



Ageism: Language Matters

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Learn Idaho Presentation 9/23

APPROACHING THE TOPIC TODAY

- ▶ GROWING REALIZATION THAT AGEISM IS ANOTHER “ISM” THAT REQUIRES CHANGE
- ▶ AGEISM IS LAYERED OVER THE OTHER PROBLEMATIC “ISMS”
- ▶ GAINING MOMENTUM AS A MOVEMENT TIED TO OTHER SOCIAL JUSTICE MOVEMENTS
- ▶ OCCURS ACROSS THE LIFESPAN BUT SIGNIFICANT IMPACT ON 50+
- ▶ REQUIRES ENGAGING DIALOGUE AND PERSONAL INTROSPECTION

OBJECTIVES FOR TODAY

STARTING
EXERCISE-
PERCEPTION
MATTERS

GENERATIONAL
DIVIDES

DEFINING
AGEISM

A FEW FACTS

UNDERSTANDING
AGEISM:
AN ECOLOGICAL
FRAMEWORK

THE COST OF
AGEISM

WHAT TO DO

UNDERSTANDING THE GENERATIONS

(NO AGREED-UPON FORMULA- 15-16 YEAR SPAN)

- ▶ GREATEST GENERATION- BORN BEFORE 1928- AGE 95 AND OVER
- ▶ SILENT GENERATION- BORN 1928-1945- AGE 77-94
- ▶ BABY BOOMERS- BORN 1946-1964- AGE 54-76
- ▶ GENERATION X – BORN 1965-1979/80- AGE 41-56 (GIVE OR TAKE)
- ▶ GENERATION Y/MILLENIALS- BORN 1981-1994/96 - AGE 25-40
- ▶ GENERATION Z- BORN 1997-2013- AGE 11-26
- ▶ ALPHAS- BORN EARLY 2010s/12-2025- AGE 10 AND BELOW
- ▶ BETAS- 2025-2039

* FROM MULTIPLE SOURCES- INTERNET SEARCH

AN EXERCISE ON PERCEPTION

DEEP BREATH, CLEAR YOUR MIND, NO SELF-CENSORING, HONEST FIRST THOUGHTS



THINK OF AN OLD PERSON, REAL OR IMAGINED



WITHOUT THINKING TOO DEEPLY, WRITE DOWN OR PUT IN THE CHAT THE FIRST FIVE WORDS OR PHRASES THAT COME TO MIND

* Thanks to Becca Levy, PhD for this exercise. See resource list for citation.

DEFINING AGEISM

(YOU KNOW IT WHEN YOU FEEL IT)

- ▶ AGEISM IS COMPLEX AND MULTIFACETED, REQUIRING MORE ANALYSIS THAN A SINGLE DEFINITION
- ▶ AGEISM IS A SOURCE OF OPPRESSION THROUGH A PROCESS OF SYSTEMATIC STEREOTYPING AND DISCRIMINATION AGAINST PEOPLE BECAUSE THEY ARE “OLD” (THINKING, FEELING, ACTING)
- ▶ AGEISM IS BASED ON BELIEFS ABOUT THE IMPACT OF BIOLOGICAL AGING ON PEOPLE OF ALL AGES, WHICH RELATES TO FEAR AND PREJUDICE ACROSS THE LIFESPAN
- ▶ AGEIST PRACTICES ARE PERMEATED WITH OUR EXPERIENCES OF THE CHRONOLOGICAL, SOCIAL, BIOLOGICAL, AND PSYCHOLOGICAL LIFE COURSE. STEREOTYPES USED TO RECOGNIZE AND ASSESS OTHERS
- ▶ SIMPLEST IDEA- AGEISM IS PREJUDICE OR DISCRIMINATION ON THE GROUNDS OF AGE DERIVED FROM THE DESIRE OF YOUNG AND MIDDLE-AGED GROUPS TO SEPARATE AND ELEVATE THEMSELVES FROM AGING

A FEW FACTS

- ▶ AGEISM IS CONSIDERED TO BE THE MOST WIDESPREAD AND SOCIALLY ACCEPTED FORM OF PREJUDICE
- ▶ FOR THE FIRST TIME IN HISTORY, THERE ARE NOW MORE PEOPLE IN THE WORLD OVER THE AGE OF 64 THAN UNDER THE AGE OF 5
- ▶ SILVER TSUNAMI AND NOT PREPARED
- ▶ CAREGIVERS FOR OLDER ADULTS (INSTITUTIONS AND MEDICINE)
- ▶ 8,220 FULL-TIME GERIATRICIANS IN THE US. NEED 50% MORE
- ▶ WE ARE LIVING LONGER. BOOMERS ARE THE FIRST GENERATION IN HISTORY TO HAVE MODERN MEDICINE FROM BIRTH ON

AN ECOLOGICAL FRAMEWORK FOR UNDERSTANDING AGEISM

Language Matters in all Spheres

- ▶ MACRO OR STRUCTURAL AGEISM

(CULTURE, IMPLICIT)

- ▶ MESO OR INTERPERSONAL AGEISM

(FAMILY, OTHERS, AND BENEVOLENT SPEAK)

- ▶ MICRO AGEISM

(INTERNALIZED)

HOW OLDER ADULTS, THINK, FEEL, ACT TOWARD SELF AND
THEIR AGE GROUP

ACTIONS TO DISRUPT AGEISM



INTERNAL/ MICRO



INTERPERSONAL/ MESO



CULTURAL/ STRUCTURAL



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Programs Available

- Life Coaching Packages for Individuals
 - Aging Powerfully With Purpose – Creating Your Vision
- Grief Recovery Method- 1.1
- Pet Loss
- Helping Children with Loss
- Speaking Engagements
 - Grief 101
 - Recovery from Emotional Pain for Client Groups, Staff, Businesses, Customer Service and Staff Retention
- Ageism and Related issues



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- Radio Show Instagram: [@elementarywatson.krbx](https://www.instagram.com/elementarywatson.krbx)

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