



CENTRALINA
Area Agency on Aging

February 4, 2025



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Welcome To Ageism Awareness Training

AGENDA

Introduction

Video

Discussion

Next Steps

Resources



Perceptions of Aging

How do you view aging?

Half-Empty

Growing Older

pessimism, weakness, fear,
sadness, loneliness, regret

Half-Full

Growing Bolder

optimism, adventure,
opportunity, friendship,
health, purpose, passion





AGEISM

AWARENESS DAY



Ageism refers to **stereotypes (how we think)**, **prejudice (how we feel)**, and **discrimination (how we act)** toward others or ourselves based on age. It negatively impacts our health and well-being, our financial security, and the economy. Ageism exists in many forms and influences everything from personal interactions to public policy and impacts us at every age.



Types of Ageism

Ageism can be found in every facet of our society.

- **Personal or Interpersonal**
 - Reaction when behind an older driver.
 - “OK, Boomer.”
- **Institutional**
 - Rules, policies, and practices that discriminate based on age.
 - An agency ‘encourage’ retirement at 65
 - Health screenings (mammogram, PSA)
 - Media portrayal of seniors
- **Intentional**
 - Scams that target older adults.
- **Unintentional**
 - “You look good for your age.”
 - “I’m having a ‘senior moment.’”

THE CONSEQUENCES OF AGEISM

Age-prejudice is associated with consequential and compounding harms for older adults. Among other impacts, ageism is correlated with:



*Poorer medical
and mental
health outcomes*



*Employment
discrimination*



*Significant
monetary
losses*



*Increased social
isolation and
loneliness*



*Environmental
stressors*



*Elder
abuse*

-Source: National Center on Elder Abuse



According to the World Health Organization, **1 in 2 people worldwide** are ageist against older people.



People with more positive self-perceptions of aging **live 7.5 years longer** than those with less positive perceptions.



Ageism is estimated to **cost billions annually** in the U.S. from age discrimination and unnecessary healthcare costs.

What is old Video

What is
old?





INCREASES OVERALL WELL-BEING



WHAT WOULD A WORLD WITHOUT AGEISM LOOK LIKE?



LIVE LONGER, HEALTHIER & HAPPIER



WE ARE FREE OF INTERNALIZED AGEIST THOUGHTS & BELIEFS

HEALTH CARE

OLDER ADULTS ARE:

- RESPECTED
- NOT EXPENDABLE
- AGE IS NOT A CRITERIA FOR TREATMENT
- WE INVESTIGATE PROBLEMS & NEXT STEPS



CARE PARTNERS ARE RESPECTED AND WELL PAID

RELATIONSHIPS

WE ALL UNDERSTAND & HONOR OUR RESPONSIBILITY TO PASS WISDOM ON TO OTHER GENERATIONS

YOUNGER & OLDER HAVE SPACES TO INTERACT, COMMUNICATE, COLLABORATE & ENGAGE

SHARE STORIES THAT ARE HEARD, HONORED & CELEBRATED BY DIVERSE COMMUNITIES

RICH OPPORTUNITIES TO LEARN

FEEL THE JOY & ENERGY

ALL AGES TREATED WITH DIGNITY AND RESPECT

AGE, ABILITIES, IDENTITY & GEOGRAPHY DON'T DETERMINE OUR OUTCOMES

WE ARE VALUABLE & WE HAVE AGENCY

CULTURE

THERE ARE POSITIVE PLOTS & OLDER ROLE MODELS IN POPULAR MOVIES & ON TV

AND IN COMMERCIALS TOO!

DEROGATORY COMMENTS

NO MORE SENIOR JOKES

BIRTHDAY CARDS FUN AND POSITIVE!



NO ONE CARES OR ASKS ABOUT YOUR AGE

WORK



MENTORS

EXPECTED • VALUED • UP & DOWN* (DIVERSE AGE GROUPS)

RETIREMENT IS WHENEVER... OR NEVER!

INTERGENERATIONAL WORKFORCE WITH OPPORTUNITIES FOR EVERYONE

LEARNING FOCUSED WORKPLACE

POLICYMAKERS (LOCAL, STATE & FEDERAL) REALLY DO CARE ABOUT THE OPINIONS OF OLDER PEOPLE

POLICY

LIVED EXPERIENCE IS THE CORE OF POLICY DECISIONS & PROGRAMMING

WE ARE EMPOWERED TO ADVOCATE FOR OURSELVES



Sue Foley GOT IT! LEARNING DESIGNS WWW.SUEFOLEY.COM

CHANGING THE NARRATIVE

Reframing Aging



- Long-term social change movement to improve the public's understanding of what aging means and the many ways older people contribute to our society.
- Advocate for a society that respects and values people of all ages.
- Counters Ageism by changing how we talk about aging.

www.reframingaging.org

2021 AARP & Frameworks Institute Research Study

- Yearlong, research study to better understand the effects of images on public perceptions of aging and older people.
- Research findings informed a set of six recommendations for how to use images to counter negative stereotypes:



2021 AARP & Frameworks Research Recommendations

1. When depicting older people with limited mobility, use images in which they are participating in activities or engaged with others.
2. When showing older people using technology, show images that signal comfort and competence.
3. In most cases, avoid images of “super seniors.”
4. Use images of older people in workplace settings to help people see them as active contributors to their communities.
5. Use images that depict older people in positive settings and engaged in positive activities.
6. When possible, select images based on your target audience.



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Discussion: Share one (or more) ageist thoughts, feelings, or actions you've observed or experienced.

ASA's Steps to Get Involved

- **Share** Ageism Awareness Day with your networks.
 - Use ASA's [Social Media & Email Toolkit](#) for inspiration.
- **Share facts about ageism** that are relevant to your audience.
 - ASA's [fact sheet](#) is a great place to start.
- **Share stories** to shed light on ways we can be more age-inclusive in our lives and careers.



ASA's Steps to Get Involved

- **Reach out to local media and government officials** using ASA's [press release template](#) and [sample proclamation](#).
- **Share your Ageism Awareness Day activities** with your network annually on **October 9th** each year!
- **Continue to #TalkAboutAgeism** all year long to bring attention to ageism in our society.

What steps might you take to combat ageism?

What steps could you take to begin to reframe aging?





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Take-aways & Questions

RESOURCES

American Society on Aging (ASA)

- <https://www.asaging.org/ageism-awareness> - Ageism Awareness Day Toolkit includes press releases, fact sheet, and 100th day of school alternatives.

American Association of Retired Persons (AARP)

- [Quiz - Age Discrimination Law](#) – test your knowledge.
- [Age Discrimination Costs the Economy Billions](#) - Bias against older workers cost the U.S. economy an estimated \$850 billion in 2018.
- [10 Facts About Age Discrimination in the Workplace](#)

American Planning Association (APA)

- [Finding Solutions for Older Adults to Age in Grace \(planning.org\)](#) Planning Magazine Feb. 2024

American Psychological Association

- [New Concept of Aging \(apa.org\)](#) – Monitor Mar 2023, Vol.54 No.2. Psychologists are examining the age discrimination that pervades American culture and helping people to reimagine healthier relationships with their older selves.

RESOURCES

Changing the Narrative

- [Ageism in Healthcare: Challenges & Responses](#) – patient-provider sample interactions

Frameworks Institute with AARP

- [Reframing Aging Through Images: Recommendations from Research](#) – images of older adults in the media perpetuate ageism, or fail to represent elders at all. This report contains several recommendations outlining how a more intentional use of images can reduce ageism.

Harvard University Project Implicit

- [Take a Test \(harvard.edu\)](#) - Curious about whether you hold implicit biases about age and aging? At this site, you'll receive instructions and be able to take a brief computerized test that measures implicit bias based on age.

National Center on Elder Abuse – [NCEA_ResearchBrief_Ageism.pdf](#)

World Health Organization

- [Global Campaign to Combat Ageism - Toolkit \(who.int\)](#)

Videos - [AARP's Millennials - What Old Looks Like – Disrupt Aging](#)



THANK YOU

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