

#ElderWisdom TOOLKIT

Join the CONVERSATION

Celebrate Seniors Month this June by highlighting the talents and wisdom of elders in your community.

Stories are the bridges between generations

Share
online



13
community
programs
to join

Connecting
with local
libraries

2024

Our campaign

In 2016, we began a campaign to end ageism in our communities by highlighting the wisdom and talents of seniors all while using the **#ElderWisdom** tag on social media.



Ageism

Ageism refers to the stereotypes (how we think), prejudice (how we feel), and discrimination (how we act) towards others or oneself based on age.

Ageism can change how we view ourselves, can erode solidarity between generations, can devalue or limit our ability to benefit from what younger and older populations can contribute, and can impact our health, longevity, and well-being while also having far-reaching economic consequences.

Ageism robs older adults of choice, independence, and dignity and negatively impacts their quality of life.



2016

Throughout June, we brought the green bench to 13 cities across Ontario where local seniors shared their wisdom with key influencers and community members.

2017

On June 6, 2017, 80 seniors shared #ElderWisdom on the green bench with students at 16 different high schools across Ontario.

2018

In June, 41 seniors from 19 villages participated in #ElderWisdom in 15 cities with the green bench.

2019

Through out the month of June, 50 seniors shared their #ElderWisdom in the community for 49 hours on the green bench. A Twitter chat with Ron Schlegel and Instagram experience was held on social media as well!

2020

We hosted a variety of virtual events including our Pursuit of Passions and featured many Stories from the Green Bench podcast episodes.

2021

We shifted our campaign to a more digital presence with our Stories from the Green Bench video series and the launch of the Stories from the Green Bench podcast.

2022

Returned to bringing the green bench and 44 seniors from Schlegel Villages for over 114 hours of conversation.

2023

Pursuit of Passions x #ElderWisdom exhibit traveled across Ontario sharing stories and passions of Schlegel Villages Residents. View online at schlegelvillages.com/POPxEW.

Participate

Have a seat

You can visit seniors on the Green Bench at your local library. Each of our Villages will host an event in June.

Date	Time	Location	Host/s
Tuesday June 4	1–3 p.m.	Burlington Public Library – Tansley Woods Branch 1996 Itabashi Way, Burlington	The Village of Tansley Woods
Saturday June 8	10 a.m.–2 p.m.	County Library – Tecumseh-Cada Branch 12420 Lanoue Street, Tecumseh	The Village of Aspen Lake
Saturday June 8	10 a.m.–2 p.m.	London Public Library – Bostwick Branch 501 Southdale Road West, London	The Village of Glendale Crossing
Monday June 10	1–4 p.m.	South Common Library 2233 South Millway, Mississauga	Erin Mills Lodge The Village of Erin Meadows
Tuesday June 11	1:30–3 p.m.	St. Jean de Brebeuf Catholic Secondary School 200 Acadia Drive, Hamilton	The Village of Wentworth Heights Hamilton Continuing Care
Tuesday June 18	1–3 p.m.	The Village of Humber Heights 2245 Lawrence Ave W, Etobicoke	The Village of Humber Heights Fairview Nursing Home Maynard Nursing Home
Wednesday June 19	9 a.m.–noon	Whitby Public Library – Central Branch 405 Dundas Street West, Whitby	The Village of Taunton Mills
Thursday June 20	1:30–4 p.m.	The Village of Sandalwood Park 425 Great Lakes Drive, Brampton	The Village of Sandalwood Park
Saturday June 22	10 a.m.–noon	Essex County Library – Lasalle Branch 5940 Malden Road, Windsor	The Village at St. Clair
Saturday June 22	10 a.m.–noon	Waterloo Public Library – Harper Branch 500 Fischer-Hallman Road North, Waterloo	The Village at University Gates
Monday June 24	1–4 p.m.	Guelph Public Library – Main Library 100 Norfolk Street, Guelph	The Village of Riverside Glen The Village of Arbour Trails
Tuesday June 25	10 a.m.–2 p.m.	Painswick Library 48 Dean Avenue, Barrie	Coleman Care Centre
Tuesday June 25	2–4 p.m.	Kitchener Public Library 85 Queen Street North, Kitchener	The Village of Winston Park



Questions?

Contact our team at
elderwisdom@schlegelvillages.com

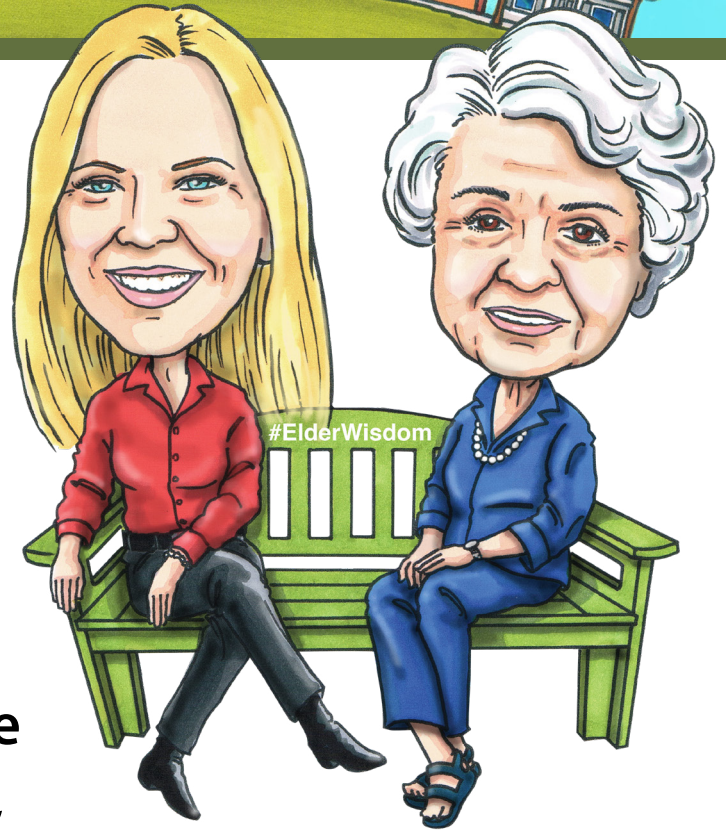
Share online

Use **#ElderWisdom** on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe.





Stories from the GREEN BENCH Podcast



Join **Kathy Buckworth** and co-host **Evelyn Brindle** as they discuss community, connection, love, life, learning, and more on our

#ElderWisdom | Stories from the Green Bench podcasts.

Brought to you by:



SUBSCRIBE





Why #ElderWisdom?

Use **#ElderWisdom** on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe.

This ensures your post will be seen within our campaign and together we will raise awareness and end ageism.

Join the conversation

Step 1

Think of a senior who has inspired you or start a conversation with a senior in your life.

Step 2

Share their wisdom by posting to social media using the **#ElderWisdom** tag.

Step 3

Search **#ElderWisdom** on your favourite social network, share, comment, and engage with fellow advocates.



Make the
most
of your
post

Link to the conversation

- Use the # symbol before the ElderWisdom tag and don't include a space between the words.

See related posts

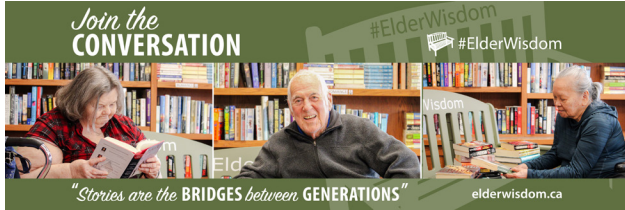
- Type #ElderWisdom in the search bar of your social media account or click the hashtag on a post.

Maximize your message

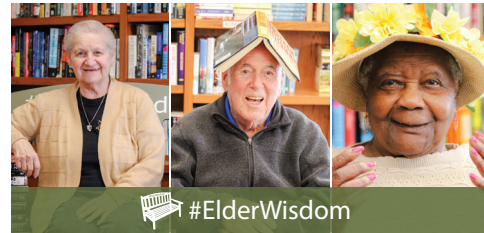
- Incorporate #ElderWisdom within your message instead of adding it to the end. This saves space when there is a character limit.

Resources

Download our Twitter, Facebook and LinkedIn banner image



Download our event poster



Download our shareable images



Join the CONVERSATION #ElderWisdom

Foster intergenerational connections and celebrate the wisdom of the elder in your community during Senior's Month this June.

Have a seat on the green bench in one of our participating cities!

Windsor	Guelph	Brampton
London	Hamilton	Etobicoke
Kitchener	Burlington	Whitby
Waterloo	Mississauga	Barrie

Use #ElderWisdom on social media to link your message about senior engagement and wisdom to the greater conversation across the globe.

For dates, times, locations and more information visit elderwisdom.ca

"Stories are the BRIDGES between GENERATIONS"

Share our conversation starters this June.

Pick up a card deck at one of our community events or download shareable images.





Take the
PLEDGE



I pledge to restore to a place of reverence the elders of our society, honouring the wisdom our oldest citizens have gained through lifetimes of trials, tribulations, joys and successes. I further vow to end ageism, once and for all counting this unjust form of prejudice unacceptable.

elderwisdom.ca/pledge

Ways #ElderWisdom has influenced the community

- [Local Senior joins WEtech Alliance as June intern](#)
- Seniors attend Lasalle Night Markets and Local Goods Markets
- [Bridging the gap: Wichita bench turns strangers into friends](#)
- 107.5 Dave FM invites Seniors to share wisdom on air.
- Seniors visit George Brown College to share wisdom with seniors
- [#ElderWisdom Floats through the KW Oktoberfest Thanksgiving Parade](#)
- [#ElderWisdom: Stories from the Green Bench Goes Live – Podcast Guests Discuss Exceptional Care](#)
- [The Green Bench is 'About People, It's About Relationships'](#)
- #ElderWisdom received the [Community Commitment Award](#) from the Pioneer Network in 2020



Past articles

[Seniors talk with LGBTQ+ youth at Pride event in Kitchener](#) – Kitchener Today

[The Beauty of Human Connectivity Upon the #ElderWisdom Bench](#) – Schlegel Villages

[#ElderWisdom message against ageism is growing](#) – Guelph Today

[A few short minutes of #ElderWisdom to change perspectives](#) – Schlegel Villages