

INTERGENERATIONAL

DIGITAL

Louth Super Connectors, Ireland

SOURCE: <https://www.louthcoco.ie/en/services/communities/programmes/louth-age-friendly/louth-super-connectors.html>

PROBLEM

Staying connected during and after COVID 19 poses a challenge for different groups. The Super Connectors programme was devised jointly in partnership with Age Friendly Louth, Louth PPN, and Healthy Louth in Ireland, who completed manuals and assigned tablets to different groups in the local area to help them and their members stay connected digitally in a time of isolation.

ACTION

The campaign was presented as a challenge to younger and older people.

"If you are a young person, please teach an older loved one how to use technology and pester your parents to gift or re-gift a device to an older relative or friend. And, older people we challenge you to overcome your fear of technology and stay connected this Christmas."

The Campaign challenged young people to become Super Connectors and teach an older loved one technology. It asked children and young people to use their 'Pester Power' to encourage parents to gift or re-gift a smart device to an older relative or friend and challenged older people to become super connectors by overcoming their fear of using technology and learn to use an app like Zoom to stay connected during the festive season and beyond.

The Campaign included:

- A video for social media platforms
- A press release to national papers and local papers
- RTE (national radio and television) supported the project, the first local designed project in Ireland under the Governments #Keep Well Programme.

RESULT

CLICK TO WATCH



<https://www.youtube.com/watch?v=iHR289ZqnF0&t=13s>