

**Positive
Ageing
Month**
October

Mid Ulster

Positive Ageing Month Events

Activities, taster sessions
and informative online talks.



More events added online
www.midulstercouncil.org/positiveageingmonth2022



Mid Ulster Positive Ageing Month

Throughout October, Positive Ageing Month will celebrate the contribution that Mid Ulster's older citizens make to their local communities. With a mix of events to enable older people to connect both virtually through online events and physically where possible within COVID-19 guidelines taking place, there's something that will suit!



For a full list of events happening during Positive Ageing Month in Mid Ulster go online at: www.midulstercouncil.org/positiveageingmonth2022

Better Connected (Over 50s fitness) with Rebecca.

Fun and tailored fitness for all

Where	When	Time
Online	Monday 3, 10, 17, 24, and 31 October	10am – 10.45am
Dungannon Leisure Centre	Tuesday 4, 11, 18, and 25 October	11am – 11.45am

Pre-register T: 07901 773 463 or rwilliamson@liveactiveni.co.uk

Medieval History Walk

A Bilingual Walk and Talk at Tulach Óg/Tullyhogue Fort Cookstown – an exploration of the medieval history of this iconic site.

Monday 17 October: Tullyhogue Fort, Cookstown from 2 - 3pm.
T: 03000 132 132 / E: Deaglan.ODOibhlin@midulstercouncil.org.

Ulster-Scots Community Network

A webinar giving a flavour of the Plantation of Ulster which will hopefully inspire you to look deeper Ulster history.

Monday 10 October: 2pm - 3pm | Online

Contact Deirdre E: Deirdre@ulster-scots.com T: 07826 849767

Age NI Community Navigator Pop Up Information Points

Throughout Positive Ageing Month, the Age NI Community Navigator is popping up across the district to help you with information and support.

Where	When	Time
An Carn, Maghera	Tuesday 4 October	10am – 1pm
Draperstown Library	Tuesday 4 October	2pm – 4pm
Gortallowry House, Cookstown	Tuesday 4 October	6pm – 8pm
Granaghan Resource Centre Swatragh	Thursday 6 October	7.30pm – 9.30pm
Ballyronan Marina Centre	Tuesday 11 October	10am – 12pm
Magherafelt Library	Wednesday 12 October	10.30am – 12.30pm
Cookstown Library	Thursday 13 October	2pm – 4pm

Alzheimer's Society Carers Information Support Programme

This is a programme for people who provide unpaid care and support to someone living with dementia.

Tuesday 4, 11, 18 and 25 October: 6.30pm-8pm | Online

Contact Carole E: carole.murray@alzheimers.org.uk or call 07918 706 095

Nordic Walking

Join in this relaxed walking group that uses poles to help tone both the upper and lower body.

Tuesday 4, 11, 18 and 25 October: Various locations from 1pm – 2pm. Pre-registration essential. T: Rebecca on 07901 773 463 or E: rwilliamson@liveactiveni.co.uk

Safer Ageing and Stopping Abuse Webinar

A webinar hosted by Hourglass, the UK's only charity focused on the abuse and neglect of older people.

Tuesday 4 October: Online via Zoom | 2pm - 3pm
T: 07826 849 767 / E: shaunpaskin@wearehourglass.org

Chatty Walks

With the Get Out Get Active Coach and Age-Friendly Co-ordinator. Join Rebecca and Raisa for a dander in Dungannon Park or a meet round Moneymore

Where	When	Time
Dungannon Park	Wednesdays 5, 12, 19 and 26 October	11am – 12pm
Manor Park, Moneymore	Wednesdays 5, 12, 19 and 26 October	1pm – 2pm

TV Licence Help & Support Session (Online)

TV Licensing Northern Ireland Support Team will be providing a free session to help and support people within our community.

Thursday 6 October: 11am – 11.30am | Online
T: 028 9026 7099, M: 0775 963 1614, E: Niamh@mcecomms.com

Cost of Living Workshop

Where	When	Time
The Junction, Dungannon	Thursday 13 October	10am – 1pm
The Hub, Cookstown	Wednesday 19 October	10am – 1pm

E: Philip McQuaid - philip.mcquaid@stepni.org

Pensions and You: Planning for a more certain future (Online)

Join experts from the government-backed MoneyHelper to cut through the complexity and talk about your pension rights. Discussion will include: Planning and budgeting for retirement, Knowing what to expect from your State Pension and accessing money from your pensions – how and when?

Thursday 13 October: 10.30am – 11.30am | Online

Cookstown Multiple Sclerosis Support Group

Cookstown MS Group meets every Thursday in the Fairhill Community Centre in Cookstown – come along and chat about the week's events over a warming cup of tea or coffee!

Where	When	Time
Fairhill Community Centre, Cookstown	Thursday 6, 13, 20 and 27 October	11am – 1pm

Contact Denise on 028 8676 6146 or John on 07706 249 349 if you're interested in coming along.

For links to online events:

www.midulstercouncil.org/positiveageingmonth2022



RNID Drop-In Hearing Clinics

Have your hearing checked for free and in less than 10 minutes!

Where	When	Time
Magherafelt Council Offices	Friday 7 October	10am – 1pm
Dungannon Council Offices	Friday 14 October	10am – 1pm
Cookstown Council Offices	Friday 21 October	10am – 1pm

STEP Cost of Living Workshop

Friday 7 October: 10am – 1pm

Involve House, 16 – 18 Queens Street, Magherafelt.

Philip McQuaid, T: 07961 934 361, E: philip.mcquaid@stepni.org

Falls Awareness Session with SHSCT

Tuesday 18 October: 10.30am – 1pm

The Junction, Dungannon. Light Lunch provided.

Call Raisa T: 03000 132 132 E: raisa.donnelly@midulstercouncil.org

Townlands Talk (Online)

Explore the meaning behind place names through myths, connections to the landscape and local heritage

Wednesday 19 October: 10.30am | Online

E: gaeilge@fermanaghmagh.com or T: 03003 031 777.

TV Licensing Scam Awareness Webinar (Online)

Due to a recent rise in scams, TV Licensing are running a FREE scams training session to educate and spread awareness. In this session we will cover online, email, phone call, text and in person scammers as well as what to look out for, how to combat the scammers and best practices.

Thursday 20 October at 11am | Online

For more information call Niamh Donnelly T: 028 9026 7099 or 0775 963 1614, or E: niamh@mcecomms.com

Games Day with Dungannon Visually Impaired Peoples (VIP) Club

Thursday 20 October: 2pm – 4pm
Dungannon West Renewal, Ballysaggart Business Complex,
Dungannon

Contact June Walker on 028 3754 8615 or Ann Wilson on 028 8772 3082 for further details.

Energy Efficiency in the Home (Online)

Find out about energy efficient heating, lighting, and appliances, keeping the heat where it is needed, comparing and switching energy suppliers, advice and support in Northern Ireland. Delivered by Zoom. Please note places are limited

Monday 24 October: 10am - 11:30am | Online
To register please email agefriendly@ardsandnorthdown.gov.uk

Ann Street Memories: A Look Back at Dungannon

A display of photographs of Dungannon and surrounding areas) through the years (credits to Ann Street Memories). M.C. Ian Coulter.

Tuesday 25 October: 7pm – 9pm
Book online at www.hilloftheoneill.com

Afternoon Tea Dance

Music and dance moves instructed by Marie Garrity.

Thursday 27 September: 1pm – 4.30pm
Book online at www.hilloftheoneill.com

Useful Contact:

Raisa Donnelly

Age Friendly Co-ordinator
Mid Ulster District Council
Ballyronan Road
Magherafelt
BT45 6EN
Tel: 03000 132 132
Mob: 07553379721
Email: Raisa.Donnelly@midulstercouncil.org



Positive Ageing Month October 2022

Evaluation of Social media, Press, and Website clicks

Campaign Delivery

Campaign delivery was focused on digital channels, with the event added to the events section of the website and a custom URL added:

<https://www.midulstercouncil.org/positiveageingmonth2022>

The web page received **767 Page views**, (the total number of times any pages were visited, including multiple views from the same user).

And with **Unique page views being 419** (how many users visited the specific page)

Social Media

Given the event was targeted at local men and women who are over 55, and not relevant for businesses or other stakeholder organisations, the channels used for promotion were Facebook and Instagram. Posts were added on Facebook and Instagram from September 30th until 27th October.

Facebook

Eighteen posts (all organic) were posted on the Council's Facebook page before, during, and after the event. The page currently has 17,132 followers.

The posts resulted in a total reach of **89,525**, which means the posts reached over 5 times the number of followers on the page. The posts collectively resulted in **221 likes, 32 comments, and 45 shares**.

The Applause Rate was 1.38%. The Amplification Rate was 0.24%.

The overall Average Engagement Rate for the campaign on Facebook was 3.71%. With an engagement rate of over 1% on Facebook considered to be good, this performance is a positive indicator of the success of the channel.

Also important to note is that all 42 comments under the posts were mostly positive apart from two comments that were negative due to an event being cancelled due to bad weather.

Instagram

Fourteen posts were posted to the Council's Instagram page, which currently has 2,856 followers.

The posts had a total reach of 6,469 almost two and a half times the total number of followers on the page.

The posts collectively resulted in 28 likes and 8 shares.

The Applause Rate was 1%, and the amplification rate was 0.3%. The overall Average Engagement Rate was 1.35%. A strong engagement rate on Instagram is considered to be between 1% and 5%.

Social Media Conclusion

Social media stats show that there were positive levels of reach and engagement on both Facebook and Instagram. The fact all posts were organic and none were promoted, and that all engagement was 89% positive, is encouraging and shows how well the event was received by residents.

***Applause Rate:** total percentage of followers who engaged positively with the posts

***Amplification Rate:** total percentage of followers who shared the posts to their own page

*** The campaign received positive local press coverage in the Mid Ulster Mail, the press cutting is attached.**