Ageism Never Grows Old

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What is Ageism?
Discrimination and Stereotyping
Denial plays a role in ageist attitudes
Myths about aging and how it shapes our lives
What statements and behaviors are considered ageist?
Activities for staff and residents
The stereotyping of, prejudices toward, discrimination against a person simply because they are perceived to be or are defined as being old

Ageist attitudes foster a higher or identification of negative traits than positive ones and create discriminatory practices

Often discreet and without intentional malice

When people are defined by their age

What is Ageism?
- an affective feeling towards a person or group member based often on that person's group membership
- preconceived opinion that is not based on reason or actual experience
- harm or injury that results or may result from some action or judgment

Prejudice
a widely held but fixed and oversimplified image or idea of a particular type of person or thing

Stereotype
Assumption

- Something that is accepted as true or as certain to happen without proof
- An idea that is formed without evidence
the unjust or prejudicial treatment of different categories of people or things, especially on the grounds of race, age, or sex

Discrimination
Media Portrayal of Aging
Age and Life Satisfaction

![Graph showing the relationship between age and life satisfaction. The graph indicates that satisfaction tends to increase with age, peaking around middle age.]
How did Ageism happen?

- Humans are not naturally ageist
- The industrial revolution
- Fear of death
- Institutionalized Ageism
- Ageism in the workplace
“You look good for your age”
- Jokes about aging
- Anti-Aging Products and Advertising
- You are still.....
- Forgetfulness = Senior Moment
- Talking to the younger person in the room
- Assumptions about competency
- Oversimplifying words
- Speaking slowly and high pitched tones
- Patronization
- Don’t call me sweetie!

Everyday Ageist Attitudes
Diabetes
Heart Disease
UTI’s
Falling
Wounds
Canes and walkers
Loneliness and Isolation
Mental Health, Depression, Anxiety
Adult day, Assisted Living, Skilled Nursing
Opioid Epidemic
Eating Disorders
Dependence

Google: Older Person
Ashton Applewhite – This Chair Rocks
Comments about the younger generations
Ageist attitude against each other
Ageist attitudes against you?

Older people are ageist too
What 10 things define who you are?

What are they other than old?
Test yourself!