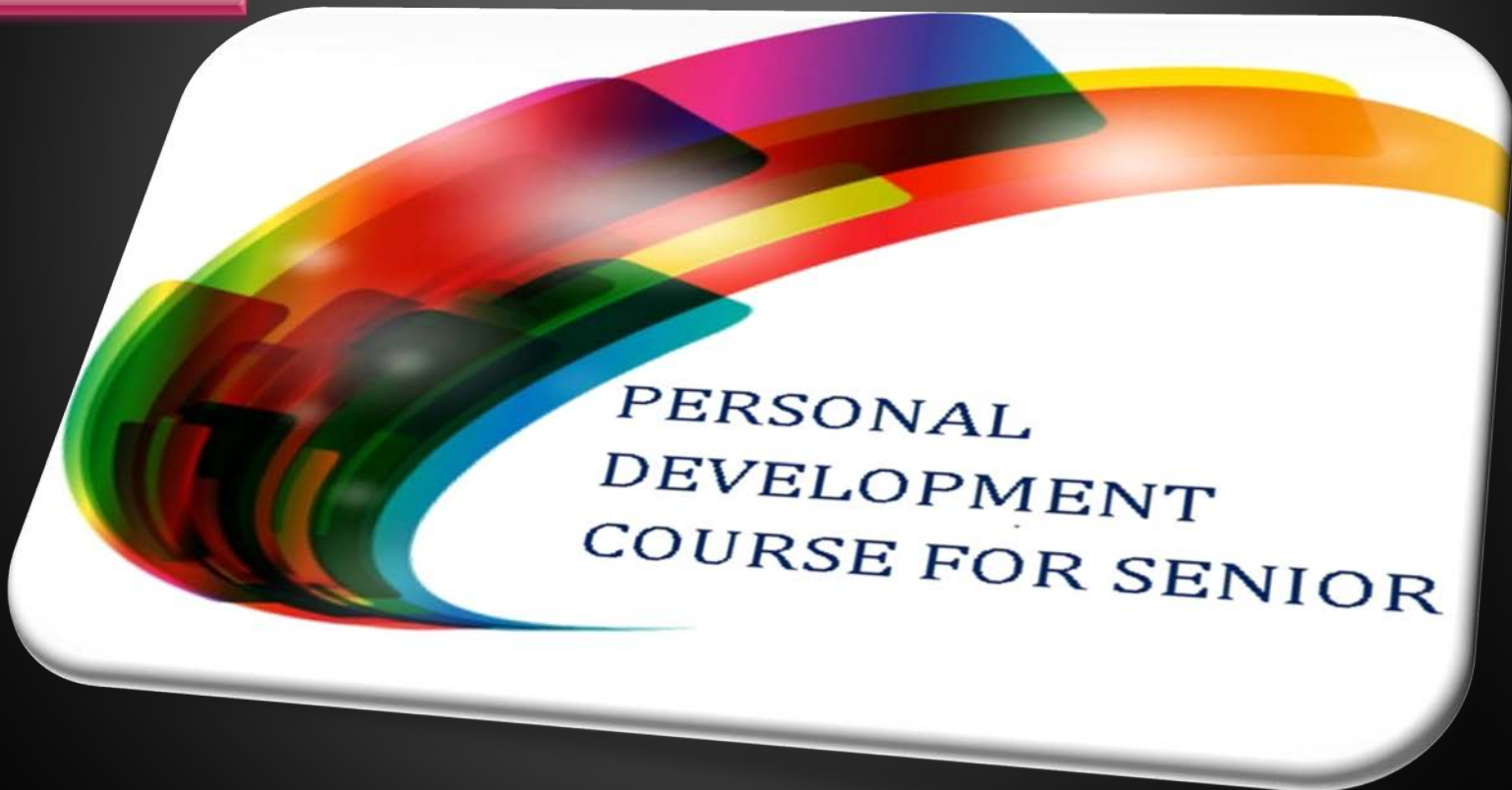




Changing the image of older people in society by increasing their competence and awareness.



Different types of discrimination.

- One of the manifestations of ageism is emphasizing the negative consequences of aging of societies.
- The increasing number of elderly people is perceived as a threat to the stability and efficiency of the labor market, the social security system and public services.

The increase in the average life expectancy is not seen as an outstanding achievement of modern society.

CULT OF YOUTH

- It is the result of the cult of youth and directory of positive qualities that are stereotypically associated with young people (vitality, creativity, physical attractiveness).
- The elderly are perceived as inefficient, sick, in need of care, difficult in interpersonal contact, not able to learn, not susceptible to change and inactive.

STEREOTYPING AND DISCRIMINATION

- The large population of older people is perceived as a uniform age mass.
- Many seniors have the feeling of being ignored and useless.
- Older people are experiencing more and more restrictions in many areas of everyday life, such as social care, commercial goods and services, access and quality of services provided by institutions and access to education.

CONSEQUENCES:

- Low self-esteem of the elderly,
- Withdrawal and resignation of their rights and opportunities to develop,
- Apparent acceptance of worse treatment,
- Feeling of loneliness, being marginalized and socially excluded,
- Suffering from deterioration of health and development of diseases.



Lifelong learning, (especially in the age group 50+) is a key element of active aging

Education strengthens the potential of older people to participate actively in society through paid employment, volunteering, participation in civic life and the resourcefulness of independent life.

EDUCATIONAL ACTIVITY & SOCIAL ACTIVITY

BROADENING OF KNOWLEDGE

ACQUIRING NEW SKILLS

ACQUIRING NEW COMPETENCES

UPDATING THE POSSESSED
KNOWLEDGE

UPDATING SKILLS

CREATING SOCIAL BONDS

ACTIVE AND HAPPY LIFE IN THE OLD AGE



Senior Development Academy

- DIALOGUE 
- FRIENDLY AND VARIED GROUP 
- WORKSHOPS 
- ACTIVE ATTITUDES  8



PROGRAMME OF THE SENIOR DEVELOPMENT ACADEMY

*Meetings and workshops
concerning personal
development*

GOALS:

- A. insight into oneself,
- B. personal development
- C. raise of self-esteem
- D. making stronger family and social relations
- E. developing social communication



Framework program:

Who am I?

self- image as an insight into oneself through the prism of one's own experiences

diagrams of mental self-perception - construction and stereotypes

building internal motivation

BUILDING OF WELL-BEING

Building constructive beliefs about one's self

beliefs mobilizing and motivating to achieve the objectives

Techniques of work with useless beliefs

visualization and affirmation of the image of active senior

IMAGE CREATION

How to keep young in spirit?

The methods of achieving well-being

The healthiest way of getting old is ...

Practical solutions to counteract stereotypes

DEVELOPPING SOCIAL SKILLS

building modern intergenerational relations

solving social prejudice

communication based on reciprocation

ACTIVE SENIOR

From planning to development activities

Motivators and ways to overcome difficulties

The harmony of life in the local community

Individual development schedule

METAMORPHOSIS OF LIFE

The philosophy of good health and well-being


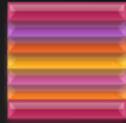
Creating innovative ideas

Implementation of solutions, inspiration and support



Workshop's goals and methodology



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- A. Individual development scheme: raising self-confidence, motivation for development, involvement in social life.
 - B. Promoting social and physical activity.
 - C. Showing the value of life in the third age, raising self-esteem.
 - D. Recommendations to counteract age discrimination.
 - E. Improving the quality of life.