

Ageism

Ageism is the stereotyping, prejudice, and/or discrimination of individuals on the basis of their age. It is one of the most prevalent, least recognized, and tacitly normalized within society.

Over 93% of older people aged 50 to 80 surveyed reported experiencing everyday ageism.

Ageism looks like this

Individual Level:

Private communications and social exchanges that diminish older people.

Societal Level:

Inaccurate portrayals of older people in public discourse, media depictions, and everyday culture.

Institutional Level:

Practices, policies, and procedures that reinforce and perpetuate misassumptions.

Common expressions of ageism

Ageism in public discourse, interpersonal interactions, and reflected in self-perceptions.

Consequences of ageism

Ageism is associated with consequential and compounding harm for older adults. Among other impacts, ageism is correlated with:



Poorer health outcomes



Employment discrimination



Significant monetary losses



Increased social isolation and loneliness



Environmental stressors



Elder Abuse

Ageism and elder abuse

The adoption, endorsement, and activation of ageist misperceptions that diminish older people can lead to elder abuse.

Prevent abuse and promote elder justice

- Foster intergenerational exchanges
- Promote age-friendly cities and communities
- Design age-friendly workplaces
- Develop tailored, responsive interventions to advance elder rights
- Challenge and dispel age-based assumptions

Stand up to ageism