshops and the survey. Key responses include developing a dementia café, supporting digital access for older residents, increasing opportunities for intergenerational exchange and all-ages community activities, and continuing to work towards establishing a Pingelly Virtual Village. Work has already begun to develop these responses.

6. **Developing clear messaging and a consistent brand to drive engagement**

Clear messaging and a consistent brand can help with effective communication in a campaign that aims to raise awareness, stimulate discussions, and introduce new language. The 'cheeky old boot' motif and the 'Living the Life in Pingelly and Giving Ageism the Boot!' slogan used in Pingelly helped residents recognise events and activities associated with the campaign.

8.2 Recommendations

The experience of conducting this campaign and the findings from the evaluation have informed the development of two sets of recommendations. The first is a specific set of recommendations for Pingelly, designed to build on the outcomes of the campaign and support the ongoing Pingelly Project aims. The second is a more general set of recommendations designed to support the development of similar initiatives in other rural and remote settings.

Specific recommendations for Pingelly

Pingelly Recommendation 1: *Develop ongoing positive ageing/anti-ageism calendar of events*

Building on the success of the campaign, a calendar of annual events with a focus on healthy ageing and anti-ageism would further develop, consolidate and improve community awareness and understanding, while potentially streamlining resources and reducing effort required to run the events. Further consultation with key community groups to determine the number and type of events would strengthen community support. Based on the success of the campaign, the following events are suggested:

- An annual intergenerational event in collaboration with the school e.g. oral history morning tea
- All ages choir performances
- Regular seniors' lunches
- Regular memory café meetings in the local café
- An annual Spring Festival

Pingelly Recommendation 2: *Establish a Positive Ageing Committee*

Building on the successful leadership of the campaign's Project Reference Group, establish a Positive Ageing Committee of local 'champions' who can help lead and support all the recommendations. This could include representatives from Pingelly Shire, Pingelly Primary School, local businesses and community groups, members of local Aboriginal community, and the Pingelly Community Resource Centre.

Pingelly Recommendation 3: *Maintain regular community consultations*

Facilitate ongoing community information sessions and public meetings to share ideas and discuss positive ageing and anti-ageism. Regular community information sessions, possibly hosted as part of the annual calendar of events, should aim to bring residents together to learn about new initiatives to support positive ageing and combat ageism. Embed co-design principles practiced during the campaign in future work directed towards realising the broader Pingelly Project and Virtual Village.

Pingelly Recommendation 4: *Continue to support Virtual Village Planning*

The anti-ageism campaign is seen as an essential precursor to advancing the broader Pingelly project. In order to continue to support the virtual village planning, it is important to continue to consult with community members involving local businesses and community organisations. Digital access and equity for all residents, in particular people with low digital literacy skills, should be a priority. Also important is to continue to apply for funding to run digital literacy training and consider setting up a mentoring program, training volunteers to support the digital learning and digital facilitation needs of the community.

Pingelly Recommendation 5: *Dementia friendly initiatives*

Findings from the consultation and evaluation confirm that people living with dementia and their carers are at greatest risk of isolation and negative impacts of ageism. Developing regular memory café meetings will help address this as well as continuing to encourage partnership with dementia-friendly initiatives in neighbouring towns. Men who are looking after wives with dementia are a particularly vulnerable group. Targeted initiatives are recommended for this group, including in collaboration with the Men's Shed, as well as targeted support from social services.

Pingelly Recommendation 6: *Indigenous engagement*

The local Aboriginal community represents 12% of the Pingelly population and have special needs related to ageing and ageism, in particular around housing and access to health services, especially dialysis. There is currently only one Aboriginal support worker employed in Pingelly by the WA Country Health Service (WACHS). Increased advocacy and cultural support is needed for Aboriginal residents and awareness raising for the broader community.

Pingelly Recommendation 7: *Maintain community engagement by building on the success fo the social media campaign*

Continue to develop content for the Facebook page to provide information to support positive ageing and anti-ageism. Build a broader audience for new Facebook content through strategies to increase the number of users who "like" the page and share content, e.g. prize draws, rewards for 100th new "like", etc.

Pingelly Recommendation 8: *Promote the Pingelly model to other regional communities*

The Pingelly anti-ageism campaign and the vision for the Pingelly Project—Staying in Place and Virtual Village is a unique and ground-breaking model for supporting ageing in place in rural and remote communities. Promote the model by inviting neighbouring towns to participate in the annual events and activities, and supporting similar projects in other places by sharing ideas and learnings.

The experience of conducting this campaign and the findings from the evaluation have informed the following set of general recommendations, designed to inform similar community initiatives aimed at combatting ageism.

General recommendations for campaigns in other rural and remote settings

General Recommendation 1: *Understand that combatting ageism is a complex and long-term process and develop achievable outcomes*

It is important to understand that combatting ageism is a complex and long-term process. Unfortunately, when it comes to tackling ageism, there is no 'quick-fix'. This is because ageist beliefs and attitudes are so firmly entrenched in our thinking and behaviours that it is hard to recognise them. Therefore, individuals and community groups who are keen to develop campaigns and initiatives to target ageism should be realistic about what outcomes are achievable. Changing community attitudes is a process that takes time. An important part of the process is education and awareness raising, including of our own ageist thinking, often evident in the negative comments we often make about our own ageing.

General Recommendation 2: *Recognise that ageism in not well understood and requires community education and awareness raising, including careful pre-campaign preparation and planning, with clear campaign messaging*

There is a general lack of awareness and understanding of what ageism is and what the term ageism means in the broader community, including stigma associated with the term itself. This can result in people interpreting an anti-ageism campaign negatively, for example, as an admission that their community has a bigger problem with ageism than others, and may even lead people to criticise the initiative or actively disengage with from the campaign.

It is therefore also important for organisers to recognise that some criticism of the campaign may be a reflection of this lack of understanding and awareness of what ageism is. Pre-campaign preparation is

advised involving public meetings to explain the need for the campaign and to involve as many people as possible in its planning. The media play an important role in promoting the campaign and sharing projects' outcomes. Develop clear project messaging at the start of the campaign and use local media (newspapers, newsletters) and social media platforms like Facebook to spread your message. Transparency and openness to constructive feedback expressed by the community members in local (social) media can lead to a positive disruption and better adjustment of the project to the community needs and possibilities.

General Recommendation 3: *Co-design your positive ageing, anti-ageism campaign with your community and establish a Project Reference Group involving Community Champions*

The involvement and collaboration of different sectors in the community including local businesses, schools, and community organisations to promote the campaign will facilitate the anti-ageism interventions. The involvement of community members in a process of co-designing the campaign will help empower participants as co-creators of the campaign. Establish a Project Reference Group with local community champions who can help bring diverse sectors of the community together to support the campaign. Aim to include representatives of all ages to ensure that ageing and ageism are perceived as a matter that involves the whole community and not just older residents.

General Recommendation 4: *Consider the role of Digital Citizenship*

Digital literacy is increasingly important to social engagement, particularly during the COVID-19 pandemic. The digital divide and ageism often go hand in hand, including older people expressing 'self-ageism' in the context of limited digital literacy. Digital literacy training for older people is often best delivered in a community of practice model, especially for beginners, and should not be imposed but generated organically by the community members and their own personal requirements and motivations.

General Recommendation 5: *Focus on dementia awareness as an important dimension of anti-ageism*

Like ageism, dementia is relatively poorly understood in the general community. Together, dementia and ageism represent a "double jeopardy". People living with dementia, and their carers, are at increased risk of social isolation and loneliness and often need assistance to find appropriate services and support. Featuring the challenges of dementia in an ageism campaign could be a way of bringing awareness to an especially vulnerable group.

General Recommendation 6: *Ageism and Diversity: ageism impacts different people differently, including all ages across the life-course*

There is no one-size-fits-all approach to combatting ageism. There are different types of ageism and different types of older people. Australia is a richly diverse society where nearly 50% of residents are either born overseas themselves or have at least one parent who was. Approximately a third of all Australians over the age of 65 years were born overseas. Different cultural groups have different understandings of ageing. Therefore, it is important to design campaign activities that suit the community context and needs. Establishing a Project Reference Group that reflects the diversity of the community is one way to address these different needs and contexts. It is also important to recognise that ageism impacts all ages across the life-course, and intersects with other prejudices including sexism and racism. It may be useful to develop a range of initiatives that target different groups and ages, including intergenerational activities that bring different age groups together.

General Recommendation 7: *Combine anti-ageism messages with positive ageing to support community engagement and address social isolation*

Anti-ageism information may be more effectively shared when combined with positive ageing messages. This can help to address stigma associated with the term ageism (see Recommendation 1 above). For example, the negative impacts of ageism could be introduced in a broader discussion about the factors that facilitate or impede positive ageing. Ageism is also directly linked to the status of older people in society and the negative stereotypes and perceptions about them, and has been identified as an underlying cause of the abuse of older people. Social isolation and lack of awareness and carer stress are among the biggest risk factors for the abuse of older people. Promoting social engagement initiatives, along with community awareness, are important ways of addressing these issues.

General Recommendation 8: *Remember the importance of project Evaluation and dissemination*

There is a lack of evidence-based models to support positive ageing initiatives in rural and remote settings. Ensure your campaign includes an evaluation and reporting process so that you can share your findings. This recommendation is supported by best practice models promoted by WHO.

In conclusion, it is hoped that this report will provide a model and resources to other localities interested in developing ageism campaigns, including as part of age-friendly community planning and implementation of General Recommendation 1: Understand that combatting ageism is a complex and long-term process and develop achievable outcomes

It is important to understand that combatting ageism is a complex and long-term process. Unfortunately, when it comes to tackling ageism, there is no 'quick-fix'. This is because ageist beliefs and attitudes are so firmly entrenched in our thinking and behaviours that it is hard to recognise them. Therefore, individuals and community groups who are keen to develop campaigns and initiatives to target ageism should be realistic about what outcomes are achievable. Changing community attitudes is a process that takes time. An important part of the process is education and awareness raising, including of our own ageist thinking, often evident in the negative comments we often make about our own ageing.

Local community members pledge

Living the Life in Pingelly
and Giving Ageism the Boot!

9. Conclusion

The Pingelly anti-ageism campaign, *Living the Life in Pingelly and Giving Ageism the Boot!*, has successfully met all the project's key objectives and planned outcomes. Community awareness about ageing and ageism has increased within Pingelly, campaign events and campaign media outputs have engaged a wide range of community members and a sustainable calendar of ongoing events to continue this important work is now in development.

The success of this campaign and the vision of the Pingelly Project also highlights that rural and remote communities can provide valuable leadership in developing new age-friendly initiatives and, in particular, much-needed models for the regions.

Combatting ageism is as pressing as it is complex. The WHO's 2021 *Global Report on Ageism* highlights how extensive and common ageism is, with 1 in 2 people holding ageist views. These views, manifested as stereotyping, prejudice and discrimination, have serious health impacts for older people and, importantly, are barriers to social and community responses that can support older people to age well.

The Pingelly Project – Staying in Place and Virtual Village - is a ground-breaking model that aims to support older residents to remain in their local community as their age-related care needs increase, even until end of life. The anti-ageism campaign was an essential precursor to developing the Pingelly Project, by raising awareness and starting conversations in the community about ageing and the needs and rights of older people.

The WHO's age-friendly approach and its widespread adoption by local governments and communities throughout Western Australia is driven by an internationally recognised network of professionals. Funding provided by WA Department of Communities under the Age-friendly and Dementia-friendly Communities Grants Program has supported this exceptional engagement with the age-friendly approach. This support has greatly contributed to building capacity to support ageing for older people living in their local communities.

An evaluation of this funding program identified four key emerging issues that would be critical to the evolution of the age-friendly approach in Western Australia, all of which have been addressed by the Pingelly anti-ageism campaign (Baldassar et al. 2017):

1. Measurable success and continuous improvement

- From the outset, the campaign has entailed a research component to ensure results can be measured and outcomes evaluated.
- This process evaluation includes both recommendations to support ongoing and sustainable activities in Pingelly and is a resource to develop similar campaigns elsewhere.

2. Diverse seniors and tailored solutions

- Older people living in rural and remote Western Australia have unique experiences of ageing and unique service needs.
- The Pingelly Project is a tailored solution designed to draw on the strengths of the local community to overcome the barriers to ageing in place currently experienced.

3. Ageism, public communications strategies and normalising age-friendly language

- This campaign directly addressed ageismone of the most intractable barriers to creating age-friendly communities.

4. Digital citizenship among seniors and an age-friendly future

- Survey results show that community members have an increased understanding of the importance of digital citizenship for older residents.
- Building on this momentum to secure digital access and inclusion for all residents will be critical to the future success of the Pingelly Project—Staying in Place and Virtual Village.

This Pingelly project evaluation report is intended to support knowledge sharing and provide successful project models to inform future work in the sector. It also provides a foundation on which Pingelly can build its vision for a Virtual Village.

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World Health Organization. (2021). *Global Report on Ageism*. Geneva: World Health Organization.

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Appendices

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Appendix A: *Validated scales, research instruments and further reading*

Validated scales

European Social Survey

1. Using this card, please tell me, how often, in the past year, anyone, has shown prejudice against you or treated you unfairly, because of: your age." (0-never; 4-very often). The item was dichotomised because it is highly skewed (0 = "no perceived age discrimination"; 1–4 recoded as 1 = "yes perceived age discrimination").

2. "Do you describe yourself as a member of a group that is discriminated against in this country?", if yes-> "On what grounds is your group discriminated against?"

Palmore's Ageism Survey

Ranked Never = 0, Once = 1, More than once = 2

I was told a joke that pokes fun at old people

I was sent a birthday card that pokes fun at old people

I was ignored or not taken seriously because of my age

I was called an insulting name related to my age

I was patronised or "talked down to" because of my age

I was refused rental housing because of my age

I had difficulty getting a loan because of my age

I was denied a position of leadership because of my age

I was rejected as unattractive because of my age

I was treated with less dignity and respect because of my age

A waiter or waitress ignored me because of my age

A doctor or nurse assumed my ailments were caused by my age

I was denied medical treatment because of my age

I was denied employment because of my age

I was denied promotion because of my age

Someone assumed I could not hear well just because of my age

Someone assumed I could not understand because of my age

Someone told me, "You're too old for that"

My house was vandalized because of my age

I was victimised by a criminal because of my age

The Ambivalent Ageism Scale

7-point rating scale (1 = Strongly Disagree to 7 = Strongly Agree; α = .92).

1. Because old people are very emotional, people should watch what they say around them.

2. Old people appreciate it when people speak to them in language from "their generation" and avoid current slang.

3. It's good for old people to live in nursing homes so that they don't have to worry about things like finding housing.

4. Older people should be reminded that some foods may make them sick.

5. Even if they do not ask for help, older people should always be offered help.

6. It's good to remind old people to be careful because they may fall and hurt themselves.

7. Old people should live in nursing homes because those who live alone are often victims of crimes.

8. Even if they do not ask for help, old people should be helped with their groceries.

9. It's good to tell old people that they are too old to do certain things, otherwise they might get their feelings hurt when they eventually fail.

10. Even if they want to, old people shouldn't be allowed to work because they have already paid their debts to society.

11. Even if they want to, old people shouldn't be allowed to work because they are fragile and may get sick.

12. Older adults need to have complicated things like using a computer explained to them because it would be difficult for them to figure things out on their own.

13. It's good to speak slowly to old people because it may take them a while to understand things that are said to them.

15. People should shield older adults from sad news because they are easily moved to tears.

16. It's good for old people to live in nursing homes so that they don't have to worry about maintaining their homes.

17. Old people should live in nursing homes because those who live alone are often taken advantage of by salesmen and telemarketers.

18. Even if they do not ask for help, older people should be helped across the street.

19. Older people need to be protected from the harsh realities of our present society.

20. It's helpful to repeat things to old people because they rarely understand the first time.

Facts on Ageing Quiz

Palmore, Erdman, "Facts on Aging Quiz," *The Gerontologist* (1977; 1981). Revised and updated: Breytspraak, Linda and Lynn Badura, 2015

1. As people grow older, their intelligence declines significantly.

2. It is very difficult for older adults to learn new things.

3. As adults grow older, reaction time increases.

4. Most older drivers are quite capable of safely operating a motor vehicle

5. Older workers cannot work as effectively as younger workers.

6. Most old people are set in their ways and unable to change.

7. The majority of old people are bored.

8. In general, most old people are pretty much alike.

9. Older people do not adapt as well as younger age groups when they relocate to a new environment.

10. Older people are much happier if they are allowed to disengage from society.

Research instruments

There are other research instruments used to measure ageism and attitudes towards ageing. These may be of use when designing similar research or campaigns.

Ageing perceptions questionnaire

Barker, A., A. O'Hanlon, H.M. McGee, A. Hickey, & R.M. Conroy. (2007) "Cross-sectional validation of the Aging Perceptions Questionnaire: a multidimensional instrument for assessing self-perceptions of aging." *BMC Geriatry*, 7: 9.

Ageing semantic differential

Gluth, S., N.C. Ebner, & F. Schmiedek. (2010). "Attitudes toward younger and older adults: the German aging semantic differential." *International Journal of Behavioral Development*, 34 : 147-58. [for the exercise with language].

Attitudes to ageing questionnaire

Laidlaw, K., M. Power, & S. Schmidt. (2007). "The Attitudes to Ageing Questionnaire (AAQ): Development and psychometric properties." *International Journal of Geriatric Psychiatry*, 22: 367-79. [for the self-evaluation exercise]

Facts on ageing quiz

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Image of ageing scale

Fernández Ballesteros, R., R. Olmos, M. Santacreu, A. Bustillos, R.Schettin, C. Huici, & J.M. Rivera. (2017). "Assessing aging stereotypes: Personal stereotypes, self-stereotypes and self-perception of aging." *Psicothema,* 29.

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Kogan's attitudes towards older people scale

Kogan, N. (1961). "Attitudes toward old people: The development of a scale and an examination of correlates." Journal of Abnormal and Social Psychology, 62: 44.

Further suggested reading

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Chasteen A. L. & Cary L. A . (2015). "Age stereotypes and age stigma: Connections to research on subjective aging." In M. Diehl H-W Wahl (Eds), Research on Subjective Aging: New Developments and Future Directions. *Annual Review of Gerontology and Geriatrics* (vol. 35, pp. 99–119). New York: Springer.

Fiske S. T., Cuddy A. J. C., Glick P., & Xu J. (2002). "A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition." *Journal of Personality and Social Psychology*, 82: 878–902. doi:10.1037//0022-3514.82.6.878

Hehman, J. A. & Bugental, D. B. (2015). Responses to patronizing communication and factors that attenuate those responses. *Psychology and Aging*. online publication. doi:10.1037/pag0000041

Hummert M. L . (1990). "Multiple stereotypes of elderly and young adults: A comparison of structure and evaluations." *Psychology and Aging*, 5: 182-93. doi:10.1037/0882-7974.5.2.182.

Jull, J., Giles, A., & Graham, I.D. (2017). "Community-based participatory research and integrated knowledge translation: Advancing the co-creation of knowledge." Implementation Science, 12: 150. https://doi.org/10.1186/s13012-017-0696-3

Lamont R.A., Swift H.J., & Abrams D. A. (2015). "Review and meta-analysis of age-based stereotype threat: negative stereotypes, not facts, do the damage." Psychology of Aging, 30:180.

Levy B.R., Slade M.D., Kunkel S.R., & Kasl S.V. (2002). "Longevity increased by positive self-perceptions of aging." *Journal of Personality and Social Psychology*, 83:261.

Levy B.R., Slade M.D., Murphy T.E., & Gill T.M. (2012). "Association between positive age stereotypes and recovery from disability in older persons." *JAMA,* 308:1972–73.

McGuire, S.L., Klein, D.A., & Chen, S.L. (2008). "Ageism revisited: A study measuring ageism in East Tennessee, USA." *Nursing & Health Sciences*, 10: 11-16. doi:10.1111/j.1442-2018.2007.00336.x.

McHugh K.E. (2003). "Three faces of ageism: Society, image and place." Ageing and Society, 23: 165-85.

Palmore E. B . (2001). "The ageism survey: First findings." *Gerontologist*, 41: 572–75. doi:10.1093/geront/41.5.572.

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Appendix B: *Calendar of events*

Date	Event	Attendees
4 September 2020	Application for a grant of $15,000 submitted to the Department of Communities under the Age-friendly, Dementia-friendly Communities.	
December 2019	Early notification of grant application being successful. Completion of the process took a further 4 months and with COVID-19 looming.	
January - April 2020	Formal notification received of the success of the grant application, execution of the contract took place and grant funding was made available in April. Preliminary planning commenced and initial discussions took place with UWA.	
4 May 2020	Project Officer was appointed	Helen Morton
12 May 2020	Project Reference Group (PRG) formed	Kaye Watts, Cathie McKenna, Catie Wood, Sam Kempton, Rebecca Collard, Lou Johnson and Robyn Narducci
25 June 2020	PRG-UWA Co-Design Consultation, at the Pingelly Recreation & Cultural Centre (PRACC)	David Freebairn, Kaye Watts, Sam Kempton, Helen Morton, Catie Wood, John Timms, Malcolm Jetta, Kristy Jetta, Bill Mulroney, Dr Sue Bailey, UWA SAGE LAB Researchers
18 June 2020	Living the Life in Pingelly and Giving Ageism the Boot Facebook page launched. Information posted on the PSA website in early July	
From July and throughout the campain	The Project Reference Group approved an initiative which reached more than 500 families, businesses, agencies, clubs and groups with photos and pledges to support the campaign posted on the Facebook page and/or on shop front windows. The CRC provided a dedicated window with a barometer showing the growth in support.	
19 July 2020	Campaign launch at the Pingelly Recreation and Cultural Centre	~50 attendees and 8-10 children altogether. Pingelly Somerset Alliance, Beverley-Brookton Linedancing Ladies
23 July 2020	PSA End Ageism Campaign Project Reference Group Meeting in the Shire of Pingelly Chambers	Project Reference Group
10 September 2020	Planning for Living the Life in Pingelly (with Dementia) and Living the Life in Pingelly and Giving Ageism the Boot, in the restored Pingelly Railway Station	Community, UWA SAGE LAB Researchers
	• Museum and History Group to develop an historical display of boot making in Pingelly	
	• Camera Club to adopt a monthly theme of positive ageing and boots to make into laminated posters.	
	• Men's Shed to construct giant boots for display	

	• Gardeners Club to develop and display gardens in boots	
	• Ladies at the Arts and Craft Textiles group to sew the material shopping bags to be given away at the markets with positive ageing information.	
23 September 2020	SPRINGTIME! Lunch and musical performance at the Pingelly Recreation and Cultural Centre; 68 people purchased a ticket	Jenny Davis OAM (2016 Senior of the Year), Community, Theatre 180
8 October 2020	Boot decorating workshop and sausage sizzle at Pingelly Memorial Park. The decorated boots were displayed in the CRC window	Community
27 October 2020	Purple Road Presentation, at PRACC	Vicki Edwards, Senior Solicitor for the Community Legal Service in Mirrabooka, Community
5 November 2020	Intergenerational Oral History Sharing Session at Pingelly Primary School. An oral history morning tea at the Pingelly Primary School took place with 15 older residents and 30-40 school children.	Pingelly PS Year 5/6 HASS Local History Class and Mr C Smargiassi, Mrs P Abraham, Mr P Narducci, Mr C Nottle, Ms C Kickett, Mr B Fosbery, Mrs M Draper, Mrs W Warburton, Mr J Bostock, Mrs K Pedlar, Mr R O'Brien, Mrs P O'Brien, Mr G Lange, Mrs S Lange and Mrs N Giles
9-14 November 2020	Week of campaign decorations displayed in Pingelly including campaign posters, certificates on display, decorated boots, boot gardens on display, campaign banner and flags flying from local businesses, an historical exhibition on boots and boot making in Pingelly and a boot quiz in *Pingelly Times* and Living the Life in Pingelly and Giving Ageism the Boot bumper stickers. The children's colouring in works and other campaign material formed a frieze along the main street.	Community
14 November 2020	Musical picnic during Pingelly Market Day (Campaign Finale) at the Pingelly Memorial Park. Held in conjunction with the Tourism Group, CRC and the Shire and included a decorated campaign stall with free giveaway material bags with bumper stickers, pens and other donated items plus information on positive ageing, boot throwing competitions hosted by the Pingelly Youth Group, a free picnic box for a 'Picnic in the Park' and a performance by a section of the Perth Symphony Orchestra.	Community, Perth Symphony Orchestra Wind Quintet Plus, Pingelly Primary School Choir

19 November 2020	Campaign feedback session at the PRACC. Final workshop facilitated by UWA took place on the 17th December and combined the themes of intergenerational aspects of ageing and general feedback on the campaign – using the rose bud, rose and thorn activity with community members to get information about what worked, what was started and needed to further evolve and what needed to be done differently.	Pingelly Primary School councillors, UWA SAGE LAB researchers, community
December 2020 – February 2021	Evaluation by UWA SAGE LAB	

Appendix C: *Print media outputs*

This appendix contains print media outputs published prior to, during and immediately following the campaign.

A summarised list of these media items is presented in Section 6.3

Item 1: "Living the Life in Pingelly and Giving Ageism the Boot"

A campaign to end ageism in Pingelly is being launched on Sunday 19th July 2020 in Pingelly and will be attended by

- The Hon Ken Wyatt, Federal Minister for Indigenous Australians,
- The Hon Darren West, Parliamentary Secretary to the Minister for Regional Development Agriculture and Food; Ports; Minister Assisting the Minister for State Development, Jobs and Trade who will be representing Minister Mick Murray, and
- The Hon Mia Davies, Member for the Central Wheatbelt and leader of the WA Nationals.

Taking place at the award-winning Pingelly Recreation and Cultural Centre (PRACC) from 12.00noon to 1.30pm, the launch will include VIPs and attendees wearing boots and kicking up their heels as a show of support for Living the Life in Pingelly and Giving Ageism the Boot.

It will also involve kicking 20-30 footballs into the oval from the PRACC for children to chase down and take home.

Messages of support from all over the state – including from the West Coast Eagles, will be playing on the big screen at the PRACC during the launch.

Behind the fun of the campaign and the launch is a message about the individual, social and economic benefits of ending ageism for people living in Pingelly. Ageism is the stereotyping, prejudice and discrimination against people based on their age. It is widespread and insidious and for some older people is an every-day challenge.

The campaign is also paving the way for Pingelly to become a national demonstration model for the establishment of the Pingelly Virtual Village, which will enable older people to stay living in their own home in their own community amongst family and friends until end of life.

People want to stay living at home until the end of life and the model developed by the Pingelly Somerset Alliance Inc called "Staying in Place", incorporating a Pingelly Virtual Village makes that possible.

Older people in small rural communities will no longer need to worry about being lonely or becoming isolated, nor concerned about accessing the care and support they need (even to a nursing home level of care) if they want to stay living at home in Pingelly and surrounding districts.

Contact Helen Morton – 0418 925 861

Website – pingellysomersetalliance.com.au

Facebook page – Living the Life in Pingelly and Giving Ageism the Boot in Pingelly.

Item 2: Ending ageism in Pingelly, what is ageism?11/03/2020, *Pingelly Times*

What is ageism? The World Health Organisation says "Ageism is the stereotyping, prejudice, and discrimination against people on the basis of their age. Ageism is widespread and an insidious practice which has harmful effects on the health of older adults. For older people, ageism is an everyday challenge".

"Doctor – my left knee hurts. Well it is 82 you know. So is my right knee and that is fine, so it is nothing to do with my age".

"When I lost my car keys at college, no one called it a juniors' moment". Why is it a seniors moment now I am 65?"

Because we all age, ageism is discrimination against our future selves.

Why end it? Ageism denies society a huge range of benefits that can follow economically and socially from the full participation of older people.

As many are aware, the Pingelly Somerset Alliance started working on a national demonstration project known as 'Staying in Place' (also referred to as **The Pingelly Project**) to ensure that people will no longer need to leave the district as they get older or worry about being lonely, becoming frail and dependent on care and support (even to a nursing home level of service), having a disability, or becoming isolated if they choose to stay living at home in Pingelly or surrounding districts until end of life. The benefits of this project to local residents and our local economy are huge. To prepare for the start of this project, we need to show the rest of Australia how ageism can be eliminated from a small rural community and the State Government gave us a small grant to see if we could do this over an 8 months campaign.

What will the campaign look like? Mostly lots of simple fun for all over the next 8 months; a couple of social events; some information sharing; great promotional material with a local flavour; some public art/ photography; a "Living the Life" family and organisational challenge including taking the pledge to call out ageism when you notice it; arm bands, wristbands and all sorts of stuff. It also involves the University of Western Australia undertaking an evaluation of the campaign – what did we do, how we did it and will our community think more positively about ageing after the campaign.

Who can get involved? One way or the other, we hope everyone will get involved at some point over the next 8 months. We have quite a lot of preparation work at this stage – getting a website up, Facebook page, partnerships organised, getting our resources and materials together, meetings galore! We have some people on a campaign reference group but are looking for community members who maybe interested to join us. If you are interested, just let me know by phone (0418 925 861) or write an expression of interest and drop it into the Community Resource Centre before close of business on the 19th of March 2020. We are looking for a diverse group of Pingelly people to provide advice, support and a range of practical assistance, promote the campaign to the community, make connections, open doors and build positive momentum. Someone with great social media and marketing skills would be a godsend!

What next? Watch this space. We will keep you fully informed. In the meantime, go to the EveryAGE Counts website www.everyagecounts.org.au and do the quiz to find out "Am I Ageist?".

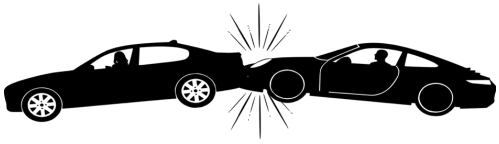
Helen Morton, Campaign Project Officer , Pingelly Somerset Alliance Inc

Item 3: Driving and ageism quiz question, 27/05/2020, *Pingelly Times*

An older person has a minor car accident. What are you likely to think?

A. Poor old geezer, he probably had a senior's moment on his way to bowls.

B. That's unusual. Old drivers generally have fewer accidents than younger drivers.



C. Ban old drivers. Its more evidence older drivers shouldn't be allowed on the road.

(If you answered B you are amongst the least ageist people in Pingelly.)

Assuming older people are bad drivers is another example of ageism: On balance, experience makes older people the most careful and safest drivers on the road. They have fewer accidents than almost any other age group.

Item 4: Living the Life in Pingelly and Giving Ageism the Boot, 10/06/2020, *Pingelly Times*

Growing older in Pingelly today is pretty good for many of us, but it could easily be better or even great for most of us – if we could just end ageism. But how?

First up, recognise ageism as it happens. Most ageism is more thoughtless than malicious and often said with entirely good intentions: referring to a neighbour as a "sweet old dear" for example. Seems harmless enough but it devalues the neighbour.

Ageism against older people is very common in Australia and without realising it, most of us are at least a little bit ageist at least some of the time. Do the 2 minute quiz at www.everyagecounts.org.au to find out where you sit on the ageism spectrum.

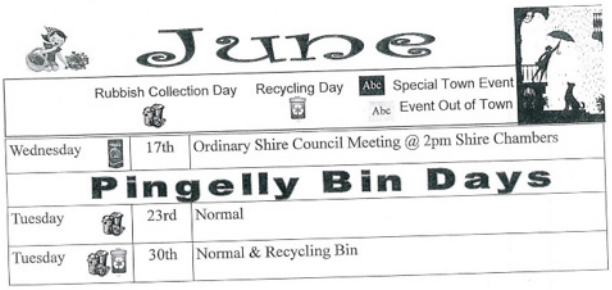
Keep your ageism radar tuned and point out examples to your friends and family. There are some great conversation starters at yoisthisageist.com

The campaign to end ageism in Pingelly has a Project Reference Group and they are Kaye Watts, Cathie McKenna, Catie Wood, Sam Kempton, Rebecca Collard, Lou Johnson and Robyn Narducci. From now until December, we will be coming up with bright ideas (you may have some too) to create an environment in Pingelly where all people can live their life to the fullest because we have given ageism the boot.

Helen Morton

Project Officer, Pingelly Somerset Alliance Inc

Item 5: Letter to the editor from community member Vince Holt, 17/06/2020, *Pingelly Times*



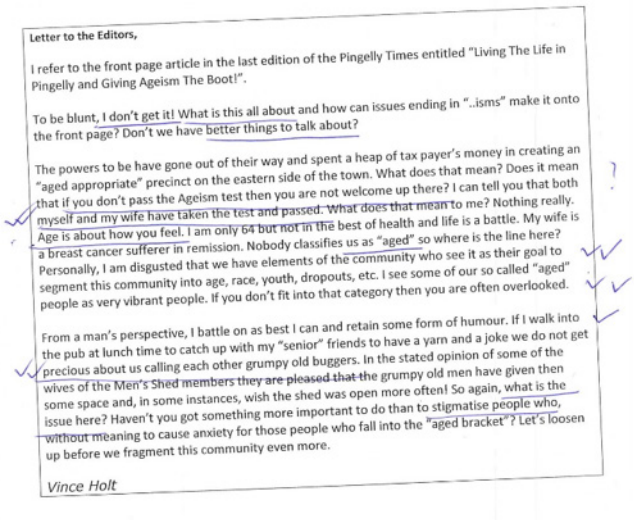
June

Rubbish Collection Day | Recycling Day | Special Town Event | Event Out of Town

Wednesday	17th	Ordinary Shire Council Meeting @ 2pm Shire Chambers

Pingelly Bin Days

Tuesday	23rd	Normal
Tuesday	30th	Normal & Recycling Bin



Letter to the Editors,

I refer to the front page article in the last edition of the Pingelly Times entitled "Living The Life in Pingelly and Giving Ageism The Boot!".

To be blunt, I don't get it! What is this all about and how can issues ending in "..isms" make it onto the front page? Don't we have better things to talk about?

The powers to be have gone out of their way and spent a heap of tax payer's money in creating an "aged appropriate" precinct on the eastern side of the town. What does that mean? Does it mean that if you don't pass the Ageism test then you are not welcome up there? I can tell you that both myself and my wife have taken the test and passed. What does that mean to me? Nothing really. Age is about how you feel. I am only 64 but not in the best of health and life is a battle. My wife is a breast cancer sufferer in remission. Nobody classifies us as "aged" so where is the line here? Personally, I am disgusted that we have elements of the community who see it as their goal to segment this community into age, race, youth, dropouts, etc. I see some of our so called "aged" people as very vibrant people. If you don't fit into that category then you are often overlooked.

From a man's perspective, I battle on as best I can and retain some form of humour. If I walk into the pub at lunch time to catch up with my "senior" friends to have a yarn and a joke we do not get precious about us calling each other grumpy old buggers. In the stated opinion of some of the wives of the Men's Shed members they are pleased that the grumpy old men have given then some space and, in some instances, wish the shed was open more often! So again, what is the issue here? Haven't you got something more important to do than to stigmatise people who, without meaning to cause anxiety for those people who fall into the "aged bracket"? Let's loosen up before we fragment this community even more.

Vince Holt

Item 6: Looking good at any age, 24/06/2020, *Pingelly Times*

Sometimes we 'swallow the ageist pill' ourselves and believe the myths – the anti-ageing product message that 'old is ugly', or the one received by a member of our reference group last week – "I'm too old to try to impress people. Either they like me as I am, or they don't. And that's OK with me." Or basking in the common compliment - "You look good for your age".

It's got nothing to do with age. We're all different and we look the way we look at every age.

I know people of all ages – teenagers and young adults who are very happy in their own skin and do not feel the need to try to impress people – accepting that either people like them as they are or don't. This is more about positive self-image which can be reached at any age. You can look and feel good about yourself at any age.

And as for the "Grey Tsunami: warning suggesting that there is a huge wave of resource-devouring monsters towing caravans, about to bring Australia to its knees. False alarm. It's not true.

When we are older, we not only contribute to the economy, we are a vital part of it. And when we do leave the workforce – either partly or fully – most of us contribute as unpaid helpers and volunteers – the value of which, suggested by economists', offsets the total cost of the aged pension - the single largest item in the national budget.

We're also vital to the economy as consumers. Domestic tourism would collapse without older travellers. Far from being technology avoiders, over 65s are the fastest growing group of online shoppers. ("THE REAL OLD" EveryAge Counts).

Helen Morton, Project Officer, Pingelly Somerset Alliance Inc

Item 7: Letter to the Editor, 24/06/2020, *Pingelly Times*

The "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot" campaign team welcomes the comments from Vince Holt in last week's Pingelly Times – and agrees with him on most of the issues he raised.

It's fantastic that Vince and his wife did the 2 minute quiz at www.everyagecounts.org.au – and passed. I hope everyone in Pingelly does the same and what that would mean is that Pingelly is one of the least ageist towns in Australia, and ready to enable older people to stay in their own place until end of life, connected to community, friends, home and land.

It would also mean that the Pingelly community is well and truly ready to enrich the lives of older people by establishing the Pingelly Virtual Village to support older and disabled people to live and age well in their own homes no matter what level of support or care they may need – even if to a nursing home level of care.

This will end the heartache and pain of some people feeling they are being forced to leave family, friends and community to access aged care services. It will also end the loneliness and disconnection some may feel if they choose to stay in their own place in and around Pingelly until end of life.

The campaign is also about making sure that older people are welcome to continue participating in every aspect of living in this wonderful community – without people thinking "she or he is over the hill or being thought of as an old fogey" – or being "overlooked" as Vince suggests in his article.

It is great that Vince catches up with his mates at the pub and they can refer to each other as "grumpy old buggers". No one's asking for special treatment – just equal treatment. Older people who are pains in the bum need to be treated the same way as younger people who are pains in the bum. Grumpy old buggers treated the same as grumpy young buggers.

We are on the same page Vince – we do not want to see people stigmatised. We are all a bit ageist and if we can change that, we will live in a community where all people of all ages are valued and respected and their contributions acknowledged.

I am nearly 10 years older than you Vince and I too feel happy, contented and enriched by living the life in Pingelly. But not everybody does – especially as they get older. We want to make that better.

Helen Morton

Project Officer, Pingelly Somerset Alliance Inc.

Item 8: Push to give ageism the boot, 30/07/2020, *The West Australian*

Project officer Helen Morton, Pingelly Shire President Bill Mulroney, Mia Davies, President of the Pingelly Somerset Alliance President David Freebairn and Darren West. Credit: Lou Johnson

The town of Pingelly has kicked off its Give Ageism the Boot campaign, championed by former mental health minister Helen Morton with a launch at the award-winning Pingelly Recreation and Cultural Centre.

Nationals WA leader Mia Davies and Labor MLC Darren West attended the launch to show support for ending ageism in regional communities.

"The campaign will go all year, and the community is getting on board with doing a whole raft of events to get people to understand what ageism is, and why we need to end it in Pingelly," Ms Morton said.

"We want to make Pingelly the sort of place where older people's lives are enriched by living here."

John Stone, Harley Websdale, Doug Goldsmith, John Price

Behind the fun of the launch is a message about the individual, social and economic benefits of ending ageism.

The campaign is a precursor to a wider project called Staying in Place, which aims to empower people to continue living at home in their rural communities as they get older.

Ms Morton said people living in rural areas invested huge amounts of time, energy, money and emotional input into their communities to make sure they thrived.

Councillors Anthony Oliveri, David Freebairn, Bryan Hotham, Peter Narducci, Kacey Hastings, Peter Wood, Jackie MacBurney and Bill Mulroney.
Credit: Shire of Pingelly

"Because they put their heart and soul into this place, they want to stay in the community and not have to leave just because they can't get the sorts of services they may need when they get older," she said. "To suddenly get told they can't get that support, that's absolute rot.

"We can build the local community's capability to ensure people don't have to leave the town when they get older."

Collectively Living the Life in Pingelly and Giving Ageism the Boot at the campaign launch

She said the culture around stereotyping and discriminating against older people needed to change — and she hoped the Give Ageism the Boot campaign would spark that change.

The University of WA will also be conducting research on the success of the Pingelly campaign.

Emma Taylor | The West Australian |Thu, 30 July 2020 10:01AM

Item 9: Campaing launch invitation,08/07/2020, *Pingelly Times*

"Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot"

Pingelly Somerset Alliance Inc

YOU ARE ALL INVITED

By the Pingelly Somerset Alliance Inc.

to the formal launch of the campaign

to address ageism in Pingelly called

Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot

SUNDAY 19TH JULY

12.00 NOON TO 1.30PM

AT THE PRACC

Attendees are encouraged to wear any form of boots to the launch and be ready for a short, mild exercise in kicking up their heels.

20 – 30 footballs will be kicked onto the oval by ???????? so kids you could take one home if you are there.

Don't worry if it is raining – we can do all this indoors at the PRACC if necessary.

A light lunch and sausage sizzle will be provided for attendees.

For catering purposes – please let us know how many adults and children will be attending, any special dietary needs, and if you need assistance to get to and from the PRACC. Call Helen Morton 0418 925 861 – or email hmorton.queenslea@gmail.com before Friday 17th June.

We really do hope you can attend. However, if not, would you please send us a video message of encouragement before Monday 13th July to play on our big screen at the launch. As part of the campaign we have a "challenge" for individuals, family groups and organisations. You just need to do something crazy fun wearing boots (the zanier the better) and kick with their boots whilst saying something about - "living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot". For example, one farmer has climbed his windmill, kicked out with his rubber boot and said "I'm high, living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot". People who do not live in Pingelly could say something like "Hi five to all who are living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot". By the end of the campaign in November we want to have as many videos as possible on our Facebook page. And we hope to have a few examples from VIPs at the launch to get it rolling.

Item 10: Launch of "Living the Life in Pingelly and Giving Ageism the Boot" (front cover), 22/07/2020, *Pingelly Times*

The launch of the "Living the Life in Pingelly and Giving Ageism the Boot '' campaign at the PRACC on Sunday was a fun event with an important message attended by about 50 adults and 10 children. The line dancers made it look easy guiding the Hon Mia Davies, the Hon Darren West, Professor Loretta Baldassar and others through a few complicated steps. The ladies from the Pingelly Bowling Club provided the perfect light lunch whilst maintaining COVID-19 restrictions. All the children who attended were able to take home a football kicked into the oval from the PRACC veranda by an array of ex-footballers. Messages of support from people local and afar (including one from the West Coast Eagles) were played on the big screen thanks to the professional production by Lou Johnson from the CRC.

Most of the action of the day was captured on video or in photos and will be on the Facebook page - **Giving ageism the boot in Pingelly.** Many people signed pledges of support for the campaign and these will be displayed on the Facebook page.

Thank you to those who filled out the UWA survey forms - and if you took them home - please drop them back at the CRC when next you are going past. More of these survey forms will be available on-line as well as in hard copy this week.

The Pingelly Somerset Alliance now has a website that outlines **accommodation options** for people, the "**Staying in Place**" project which incorporates a Pingelly Virtual Village and the "**Living the Life in Pingelly and Giving Ageism the Boot**" campaign. You can visit the website at pingellysomersetalliance.com.au

Thank you for the great support for the campaign launch.

Pingelly Somerset Alliance Inc.

Item 11: Letter to the editor from UWA, 22/07/2020, *Pingelly Times*

My colleagues, Dr Lukasz Krzyzowski and Catriona Stevens, and I from the UWA Social Ageing Living Lab are delighted to be supporting the Pingelly End Ageism Campaign.

Pingelly is a very special place for UWA, with the ongoing work of the Future Farm.

Unlike the UWA Future Farm, the UWA Social Ageing Living Lab is not a physical place. The idea behind the Living Lab is that collaboration between researchers and community happens in real life contexts - living in the community. There is a network of these Living Labs around the world and about half of them focus on supporting ageing and well-being. Why? Because we are all living longer and spending more time in older age.

The UWA Living Lab is also supporting the broader vision of the Pingelly Virtual Village - to ensure you can keep living the life in Pingelly no matter what your age.

For the End Ageism project, the UWA Team have two main roles:

1. To collaborate with the Pingelly team on activities for the campaign, and,
2. To report on the outcomes so that other places can learn from the Pingelly model.

To this end, we have launched a short survey - available in paper copy and online - that we encourage all Pingelly and surrounding residents to complete. Dozens of surveys have already been completed, including by those who kicked up their heels to Give Ageism the Boot at the recent Campaign launch. We are going to do another short survey towards the end of the Campaign. The aim of the survey is to better understand your experiences of, and ideas about, ageing and ageism.

I have been researching and writing about ageing for some time now, and I want to emphasise what I think is the most important development in how we understand ageing today - that ageing is a process that affects us all whatever our age, not just older people. We start ageing from the day we are born, and this means we need to take a whole of life course approach to ageing. This approach to ageing is promoted by the World Health Organisation (WHO). In fact, the relevant WHO department is now called, Ageing and Life Course.

What this whole of life course approach to ageing emphasises is that WHAT we do when we are young will affect how well we age, and what type of older age we will have. So, for example, the decisions that are made for us about diet and exercise when we are little, then the decisions we make about lifestyle when we are young adults, and middle aged, have a big impact on how well we age. However, it's not just about individual choices. Ageing well also depends on the level of community support we get, and the quality of the services we have access to at all levels of government (from local through to national). These individual, community and government supports all contribute to how long we will live and what level of health and well-being we will have when we are in our older age.

This is good news because it means we can start working on the best older age we can have right now!!! We can start doing the things right now, whatever age we are, to invest in the best older age we can have.

And campaigning to end ageism is a great place to start, because understanding ageing as a whole of life course approach is itself a way to fight ageism, because it stops us from thinking about ageing as something that only happens to old people.

So, if you haven't already, please fill out a survey before 8th August. Copies are available from the Pingelly CRC and here is the link if you'd like to complete the survey online: : COMBATTING AGEISM IN PINGELLY - COMMUNITY SURVEY

Best wishes,

Professor Loretta Baldassar, Director, UWA Social Care and Social Ageing Living Lab

Item 12: Pingelly giving ageism the boot!, 29/07/2020, *Pingelly Times*

Local Member Mia Davies MLA has congratulated the community of Pingelly for the launch for an innovative project to support and celebrate our seniors living in regional communities.

Mia joined in the launch on Sunday, celebrating the kick-start of the 'Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot' campaign.

"I congratulate the Pingelly Somerset Alliance, the Shire and all involved for taking on this innovative project," Ms Davies said.

"Our seniors are an important part of our community, they enrich our towns with their knowledge, experience and have much to contribute to health and wellbeing of our society.

"The project is about creating an inclusive and supportive community that is attuned to the needs of our seniors."

Ms Davies said the learnings from the project, which are being measured and monitored by the University of Western Australia, could be applied across the Wheatbelt and other regional areas.

"We have a high proportion of seniors living in the Wheatbelt, so the work being done as part of the project will no doubt assist other communities," she said.

"Our seniors should be able to thrive, not just survive, in the towns that they have helped build and contributed so much to over their lifetime.

"Unfortunately that is not always possible, and ageism is one hurdle that needs to be tackled to create an inclusive and vibrant community."

The Pingelly Somerset Alliance aims to ensure that people will no longer need to worry about being lonely, becoming frail and dependent on care and support, having a disability, or becoming isolated if they choose to live at home in Pingelly until the end of their life.

"Successful ageing in place strategies for regional Western Australia require some out-of-the-box thinking and I congratulate the PSA for their work to improve the lives of seniors and create a model that can be transferred to all communities.

For media enquiries contact Mia Davies on 9041 1702 (Merredin), 9622 2871 (Northam) or email mia.davies@mp.wa.gov.au

Item 13: Push to give ageism the boot, 30/07/2020, *Narrogin Observer*

Narrogin Observer
Thursday, July 30, 2020
narroginobserver.com.au
NEWS 3

Push to give ageism the boot

EMMA TAYLOR

The town of Pingelly has kicked off its Give Ageism the Boot campaign, championed by former mental health minister Helen Morton with a launch at the award-winning Pingelly Recreation and Cultural Centre.

Nationals WA leader Mia Davies and Labor MLC Darren West attended the launch to show support for ending ageism in regional communities.

"The campaign will go all year, and the community is getting on board with doing a whole raft of events to get people to understand what ageism is, and why we need to end it in Pingelly," Ms Morton said.

"We want to make Pingelly the sort of place where older people's lives are enriched by living here."

Behind the fun of the launch is a message about the individual, social and economic benefits of ending ageism.

The campaign is a precursor to a wider project called Staying in Place, which aims to empower people to continue living at home in their rural communities as they get older.

Ms Morton said people living in rural areas invested huge amounts of time, energy, money and emotional input into their communities to make sure they thrived.

"Because they put their heart and soul into this place, they want to stay in the community and not have to leave just because they can't get the sorts of services they may need when they get older," she said. "To suddenly get told they can't get that support, that's absolute rot.

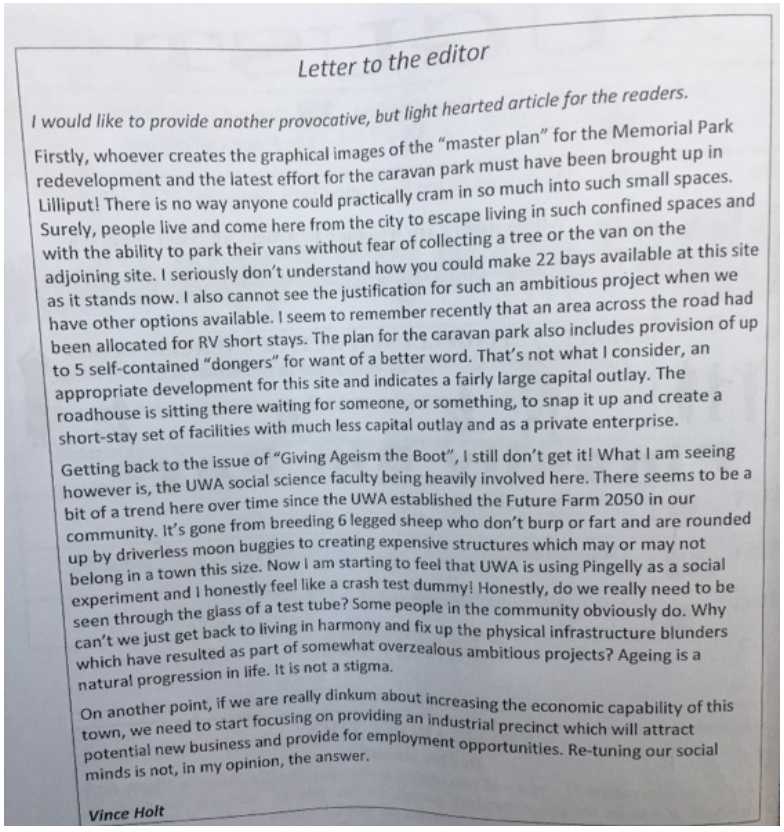
"We can build the local community's capability to ensure people don't have to leave the town when they get older."

She said the culture around stereotyping and discriminating against older people needed to change — and she hoped the Give Ageism the Boot campaign would spark that change.

The University of WA will also be conducting research on the success of the Pingelly campaign.

Helen Morton, Bill Mulroney, Mia Davies, David Freebairn and Darren West. Picture: Lou Johnson

Item 14: Letter to the editor, 05/08/2020, *Pingelly Times*



Letter to the editor

I would like to provide another provocative, but light hearted article for the readers.

Firstly, whoever creates the graphical images of the "master plan" for the Memorial Park redevelopment and the latest effort for the caravan park must have been brought up in Lilliput! There is no way anyone could practically cram in so much into such small spaces. Surely, people live and come here from the city to escape living in such confined spaces and with the ability to park their vans without fear of collecting a tree or the van on the adjoining site. I seriously don't understand how you could make 22 bays available at this site as it stands now. I also cannot see the justification for such an ambitious project when we have other options available. I seem to remember recently that an area across the road had been allocated for RV short stays. The plan for the caravan park also includes provision of up to 5 self-contained "dongers" for want of a better word. That's not what I consider, an appropriate development for this site and indicates a fairly large capital outlay. The roadhouse is sitting there waiting for someone, or something, to snap it up and create a short-stay set of facilities with much less capital outlay and as a private enterprise.

Getting back to the issue of "Giving Ageism the Boot", I still don't get it! What I am seeing however is, the UWA social science faculty being heavily involved here. There seems to be a bit of a trend here over time since the UWA established the Future Farm 2050 in our community. It's gone from breeding 6 legged sheep who don't burp or fart and are rounded up by driverless moon buggies to creating expensive structures which may or may not belong in a town this size. Now I am starting to feel that UWA is using Pingelly as a social experiment and I honestly feel like a crash test dummy! Honestly, do we really need to be seen through the glass of a test tube? Some people in the community obviously do. Why can't we just get back to living in harmony and fix up the physical infrastructure blunders which have resulted as part of somewhat overzealous ambitious projects? Ageing is a natural progression in life. It is not a stigma.

On another point, if we are really dinkum about increasing the economic capability of this town, we need to start focusing on providing an industrial precinct which will attract potential new business and provide for employment opportunities. Re-tuning our social minds is not, in my opinion, the answer.

Vince Holt

Item 15: Living with dementia in Pingelly, 05/08/2020, *Pingelly Times*

Our plan called *Staying in Place,* which incorporates a Pingelly Virtual Village has been designed to enable people to no longer worry about being lonely, becoming frail and dependent on care and support (even to a nursing home level of service), having a disability, or becoming isolated if they choose to live at home in Pingelly and surrounding districts. This includes people with any stage of dementia.

And equally, our campaign to end age related discrimination or stereotyping called "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot" applies to ending discrimination or stereotyping of people because they have memory loss or some other form of cognitive disability.

Jason Burton who is the Head of Dementia Practice and Innovation at Alzheimer's WA, and has met with us a few times in Pingelly, made the following comments -

"Awareness of dementia has become much greater in the community to the point it is now the number one health concern people are most afraid of - overtaking cancer. The next step for our community is to turn this awareness into understanding. To turn fear into hope.

80% of older Australians will not develop dementia. Increasingly we are learning that there are many things you can do to reduce your risk of developing dementia, and that living with a diagnosis of dementia can be achieved if support and inclusion is available in your community.

There are 250 people diagnosed with dementia each day with 450,000 people living with the disease in Australia.

Latest research is examining why, in people with mild cognitive impairment, one of the early signs of dementia, one third improve, one third stay the same and one third go on to develop dementia. In the future we may be able to offer treatments to improve this ratio.

Approximately 70% of people with dementia live at home and continue to access their community. Reducing stigma, creating dementia friendly communities, improving physical design and accessibility are all critical strategies to helping a person living with dementia to continue to lead as full a life as possible".

In September, we are planning to commence a 'Forget-Me-Not memory Café in Pingelly – a place that provides people living with memory loss, their families and their friends and carers with a supportive social network through the casual atmosphere of a local café. There are many of these around the world, 15 in WA, including one in Narrogin. If you would like to be involved in planning for or participating in the café, please let me know (0418 925 861). In the meantime, watch this space for more information about Pingelly's Forget-Me Not memory Café.

Helen Morton, Project Officer

Pingelly Somerset Alliance

Item 16: Flyer, "Springtime" theatre invitation, 19/08/2020 & 02/09/2020

Item 17: Forget-me-not memory café, 26/08/2020, *Pingelly Times*

Ashton Applewhite points out in her book "This Chair Rocks – A Manifesto Against Ageism" most forgetfulness has nothing to do with Alzheimer's or other types of dementia. It's simply the kind of forgetfulness that occurs at any age.

Some types of memory such as semantic memory stays the same or even improves as we get older. Semantic memory is memory of general world knowledge that we have accumulated throughout our lives. This general knowledge (facts, ideas, meaning and concepts) is intertwined in experience and dependent on culture.

Word knowledge peaks in the 60s and does not markedly decline thereafter. Most of us will also maintain our intellect and creativity as we age.

Dementia is not a normal part of ageing and it's far from inevitable. Dementia is a disease – an insidious disease and those who live with it deserve our care, understanding and compassion. There are simple things such as staying physically and mentally active we can all do to reduce the risk. (Every Age Counts)

FORGET-ME-NOT MEMORY CAFÉ

There are also simple ways we can support people with memory loss, people with dementia and their families – and that is why we are planning to commence a 'Forget-Me-Not memory Café in Pingelly – a place that provides people living with memory loss, their families and their friends and carers with a supportive social network through the casual atmosphere of a local café. We encourage people from nearby districts – Wandering, Wickepin, Brookton, Popanyinning, Cuballing and Brookton to help plan the cafes and possibly have the café meet in different towns from time to time.

The planning for the café will take place at the restored Pingelly Railway Station at 9.30am until 11.30am on Thursday September 10th. Morning tea will be provided. We are fortunate that Angie McClusky from Roleystone who set up the cafes in WA will be coming as well as Kaye Weaver and Jan Smith from Narrogin who have established the Narrogin Forget-Me-Not café. Our partners from the UWA will also be coming.

Please let me know if you or another person are interested in joining us to plan the cafes. It is important people who have memory loss and those who care for them help can help us to shape how these will operate in this area.

Please contact me if you would like to attend – 0418 925 861 or email hmorton.queenslea@gmail.com

Helen Morton, Project Officer, Pingelly Somerset Alliance

Item 18: Invitation to planning session, 09/09/2020, *Pingelly Times*

FORGET-ME-NOT CAFÉ FOR PINGELLY AND SURROUNDING DISTRICTS.

Planning for Living the Life in Pingelly (with Dementia) and Giving ageism

the Boot kicks off at

9.30am till 11.30am morning tea

at the

restored Pingelly Railway Station

on Thursday 10th September 2020.

Come along - we especially need people with a lived experience of dementia or as a carer -

you will have the best advice for us.

We want to start a Forget-Me-Not memory cafe for Pingelly and surrounding districts. Big call out to people in Wickepin, Cuballing, Popo and Wandering. If interested, this could be a mobile cafe.

Please call Helen Morton 0418 925 86.

Item 19: Boot decorating event invitation, 23/09/2020, *Pingelly Times* (full page)

BOOT DECORATING

ALL WELCOME, ALL AGES

In Memorial Park under marquees

Thursday October 8th

10.30 – 2.30

(Free sausage sizzle and water)

Paint, decorate and make ornate any old boots for display during a

Boot Parade in Pingelly 1-7 November 2020.

Bring your own boots, glitter, bits and baubles – or we can supply them.

RSVP to Helen Morton on 0418 925 861 or to the CRC at 18 Parade Street, Pingelly – 08 9887 1409.

Item 20: Flyer Purple Road, 21/10/2020

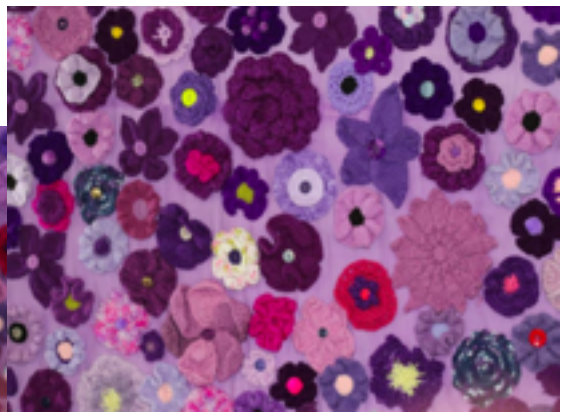
PURPLE ROAD

The Purple Road has been making it's way around WA and will be in Pingelly on the 27th October 2020 in the PRACC Cultural Room.

Join us at 1.00pm, contribute a flower, or make one while we listen to Vicki Edwards, Senior Solicitor from the Community Legal Service in Mirrabooka talk about Older People's Rights and have afternoon tea.

The Purple Road grew out of a roll of material, some forgotten balls of wool and lots of enthusiasm from a small group of people who shared a hope of spreading a message. The road is more than 12 meters long and made up of hundreds of hand-made purple flowers made from all manner of materials – contributed via art and craft groups and older adults adding to the state-wide purple road.

The road represents a journey that every person must take. Purple is the colour of age and wisdom. Every flower represents someone's story, a conversation or reflection relating to the very important subject of Older People's Rights.



RSVP for catering purposes to the CRC 9887 1409 by Monday 26th October 2020.

Item 21: Ageism - Whats it all about, 28/10/2020, *Pingelly Times*

Our campaign called "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot" is about ensuring that the whole community is willing to enrich the lives of older people in Pingelly and will truly embrace the opportunity for older people to stay living at home in the community they love, amongst neighbours that look out for them, close to family and never feel lonely or isolated - whilst getting all of the support or care they may need in Pingelly until end of life.

Valuing older people and their talents, supporting older people to make choices with the freedom to do what they want and when they want, take risks, and fully utilise their emotional and intellectual capabilities, and for older people to never feel put down or insignificant is fundamental to the implementation of our concept called "Staying in Place".

For the past 3 years, the Pingelly Somerset Alliance has worked on a concept to enable people to stay living at home as they age – regardless of the level of care and support they may need. We received $20,000 from the Commonwealth to assist fund the development of a business case for "Staying in Place". A cost benefit analysis of the concept by consultants shows significant social, economic and financial benefits.

Pingelly and surrounding districts are ideal to pilot this concept. The campaign we have been running called "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot" is demonstrating this. The State Government's Department of Communities contributed $15,000 towards the campaign.

We have had wonderful support – from individuals and families, The Shire, local businesses, the CRC, Primary School and P&C, Men's Shed, Arts and Crafts, Camera Club, Museum Group, Pingelly Times, Tourism Group, PRACC, Auskick, and more. The campaign will end on the 14th November with a family picnic in the park on market day and performance by a section of the Perth Symphony Orchestra and the school choir.

Many other small rural communities have heard about our work and have visited Pingelly to be briefed on the concept of "Staying in Place".

We are seeking funds from both the Commonwealth and the State to trial "Staying in Place" over 3 – 4 years and for it to be evaluated by the University of WA.

Before COVID, we were invited to present our work to the Commonwealth Department of Social Services in Canberra. This eventually happened via 4 webinars across Australia. Three other projects, all about supporting older people to live and age well in their own homes were also presented.

The Commonwealth Government has allocated $4 million to set up 10 such trials in Australia. We will be submitting a grant application for one of these trials which are due to start next year.

We have met with State representatives about getting a contribution from them as well to make sure we do not have to cut corners to make it work.

Below are just some of the comments in the Royal Commission into Aged Care Quality and Safety interim report titled "NEGLECT" released on the 31st October 2019. Our campaign to 'give ageism the boot' took note of these.

"Australia has drifted into an ageist mindset that undervalues older people and their possibilities."

"This cruel and harmful system must be changed. We owe it to our parents, our grandparents, our partners, our friends. We owe it to strangers. We owe it to future generations. Older people deserve so much more".

"By any measure, this is a cruel and discriminatory system. It is unfair. Older people should receive the home care services they need to live safely at home".

"The express wishes of older people to remain in their own homes for as long as possible, with the supports they need, is downplayed with the expectation that they will manage. It is unsafe practice. It is neglect."

"The preference for care at home is increasing significantly".

"They fear ceasing to be a person with distinct needs and preferences, with an emotional and intellectual life and freedom to do what they want, when they want to do it. They lose their basic right to take risks. There is no joy in this."

"At the heart of these problems lies the fundamental fact that our aged care system essentially depersonalises older people."

The Pingelly Somerset Alliance has made submissions to the Royal Commission about the benefits of our concept "Staying in Place".

Helen Morton

Project Officer, Pingelly Somerset Alliance Inc

Item 22: Flash mob in PIngelly, 30/10/2020, *Pingelly Times*

Pingelly Somerset Alliance Inc.

18 Parade Street, Pingelly WA 6308 PH: 08 9887 1409 email: PSA@westnet.com.au

FLASH MOB IN PINGELLY

A section of the **Perth Symphony Orchestra** and more than 30 local primary school students will create a flash mob in the main street of Pingelly at noon on Saturday the 14th November.

Saturday is also the resumption of twice-yearly market days in Pingelly and the Perth Symphony Orchestra will perform for a further 1 hour in the centre of Pingelly from 12.30.

All local seniors – most who have done amazing voluntary work throughout the COVID-19 restrictions - will receive a free picnic box and enjoy prime seating under the shade in the park to enjoy the performance.

This is the grand finale of "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot" – a campaign to enrich the lives of older people in Pingelly and show that the community truly embraces the opportunity for older people to stay living at home in the community they love, amongst neighbours that look out for them, close to family and never feel lonely or isolated - whilst getting all of the support or care they may need in Pingelly until end of life.

"For the past 3 years, the Pingelly Somerset Alliance (PSA) has worked on a model to enable people to stay living at home as they age – regardless of the level of care and support they may need. "Staying in Place" has been developed because most people don't want to leave and go elsewhere as they age. They want to stay here" said Helen Morton, Project Officer for the PSA.

"Pingelly and surrounding districts are ideal to pilot this " Mrs Morton said. "We have had wonderful support for our campaign to end ageism from individuals and families, the Shire, local businesses, the CRC, Primary School and P&C, Men's Shed, Arts and Crafts, Camera Club, Museum Group, Pingelly Times, Tourism Group, PRACC, Auskick, and more".

"Other small rural communities have heard about "Staying in Place" and have come to Pingelly to find out more. "Staying in Place" has been beamed via webinars across Australia and other countries.

Valuing older people and their talents, supporting older people to make choices with the freedom to do what they want and when they want, take risks, and fully utilise their emotional and intellectual capabilities, and for older people to never feel put down or insignificant is fundamental to the implementation of our concept called "Staying in Place".

For more information contact Helen Morton 0418 925 861 or email hmorton.queenslea@gmail.com.

Website - pingellysomersetalliance.com.au

Item 23: Purple Road, 03/11/2020, *Pingelly Times*

THE PURPLE ROAD

A small but lively group - Rex Hallett, Shirley Lange, Helen Morton, Annette Morton and Allan Morton pictured with a section of the 21-meter long Purple Road on display at the PRACC on Tuesday 27th October 2020.

Pingelly is now represented on the Purple Road thanks to Shirley Lange who crafted a beautiful flower from purple ribbons to go on the road. If you would like to contribute to the Purple Road, please send completed flowers to the CRC for onforwarding to the Purple Road Project.

The Pingelly Somerset Alliance invited Vicki Edwards – Senior Solicitor at the Older People's Rights Service to provide an over view of how some people feel that they are not able to age positively because a trusted person such as a family member, friend or informal carer is acting in such a way that may be harmful to them in a financial, social, psychological, physical or neglectful way.

The Older People's Rights Service can offer legal advice, advocacy, counselling, information, and other services - especially when you are entering into agreements such as Enduring Power of Attorney, Enduring Power of Guardianship or family arrangements regarding finances or property matters - to help protect and promote your rights. They can be contacted by telephone -08 9440 1663 or via email - mirrabooka@nsclegal.org.au

.Item 24: Campaign feedback invitation, 11/11/2020 & 18/11/2020, *Pingelly Times*

What do you think about the campaign?

"LIVING THE LIFE IN PINGELLY AND LIVING THE LIFE IN PINGELLY AND GIVING AGEISM THE BOOT"

This weekend's family picnic in the park, performance with the Perth symphony Orchestra and School Choir is the Grand Finale for the above campaign.

Check out the main street this week to see the campaign frieze, the beautiful colouring in done by the school students, the decorated boots and posters about positive ageing.

Over the past 9 months, we have heard quite a few comments – both negative and positive - and others asking "what is ageism all about"?

Before we try to respond, we would love you to bring your questions and comments to a workshop – followed by afternoon tea at the PRACC on the 19th November 2020 at 12.30pm and tell us what you think. We want your feedback.

Anyone and everyone are welcome – all ages. The workshop will be facilitated by people from the University of WA. Drop in, even if briefly, and give us feedback about what worked, what didn't and what we could have done differently.

How much afternoon tea to provide? Please let the CRC know on 9887 1409 if you are thinking of coming. Or just drop in and stay for as long as you wish.

Campaign Feedback Session

Thursday 19th November 12.30pm – 3.30pm

PRACC

RSVP to the CRC 98871409 by 18th November.

Helen Morton

Project Officer, Pingelly Somerset Alliance Inc.

Item 25: Flash mob descends in Pingelly, 12/11/2020, *GS Weekender*

Flash mob descends on Pingelly

PINGELLY is the place to be this Saturday when part of the Perth Symphony Orchestra (PSO) and more than 30 local primary school students will create a flash mob in the main street at noon.

The day also marks the resumption of twice-yearly market days in Pingelly and the PSO will perform in the centre of Pingelly from 12.30pm.

All local seniors – most who have done amazing voluntary work throughout the COVID-19 restrictions - will receive a free picnic box and enjoy prime seating under the shade in the park to enjoy the performance.

This is the grand finale of Living the Life in Pingelly and Giving Ageism the Boot – a campaign to enrich the lives of older people in Pingelly and show that the community truly embraces the opportunity for older people to stay living at home in the community they love, amongst neighbours that look out for them, close to family and never feel lonely or isolated.

Pingelly Somerset Alliance Project Officer Helen Morton said for the past three years, the Alliance has worked on a model to enable people to stay living at home as they age – regardless of the level of care and support they may need.

"Staying in Place has been developed because most people don't want to leave and go elsewhere as they age. They want to stay here," she said.

"Pingelly and surrounding districts are ideal to pilot this.

"Other small rural communities have heard about Staying in Place and have come to Pingelly to find out more.

"Staying in Place has been beamed via webinars across Australia and other countries.

"Valuing older people and their talents, supporting older people to make choices with the freedom to do what they want and when they want, take risks, and fully utilise their emotional and intellectual capabilities, and for older people to never feel put down or insignificant is fundamental to the implementation of the Staying in Place concept."

For more information contact Ms Morton on 0418 925 861 or email hmorton.queenslea@gmail.com

– Ian Beeck

Item 26: Living longer than any other generation in history, *Pingelly Times*

We will live longer, healthier lives than any generation in history. Things such as physical strength and lung capacity naturally decline as we age, but if we look after ourselves, we may barely notice the change. In fact, with better exercise, relaxation, and sleep, our physical health may even improve.

And 19 out of 20 older people will continue to live at home right to the end of life. We've pulled through countless crises and the world hasn't ended once! A lifetime of experience makes us better equipped to deal with negative emotions and we are more emotionally mature and adaptable.

The mere fact that we are older means we have handled more change in the world than anyone else – the arrival of telephones, radio, TV and cars. We invented the computer, robots, vaccines, transplants, the internet, experienced world wars, conflicts in Korea, Vietnam, Iraq and others, the atom bomb, moon landing, Chernobyl, 9/11 and all sorts of natural disasters. We started the sexual revolution, brought about racial equality and marriage equality. And now we are adapting to the COVID 19 restrictions.

Being older means we have dealt with more intense personal changes such as relocation, tragedy and loss.

We have worked out what we like and how we want things in our life to be. Please don't confuse this with not having the ability to handle change. ("The Real Old" EveryAge Counts)

Helen Morton

Project Officer, Pingelly Somerset Alliance Inc

Item 27: Post-boot decorating campaign, *Pingelly Times*

Can you use a decorated boot?

Thanks to everyone who helped to raise awareness of our campaign to give ageism the boot in Pingelly.

The decorated boots in the CRC window now need a new home.

If you wish to reclaim a boot you made, then drop into the CRC or call them on 98871409 before Friday 11th December.

If you rather fancy one of the boots for – pot planting, storing hand garden tools, door stops or any other use, just call into the CRC and claim the boot or boots that you fancy.

Remember the CRC will be closed after business on Thursday the 17th December.

Appendix D: *Social media insights – 'Living the Life in Pingelly and Giving Ageism the Boot in Pingelly' Facebook Page*

This appendix details posts to the campaign Facebook page from 18 June 2020 to 29 Jan 2021, including measures of engagement.

The engagement measures included in the table below are:

Lifetime Post Total Reach: The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more (unique users).

Lifetime Post Total Impressions: The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more (total count).

Lifetime Engaged Users: The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post (unique users).

Lifetime People who have liked your Page and engaged with your post: The number of people who have liked your Page and clicked anywhere in your posts (unique users)

Permalink		Type	Posted	Lifetime Post Total Reach	Lifetime Post Total Impressions	Lifetime Engaged Users	Lifetime People who have liked your Page and engaged with your post
https://www.facebook.com/permalink.php?story_fbid=265430398544599&id=122580866162887		Link	29/1/21	29	30	3	3

Post Message : Please help us to evaluate the campaign to combat ageism in Pingelly conducted over 2020;- Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! The Pingelly Somerset Alliance, in collaboration with the UWA Social Care and Ageing Living Lab (SAGE Living Lab) are conducting research on the perception of age and ageing in Pingelly. This is part of the Combating Ageism in Pingelly project (funded by WA Department of Communities). To help us to evaluate the campaign, we are asking members of the community to complete this short survey. Your responses are very important – they provide valuable information that guides the Combating Ageism in Pingelly project. The survey should only take 7-10 minutes. To access the online survey, click: http://uwa.qualtrics.com/jfe/form/SV_1MRPRCbZR4yRect For more information, read below: Your participation is voluntary. There are no foreseeable risks associated with the research but you may find answering some of the questions upsetting. We expect that this would not be different from the kinds of things you discuss with family or friends. This is an anonymous survey. No one will be able to see who completed the survey. Please do not include any information that could identify you or anyone else. This includes names, dates of birth, telephone numbers and social media profiles. Any information of this kind will be deleted. The survey data will be analysed only by the UWA team listed below. The data will be stored securely on the UWA institutional research data store. The study is being conducted by Professor Loretta Baldassar, Dr Lukasz Krzyzowski and Dr Catriona Stevens from the UWA Social Care and Social Ageing Living Lab. If you have any questions about the survey, please email us: catriona.stevens@uwa.edu.au We really appreciate your input! By completing this survey, you are consenting to participate in this study Approval to conduct this research has been provided by the University of Western Australia, in accordance with its ethics review and approval procedures. Any person considering participation in this research project, or agreeing to participate, may raise any questions or issues with the researchers at any time. In addition, any person not satisfied with the response of researchers may raise ethics issues or concerns, and may make any complaints about this research project by contacting the human ethics office at the University of Western Australia on (08) 6488 3703 or by emailing to humanethics@uwa.edu.au. http://uwa.qualtrics.com/jfe/form/SV_1MRPRCbZR4yRect

https://www.facebook.com/permalink.php?story_fbid=227933865627586&id=122580866162887		Photo	7/12/20	232	272	5	1
Post message: Do you have a use for a decorated boot?? Thank you to everyone who helped to raise awareness to the Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot campaign by decorating a boot to display in the CRC window! The decorated boots now need a new home. If you decorated a boot and wish to take it home, please call the Pingelly CRC: 9887 1409 ASAP - before end of this Thursday, 10th December. All boots unclaimed will be up for grabs! If you fancy a boot, pop in to the CRC next week - between Monday and Wednesday to pick out a boot or two. Remember, the Pingelly CRC will close for the year at 4:00pm, Thursday 17th December. #livingthelifeinPingelly #giveageismtheboot #givingageismtheboot #LivetheLifeinPingelly #everyagecounts #EndAgeism							
https://www.facebook.com/permalink.php?story_fbid=224399882647651&id=122580866162887		Photo	3/12/20	313	358	4	10
Post Message: During the flurry of the Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot Campaign over the past few months, we missed posting this fabulous photo from Pingelly Primary School committing to Live the Life in Pingelly and Give Ageism the Boot! Well done to Pingelly Primary School for getting on board during the campaign! 🙌🙌🙌 Pingelly PS #livingthelifeinPingelly #LivetheLifeinPingelly #givingageismtheboot #everyagecounts #EndAgeism #giveageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=215125436908429&id=122580866162887		Photo	24/11/20	329	560	34	9
Post Message: Check out the fabulous display of decorated boots that have graced the Pingelly Community Resource Centre window for the last couple of weeks. Many of the boots were decorated during a boot decorating workshop held in Pingelly Memorial Park back in October, and the rest were decorated by community members in support of the campaign to Live the Life in Pingelly and Give Ageism the Boot! Thank you to everyone who participated and contributed decorated boots! You can also see a wonderful frieze of boot imagery created by the Pingelly Camera Club adorning the same window display. If you are in or visiting Pingelly, you can check out the display in the window of the Pingelly Community Resource Centre for another week or so. Thank you to the Pingelly CRC for their support of this campaign and to the Pingelly Camera Club for exploring the topic of "Boots" so beautifully!							

https://www.facebook.com/permalink.php?story_fbid=214242276996745&id=122580866162887		Photo	23/11/20	346	512	20	7
Post Message: Photos from the recent Pingelly Community Market, Saturday 14th November 2020 - Seniors Week Picnic Lunch, and Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot Campaign Finale. !Thank you to all who contributed to this wonderful intergenerational community event, including The Pingelly Tourism Group, Pingelly Community Resource Centre, Shire of Pingelly, Pingelly Primary School Choir, Pingelly Youth Group - Moorditj Koorlingars, Department of Communities, Rick Wilson MHR, Hon Mia Davies, Hon Martin Aldridge, Hon Darren West, Hon Rick Mazza, Pingelly Brookton Bendigo Bank, all of the stall holders, all the individuals who contributed in so many ways... and of course the Perth Symphony Orchestra Wind Quintet Plus!							
https://www.facebook.com/permalink.php?story_fbid=207940167626956&id=122580866162887		Photo	17/11/20	51	67	0	0
Post Message: We would love your feedback!! What do you think about the "LIVING THE LIFE IN PINGELLY AND LIVING THE LIFE IN PINGELLY AND GIVING AGEISM THE BOOT" campaign? Last weekend's family picnic in the park, performance with the Perth Symphony Orchestra Wind Quintet Plus and the Pingelly Primary School Choir was the Grand Finale for the above campaign. Over the past 9 months, we have heard quite a few comments – both negative and positive - and others asking "what is ageism all about"? Before we try to respond, we would love you to bring your questions and comments to a workshop – followed by afternoon tea at the PRACC on the 19th November 2020 at 12.30pm and tell us what you think. We want your feedback. Anyone and everyone are welcome – all ages. The workshop will be facilitated by people from the University of WA. Drop in, even if briefly, and give us feedback about what worked, what didn't and what we could have done differently. How much afternoon tea to provide? Please let the CRC know on 9887 1409 if you are thinking of coming. Or just drop in and stay for as long as you wish. Campaign Feedback Session: Thursday 19th November 12.30pm – 3.30pm @ the PRACC RSVP to the CRC 98871409 by 18th November. Helen Morton Project Officer Pingelly Somerset Alliance Inc.							
https://www.facebook.com/permalink.php?story_fbid=203423868078586&id=122580866162887		Photo	14/11/20	204	337	8	4
Post Message: We stand for a world without ageism, where all people of all ages are valued and respected, and their contributions are acknowledged. We commit to ensure that all people can continue to #LivetheLifeinPingelly and we will take action to #GiveAgeismtheBoot !! So all people can participate on equal terms with others in all aspects of life. 🙌🤩 #endageism #everyagecounts							

https://www.facebook.com/permalink.php?story_fbid=205662151188091&id=122580866162887		Photo	13/11/20	794	923	36	5
Post Message: All set for the Pingelly Community Markets tomorrow, 14th November, in Memorial Park on Parade Street, Pingelly! The Pingelly Somerset Alliance Staying in Place #livingthelifeinPingelly and #givingageismtheboot campaign is super excited to welcome the Perth Symphony Orchestra Wind Quintet Plus to help us to celebrate our campaign finale and WA Seniors Week! We are also super excited to welcome the fabulous members of the Pingelly PS Choir!! Make sure you come and check out all the markets have to offer....visit our campaign stall, enjoy a picnic lunch, sausage sizzle or some other treats, enter the boot throwing competition being run by the Pingelly Youth Group Inc - Moorditj Koolingars stroll down the main street and see displays in the CRC windows, displays and demonstrations of craft in the RSL Hall, the Gardens in Boots display in the RSL Hall, and be sure to visit the Pingelly Community Craft Centre to check out their fabulous sale! Be in the main street at 12:00noon for a surprise appearance. 😉 This event is made possible through generous support from: Rick Wilson MHR, Mia Davies MLA, Hon Martin Aldridge MP, Rick Mazza Mlc Darren West MLC, WA Labor Member for the Ag Region, Pingelly Community Resource Centre, Shire of Pingelly, Department of Communities Pingelly Tourism Group and many individuals in the community. Thank you to all for committing to #LivetheLifeinPingelly and #giveageismtheboot #endageism #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=203419208079052&id=122580866162887		Photo	13/11/20	169	208	5	2
Post Message: Research shows that we get happier as we get older! Go to https://www.everyagecounts.org.au/ and pledge your support to #endageism #LivingtheLifeinPingelly #GivingAgeismtheBoot #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=205469121207394&id=122580866162887		Video	12/11/20	206	267	40	3
Post Message: Well done to all the kids (and adults 😍) who have created such vibrant beautiful #LivingtheLifeinPingelly boot colouring ins! Our Main street tree guards are very lively with all your gorgeous work 😍 We have drawn our prize pack winners for each of 3 age categories. Our winners are: Age 4-6.....Lucy P Age 7-8.....Isaac Age 9-10.....Lukah Well done! The lucky winners drawn can drop in to the Pingelly Somerset Alliance Staying in Place Stall at the Pingelly Community Market this Saturday 14th November to pick up their prize pack....or, if the prizes aren't collected on Saturday, we will take them to the front office at Pingelly PS for collection 😊 #LivetheLifeinPingelly #giveageismtheboot #givingageismtheboot #endageism #everyagecounts #livingthelifeinPingelly							

https://www.facebook.com/permalink.php?story_fbid=203417818079191&id=122580866162887		Photo	12/11/20	44	56	1	1
Post Message: "I've been adapting to new technology for 50 years. I've got this. Go to https://www.everyagecounts.org.au/ and pledge your support to #endageism #LivingtheLifeinPingelly #GivingAgeismtheBoot #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=203417041412602&id=122580866162887		Photo	11/11/20	42	57	1	1
Post Message: Sick of the clichés? It's time to ditch lazy, ageist stereotypes... Go to https://www.everyagecounts.org.au/ and pledge your support to #endageism #LivingtheLifeinPingelly #Giveageismtheboot #endageism							
https://www.facebook.com/permalink.php?story_fbid=204667857954187&id=122580866162887		Photo	10/11/20	435	589	16	4
Post Message: Make sure you visit the Pingelly RSL Hall to see the Gardens in Boots Display by the Pingelly Gardening Group! This display will be in conjunction with a display of work by the handcraft group in the RSL Hall. You can see the display Friday 13th and Saturday 14th November, from 11:00am - 3:00pm. Don't miss it!! The Pingelly Somerset Alliance Staying in Place project is delighted that the Pingelly Gardening Group is on board to #LivetheLifeinPingelly and #giveageismtheboot ! ▯🤩🌱🎏🌸🌵 #endageism #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=203415788079394&id=122580866162887		Photo	10/11/20	40	48	1	1
Post Message: Ageism is not OK. Join the campaign to end it.... Go to https://www.everyagecounts.org.au/ to pledge your support to #endageism #livingthelifeinPingelly #GiveAgeismtheBoot #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=203414074746232&id=122580866162887		Photo	9/11/20	202	225	10	4
Post Message: There is no 'typical' person- at any age Go to https://www.everyagecounts.org.au/ and pledge your support to #endageism							

https://www.facebook.com/permalink.php?story_fbid=203420878078885&id=122580866162887		Photo	8/11/20	196	223	10	4
Post Message: The Real Old - Get the facts and surprisingly good news about growing older in Australia today ….if we can just #endageism Go to https://www.everyagecounts.org.au/ and pledge YOUR support to #endageism #LivingtheLifeinPingelly #GivingAgeismtheBoot #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=203348411419465&id=122580866162887		Photo	6/11/20	51	60	12	9
Post Message: The oral history morning tea at the school taking place with students interviewing Mrs Margaret Draper, Mrs Wilma Warburton and Mr Ron O'Brien and Mrs Pat O'Brien. The students paired up with one doing the interviewing and the other recording the interview as a video on an ipad - fantastic.							
https://www.facebook.com/permalink.php?story_fbid=203347121419594&id=122580866162887		Photo	6/11/20	346	385	50	11
Post Message: The 21 meter long Purple Road is fantastic and has a purple flower on it from Pingelly - thanks to Shirley Lange who made a beautiful flower out of different shades of purple ribbon.							
https://www.facebook.com/permalink.php?story_fbid=203096144778025&id=122580866162887		Photo	5/11/20	53	69	23	17
Post Message: Thank you to Pingelly PS for hosting our inter generational session with school students and senior members of our community! Everyone has been saying how great the morning was. We are keen to collaborate with Pingelly Primary School to do similar inter generational events in the future. ❤️ #endageism #livingthelifeinpingelly #giveageismtheboot #endageism							
https://www.facebook.com/permalink.php?story_fbid=202796458141327&id=122580866162887		Photo	4/11/20	465	645	23	6
Post Message: Just a small selection of the fabulous and colourful colouring ins returned from Pingelly school students to celebrate Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! Well done to the students from Pingelly Primary School who have contributed such beautiful work. ❤️ All entries will go into a draw to win a prize pack, courtesy of the Pingelly Conmunity Resource Centre. It's not too late to bring yours							

in to the CRC! All colouring ins will be on display during next week as part of the build up to our campaign finale in the Pingelly Memorial Park on the 14th November! #livingthelifeinPingelly #givingageismtheboot #endageism #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=202098951544411&id=122580866162887		Photo	2/11/20	561	755	34	9
Post Message: Join us in Parade Street Pingelly at 12:00noon on Saturday 14th November for a surprise appearance!! .... and then in the Pingelly Memorial Park for a performance by Perth Symphony Orchestra's Wind Quintet plus! To celebrate the achievements and contribution to our community made by seniors, Pingelly Seniors are invited to enjoy a free picnic lunch sponsored by the Pingelly Community Resource Centre. Contact the Pingelly CRC 9887 1409 to book your lunch! If you are not a local senior, you can still book a picnic lunch to pick up and pay for on the day, for $15.00 pp. Contact the Pingelly CRC 9887 1409 to book your box. This event coincides with the Pingelly Community Market marks the finale of the Pingelly Somerset Alliance Staying in Place Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot campaign. #endageism #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=200406738380299&id=122580866162887		Link	28/10/20	35	46	6	4
Post Message: Pingelly Market Day is set to be extra special this year, coinciding with seniors week, and the finale of the Pingelly Somerset Alliance Staying in Place Initiative "Living the Life in Pingelly and Giving Ageism the Boot" Campaign. We are in for a treat! 🎼 👉Book your stall, or save the date and come on down to check out the wonderful wares on sale!! 👉Be in the main street at 12:00 noon for a surprise appearance... and join us for a picnic lunch in the park, entertained by the Perth Symphony Orchestra Wind Quintet Plus from 12:30pm - 1:30pm. As part of the celebration in honour of the senior members of our community, local seniors are invited to receive a free picnic lunch. In addition, non locals, and/or non seniors are welcome to pre order a picnic lunch via the Pingelly Community Resource Centre. Contact the Pingelly Community Resource Centre to "book your box": 9887 1409, pingellycrc@westnet.com.au							
https://www.facebook.com/permalink.php?story_fbid=197991308621842&id=122580866162887		Photo	21/10/20	230	353	21	9
Post Message: CALLING ALL KIDS!! Please help us to decorate our main street for the finale of the Pingelly Somerset Alliance Staying in Place ending ageism in Pingelly Campaign!! Colour in our cheeky ageism campaign boot and return to the Pingelly Community Resource Centre (or school, if you are completing in class) before WEDNESDAY 5th NOVEMBER 2020 Entries will be part of our main street display during the week of 8-14 November 2020 to							

coincide roughly with WA Seniors Week. All entry names will go into the draw for a prize!! Complete your details on the form provided (or get a parent or teacher to help you if you need to!) Colour in the colour in page. You could use paints, textas, coloured pencils, pastels, glitter glue……..you can make it as bright as you like and have fun!! You can pick up a printed colour in at the Pingelly CRC or at the Pingelly IGA. Return your entry to the Pingelly Community Resource Centre before WEDNESDAY 5th NOVEMBER to go into the draw for a prize!!							
https://www.facebook.com/permalink.php?story_fbid=197945148626458&id=122580866162887		Photo	21/10/20	400	520	11	5
Post Message: Join us for afternoon tea at the PRACC in the Cultural Room at 1:00pm on the 27th October to hear more about the Purple Road Project and the rights of older people from Vicki Edwards, Senior Solicitor for the Community Legal Service in Mirrabooka. You can bring a sewn, crocheted or knitted purple flower to contribute to the Purple Road, or make one during the afternoon. Each flower represents represents someone's story, a conversation or reflection relating to the very important subject of older people's rights. 💜🌸 Please RSVP to the Pingelly CRC by Monday 26th October: 9887 1409 #livingthelifeinPingelly #everyagecounts #endageism #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=196151685472471&id=122580866162887		Photo	16/10/20	286	333	26	8
Post Message: Pingelly is looking set to Live the Life in Pingelly and Give Ageism the Boot! Decorating boots abound in the Pingelly Community Resource Centre windows 😍 Love to see more joining the crowd! You can bring in your decorated boots to the CRC to add into the display. 👢👞 Ageism is one form of discrimination. Let's all commit to shining a light on discrimination in all it's guises and giving all forms of discrimination the boot! #livingthelifeinPingelly #givingageismtheboot #everyagecounts #endageism							
https://www.facebook.com/permalink.php?story_fbid=190937675993872&id=122580866162887		Photo	30/9/20	360	440	18	7
Post Message: We hope you will join us in the Pingelly Memorial Park next Thursday, 8th October, 10:30am - 2:30 pm to paint and decorate a boot with assistance from local artist Paula Morales Barrientos, to be part of a display in Parade Street Pingelly in early November! All ages welcome!! You can bring your own old boots and bits and pieces to add, or use the materials and boots available. Please RSVP to Helen Morton: 0418 925 861 or to the Pingelly CRC: 9887 1409 Free sausage sizzle and water							

https://www.facebook.com/permalink.php?story_fbid=190716439349329&id=122580866162887		Photo	29/9/20	238	288	14	4
Post Message: Another decorated boot by local artist Paula Morales Barrientos living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=190313046056335&id=122580866162887		Photo	28/9/20	239	281	14	6
Post Message: Boot decorating is underway by Paula Morales Barrientos - our local artist who will assist all ages to decorate, paint and make ornate any old boots on 8th October between 10.30am and 2.30pm at Memorial Park. See details below in previous post.							
https://www.facebook.com/permalink.php?story_fbid=189992182755088&id=122580866162887		Photo	27/9/20	418	491	39	8
Post Message: Sue Steel and Linda Rogers from the Pingelly Hospital OP Shop - taking every opportunity to Live the Life in Pingelly and Give Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=189293879491585&id=122580866162887		Photo	25/9/20	98	131	21	5
Post Message: Kerry - kicking up a storm to Live the Life in Pingelly and give Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=189076689513304&id=122580866162887		Photo	24/9/20	381	448	70	11
Post Message: Alan Hodges, Peter Wood, Cheryl Nottle, Rob McMillan, Kate McMillan and Sue Hodges -all with a spring in their step Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=188956672858639&id=122580866162887		Photo	24/9/20	420	514	109	26

Post Message: What a fabulous turnout to the @Theatre 180 musical theatre show "Springtime!" at the Pingelly Recreation & Cultural Centre - PRACC Over 60 people were treated to a delicious lunch of spring lamb and vegetables, finished with chocolates, tea and coffee, whilst they enjoyed a short presentation from Jenny Davis OAM, followed by an uplifting and joyful musical theatrical show, full of springtime memories. Thank you to the PRACC for a wonderful lunch, and to members of Theatre 180: Alinta Carroll, Craig Skelton and Jay Weston, as well as Theatre 180 Founder and Associate Director Jenny Davis, OAM 2016 WA Senior of the Year for travelling out to Pingelly and entertaining attending community members! The Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot Campaign is supported by the Department of Communities Pingelly Community Resource Centre and the Shire of Pingelly #livingthelifeinPingelly #givingageismtheboot #endageism #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=188249736262666&id=122580866162887		Photo	22/9/20	499	592	14	6
Post Message: Want to come and have some fun decorating a boot?? Join us for a free workshop! BOOT DECORATING ALL WELCOME, ALL AGES!! - this workshop is in the school holidays...why not bring your kids, grandies, a friend or two.... WHERE: In Memorial Park under marquees WHEN: Thursday October 8th from 10.30 am – 2.30 pm (Free sausage sizzle and water) WHAT: Paint, decorate and make ornate any old boots for display during a Boot Parade in Pingelly 1-7 November 2020. Bring your own boots, glitter, bits and baubles – or we can supply them. FOR CATERING and MATERIALS purposes, PLEASE RSVP to Helen Morton on 0418 925 861 or to the Pingelly CRC at 18 Parade Street, Pingelly 9887 1409. #livingthelifeinPingelly #givingageismtheboot #everyagecounts #endageism							
https://www.facebook.com/permalink.php?story_fbid=187938139627159&id=122580866162887		Photo	21/9/20	619	736	93	15
Pingelly Community Resource Centre Committee putting their best foot forward and committing to Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! #endageism #livingthelifeinPingelly #givingageismtheboot #everyagecounts							
https://www.facebook.com/permalink.php?story_fbid=183147476772892&id=122580866162887		Photo	8/9/20	296	535	17	4
Post Message: Make sure you book your tickets to "Springtime" A theatre 180 production, brought to you by the PSA Staying in Place Living the Life in Pingelly and Giving Ageism the Boot in Pingelly project! This is set to be a fabulous event, held at the beautiful award winning Pingelly Recreation & Cultural Centre - PRACC. Why not get a group together and join us for lunch and the show! Invite some friends from out of town to enjoy beautiful Pingelly in springtime! Wednesday 23rd September, 12:00noon - 2:30pm Where: Pingelly Recreation and Cultural Centre Cost: Seniors $20, others $25							

To book, contact Helen Morton: 0418 925 861 or hmorton.queenslea@gmail.com This project is made possible with support from the Department for Communities Pingelly Community Resource Centre and the Shire of Pingelly . The Springtime event is also made possible with support from the Pingelly Recreation & Cultural Centre - PRACC							
https://www.facebook.com/permalink.php?story_fbid=182854943468812&id=122580866162887		Photo	7/9/20	533	643	43	13
Post Message: Planning for Living the Life in Pingelly (with Dementia) and Living the Life in Pingelly and Giving Ageism the Boot kicks off on this Thursday 10th September, 9.30am till 11.30am at the restored Pingelly Railway Station. Come along - we especially need people with a lived experience of dementia or as a carer - you will have the best advice for us. We want to start a Forget-Me-Not memory cafe for Pingelly and surrounding districts. Big call out to people in Wickepin, Cuballing, Popo and Wandering. If interested, this could be a mobile cafe. Please call Helen Morton 0418 925 86.							
https://www.facebook.com/permalink.php?story_fbid=182218423532464&id=122580866162887		Photo	5/9/20	283	342	34	10
Ex-Pingelly singer Jax Morton - now in Kununurra with girl friend Carolina from Germany - Yep Australia wide they are talking about showing support for us who are Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=181897060231267&id=122580866162887		Photo	4/9/20	64	91	8	4
Post Message: Lesley, Howard, Dana and Lynden James from Kununurra showing their support for everyone Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=181170226970617&id=122580866162887		Photo	2/9/20	294	347	23	9
Post Message: Sue from Elders making it clear that elders, olders or any age can show their support for Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=178454420575531&id=122580866162887		Photo	25/8/20	631	787	24	10

WANTED: Your old boots! Save your old boots for a boot decorating venture as part of the Pingelly Somerset Alliance Staying in Place combating ageism campaign.;- "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot!" WORK BOOTS....DRESS BOOTS....ARMY BOOTS....GUM BOOTS....COWBOY BOOTS....UGG BOOTS.... any kind of boots, any size boots! Please drop your boots to Nutrien Ag Solutions at 2 Paragon Street, who have kindly offered to be a collection point for the project. Be sure to keep a boot or two to decorate yourself, if you might be so inclined! 😃 Thank you to Nutrien Ag Solutions for supporting the campaign #livingthelifeinPingelly #givingageismtheboot #everyagecounts #EndAgeism							
https://www.facebook.com/permalink.php?story_fbid=178446703909636&id=122580866162887		Photo	25/8/20	132	189	7	1
Post Message: Spring is on the way.... what better way to celebrate than to join with the Pingelly Somerset Alliance Staying In Place Project "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot" musical theatre show and lunch at the Pingelly Recreation & Cultural Centre - PRACC on Wednesday, 23rd September! Get a group together and book your seats! Cost is $20 seniors $25 all others Ticket price includes lunch, the musical theatre performance of "Springtime!" presented by Alinta Carroll, Craig Skelton and Jay Weston of Theatre 180 , and a short presentation from Jenny Davis OAM. To book, contact Staying in Place Project Officer Helen Morton: 0418 925 861 or email hmorton.queenslea@gmail.com See you there! 🚶‍♀️‍➡️👢🌱🌸🌼🌻🌺🌞🎼🎭🙌 The Pingelly Somerset Alliance Staying in Place combating ageism campaign is supported by the Department for Communities, Pingelly Community Resource Centre and the Shire of Pingelly. This event is supported by the Pingelly Recreation and Cultural Centre. #EndAgeism #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=178444463909860&id=122580866162887		Photo	25/8/20	327	379	28	9
Post Message: Keith and Neville from local business Keith the Maintenance Man have got a handle on life and are committed to Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! #EndAgeism #LivingtheLifeinPingelly #GivingAgeismtheBoot #EveryAgeCounts							
https://www.facebook.com/permalink.php?story_fbid=178030470617926&id=122580866162887		Photo	24/8/20	401	473	57	11
Post Message: Travis and Allan from Pingelly Tyres never tire of Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=177120967375543&id=122580866162887		Photo	21/8/20	380	440	52	11

Post Message: Anthony and the team at Pingelly IGA giving a trolly load of support to Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=177076377380002&id=122580866162887		Photo	21/8/20	64	91	5	4
Post Message: Posting support from Kerry Keys at the Pingelly Post Office for Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=175997317487908&id=122580866162887		Photo	18/8/20	65	96	9	6
Post Message: The Pingelly Arts and Craft Ladies showing what a stitch in time can do to Live the Life in Pingelly and Give Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=175727527514887&id=122580866162887		Video	17/8/20	65	134	5	1
Post Message: Catriona Stevens capturing the UWA commitment to support us Give Ageism the Boot in Pingelly.							
https://www.facebook.com/permalink.php?story_fbid=175705050850468&id=122580866162887		Photo	17/8/20	471	588	21	7
Post Message: The Pingelly Somerset Alliance Staying in Place - Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot Campaign is excited to bring you "SPRINGTIME!" presented by Theatre 180....A joyful tribute to the lovely songs inspired by the season of new life, growth and hope. Join us for lunch and a musical performance, with a short presentation by Jenny Davis OAM 2016 WA Senior of the Year, founder and current Associate Director of Theatre180 WHEN: 12:00noon - 2:30pm, Wednesday 23rd September 2020 WHERE: Pingelly Recreation & Cultural Centre - PRACC COST: Seniors (aged 65 and over) $20 Others $25 BOOKINGS: contact Helen Morton 0418 925 861 or email hmorton.queenslea@gmail.com #EveryAgeCounts #LivingtheLifeinPingelly #GivingAgeismtheBoot #endageism							
https://www.facebook.com/permalink.php?story_fbid=175661447521495&id=122580866162887		Photo	17/8/20	55	81	4	2

Post Message: As of the end of last week, 14th August 2020, 131 people have pledged to Live the Life in Pingelly and Give Ageism the Boot!! 🙌🚶‍♀️😂👏 Why do we need to consciously make a commitment to end ageism you ask?? Here is a quote from the EveryAGE Counts website: "Ageism is not benign or harmless. It is a big problem because it impacts on our confidence, quality of life, job prospects, health, and control over life decisions. It is pervasive but often hidden. It can distort our attitudes to older people and ageing and have profound negative impacts on our personal experience of growing older. The impacts of ageism can prevent or limit us from contributing and participating in our communities – socially, economically and as full citizens – and even impact our physical health and longevity. As well as its individual impacts, ageism can also deny society the enormous range of benefits that can flow, economically and socially, from the full participation of older people." You can take the EveryAGE Counts Quiz to find out if you are unintentionally or inadvertently ageist in action or attitude: https://www.everyagecounts.org.au/take_the_quiz							
https://www.facebook.com/permalink.php?story_fbid=174225714331735&id=122580866162887		Photo	13/8/20	453	681	74	13
Post Message: Congratulations to the fabulous Pingelly Winter Bowlers for jumping in feet first, to collectively Give Ageism the Boot! Their pledge bumps up the pledge count by 27! 🙌👏😂 #LivingtheLifeinPingelly #GivingAgeismtheBoot #EveryAgeCounts #EndAgeism Pingelly Recreation & Cultural Centre - PRACC							
https://www.facebook.com/permalink.php?story_fbid=173448984409408&id=122580866162887		Photo	11/8/20	69	98	7	6
Post Message: Shondelle Beard at the Pingelly Bendigo Bank showing the bank's support for living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=173219054432401&id=122580866162887		Link	10/8/20	158	218	15	5
Post Message: Calling for survey responses! This will only take 5 minutes of your time 😊 Thank you to those who have already completed this survey. The Pingelly Sommerset Alliance, in collaboration with the University of Western Australia (UWA Social Care and Social Ageing Living Lab) are conducting research on the perception of age and ageing in Pingelly. This is part of the Combating Ageism in Pingelly project (funded by WA Department of Communities). Your responses are very important – they provide valuable information that guides the Combating Ageism in Pingelly project. The survey should only take 5-10 minutes. Your participation is voluntary. There are no foreseeable risks associated with the research but you may find answering some of the questions upsetting. We expect that this would not be different from the kinds of things you discuss with family or friends. This							

is an anonymous survey. No one will be able to see who completed the survey. Please do not include any information that could identify you or anyone else. This includes names, dates of birth, telephone numbers and social media profiles. Any information of this kind will be deleted. The survey data will be analysed only by the UWA team listed below. The data will be stored securely on the UWA institutional research data store. The study is being conducted by Professor Loretta Baldassar, Dr Lukasz Krzyzowski and Dr Catriona Stevens from the UWA Social Care and Social Ageing Living Lab. If you have any questions about the survey, please email us: catriona.stevens@uwa.edu.au We really appreciate your input! By completing this survey, you are consenting to participate in this study Approval to conduct this research has been provided by the University of Western Australia, in accordance with its ethics review and approval procedures. Any person considering participation in this research project, or agreeing to participate, may raise any questions or issues with the researchers at any time. In addition, any person not satisfied with the response of researchers may raise ethics issues or concerns, and may make any complaints about this research project by contacting the human ethics office at the University of Western Australia on (08) 6488 3703 or by emailing to humanethics@uwa.edu.au. Click below to complete the survey. Thanking you in advance for your assistance, your input is valued and greatly appreciated! 🙏😊 http://uwa.qualtrics.com/jfe/form/SV_9uarz7VswUbkpet							
https://www.facebook.com/permalink.php?story_fbid=173077481113225&id=122580866162887		Photo	10/8/20	64	97	6	3
Gay Thornton and Peter Moore visiting from Claremont and happy to support us to Live the Life in Pingelly and Give Ageism the Boot.							
https://www.facebook.com/permalink.php?story_fbid=172140777873562&id=122580866162887		Photo	8/8/20	524	609	39	10
Post Message: Peta Hicks from Nutrien Ag kicks a ton to support us to Live the Life in Pingelly and Give Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=171826647904975&id=122580866162887		Photo	7/8/20	555	636	40	6
Post Message: Plenty of tread on those boots Leonnie to give ageism the boot. Great support from Tony and Leonnie at Pingelly Garage for Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot..							
https://www.facebook.com/permalink.php?story_fbid=171469334607373&id=122580866162887		Photo	6/8/20	704	854	80	15

Post Message: Maurice and Sandra at Pingelly Quality Meats are definitely in step - Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=171464901274483&id=122580866162887		Photo	6/8/20	804	954	101	23
Post Message: Pingelly Pharmacy kicking up their heels to support "Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot"							
https://www.facebook.com/permalink.php?story_fbid=171455687942071&id=122580866162887		Photo	6/8/20	502	624	28	8
Post Message: The challenge is on!! Our goal is to reach 500 pledges to Live the Life in Pingelly and Give Ageism the Boot! We are asking community groups, businesses, organisations and individuals will get on board to collectively commit to ensure that all people can participate on equal terms with others in all aspects of life. 🙏🙌👏❤️🦶 To celebrate the number of pledges coming in, we have a pledge-o-meter installed in the Pingelly Community Resource Centre window.....and we'll keep you posted on facebook! As at today, 6th August 2020, 100 people have committed to stand for a world without ageism where all people of all ages are valued and respected, and their contributions are acknowledged. Stand with us to ensure that all people can Live the Life in Pingelly and Give Ageism the Boot!! To find out more about how you can be involved, and how to make your pledge, message Living the Life in Pingelly and Giving Ageism the Boot in Pingelly 🙌👏🦶 #EndAgeism #LivetheLifeinPingelly #GiveAgeismtheBoot #Pingelly #EveryAgeCounts							
https://www.facebook.com/permalink.php?story_fbid=170283024726004&id=122580866162887		Video	3/8/20	77	141	14	8
Post Message: Here is a short video with messages of support for the Living the Life in Pingelly and Giving Ageism the Boot in Pingelly camapign. Thank you to all of the groups and organisations who have committed to ending ageism! #GiveAgeismtheBoot #EveryAgeCounts #LivingtheLifeinPingelly							
https://www.facebook.com/permalink.php?story_fbid=168008278286812&id=122580866162887		Photo	28/7/20	66	100	5	3
Post Message: Strike a light - Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot							

https://www.facebook.com/permalink.php?story_fbid=168003954953911&id=122580866162887		Photo	28/7/20	63	91	1	1
Post Message: Even shearers like living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot							
https://www.facebook.com/permalink.php?story_fbid=167987941622179&id=122580866162887		Photo	28/7/20	411	473	81	16
Post Message: Well done to the wonderful Pingelly Stay Active exercise group on their pledge committing to live the life in Pingelly and to give ageism the boot! 🙌👌👍👏 #LivetheLifeinPingelly #GiveAgeismtheBoot #EndAgeism #EveryAgeCounts							
https://www.facebook.com/permalink.php?story_fbid=166028201818153&id=122580866162887		Video	24/7/20	99	144	11	7
Post Message: Jenny Davis, Director of Theatre 180 sends a video message of support for the Pingelly Somerset Alliance Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot campaign!							
https://www.facebook.com/permalink.php?story_fbid=166067198480920&id=122580866162887		Link	23/7/20	359	484	30	6
Post Message: Survey responses in Pingelly sought 🙏 The Pingelly Sommerset Alliance in collaboration with the University of Western Australia (UWA Social Care and Social Ageing Living Lab) are conducting research on the perception of age and ageing in Pingelly. This is part of the Combating Ageism in Pingelly project (funded by WA Department of Communities). Your responses are very important – they provide valuable information that guides the Combating Ageism in Pingelly project. The survey should only take 5-10 minutes. Your participation is voluntary. There are no foreseeable risks associated with the research but you may find answering some of the questions upsetting. We expect that this would not be different from the kinds of things you discuss with family or friends. This is an anonymous survey. No one will be able to see who completed the survey. Please do not include any information that could identify you or anyone else. This includes names, dates of birth, telephone numbers and social media profiles. Any information of this kind will be deleted. The survey data will be analysed only by the UWA team listed below. The data will be stored securely on the UWA institutional research data store. The study is being conducted by Professor Loretta Baldassar, Dr Lukasz Krzyzowski and Dr Catriona Stevens from the UWA Social Care and Social Ageing Living Lab. If you have any questions about the survey, please email us: catriona.stevens@uwa.edu.au We really appreciate your input! By completing this survey, you are consenting to participate in this study Approval to conduct this research has been provided by the University							

of Western Australia, in accordance with its ethics review and approval procedures. Any person considering participation in this research project, or agreeing to participate, may raise any questions or issues with the researchers at any time. In addition, any person not satisfied with the response of researchers may raise ethics issues or concerns, and may make any complaints about this research project by contacting the human ethics office at the University of Western Australia on (08) 6488 3703 or by emailing to humanethics@uwa.edu.au. Click below to complete the survey. Thanking you in advance for your assistance, your input is gmimpirtant and greatly Appreciated! The survey is open until close of business, 8th August 2020 http://uwa.qualtrics.com/jfe/form/SV_9uarz7VswUbkpet							
https://www.facebook.com/122580866162887/photos/a.166029128484727/166031335151173/?type=3		Photo	23/7/20	213	263	35	12
Post Message: l to r: Helen Morton - campaign project officer, Bill Mulroney - Pingelly Shire President, Hin Mia Davies MLA, David Freebairn - president, Pingelly Somerset Alliance, Hin Darren West MLC							
https://www.facebook.com/permalink.php?story_fbid=166027428484897&id=122580866162887		Video	23/7/20	201	294	20	11
Post Message: A wonderful video message of support for the Pingelly Somerset Alliance Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot campaign.							
https://www.facebook.com/permalink.php?story_fbid=163918768695763&id=122580866162887		Status	21/7/20	68	92	5	1
Post Message: Wonderful to have the attendance and support of the UWA Future Farm 2050 and the amazing input and support from UWA's Professor Loretta Baldassar, and Dr Lukasz Krzyzowski #GivingAgeismtheBoot #EveryAgeCounts #LivingtheLifeinPingelly							
https://www.facebook.com/permalink.php?story_fbid=163915195362787&id=122580866162887		Photo	21/7/20	76	107	23	16
Post Message: Thank you to Darren West MLC, WA Labor Member for the Ag Region for donning his boots and kicking off our campaign on Sunday Pingelly Recreation & Cultural Centre - PRACC. Great to see everyone getting behind the campaign and committing to Living the Life and Living the Life in Pingelly and Giving Ageism the Boot! This initiative was made possible with funding support from the WA State Government. #EveryAgeCounts #LivingtheLifeinPingelly #GivingAgeismtheBoot #Pingelly							

https://www.facebook.com/permalink.php?story_fbid=163912558696384&id=122580866162887		Photo	21/7/20	66	85	17	11
Post Message: Thank you to Mia Davies MLA for cutting the ribbon and helping us to kick off the Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot campaign Pingelly Recreation & Cultural Centre - PRACC on Sunday. Well done to Mia and all of those who joined in with the fabulous Beverley - Brookton Line Dancers to get us using our boots! 🙏👌🙌 #EveryAgeCounts #EndingAgeismInPingelly #LivingtheLifeinPingelly #GivingAgeismtheBoot #Pingelly							
https://www.facebook.com/122580866162887/videos/1177900622590427/		Video	19/7/20	96	128	32	12
https://www.facebook.com/122580866162887/videos/604309207167099/		Video	19/7/20	412	574	148	9
https://www.facebook.com/permalink.php?story_fbid=155569366197370&id=122580866162887		Photo	19/7/20	269	360	47	10
Post Message: This little fella is Living the Life in Pingelly and figuring out how to give ageism the pink boot! 😍🤩👌 #LivingtheLifeinPingelly #EveryAgeCounts #GivingAgeismtheBoot							
https://www.facebook.com/permalink.php?story_fbid=156522112768762&id=122580866162887		Video	18/7/20	1969	2550	208	14
Post Message: Getting set for the formal launch of the Pingelly Somerset Alliance Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot campaign tomorrow! We are very excited to have some special guests! Ken Wyatt Darren West MLC, WA Labor Member for the Ag Region, Mia Davies MLA will all be joining us Pingelly Recreation & Cultural Centre - PRACC as we put on our boots and kick off the campaign! Here is a fabulous message of support to kick off our campaign, from West Coast Eagles former captain Shannion Hurn and Pingelly's own 'Morro - Paul Morrison, West Coast Eagles Chaplain. This campaign was made possible with funding from the WA Department of Communities #LivingtheLifeinPingelly #EveryAgeCounts #GivingAgeismtheBoot							
https://www.facebook.com/permalink.php?story_fbid=155568902864083&id=122580866162887		Photo	18/7/20	91	116	3	3

Post Message: You can pin it on me! - Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! 😁🙌📍 #EveryAgeCounts #EndingAgeismin Pingelly #GivingAgeismtheBoot #LivingtheLifeinPingelly							
https://www.facebook.com/permalink.php?story_fbid=155580249529615&id=122580866162887		Video	17/7/20	101	160	16	9
Post Message: Thank you to the Friends of the Pingelly Railway Station Inc for this wonderful video of support to Giving Ggeism the Boot in Pingelly! #GivingAgeismtheBoot #LivingtheLifeinPingelly #EveryAgeCounts							
https://www.facebook.com/permalink.php?story_fbid=154035926350714&id=122580866162887		Photo	17/7/20	101	122	5	3
Post Message: Softly, softly living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot❤️ Older Australians are vital to the economy as consumers. Domestic tourism would collapse without older travellers. Far from being technology avoiders, over 65s are the fastest growing group of online shoppers. ("THE REAL OLD" EveryAge Counts). #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=155577546196552&id=122580866162887		Photo	16/7/20	706	867	223	25
Post Message: We're pretty excited that the Shire of Pingelly Shire Council is totally on board to Give Ageism the Boot!! 🙌🙌🙌							
https://www.facebook.com/permalink.php?story_fbid=154033203017653&id=122580866162887		Photo	16/7/20	95	116	7	5
Post Message: Living the life in Pingelly and giving ageism a solid silver boot. When we are older, we not only contribute to the economy, we are a vital part of it. And when we do leave the workforce – either partly or fully – most of us contribute as unpaid helpers and volunteers – the value of which, suggested by economists', offsets the total cost of the aged pension - the single largest item in the national budget. #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=155055306248776&id=122580866162887		Photo	15/7/20	2149	3217	465	18

Post Message: Pingelly Men's Shed... committed to Living the Life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! ??? #LivingtheLifeinPingelly #GivingAgeismtheBoot #EveryAgeCounts							
https://www.facebook.com/permalink.php?story_fbid=154031776351129&id=122580866162887		Photo	15/7/20	192	241	17	6
Post Message: Ready to jump into living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot! The current generations in Australia will live longer, healthier lives than any generation in history. Things such as physical strength and lung capacity naturally decline as we age, but if we look after ourselves, we may barely notice the change. In fact, with better exercise, relaxation, and sleep, our physical health may even improve. Those of us who are older have worked out what we like and how we want things in our life to be. Please don't confuse this with not having the ability to handle change. ("The Real Old" EveryAge Counts) #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=154030196351287&id=122580866162887		Photo	14/7/20	703	904	49	7
Post Message: "Pretty as a picture living the life in Pingelly and Living the Life in Pingelly and Giving Ageism the Boot!" Sometimes we 'swallow the ageist pill' ourselves and believe the myths - the anti-ageing product message that 'old is ugly', or the "I'm too old to try to impress people. Either they like me as I am, or they don't and that's okay with me." Or basking in the common compliment "you look good for your age". It's got nothing to do with age. We're all different and we look the way we look at every age. You can look and feel good about yourself at any age! #everyagecounts #livingthelifeinPingelly #givingageismtheboot							
https://www.facebook.com/permalink.php?story_fbid=154021996352107&id=122580866162887		Photo	13/7/20	375	515	35	8
Post Message: "I've walked a million miles to live the life in Pingelly and give ageism the boot" Get set Pingelly, to give ageism the boot! Growing older in Pingelly today is pretty good for many of us, but it could easily be better, or even great for most of us, but how?? First up, recognise ageism as it happens. Most ageism is more thoughtless than malicious and often said with entirely good intentions: referring to a neighbour as a "sweet old dear" for example. Seems harmless enough, but it devalues the neighbour. Ageism is very common in Australia, and without realising it, most of us are at least a little bit ageist at least some of the time. #everyagecounts #livingthelifeinPingelly #givingageismtheboot							

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Post Message: Living the Life in Pingelly and Giving Ageism the Boot in Pingelly							