



# The Age Revolution: Rewriting the Narrative of Aging

**So why YOU?**





# What we'll cover in our time together

- 1. Ageism, its prevalence and effects**
- 2. Evidence-based strategies for addressing ageism**
- 3. Moving to action**
- 4. Your ideas and questions**



# • What is Ageism?

- What is the first word that comes to mind when you hear the phrase ageism?
- Prejudice or discrimination based on a person's age.
- Encapsulates a range of beliefs & attitudes.
- Impacts ALL ages (young & old).

# Internalized ageism

- I'm too old to learn/do/start that.
- I'm having a senior moment.
- Oh, that knee? It's just getting older.

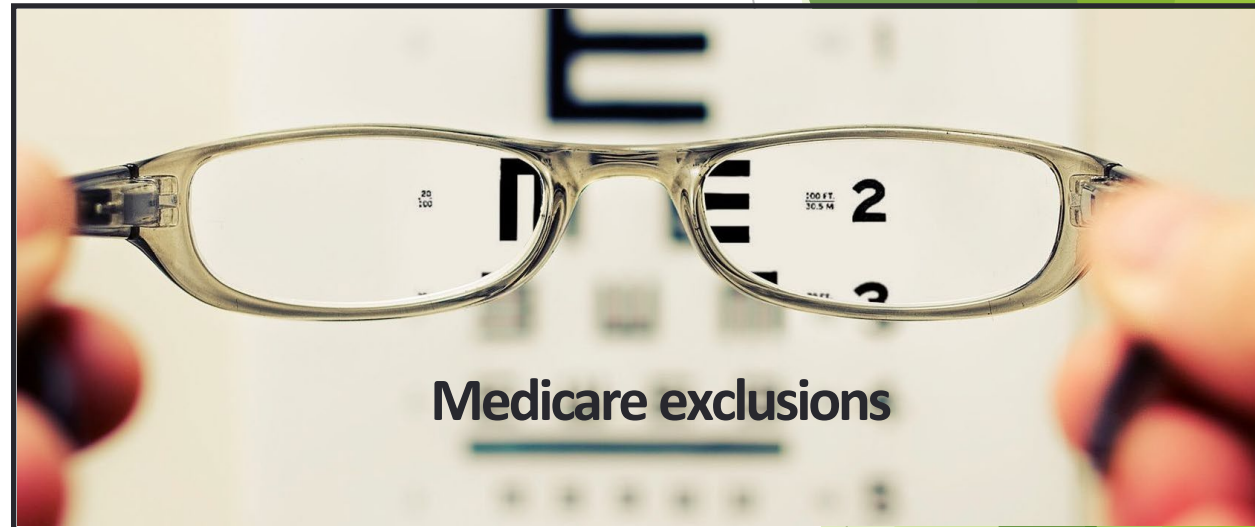


# Interpersonal ageism

- George? He's too old to learn the new software.
- Not going to hire him—he's in his 60s and won't stick around.
- Of course, your knee hurts. You're just getting older.



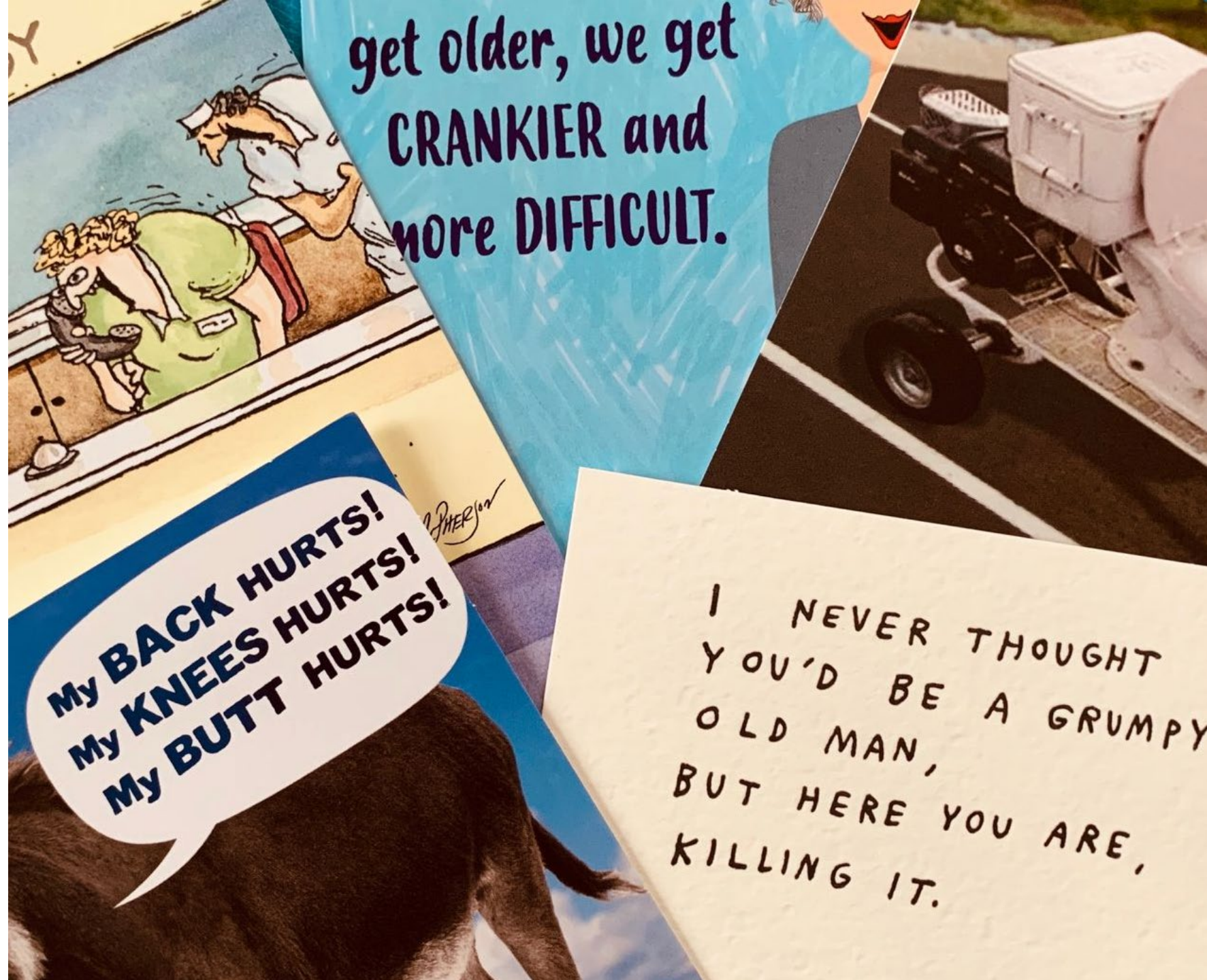
# Institutional ageism



**Language and  
images matter**

The background features a series of overlapping, semi-transparent green triangles and polygons of various shades, ranging from light lime green to a darker forest green. These shapes are arranged in a dynamic, layered pattern that creates a sense of depth and movement, primarily concentrated on the right side of the frame.

Ageist  
birthday  
cards  
reflect &  
reinforce  
the story  
we are  
told



# From the headlines

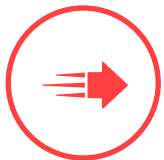


**Haley calls for 'mental competency tests' for politicians over 75**

thehill.com • 2 min read

# 1. Ageism has affected, or will affect, us all

- **93%**  
Experienced one of more forms of ageism in day-to-day lives  
[\[Allen et al., 2022\]](#)
- **93%**  
Say workplace age discrimination is common  
[\[AARP, 2022\]](#)
- **56%**  
Of those entering 50s employment pushed out or laid [\[Urban](#)  
[\[Urban Institute, 2018\]](#)
- **49.5%**  
Of young adults reported experiencing ageism at work  
[\[Chasteen et al., 2020\]](#)



# You have a birthday coming up



1



2



3

# 3. Ageism has impact on our individual:



- Economic security
- How long we live
- Physical and mental health health
- Cognitive decline
- Isolation

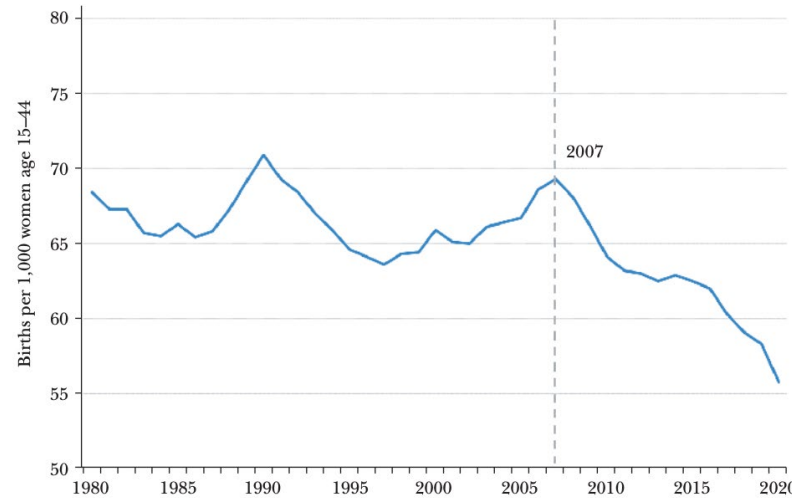
**Ageism  
compounds  
other systemic  
inequities**



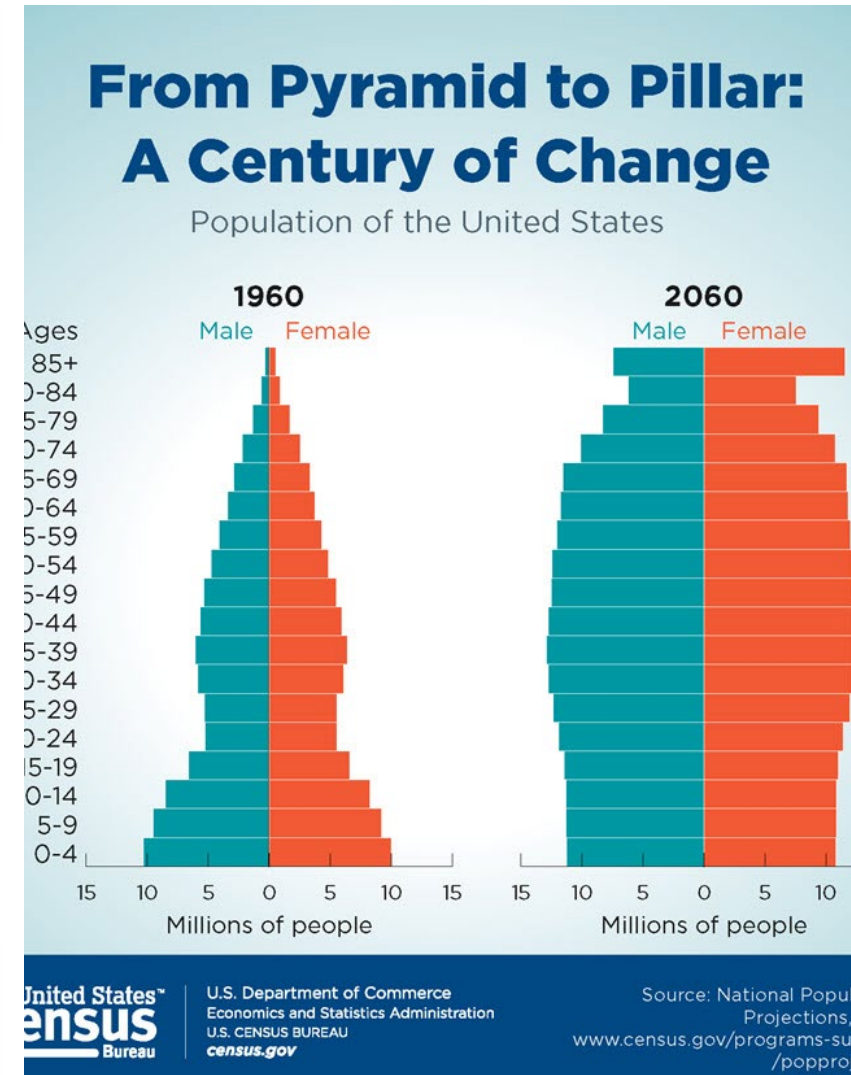
# 6. Our world is changing



Figure 1  
Trend in US Birth Rates



Source: Birth Rates collected from CDC Vital Statistics Births Reports for 2015, 2019 and 2020. See Data Appendix for additional details.



## 7. Ageism is related to the talent pipeline

**10**

Million

Unfilled Jobs in  
the US  
*Bureau of Labor  
Statistics*

**38**

Percent

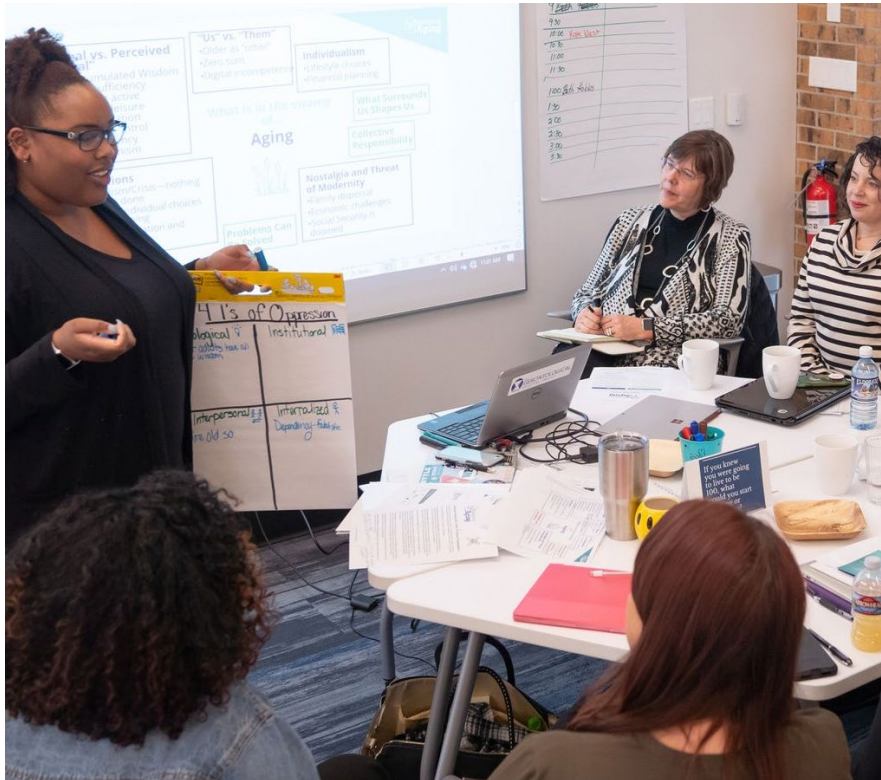
Hiring managers  
admitting to age  
bias in reviewing  
resumes  
[\(ResumeBuilder,  
2022\)](#)

**80**

Percent

Hiring managers  
admit to  
screening out  
people under 25  
and over 60

# Research-based strategies to reduce ageism



1. Educate ourselves about ageism and implicit bias
2. Foster intergenerational connection and education
3. Advance age-friendly policies
4. Use research-based communications to talk about aging

# Research-based strategies to reduce ageism

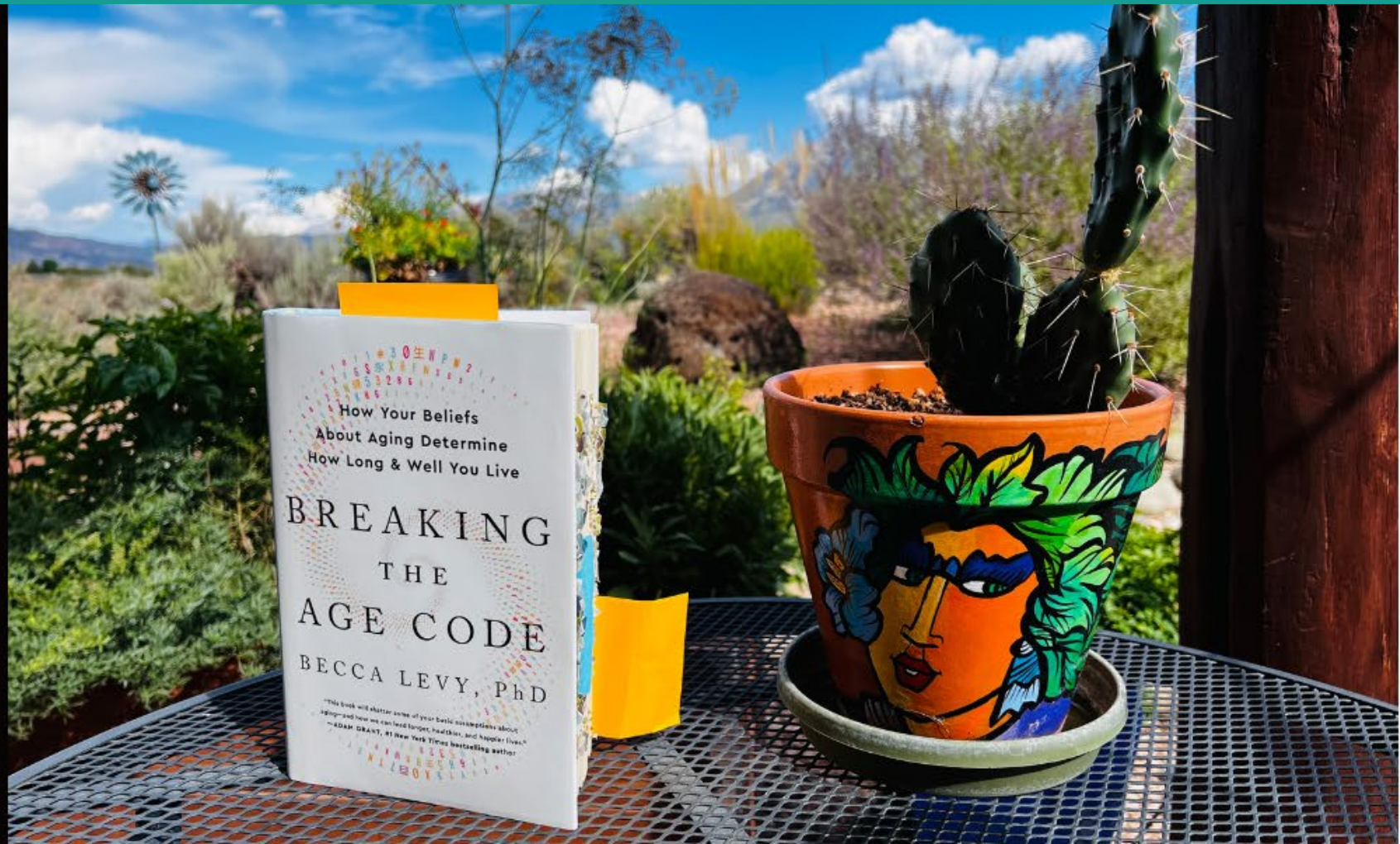


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# Host a Book Club event

**CHANGING  
THE** **NARRATIVE**  
ENDING AGEISM TOGETHER

**BECCA LEVY  
BOOK CLUB  
TOOLKIT**



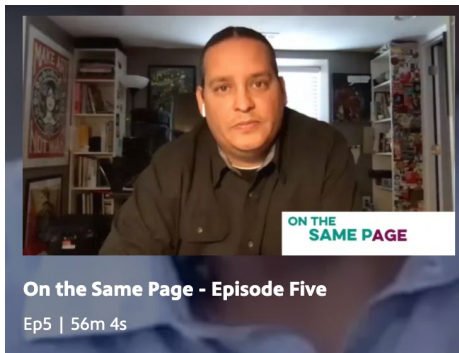
To encourage people to read the book and talk about the book.

<https://actionnetwork.org/forms/becca-levy-book-club-toolkit/>

We also encourage people to read Ashton Applewhite's *This Chair Rocks*. Tracy Gendron's book *Ageism Unmasked*, which came out last year, is also excellent.

## 2. Foster intergenerational connection

What are YOUR ideas? Type them in the chat.





# 3. Champion policy solutions

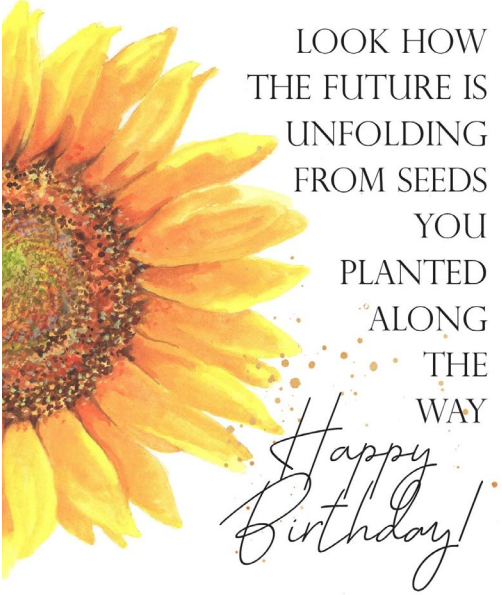
- In the workforce
- In healthcare
- Age-friendly communities
- Caregiver support
- What public policies do you want to see in your community?

# Reframe older people as resources instead of burdens or vulnerable



“As we grow older, we've built up a network of connections, and an understanding of how to make things come together. Councilwoman Debbie Ortega used her experience and connections to form the Sewing Coalition, simultaneously creating jobs and masks.”

How  
Changing  
the  
Narrative  
used  
Birthday  
cards to  
reframe  
aging



# Older adults and aging

## AVOID

Elderly, senior,  
senior citizen

They and them

aging, anti-aging

Choice, better  
planning, control



## INSTEAD USE

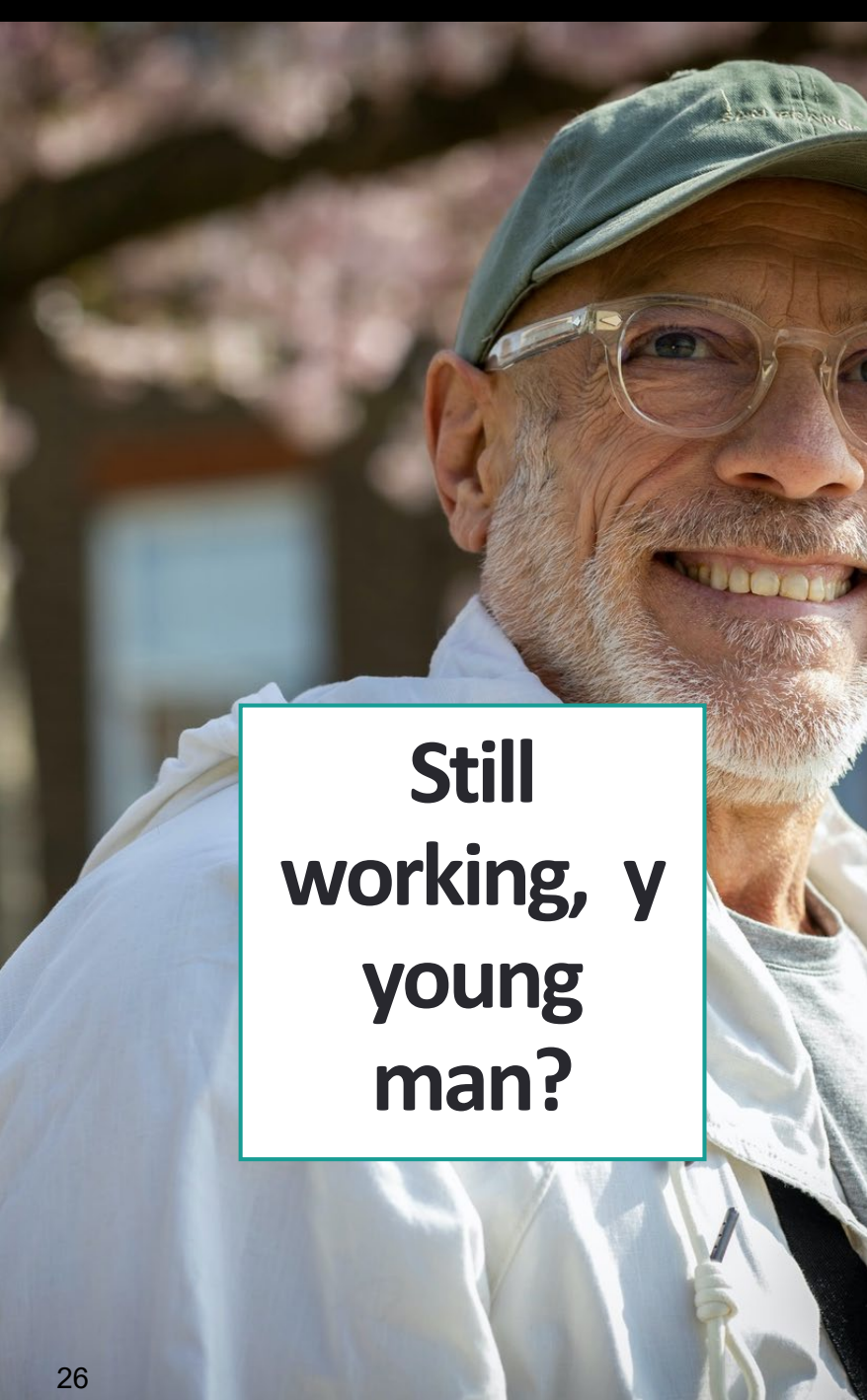
Use older adults | persons,  
persons, or descriptive  
language

Us and we

Acknowledge that aging is  
aging is a normal, dynamic  
dynamic process

Improve social context  
| creative solutions





**Still  
working, y  
young  
man?**

# And some of the classics...

- "Still..."
- "You look great for your age."
- You don't look a day over...
- Vulnerable, frail...
- "Young man, young lady"
- Elderspeak: Sweetie, honey (in elevated voice) voice)

# Break out Session words can be our enemies or friends!

- ▶ Discussion
- ▶ Introduce yourselves
- ▶ Make a list of positive words associated with aging
- ▶ Share



**Questions?**



# Conclude with a call to ACTION

"Don't talk about it, be about it."

**1. Encourage people to think of themselves as leaders. leaders.**

**2. Generate local examples.**

**3. Provide choices (small and large steps).**

**4. Give a timeline: *What can you do in the next 30 days? days?***