

Ageism Never Grows Old

{

Nancy Pilkington, MSW, LSW
2019 PHFA MAH Conference
Wednesday, June 26, 2019

- ⌘ 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

Objectives

- ⌘ 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

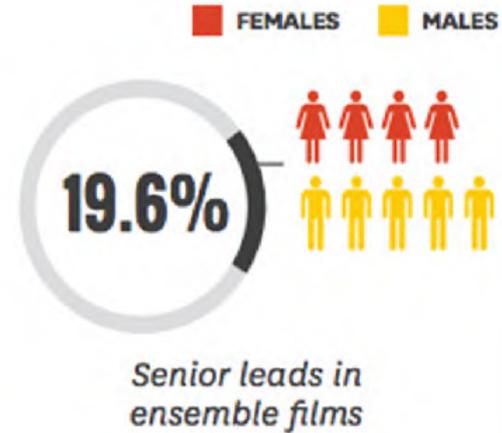
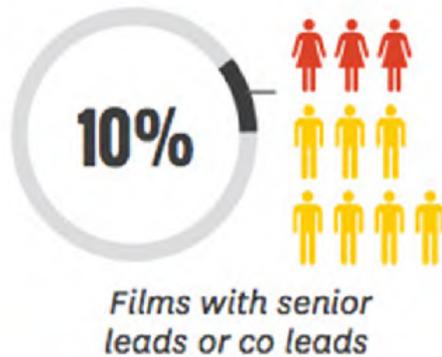
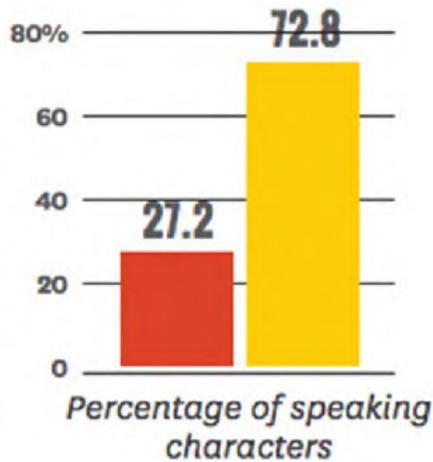
Stereotype

- ⌘ Something that is accepted as true or as certain to happen without proof
- ⌘ An idea that is formed without evidence

Assumption

⌘ the unjust or prejudicial treatment of different categories of people or things, especially on the grounds of race, age, or sex

Discrimination

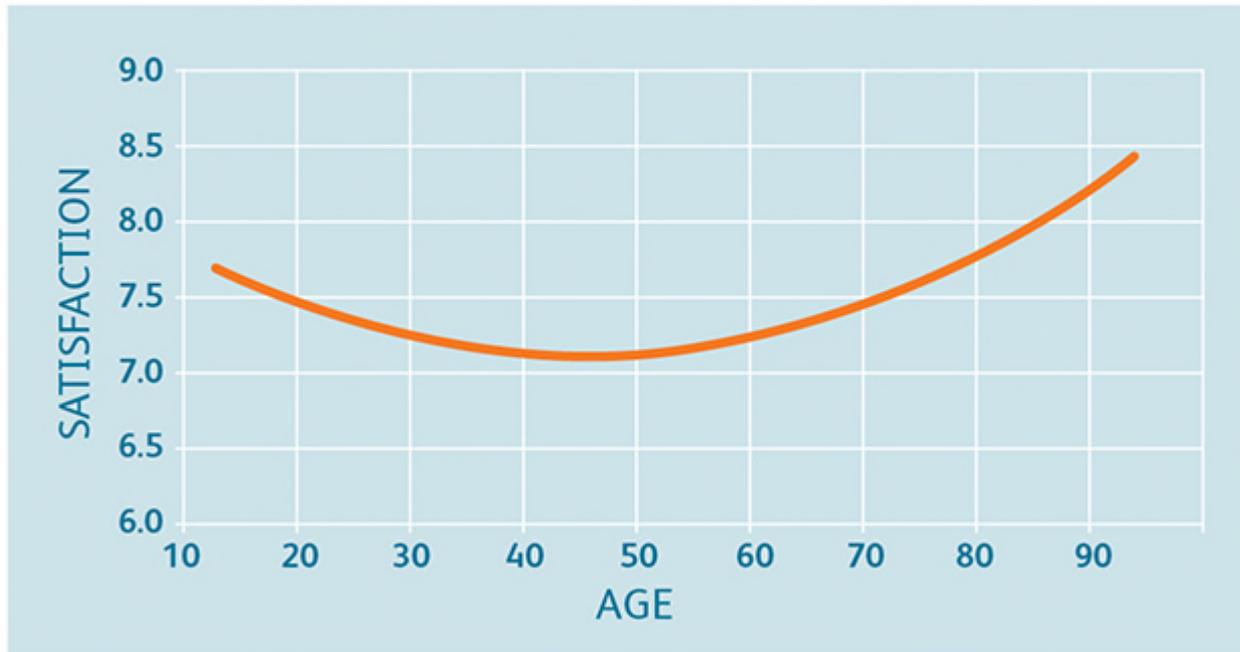


NUMBER OF FILMS WITHOUT ANY:

7 Senior characters	43 Females 60 and older	14 Males 60 and older	43 Leading or supporting seniors	78 Leading or supporting females 60 and older	47 Leading or supporting males 60 and older
-------------------------------	-----------------------------------	---------------------------------	--	---	---

Media Portrayal of Aging

Age and Life Satisfaction



- ⌘ Humans are not naturally ageist
- ⌘ The industrial revolution
- ⌘ Fear of death
- ⌘ Institutionalized Ageism
- ⌘ Ageism in the workplace

How did Ageism happen?

- ⌘ “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



BISSTOCK

PHOTO: AMERICA
PHOTOGRAPHY

HEART HEALTH Matters

In every 40 seconds in the U.S. one dies from heart disease.

1 PERSON DIES EVERY 40 SECONDS

EVERY 40 SECONDS

HIGH-RISK FACTORS

- High Blood Pressure
- High Cholesterol
- Diabetes
- Smoking
- Obesity
- Stress
- Age
- Family History

WAYS TO LOVE YOUR HEART

- HEALTHY DIET
- NO TOBACCO
- STAY ACTIVE
- MANAGE STRESS
- CONTROL BLOOD PRESSURE
- CONTROL CHOLESTEROL
- CONTROL SUGAR
- GET A CHECKUP
- EXERCISE

HEART DISEASE

Stroke
Atherosclerosis
Cancer

Leading Cause of Death in the U.S.

EMS

DIABETES SUPPORT GROUP

NEW SPEAKER MONTHLY

GRAB INFORMATION FROM EDUCATED PROFESSIONALS

SHARE, LAUGH & LEARN

REPS ECONOMIC
Bring your family diabetic-friendly recipe and exchange with others.

Ready to laugh and learn ...
No one wants to face diabetes alone. Join us to connect with people who truly understand, motivate, and encourage you.

The **FREE** diabetes support group for adults age 18 and older are encouraged to attend along with caregivers who support someone with diabetes.

When: 2nd Wednesday of each month
2:30 - 4:00 PM
Spring 2016

Where: Mel Datz's Plymouth Office
101 Boulder Post Drive
Plymouth, NH 03294
603-576-0200

Sign Up Today!
Call Sara at 536-4000 Ext: 2052

MID-STATE HEALTHCARE
101 Boulder Post Drive, Suite 1
Plymouth, NH 03294
www.midstate.org

The program is provided by the State of New Hampshire, 2015-2016. The information on this page is for informational purposes only and is not intended to be a substitute for professional medical advice. Always consult your physician before starting any diet, exercise or treatment program. © 2015 Mid-State Healthcare, Inc. All rights reserved.





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?

- ⌘ [World Health Organization – Ageing Attitudes Quiz](#)
- ⌘ [Every Age Counts](#)
- ⌘ [Thischairrocks.com](#)
- ⌘ [Oldschool.info](#)
- ⌘ [HelpAge International](#)

Test yourself!