



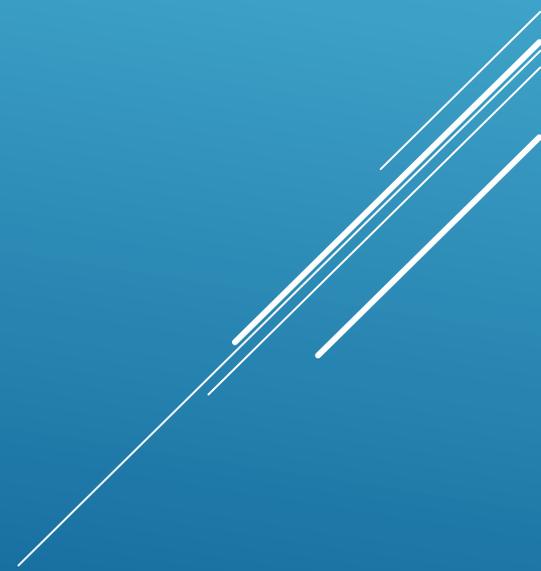
REFRAMING AGING

Long Beach Gray Panthers

www.Longbeachgraypanthers.org

- ▶ **We Will All End Up with Dementia**
- ▶ **Most of Us Will End Up in a Nursing Home at the End of Life**
- ▶ **Older People are Incompetent, Forgetful, and a Drain on Resources**
- ▶ **Older People Deserve to Sit and Watch TV All Day Because They are Worn Out and Useless**

HOW DO WE VIEW AGING?



▶ **We Will All End Up with Dementia**

Only 10% of Us Will End Life with Dementia

▶ **Most of Us Will End Up in a Nursing Home at the End of Life**

Only 3% of Older Adults Will End Life in a Nursing Home and the Percentage is Decreasing. Volunteer 75 billion in value and as caretakers - \$235 billion in value.

▶ **Older People are Incompetent, Forgetful, and a Drain on Resources**

Older Adults are Experienced, Sharp, and Own Most of the Wealth in the U.S. (70%) and pay most of the taxes (46% Federal and 57% State). They Generate 45% of GDP.

▶ **Older People Deserve to Disengage from Society**

The Current Generation of Older Adults is Active, Fit, and Healthier Than Previous Generations

HOW DO WE VIEW AGING?

- ▶ **Ageism Is the Socially Constructed View That Permits Discrimination of People Based Upon Their Age – Geriatrician Robert Butler coined the term ageism in 1969.**
- ▶ **Can Be Against Younger Or Older People**
- ▶ **Everyone Will Experience Ageism Sometime In Their Lifetime – 70% of Older Adults have experienced Ageism.**
- ▶ **Senicide is the killing of older adults by lack of care or neglect. Lack of increase in Social Security, Medicare, and Long-term care is the senicide of today as is forcing the disabled to live below the poverty line.**

WHAT IS AGEISM?

- ▶ **People are Happiest in Their Lives at the Beginning and at the End**
- ▶ **Most People Do Not Fear Death at the End of Life**
- ▶ **We Need to Make It Okay to Discuss Death**
- ▶ **A Positive Attitude Increases Life by 7 ½ Years. Ageism in policy, media and advertising creates negative views of aging and Older Adults**

U-CURVE OF HAPPINESS

- ▶ **We Internalize the Message from Mass Media**
- ▶ **The Message Reduces the Value of Older Adults and Youth in Society – Public Policy Adopts this Message and the Policies Impact how Successfully People Age**
- ▶ **Creates Layers of Oppression in the Lives of Individuals and Groups as They Age**
- ▶ **People Don't Participate in Activities Because the Message is You Don't Belong**
- ▶ **Denying Ourselves the Benefit of Older Adult Experience Has Enormous Economic, Psychological and Emotional Impacts**

WHAT IS THE IMPACT OF AGEISM?

- ▶ **Pharmaceutical Companies**
- ▶ **Skin Care Companies**
- ▶ **Vitamin/Supplement Companies**
- ▶ **Cruise Industry**
- ▶ **Cosmetic Surgery Industry**
- ▶ **Hair Care Companies**
- ▶ **Congregate Care Facilities/Older Adult Exclusive Housing**

WHO BENEFITS FROM AGEISM?



EVERYWHERE!

- ▶ **Birthday Cards**
- ▶ **Workplace**
- ▶ **Separation of Generations**
- ▶ **Lying About Age on Applications or When Asked Your Age**
- ▶ **Beauty Products**
- ▶ **Advertising**
- ▶ **Whenever Someone says “ You Look Good for Your Age”**

WHERE IS AGEISM?

A series of several parallel white lines of varying lengths and orientations, starting from the bottom right and extending towards the top right of the slide.

- **You look young for your age**
- **Use of the term “Senior Moment”**
- **You’re Too Old/Young to Do_____**
- **Directing Comments to a Younger Companion and Ignoring an Older One**
- **Name calling “Boomer”**
- **Lying About Your Age**
- **Using Language Like “Silver Tsunami”**

LANGUAGE USE

- ▶ **Build a Strong Social Network**
- ▶ **Create Your Own Community**
- ▶ **It's Okay to Need Help**
- ▶ **Learn to Adapt to Changes in Body Performance**
- ▶ **Learn What Services are Available in the Community**
- ▶ **Older Adults contribute 5.6 trillion of spending in GDP of 7.6 trillion. They Buy Half of All Consumer Packaged Goods**
- ▶ **Americans are Living Longer and Our Policies and Infrastructure have Not Kept Pace. Older Adults Hold 62% of the World's Wealth.**

COMBATTING AGEISM

What Can We Do?

- ▶ **Let Your Hair Go Gray**
- ▶ **Work Consciously to Include a Variety of Ages in Work Environment, Social Settings**
- ▶ **Ask an Older Adult or a Younger Person About Their Life**
- ▶ **Be Vocal and Political About Ageism - ORGANIZE**
- ▶ **Stop Saying “You Look Great for Your Age”.**

HOW DO WE ELIMINATE IT?

- Affects Health, Well-Being and Income
- Stereotyping Becomes Ingrained in a Culture and Denies the Humanity of an Entire Group of People.
- When We see People as “Other”, Their Welfare Seems Less than a Human Right.
- It’s Why 6 out of 6 Cases of Elder Abuse go Unreported.
- Value Older Adults for Their Wisdom and Life Experience.



LONGEVITY DIVIDEND – LIVES
WERE SHORTER, LONGEVITY IS A
HALLMARK OF PROGRESS



AGING IS A POWERFUL LIFELONG
PROCESS

85+ FASTEST GROWING SEGMENT

DENIAL OF AGING – OLD IS 4

DECADES OF LIFE

LIKE GENDER, AGE IS A SPECTRUM

WORKPLACE-IS BETTER, WHEN IT IS

DIVERSE, THAT INCLUDES AGE.

NOT ONE STEREOTYPE OF AGING IS

TRUE

