



Date: October 3, 2023
To: Honorable Mayor and Members of the City Council
From: Councilwoman Mary Zendejas, First Council District
Vice Mayor Cindy Allen, Second Council District
Councilmember Roberto Uranga, Seventh Council District
Subject: Recognizing October 7th as Ageism Awareness Day

R-26

RECOMMENDATION:

Recommendation to request City Attorney draft resolution officially recognizing every 7th of October as Ageism Awareness Day in the City of Long Beach.

DISCUSSION

The City of Long Beach is the 2nd largest city in the County of Los Angeles, with over a quarter of our adult population ages 50 and over. The City of Long Beach has committed itself to better address the needs of older adults through a variety of structures and services. This includes the Strategic Plan for Older Adults, the Long Beach Age-Friendly Initiative, the Healthy Aging Center, a Senior Safe Home, and more.

Ageism refers to stereotypes, prejudice and discrimination directed toward others or oneself based on age. Despite the well-documented social, economic and health impacts, ageism persists in our healthcare system, our laws, and our culture. Recognizing October 7 as Ageism Awareness Day is an important opportunity to draw attention to the existence and impact of ageism in our society and how we can reframe aging in our communities. Ageism toward older adults affects their health and longevity, financial well-being and the economy. Preventing ageism in education, employment, housing, and healthcare will benefit all and ensure that older adults are respected and portrayed as capable, competent, effective, and valued in all areas of society.

As we work to ensure that the needs of older adults are met, it is appropriate that City Council help bring more awareness to ageism and its impacts by recognizing every 7th of October as Ageism Awareness Day.

This matter has been reviewed by Budget Analyst Joe R Guerrero on September 25, 2023.

FISCAL IMPACT

This recommendation requests the City Attorney to draft a resolution officially recognizing every 7th of October as Ageism Awareness Day in the City of Long Beach. The recommendation is

anticipated to have minimal impact on staff hours beyond the normal budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

SUGGESTED ACTION

Approve recommendation.