

LONG BEACH GRAY PANTHERS

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www.Longbeachgraypanthers.org

- ▶ **Long Beach Gray Panthers is an Education and Advocacy Group**
- ▶ **We advocate for older adults to be able to age in place with dignity and appropriate support**
- ▶ **Older People are the fastest growing segment of the population**
- ▶ **Older People don't have anything to contribute to our community**

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). Generate 45% of GDP.

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**
- ▶ **Can Be Against Younger Or Older People**
- ▶ **Everyone Will Experience Ageism Sometime In Their Lifetime**
- ▶ **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**
- ▶ **Need to Make It Okay to Discuss Death**
- ▶ **Positive Attitude Increases Life by 7 ½ Years**

U-CURVE OF HAPPINESS

- ▶ **Internalize It from Mass Media**
- ▶ **Reduces the Value of Older Adults and Youth in Society**
- ▶ **Creates Layers of Oppression in the Lives of Individuals and Groups**
- ▶ **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 Impact**

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!

- ▶ **Long Beach Gray Panthers advocate for everyone to be included and engaged in our community**
- ▶ **Workplace**
- ▶ **Separation of Generations**
- ▶ **Lying About Age on Applications or When Asked Your Age**
- ▶ **We work with 75 other community partners to advocate for equity and inclusion**
- ▶ **Advertising – Internalize Ageism Messaging**

WHERE IS AGEISM?

- **You look young for your age**
- **Use of the term “Senior Moment”**
- **You’re too old/young to do_____**
- **Directing comments to younger companion and ignoring older one**
- **Name calling “Boomer”**
- **Lying about your age**
- **Using language like “Silver Tsunami”**

LANGUAGE USE

- ▶ **Build a Strong Social Network of All Ages**
- ▶ **Create Your Own Community – Reduce Social Isolation.**
- ▶ **It's Okay to Need Help. How Do We Make it Easy to Obtain Help?**
- ▶ **Learn to Adapt to Changes in Body Performance**
- ▶ **Learn What Services are Available in the Community**

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?