



Championing Positive Ageing Since 1972

Listening and Engaging with BJF Group members, Volunteers, Staff and Board members

To publicise our 50th anniversary, the Beth Johnson Foundation is using the strapline: ***“Championing Positive Ageing since 1972”***

But what does positive ageing mean and how does BJF help older people to achieve positive ageing? During the Spring of 2022 we asked people involved at BJF for their thoughts and ideas.

We talked to **56 people** in **10 different groups**:

What do you think that positive ageing means?

Staying active

Looking after yourself and keeping your mind and body active.

Maintaining a positive attitude, feeling good about yourself, keeping fit and healthy, and engaging fully in life as you age.

Maintaining a young outlook and staying involved with things, take part in voluntary work.



Being yourself

Being as independent as possible.

Being treated with respect.

Having a sense of purpose and feeling like you belong.

Feeling that you still have options and choices.

Challenging stereotypes of ageing and not ‘giving in’ to the perception that society has of older people.

Ageing continues from cradle to grave, we all react differently to it.

Keep learning

It means to never stop discovering and learning.
Keeping informed and involved.

Being curious. Discovering new capabilities.
Growing older means growing wiser, feeling
valued for passing on your skills to younger
generations.

Remaining socially valuable due to experiences
and perspectives gained throughout life course.

Not feeling inhibited by new developments,
such as technology.



Taking care of yourself

Having a good support network, feeling
connected to others who build you up
and give you the confidence to try new
things.

Feeling financially and personally safe.

Eating healthily

Growing old gracefully.

Despite the natural aches and pains, you
can still live a happy and useful life.



Enjoying your life

Being able to make the most of your life
whatever stage you are at.

Confidence and empowerment to be myself and
not worry about what others think.

Don't take self too seriously, keep your spirits up
and have a good belly laugh!

Does BJF help you and others to achieve positive ageing?

You told us

People at BJF go out of their way to be kind, open and friendly

BJF treat people as individuals and accept them.

BJF is encouraging and supporting and helps older people to take on future
challenges.

BJF gives older people unconditional acceptance, they accept people for who they are.

BJF helps to raise your self-confidence.

BJF helps to challenge ageism

BJF always sees the best in people.

The peer support group helps me to live positively

BJF is a platform to make our voices heard

BJF empowers us

Our opinions are respected, you hear us and listen to us

Getting involved

It's important to feel like you still have options available to you – and you give us options.

You encourage us to get involved and keep us engaged.

There is something for everyone and even through covid you gave us the chance to meet people and stay connected.

BJF always encourages people, especially to come into the modern world and give us confidence using technology. BJF have helped us to not be afraid of pressing the wrong buttons.

We have fun!



What can BJF do to promote positive ageing in the future?

Activities

Keep doing what you do now! And more of it, face to face groups and activities.

Don't drop all the zoom options. Some days it is the only way I could join in, going out just isn't an option for me some times.

Bring all your groups together to visit local places – we could see new things and maybe make some new friends.

Giving older people opportunities to be active in their community and have a sense of purpose.

Continue group sessions which give us opportunities to feel less isolated, make new friends and enjoy learning something new.

We're not all the same, be flexible, we are individuals.

Publicity

Promote what BJF does to a much wider audience

I know about the groups in your project but I don't really know what the BJF does?

Champion issues linked to age. Tell others about BJF and what our mission and ethos are.

Work together to challenge and change attitudes.

Focus on the rights and voices of older people.

Future ideas

Some sort of befriending where you get to know someone 1:1 and they could support and encourage you join new things would be really helpful.

Something fun that would encourage me to stay active, like ballroom dancing!

Some sort of topical discussion groups with visiting speakers.

Increased involvement in research into positive ageing projects.

Consider how to engage with diverse range of communities including some we do not always consider - eg travellers

Ensure BJF activities meet the needs of our communities.

I'd love to see BJF finding a way to engage younger folk with older people. Young people are missing out on gaining the lived experience.

You told us your thoughts, wishes and ideas – we listened and made plans!

Staying Active	<p>We will offer Health & Wellbeing activities - online and community</p> <p>We will develop the BJF Community Hub</p> <p>You will be invited to attend BJF Focus groups</p>
Being Yourself	<p>We will work with you to challenge age discrimination</p> <p>BJF will treat community members with respect and dignity</p> <p>We will provide regular communication and keep you involved</p>
Keep Learning	<p>We will offer learning and sharing activities</p> <p>We will establish a BJF Community library</p> <p>We will set up Discussion groups and a Local History group</p>
Taking Care of Yourself	<p>Local support organisations will be invited to provide you with information and advice</p> <p>We will run groups to connect people together and combat isolation</p>
Enjoying Your Life	<p>We will offer social activities – arts, crafts, quizzes, walks</p> <p>We will arrange coffee mornings in the Hub - creating friendships</p>
Getting Involved	<p>We will provide you with opportunities to meet others with lived experience, such as bereavement and dementia.</p> <p>We will support people to use digital technology to keep in touch.</p>
Publicity	<p>BJF will develop a new website</p> <p>We will create and circulate new BJF generic leaflets</p> <p>We will share and promote BJF mission and ethos</p> <p>We will work with you to champion issues linked to age</p>
Future Ideas	<p>We plan to work alongside diverse communities of older people</p> <p>We will develop our work on intergenerational projects</p> <p>We are committed to inviting older people to get involved in shaping the direction of BJF</p> <p>We will work with you to develop a new BJF Engagement and Inclusion Strategy</p>

** All activities are subject to funding and resources; these ideas will inform our future funding applications.*

Keeping in touch

We want to keep in touch with you and hear more of your views and ideas for the future of the Beth Johnson Foundation.

We will continue to send you copies of the BJB Newsletter, and we will also be inviting you to come to Focus Groups and other activities at Parkfield House and online.

We really value your input and we know that you have a wide variety of experiences and stories which we want to hear!



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