

Media Workshop: Changing the Narrative on Age and Ageing

From Challenging Ageist Myths to Celebrating that Ageing is Living

Media Workshop

10 March 2025
Bizkaia
12:30 - 14:30 (CET)



Spanish
with simultaneous translation to English



Meet the speakers

Media Workshop: Changing the Narrative

10 March 2025



World Health
Organization

European Region



Bizkaia

nagusi intelligence center

Scope and purpose

The Workshop on *Changing the Narrative on Age and Ageing*, aims to empower media professionals and journalists to challenge ageist stereotypes and foster inclusive narratives about ageing. By rethinking how stories about older persons are told, this workshop highlights ageing as a journey of resilience, opportunity, and enrichment. It equips participants with practical tools, inclusive language, and strategies to promote healthy ageing and demonstrate how supportive environments and positive societal attitudes enable older persons to thrive.

Objectives

- Highlight the critical role of media in shaping perceptions of ageing and older persons.
- Equip participants with tools to challenge stereotypes and promote balanced portrayals.
- Encourage the use of inclusive language and imagery in media representation.
- Foster meaningful engagement with older persons to create authentic narratives.
- Inspire the integration of healthy ageing principles into storytelling and advocacy.

Programme

12:00–12:30

Registration and Coffee

12:30–12:45

Welcome and Opening (15 mins)

- **Naiara Artaza Aristondo**, Head of the Nagusi Intelligence Center (NIC) and Adviser at the Cabinet Office, Provincial Council of Bizkaia
- **Yongjie Yon**, Technical Officer on Ageing and Health, WHO Europe
- **Ramy Srour**, Communications Officer, WHO Europe

12:45–13:00

Keynote session (15 mins)

- **Vânia de la Fuente-Núñez**, Independent Senior Consultant on Healthy Ageing and Ageism

13:00–13:35

Workshop (35 mins)

13:35–14:25

Panel dialogue and Q&A (50 mins)

Moderator:

- **Vânia de la Fuente-Núñez**, Independent Senior Consultant on Healthy Ageing and Ageism

Speakers:

- **Rosanna Carceller**, Journalist, Coordinator of the “Longevity” section of La Vanguardia
- **Marian Gerrikabeitia**, Journalist, Director of the Silver Film Festival
- **Félix Linares**, Journalist, Film critic
- **Sara Ulla**, Expert in research and evaluation in Social and Health Sciences

14:25–14:30

Closing dialogue (5 mins)

14:30–15:30

Refreshments



Spanish

with simultaneous translation
to English