

Having a positive attitude can improve how you age!



Ageism Awareness

Ageism is pervasive.

Although often not taken as seriously as other forms of inequity, ageism has been shown to **NEGATIVELY IMPACT PHYSICAL AND MENTAL HEALTH**, and contribute to earlier death.

Ageism manifests on all levels.

INSTITUTIONALLY — Perpetuating ageism through organizational actions or policies.

INTERPERSONALLY — Ageist beliefs, ideas and stereotypes shared in social interactions.

INTERNALLY — Applying ageist beliefs, ideas and stereotypes to yourself.

page 1 of 4

The Impact of Ageism*

- 82%** of Americans age 50+ reported regularly experiencing ageism.
- 65%** were exposed to ageist messaging from the media.
- 45%** experienced interpersonal ageism.
- 36%** had internalized ageism.

Quality of Life Concerns*

In older adults, ageist beliefs are associated with higher rates of:

- Cardiovascular disease.
- Memory impairment.
- Decreased willingness to live.

People who possess more positive views of aging can increase their life span up to 7½ years!

* 2020 National Poll on Healthy Aging

page 2 of 4

Examples of Ageism

- Sharing/laughing at ageist jokes.
- Using patronizing language or infantilizing older adults.
- Refusing to hire people over or under a certain age.
- Making generalizations about a specific generation.
- Disregarding someone's concerns or wishes due to their age.
- Dismissing treatable conditions as a feature of age.

Ageism awareness draws attention to the impact of ageism and ways to combat it.

Strategies to Combat Ageism

The World Health Organization recommends:

- Education to dispel myths and stereotypes, and raise ageism awareness.
- Increased intergenerational interventions that create cooperation and empathy between age groups.
- Law and policy changes to reduce inequity and discrimination.

page 3 of 4

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ANYONE can experience the systematic stereotyping and discrimination against people because of their age.

What YOU Can Do to Help

Become Aware.

Reflect on how ageism shapes your own thoughts, feelings and experiences.

Learn More.

Listen to personal stories, read books, and conduct research about ageism.

Advocate.

Develop advocacy skills to know when to speak up and when to step back.

Take Action.

Try correcting stereotypes, challenge ageist jokes, or speak out against age discrimination.

page 4 of 4



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