

# **“We must all work together to challenge ageist stereotypes” – Huw Irranca-Davies**

Speaking at the Welsh Senate of Older People in Cardiff, the Minister will say he wants Wales to be a nation that recognises and values the many and varied contributions older people make to creating vibrant and supportive communities.

He will say he’s committed to working with older people to “combat ageist stereotypes and to ensure people of all ages can work together to create the vibrant and supportive communities that we all want.”

Minister for Children, Older People and Social Care, Huw Irranca-Davies will say:

“We all know that people in Wales are living longer and healthier lives, and this is to be celebrated. However, it does concern me many older people feel negative images of ageing in the media are creating conflict between the generations.

“In order to publically demonstrate the Welsh Government’s commitment to older people, last week the First Minister announced that my job title has been changed to include older people. I am delighted that this allows me to more visibly act as a champion for older people’s rights, something which is really important to me.

“Changing my job title is not merely a tokenistic gesture. It will be underpinned by a programme of work that will build on Phase 3 of the Strategy for Older People. We will focus on the key issues older people tell us matter to them and I will ensure you are involved at every stage of this process.

“As Minister for Older People, I will work with you to combat ageist stereotypes and to ensure people of all ages can work together to create the vibrant and supportive communities that we all want.”