



# Campaign Overview

Sponsored by:



Talking Generations is an awareness campaign working to highlight the importance of connection between different generations and across our communities, challenging the status quo around age, mental health, community, and wellbeing.

These conversations can help to break down barriers and stereotypes, promote empathy and understanding, and provide opportunities for mutual learning and growth.

This campaign advocates for the voice and part that everyone has in shaping how we live, connect, and thrive as a country. People across generations have valuable experiences, insights, and perspectives to share, and that by bringing different age groups together we can create a more cohesive and compassionate society.

**We invite partners** to join us and share their stories of connection between different generations and communities. Through these stories, we can inspire others to create meaningful connections and promote positive change. So please join us in advocating for the voice and part that everyone has in building a better future for all.

Together, let's break down barriers, promote empathy and understanding, and create a more cohesive and compassionate society.



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# #TalkingGenerations Social Media Campaign

We invite all organisations and individuals who believe in the power of bridging the gap between generations to join the #TalkingGenerations movement.

We're calling for people to inspire connection across generations by posting images, films and stories of the special connections they share with friends, family members, neighbours or colleagues and the common passion that bridges their age gap.

**Step 1:** Select your picture that makes you smile or brings back fond memories with that person

**Step 2:** Write your caption of connection and include the #TalkingGenerations hashtag

**Step 3:** Post your story of connection on the 28th of May at 11am

We look forward to hearing your stories!

## Examples



Train-loving Jack aged 2 is already showing his creativity and love for art by spending time with his aunt Katie and uncle Saul drawing and laughing. Research shows that intergenerational activities like drawing, storytelling, and playing games together can have a positive impact on social, emotional, and cognitive development for all ages involved. #TalkingGenerations



Although Chris doesn't speak Polish and Bianca doesn't speak fluent English, they share a special bond through their shared love of dance and language learning. Through their unique form of communication, they have formed a deep friendship, proving that shared interests and the universal language of dance can break down cultural barriers and bring people together. #TalkingGenerations



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# Examples of Social Media Captions

"Who's the person from a different generation who inspires you? Share a picture of them and your story of connection with the hashtag #TalkingGenerations."

"We all have so much to learn from each other. Share a picture of someone from a different generation who has impacted your life and the story of how you connected with them. Don't forget to use the hashtag #TalkingGenerations!"

"We're proud to partner with IMM and their #TalkingGenerations campaign that highlight how intergenerational connections can be life-changing. Join us and share a picture of someone from a different generation who has made a difference in your life and the story of how you connected with them. Use the hashtag #TalkingGenerations to spread the message!"

"Let's break down barriers and promote empathy and understanding between different age groups. Share a picture of someone from a different generation who has taught you something valuable and the story of how you connected with them. Don't forget to tag us and use the hashtag #TalkingGenerations!"

"Connecting with people from different generations can lead to wonderful experiences and memories. Share a picture of someone from a different generation who has made an impact on your life and the story of how you connected with them. Use the hashtag #TalkingGenerations to join the movement!"

"We're pleased to announce our support with IMM and their #TalkingGenerations campaign. Age is just a number when it comes to connecting with others, so please join us in sharing a picture of someone from a different generation who has inspired you and the story of how you connected with them. Use the hashtag #TalkingGenerations to spread the love!"

"We're thrilled to celebrate IMM's #TalkingGenerations campaign by sharing stories of our intergenerational connections. To join the movement, post a picture of someone from a different generation who has made an impact on your life and the story of how you connected with them. Use the hashtag #TalkingGenerations to join the conversation!"

"Do you have a story of intergenerational connection that you'd like to share? We want to hear it! Post a picture of someone from a different generation who has touched your life and the story of how you connected with them. Use the hashtag #TalkingGenerations and let's inspire others!"



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**FREE  
EVENT**



# Talking Generations

*It starts with a conversation*

*Waterloo Launch*



**JOIN US IN CELEBRATING**

**PEOPLE . CONNECTION . COMMUNITY**



**SUNDAY 28TH MAY**  
**11AM - 2PM**



**WATERLOO TRAIN STATION,**  
**SE1 7ND**

**NEVER MIND THE GAP**

**Don't forget to wear  
something yellow!**



**CLARION**  
HOUSING GROUP



# SO LET'S TALK..



*Join our movement and let's create a more connected society together, one conversation at a time!*



## GET INVOLVED

And let's celebrate your connections



**ON SUNDAY 28TH MAY  
AT 11AM**

**Step 1:** Select your picture of you with someone from a different generations, a parent, grandparent, neighbour, friend, sibling

**Step 2:** Post to your social media including a short story of connection. What brings you together?

**Step 3:** Add on the #TalkingGenerations hashtag and post!

*We look forward to hearing your stories!*