



Ageism Film and Discussion Event Host Partner Toolkit

Table of Contents

Purpose of this Toolkit	2
Planning In-Person Events	2
1. Selecting event goals and a film	2
2. Identifying and inviting participants	2
3. Tips for venue selection and hosting	3
4. Event formats and agendas	4
5. Discussion Questions	6
6. Event materials and supplies	6
7. Tips on creating safe environments and supporting discussion	6
Virtual Participation Options	7
Additional Considerations for Coordinated Events	8
Appendix A: Sample Event Planning Checklist	9
Appendix B: Sample Invitation	10
Appendix C: Sample Agenda	11
Appendix D: Sample Event Welcome Script	12
Appendix E: Psychological Support Guidelines	13
Appendix F: Sample Host Partner Snapshot	14
Appendix G: Ageism Resources Handout	15

Toolkit adapted from the *Addressing the Social and Economic Impacts of Ageism in Canada Ageism Consultation Toolkit (2022)* developed by the Federal, Provincial and Territorial Forum of Ministers Responsible for Seniors and the *Golden: Ageism Awareness Host Partner Toolkit (2023)* developed by Age-Friendly Calgary.

Purpose of this Toolkit

This Toolkit is designed to help organizations plan for and host discussion event(s) on ageism using film to support the discussion.

This Toolkit was designed based on lessons learned and feedback received from the March 2023 *Golden: Ageism Awareness* events, hosted by Age-Friendly Calgary and the THIRD ACTION Film Festival, in partnership with communities across Alberta. The *Golden: Ageism Awareness* events were live broadcast to 12 locations across Alberta and online, including: Banff, Calgary, Edmonton, Fort McMurray, Grande Cache, and Innisfail. Over 250 people attended an in-person event and 120 people attended online.

This Toolkit aims to support organizers in hosting a free in-person event(s) by providing planning guidance, templates, and tips. Guidance will be provided to host:

- **a single stand-alone event** held at one venue, or
- **a coordinated set of events** consisting of one main host venue (“The Host”) live broadcasting to several other venues (“Host Partners”),

and these will be distinguished where necessary.

Planning In-Person Events

The following guidelines and tools are designed to help you ensure that participants are provided with suitable opportunities to engage with the film and discussion. See Appendix A for a sample checklist for planning your event.

1. Selecting event goals and a film

Begin by identifying what goals you hope your event will achieve. This may include building awareness, calls to action, community-building, etc.

Based on your event goals, determine the type of film (documentary, feature films, clips, short films, etc.) and messaging that would best achieve your event goals. Consider if there are any screening requirements or costs affiliated with your choice of film. This may be dependent on the number of participants at your event, and whether your event is considered a film festival, or a community film screening. For more information, see: [Organize a film festival or community film screening | Alberta.ca](#).

Examples of films you may want to consider include: [Golden: The End of Ageism](#), and [The Father](#), or a short video from this collection: <https://oldschool.info/videos>.

2. Identifying and inviting participants

Determine if your event will benefit from the participation of a mix of audiences, or if the focus is on a particular population. Set a maximum number of participants to ensure that your event does not exceed capacity. Directing invitees to register free of charge will ensure you have email addresses for all attendees and will allow you to monitor how many people have registered for your event. As experts on your audience, you may want to consider providing registration based on the format most accessible to your audience,

or multiple formats. We recommended that registration be done through multiple formats, such as an online ticketing venue or in-person at a location (e.g., for walk-ins). See Appendix B for sample invitation.

For a coordinated set of events: It is beneficial for each Host Partner to have access to their own registration numbers.

Be mindful of the needs of participants and eliminate barriers to participation as much as possible. For example, consider how you can:

- provide transportation and/or parking
- provide translation (if appropriate and possible)
- ensure the site selected has accessible entrances and washrooms
- address special visual and audio needs (e.g. captions in the film)
- consult with the attendees you plan to invite to identify and address barriers to participate (accessibility, visual, audio, etc.).
- prepare facilitators to support participants who face particular challenges (See Section 7: Tips on creating safe environments and supporting discussion).

3. Tips for venue selection and hosting

Make the event as inclusive and accessible as possible. Give attention to location, physical space, refreshments, and materials. These can contribute to attendees feeling welcome and safe. This can also help individuals to fully participate in the discussions following the film.

- Consider your audience. If you're aiming to attract wide participation beyond just older adults, consider a venue that would be appeal to people of any age. For example, an event at a seniors' centre might be interpreted as only for older adults.
- Determine capacity of your venue and the number of participants. And, remember – keep it to a size that is manageable for your group to organize and host!
- Consider your own protocols for public health considerations.
- If streaming your film, ensure that all venues have Wi-Fi and suitable audio-visual equipment (screen, speakers, mic). Wi-Fi connection should allow for a minimum of 10 megabytes per second for downloading. If you are unsure, you can utilize <https://www.speedtest.net/> to test your internet speed.
- Facilities should be barrier free and include access to public transportation and free or low-cost parking.
- Ensure that all participants will be able to hear the film and the person speaking. Consider using a microphone for larger groups (if available).

For a coordinated set of events: If live broadcasting to Host Partners, ensure that The Host's microphone is turned off during the live broadcast portion of the event otherwise it will create a feedback loop.

- Ensure suitable places for welcome and for refreshments, if provided. Organizers should welcome all participants as they arrive and provide event materials and assistance if needed. Provide suitable and sufficient refreshments, such as beverages and snacks, if your budget permits.
- Aim for an environmentally friendly event; avoid waste and recycle as much as possible.

4. Event formats and agendas

An event of this nature that involves a film followed by discussion will typically require 2 to 3 hours. This allows time for setup/teardown, welcome, the film, facilitated discussions, reporting back, and event evaluation/conclusion. Additional time may be factored in for translation, networking, lunch, or other activities.

Your event will likely include several key parts:

For a single stand-alone event:

- Welcome and Introduction
- Film
- Facilitated Discussion
- Report Back
- Conclusion

For a coordinated set of events:

- Welcome and Introduction (local and broadcast)
- Live Broadcast
- Facilitated Discussion (local)
- Report Back (local)
- Conclusion

This Toolkit outlines some topics that you may want to include in each part. See Sample Agenda - Appendix C.

A. Equipment Set Up (Allow 30-45 minutes)

- Technology requirements to successfully host a film or live broadcast screening:
 - Stable internet connection (minimum of 10 megabytes download speed)
 - Computer
 - Projector and screen, or other source to project the film or live broadcast
 - Sound system or speaker/mic system
 - Electrical cords - as needed
- Pre-test your equipment about 1 week prior to the event in the space/venue that will be used. You will be testing your internet connection and sound. You can use a simple YouTube video to test your sound.
- We recommend including a “pre-roll” accompanied by music prior to the start of the event. This could be a set of slides rotating on a loop that gives information about the event and ageism.

For a coordinated set of events: Starting the pre-roll before the event allows Host Partners to set up and ensure their equipment is working. Host partners can then choose to silence and minimize the platform or use the pre-roll as background music/information.

- Ensure technical support is available prior to and during the event for all venues.

B. Welcome and Introductions (Allow 10 minutes)

- Land acknowledgment
- Housekeeping: washrooms' location, timing of breaks, etc.
- Introductions: depending on size of group and time available, have participants introduce themselves and state their interest in attending.
- Event overview: background, goals, introduction to film
- Emcee will introduce the film.
- See Sample Event Welcome Script – Appendix D

For a coordinated set of events: You may want to split your Welcome and Introductions into two – one local welcome by the Host Partner, and one live broadcast introduction by the Host.

C. Film screening (30 minutes)

- After the film, the emcee should come back on to thank everyone and give instructions on transitioning to discussion.

D. Facilitated conversations (Allow 35 - 50 minutes for discussions, including a break following the screening)

- The facilitator(s) should outline to the group the format of the facilitated conversations and note basic ground rules for the discussions, e.g.:
 - Keep comments brief
 - Actively listen to others when they speak and do not interrupt
 - Treat everyone with respect
 - Be non-judgmental
- Allow sufficient time for translation as well as suitable space for translators and ASL interpreters, if required. If numbers permit, have groups dedicated to specific languages, with facilitators who are fluent in their language.
- See Section 5 for possible discussion questions.

E. Report back (Allow 5 - 10 minutes, depending on number of people)

- Provide participants an opportunity to share a highlight or “Aha! moment” from their discussion or a few words to sum up their experience of the event. Host partners may want to take some brief notes during the discussion or the report back to share in evaluations.

F. Conclusion/event survey (Allow 10 minutes)

- Following the event, provide participants an evaluation survey if desired.
- Thank participants for their time and contributions.
- Thank volunteers.

For a coordinated set of events: It is recommended that facilitated conversations, report back, and the conclusion to be done locally and not broadcast.

5. Discussion Questions

Brainstorm discussion questions to provide to facilitators that are open-ended and allow for dialogue. Some example questions (prompts in italics) on ageism that you could provide facilitators:

1. What are your overall thoughts/feedback on the film?
 - *What ageism issues highlighted in the film are most significant to you?*
 - *What do you think about ageism being a human rights issue?*
2. What feelings, thoughts or reflections do you have at this moment with regard to age? To yourself? Your family? Your community?
 - *Have you ever experienced or witnessed ageism in your daily life?*
 - *What have you heard others say about your age or other people's age? How did that make you feel? How did it impact your perspective, including your thoughts, feelings and actions towards others and towards yourself?*
3. Can you give an example of how younger and older people are respected in your community? Can you give an example of how younger and older people are not respected in your community?
4. How do you see aging and older adults in your own future?
5. What can we do to reduce ageism and promote positive aging experiences for everyone?
6. Which topics or groups are missing from the conversation around ageism?

6. Event materials and supplies

- Agenda
- Face masks and hand sanitizer (if required by health protocols)
- Participant surveys (if desired)
- Notepaper and pens at each table (optional)
- Refreshments (e.g., water, tea, coffee, juice, snacks) (optional)

7. Tips on creating safe environments and supporting discussion

Facilitators should create a safe space for the discussion and encourage everyone's participation by:

- Sitting in a location where they can see and hear all participants.
- Introducing themselves and asking participants to briefly introduce themselves.
- Ensuring inclusive language and terminology (e.g., age neutral and gender neutral). For example, during introductions, include preferred pronouns. This is where people say whether they'd like others to refer to them as she, he, they, or another personal pronoun.
- Recognizing when a participant is reacting to an emotional trigger and ensuring an appropriate response. For instance, facilitators can pause and respond gently to validate the participant's feelings.
- Supporting respectful dialogue that engages all participants. For example:
 - a. Tactfully address situations where one or two participants are dominating the conversation.

- b. Ensure everyone has an opportunity to contribute.
 - c. Proactively direct questions to participants who have not contributed questions.
- Keeping track of time to allow sufficient time for discussing each question.
 - For specific groups of people, additional steps may be required to support full participation. Specific groups could include: new immigrants, Indigenous, 2SLGBTQ+ peoples, people with disabilities, people living in rural or remote communities, etc.
 - Recognize and address barriers to participation. For example, pay particular attention to the needs of those with language limitations or disability. Make sure to reach out to invite their contribution, rather than wait for it.
 - Avoid use of jargon, colloquialisms, or metaphors that may be confusing or misunderstood.
 - Give people a bit more time to gather their thoughts and to respond to the questions, if needed.
 - If sensitive issues arise, and participant(s) become emotional, pause and give them time to continue. If needed, ask them if they want to continue.
 - For those who are hearing impaired, ensure they are seated where they can more easily hear others speak. For those with vision impairment, ensure suitable print materials, such as larger size fonts.

For additional information on creating a safe environment that encourages trust with vulnerability in the space, see Appendix E: Psychological Support Guidelines.

Virtual Participation Options

As not everyone will be able to attend an in-person event, you may choose to provide an option for people to participate in the event virtually. In this case, we recommend:

- Provide clear instructions for participants attending virtually on:
 - Registration – Where to register, how will they receive tickets?
 - How to participate at the time of the event.
 - How to take part in the online discussion or chatroom.
- Provide a chat option so attendees can interact with each other.
- Have a virtual host to facilitate the virtual discussion.

For a coordinated set of events: Either the Host or one organization should be the sole host of the virtual event.

Additional Considerations for Coordinated Events

- The Host may want to provide each Host Partner with this toolkit and a Host Partner Snapshot detailing what the Host Partner needs to do, and what the Host will provide. See Sample Host Partner Snapshot – Appendix F.
- The Host will need to provide each Host Partner a link to access the live broadcast portion of the event.
- Providing Host Partners with a synopsis and details of the film will help Host Partners orient their discussions.
- Hosts can provide Host Partners with flexibility to choose their specific event start and end times, however ensure that each Host Partner arranges their event around the live broadcast timing.

In addition to this Toolkit's guidance, we highly recommend emailing agefriendlycalgary@calgary.ca for more information and past experiences with live broadcasting.

Appendix A: Sample Event Planning Checklist

Deadline by	Activity	Comments
3 weeks prior	Choose your date(s) and secure your location	
	Confirm host partner information (organization name, location name, address and capacity)	
	Prepare invitation list	
	Send Save the Date poster	
2 weeks prior	Draft event agenda	
	Prepare and send invitations	
1 week and a day prior	Finalize roles and responsibilities: welcome table; emcee, discussion facilitator(s), tech facilitator (i.e. comfortable with equipment)	
	Finalize event agenda	
	Confirm health protocols, requirements (if required)	
	Plan room set-up (tables, seating, etc.); arrange equipment (mic, speakers, projector, screen)	
1 week and a day prior	Provide registration numbers and emails of attendees to each host partner (if not individually tracked)	
1 week prior	Send reminder of event; include agenda and discussion questions	
	Arrange catering (if needed)	
	Prepare any handouts, including: agenda, discussion questions; evaluation surveys (if using), and contact information available (as needed)	
	Confirm you have access to the film	
	Test venue Wi-Fi download speed and any projection or audio equipment with a YouTube video	
	Confirm Indigenous land acknowledgement	
	Purchase supplies not on hand	
Day before	Purchase refreshments if you plan to provide (if not catered)	
Day of event	Set up room: - participant chairs, tables (optional) - welcome table: handouts; hand sanitizer; masks - refreshments table (if providing refreshments)	
	AV set-up and check	
	Distribute handouts: agenda, discussion questions, event surveys. Remember to take some high-level notes during the discussion to share back through the host partner survey.	
	Submit any paper surveys collected at the event (if applicable) and complete host survey. Submission instructions will be included with the survey. Questions can be directed to [contact information].	
Following event	Send follow-up email to participants to thank them	
	De-brief session with colleagues, including event evaluation forms (if applicable).	

Appendix B: Sample Invitation

Sample Invitation

Age-Friendly Communities across Alberta present

Golden: Ageism Awareness

Film and Discussion

Join us for a province-wide screening of 30-minutes of scenes from [Golden: The End of Ageism](#) and engage in discussion on the documentary and your perceptions and experiences of ageism and its impacts.

Dates and Times:

Screening 1: March 7, 2023, 6:00-8:00pm

Screening 2: March 9, 2023, 11:30-1:30pm

Location: INSERT YOUR EVENT LOCATION HERE

Registration: Golden: Ageism Awareness Event | Showpass

For more information, please contact: INCLUDE YOUR EVENT'S CONTACT PERSON

Appendix C: Sample Agenda

(Please adapt to your needs)

Sample Agenda for Event

Age-Friendly Communities across Alberta present
Golden: Ageism Awareness
Film and Discussion

Silver Harbour Seniors' Centre
1234 Main Street, Edmonton, Alberta
March 7th, 2023, 6:00pm- 8:00pm
Doors open 5:30pm

AGENDA

Event Goals:

- 1) *Increase understanding and recognition of ageism; 2) Foster an age-positive culture; 3) Raise awareness about the role of Age-Friendly communities in addressing ageism.*

- 6:00 Local welcome
6:15 Live broadcast Event Introduction
6:30 Screening of *Golden: The End of Ageism*
7:00 Facilitated conversations (plus break)
7:50 Local report back, and event survey
8:00 End of event

Discussion Questions (as host partner choose three to share here)

1. What are your overall thoughts/feedback on the documentary?
 - *What ageism issues highlighted in the documentary are most significant to you?*
 - *What do you think about ageism being a human rights issue?*
2. What feelings, thoughts or reflections do you have at this moment with regard to age? To yourself? Your family? Your community?
 - *Have you ever experienced or witnessed ageism in your daily life?*
 - *What have you heard others say about your age or other people's age? How did that make you feel? How did it impact your perspective, including your thoughts, feelings and actions towards others and towards yourself?*
3. Can you give an example of how younger and older people are respected in your community? Can you give an example of how younger and older people are not respected in your community?
4. How do you see aging and older adults in your own future?
5. What can we do to reduce ageism and promote positive aging experiences for everyone?
6. Which topics or groups are missing from the conversation around ageism?

Appendix D: Sample Event Welcome Script

The local welcome should be scheduled for approximately 10 minutes. Ensuring participants are clear about the event goals and process will help them to respond appropriately to the discussion questions and to contribute effectively.

Here is a sample script:

Good afternoon/evening. My name is _____ and I am (position/organization).

I am pleased to welcome you to the Golden: Ageism Awareness Event. The goals of this event are to: 1) Increase understanding and recognition of ageism; 2) Foster an age-positive culture; 3) Raise awareness about the role of Age-Friendly communities in addressing ageism.

I would like to acknowledge that we are gathering on the (appropriate land acknowledgement)

Before we proceed, I would like to let you know (housekeeping details)

We will begin with a live broadcast introduction of the event and a 30-minute screening of scenes from the documentary, Golden: The End of Ageism.

*Following the screening, we will engage in discussions around ageism. The following questions **(as host partner choose three to share with participants)** will guide the discussions:*

- 1. What are your overall thoughts/feedback on the documentary?*
- 2. What feelings, thoughts or reflections do you have at this moment with regard to age? To yourself? Your family? Your community?*
- 3. Can you give an example of how younger and older people are respected in your community? Can you give an example of how younger and older people are not respected in your community?*
- 4. In your opinion, what more could be done to best address ageism, and who should be involved?*
- 5. Which topics of groups are missing from the conversation around ageism?*

Following the discussions, you will have an opportunity to share any highlights or Aha! Moments from your conversations.

We recognize that discussions of experiences of ageism may trigger strong emotional reactions. You are welcome to take a break at any point in the event if you need.

And now I will direct you to the screen for Age-Friendly Calgary's introduction of the event...

Appendix E: Psychological Support Guidelines

The following guidelines are for psychological support that may be necessary to provide in the event. Discussion of experiences of ageism may trigger strong emotional reactions. These measures will help to create a safe environment that encourages trust with vulnerability in the space.

In the welcome to the event, acknowledge that the topics discussed can be emotional, and provide participants with information about psychological supports available throughout the event. Supports can include:

- Remind participants they can leave for a break during the event at any time to a designated space, for example, a quiet hallway or an outside courtyard.
- Have a designated person within the hosting team who checks in with individuals who go to the area. This should be done after several minutes, so as to not call too much attention to the person leaving, and to ensure they have had some space to themselves.
- When checking on a person who has been triggered, ask them how they are feeling, and how they can be supported at this time. Sometimes providing options to rejoin or opt out of the event reminds them they have the power to choose what they emotionally need at the time.
- If someone is severely triggered and cannot return to the event, ask them if there is someone who they want the host team to contact. Ask them how the host team can support them at this time.
- If the person decides to return, then support them however they need. They may want accompaniment back to the event, or they may want to find their own way back. During the return, it is important to not make it a big deal, so as to not draw attention in the event.

Appendix F: Sample Host Partner Snapshot

Age-Friendly Communities across Alberta present *Golden: Ageism Awareness Film and Discussion* Host Partner Snapshot

This snapshot is designed to help you quickly determine whether your organization would be interested in being a Host Partner for this event.

Key Details:

- The Event (1.5 to 2 hours, held on two dates), includes:
 - 10-minute event introduction from Age-Friendly Calgary (live broadcast).
 - 30-minute selection of scenes from [Golden: The End of Ageism](#) (live broadcast).
 - 35-50-minute facilitated discussion (dependent on your event agenda).
- Dates and Times
 - Screening 1: March 7, 2023, Time: To be determined by host partner (live broadcast 6-6:45pm)
 - Screening 2: March 9, 2023, Time: To be determined by host partner (live broadcast 12-12:45pm)

Note: You can choose to have your event on one or both broadcast days. There is also flexibility in event start and end time, but you must arrange your event around the live broadcast timing which cannot be altered.

- Goals of the Event
 - Increase understanding and recognition of ageism.
 - Foster an age-positive culture.
 - Raise awareness about the role of Age-Friendly communities in addressing ageism.

As a Host Partner you will need to:

- Book a screening-compatible venue for 2-3 hours (includes time for set-up).
- Invite participants.
- Lead a local welcome and conclusion.
- Market the event within your local community using the marketing materials provided.
- Lead (or find volunteers) to facilitate discussions after the documentary.
- Collect and submit printed surveys (if applicable).
- Optional: Provide refreshments, face masks, hand sanitizer, pens, notepads, psychological support volunteer(s).

We will provide:

- Host Partner Toolkit: Event guidance and requirements, checklist, agenda/invitation templates (customizable) and discussion questions.
- Evaluation material: participant and host survey, instructions to submit.
- Marketing material: Save the date poster (customizable), event poster (customizable), email templates (customizable), social media graphics.
- Registration system.
- 45-minute live broadcast: Event introduction, 30-minute selection of documentary scenes.

Appendix G: [Ageism Resources Handout](#)

This handout can be downloaded here:

<https://www.calgary.ca/social-services/seniors/age-friendly-strategy.html>



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Resources on Ageism

Books

- This Chair Rocks: A manifesto on Ageism by Ashton Applewhite (Networked Books), 2016
<https://thischairrocks.com/>
- How to Age by Anne Karpf, (Macmillan, London), 2014
<https://www.goodreads.com/book/show/21853693-how-to-age>
- Breaking the Age Code by Becca Levy, 2022
<https://becca-levy.com/>
- Disrupt Aging: A Bold New Path to Living Your Best Life at Every Age by Jo Jenkins (2016)
<https://www.aarp.org/disrupt-aging/info-2016/joann-jenkins-disrupt-aging-book.html>

Websites

- CanAge: Canada's National Seniors advocacy organizations
www.canage.ca
- International Longevity Centre Canada
www.ilccanada.org/
- Old School: Anti-Ageism Clearinghouse
www.oldschool.info
- Centre for Ageing Better: Ageism What's the harm?
www.ageing-better.org.uk/resources/ageism-whats-harm
- Yo, Is This Ageist? by Ashton Applewhite
www.yoisthisageist.com
- AARP: Disrupt Aging
www.aarp.org/disrupt-aging/
- WHO: Decade of Healthy Aging. Global Campaign to end ageism
<https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/combating-ageism>



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Videos

- [AARP: Age Discrimination Food Truck Experiment](#)
- [AARP Millennials Show us what "Old" looks like](#)
- [The Blessings of Aging , Jenny Schweizer Bell](#)
- [Stop Ageism, response to RSA brief of Ashton Applewhite talk](#)
- [Citizen Brain: "Age Without Ageism" on Vimeo by Josh Kornbluth](#)
- ["Let's end Ageism" Ashton Applewhite Ted Talk](#)
- [Golden: End of Ageism, Scott Harper, Telus Originals Youtube](#)

Reports and written materials

- What's The Matter With Ageism by Sheree Kwong See, 2020
<https://www.seniorscouncil.net/what-s-the-matter-with-ageism>
- Age-Friendly Edmonton Ageism Infographic
https://www.seniorscouncil.net/uploads/files/Infographic%20FINAL_handout-legal-size.pdf
- WHO Global report on Ageism
<https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/combating-ageism/global-report-on-ageism>

Reports Prepared by the Forum of Federal, Provincial and Territorial Ministers Responsible for Seniors.

- [An Examination of the Social and Economic Impacts of Ageism](#)
- [A Case Study on Ageism During the COVID-19 Pandemic](#)
- [Understanding the impact of public policies and programs on the labour market decisions of older workers](#)
- [Promoting the labour force participation of older Canadians: Promising initiatives](#)
- [Age-Friendly Workplaces: Promoting Older Worker Participation](#)
- [Age-Friendly Workplaces: A Self-Assessment Tool for Employers](#)
- [Older Workers: Exploring and Addressing the Stereotypes](#)

For more information on the Forum click [here](#).