

# Positive Ageing Week 2024

30th Sept - 4th Oct



## Reconnecting Communities by Reframing Ageing

### What is Positive Aging Week (PAW)?

Positive Ageing Week (PAW) is an initiative by Age Action to celebrate the contributions of older people and to promote their agency. The event emphasises the positive aspects of aging and the significant roles older individuals play in our communities and families. The week-long event happens yearly, with a new theme, and aims to challenge stereotypes and misconceptions about aging and to highlight the positivity and vitality of older age.

### 2024 Theme: Challenging Ageism

Positive Ageing Week 2023 will carry on the theme of Challenging Ageism – Reframing How We Think, Feel and Act towards ageing and older persons.

[www.positiveageingweek.com](http://www.positiveageingweek.com)

**AgeAction**  
Age Equality