



Ageist or just intimate banter between friends?

[Better Birthdays](#) is an international coalition, led in the UK by [Canopy](#), a social enterprise that works to reimagine a fairer world. The campaign sets out to encourage consumers to understand and act on ageism in Birthday cards by making kinder card choices, and for manufacturers and retailers to make and sell more appropriate and joyous greetings.

But aren't jokes about getting older just a bit of fun?

Card manufacturers tell us it's okay for people to send jokey cards about ageing because the senders are older themselves, that the intention is to laugh *with* the card receiver, not *at* them. Being able to understand how people experience these birthday messages both as senders and receivers, is really important in understanding how to design the kinds of birthday cards you want to send and receive.

To help us understand or you want to share your views please fill out our 3 mins survey [here](#).

More about the Better Birthdays Campaign

The Better Birthdays campaign uses birthday cards as a platform for talking about age and ageism, and to encourage designers, makers, manufacturers, retailers and consumers to create and purchase birthday cards that celebrate, instead of denigrate, ageing. Our interest and focus is in seeking to change attitudes to ageing and to challenge ageism *across the life course*. This links to the [World Health Organisations Global Campaign to Combat Ageism](#), launched in 2021. The WHO calls on us to “build a movement to change the narrative around age and ageing”. Greetings cards serve as a way to boost wellbeing, to connect across generations, and to celebrate age through the giving of great birthday cards. So what better way to highlight the issues and attitudes towards ageing than birthdays and birthday cards?

Get involved

If the campaign is of interest and you would like to know we would love to hear from you as there are lots of ways you can get involved. Here are a few ideas:

- Please share the survey with all your friends
- Please buy and send great cards
- If you would like to host a conversation about ageism which uses birthday cards to explore how ageism shows up in our everyday lives then we can help with that too.

Join us in the movement to support [Better Birthdays](#) by spreading the word to everyone you know who has a birthday (i.e. everyone), and buying age-positive cards. We can all work together to be part of ending ageism.

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