



Resources for Combating Ageism

Did you know that having a more positive outlook on aging can **increase your lifespan by an average of 7.5 years**? Beyond living longer, combatting negative perceptions of aging can have more benefits than you even realize.

Centralina's downloadable PowerPoint provides an overview of ageism with steps that individuals and organizations can take to increase their awareness and combat this issue.

ABOUT AGEISM

Ageism refers to the 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 as ageism is estimated to cost billions in the U.S. each year.

Ageism exists in many forms and influences everything from personal interactions to public policy, impacting us at every age. [Centralina Area Agency on Aging](#) (AAA) is committed to raising awareness about this issue and ending ageism through education, resources and changing attitudes toward aging.

RESOURCES

- [American Society on Aging](#) (ASA)
- [AARP](#)
- [National Center to Reframe Aging](#)
- [National Center on Elder Abuse](#)
- [World Health Organization](#)

WAYS TO GET INVOLVED

Promote Ageism Awareness Day: This day is designated annually in October to draw attention to the impacts of ageism in our communities.

Share Facts about Ageism: Empower local groups and individuals to learn the truth about aging with resources like [ASA's fact sheet](#).

Share Stories: Use this year-round opportunity to shed light on ways we can be more age-friendly in our lives, communities and careers.

Host a Webinar: Dedicate time to raising awareness with your own tools, or use the [Let's Talk About Ageism toolkit](#) from the Edmonton Age Friendly Alliance.

Provide an Aging Sensitivity Training to Your Staff: [Centralina AAA](#) offers comprehensive training to local governments and their staff that simulates common conditions associated with aging. This first-hand experience improves awareness of the ways that aging affects us, our coworkers and the people that we serve.

WHY WORK WITH US?



We're Local:

We live, work and play here. This region is our home and we are deeply committed to supporting our neighboring communities.



We're Nimble:

Our team is resourceful, flexible and forward thinking. We will find the optimal path forward to meet your needs



We Take The Long View:

For over half a century, we've been dedicated to public service and will continue to help communities think about today's needs and tomorrow's opportunities.



We Collaborate:

We build lasting partnerships and collaborate to gain insights, synergize activity and bring different viewpoints to the table.

READY TO GET STARTED?

Reach out to our Aging Program Administrator, Laurie Abounader, at 704-688-6501 or labounader@centralina.org to discuss how we can help.