

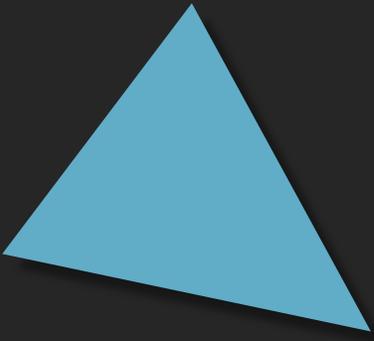


# Reducing Ageism and Building Trust with Older People

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**Recognizing ageism**

**Elderspeak: ageism disguised**

**Reflecting on our ageist tendencies**

**Building trust and social capital**



# Opinion | Please do not put a party hat on my head — and other indignities of old age

By Elaine Soloway

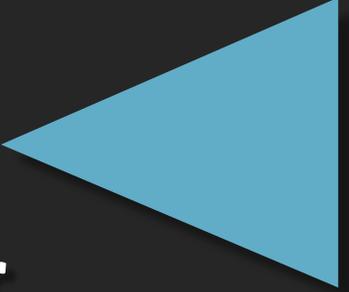
December 13, 2021 at 12:47 p.m. EST



# Defining and **recognizing** ageism & its long history

# Recognize

**Systematic stereotyping of  
and discrimination against  
older people because of their  
age**



Robert Butler, 1969

Recognize

It's very common

50%

of are ageist toward  
older people



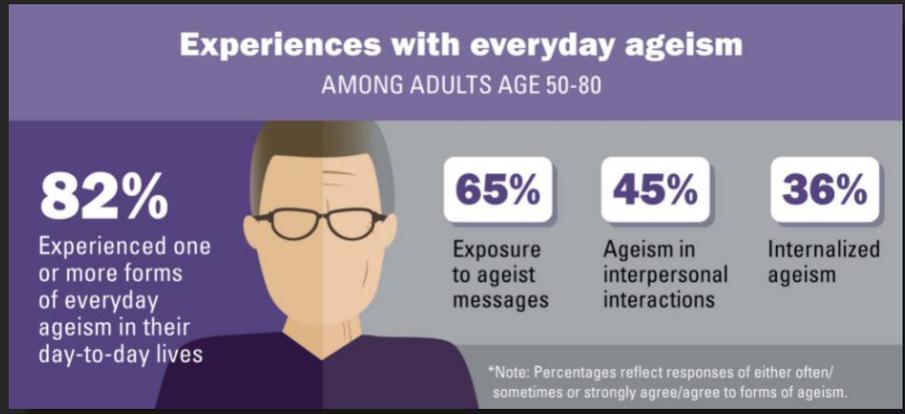
World Health Organization

March 2021 Global Report on Ageism

<https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/combating-ageism/global-report-on-ageism>

# Recognize

# It's very common



# 82%

of people 50-80 experience one or more forms of ageism in daily life

Recognize

It's very expensive

\$ 63 billion per year

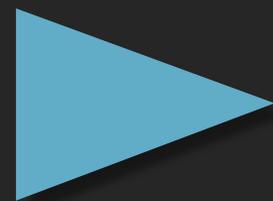
1 of every 7 healthcare dollars

**Recognize**    **It exists at all levels of human existence**

Systems

Organizations

Others



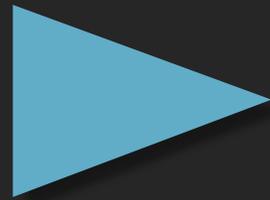
**Self** (individual, self-directed)

Recognize

It exists at all levels of human existence

Systems

Organizations



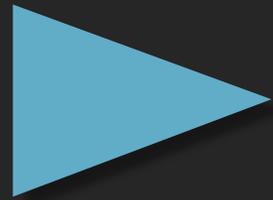
Others (interpersonal)

Self

Recognize

It exists at all levels of human existence

Systems



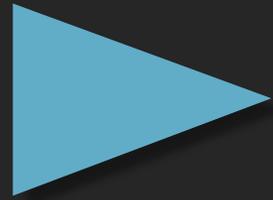
Organizations (institutional)

Others

Self

Recognize

It exists at all levels of human existence



Systems (systemic)

Organizations

Others

Self

Recognize

It's been around a long time



Peter Bruegel, 1635

Recognize

It's been around a long time



Hansel & Gretel

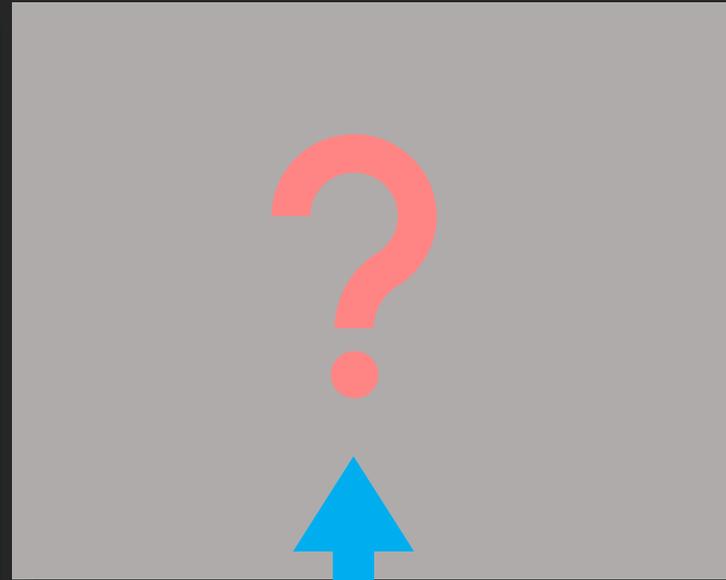


Peter Bruegel, 1635

# Recognize

## How did we get here?

Social views



Political power

Recognize

# It's technical **AND** transformational

we say...

Elderly



they think...

Frail  
Decrepit



Recognize

# It's technical **AND** transformational

we show...



they think...



Recognize

# A few TRAPS

Positive ageism

Protectionist language

Compassionate ageism



# National Center to Reframe Aging



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News & Events

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Online Community



**REFRAMING AGING INITIATIVE**  
COUNTERING AGEISM BY CHANGING  
HOW WE TALK ABOUT AGING

# Maine Council on Aging's Age+ Movement

A Maine Without Ageism - Maine Council on Aging

Maine Council on Aging

**A Maine without Ageism**

Maine Council on Aging  
Spoken by Kate Crary

02:51

▶

🔊 CC ⚙️ 📺 🔍 vimeo

The video player features a light blue background with white clouds and green hills. A large red circle in the center contains the title 'A Maine without Ageism'. Below it, a blue box contains the text 'Maine Council on Aging Spoken by Kate Crary'. The video player interface includes a play button, a progress bar showing 02:51, and various control icons (volume, closed captions, settings, full screen, search) and the Vimeo logo.



**An example of how hidden ageism can be**



*Innovation in Aging*  
cite as: *Innovation in Aging*, 2021, Vol. 5, No. 3, 1–18  
<https://doi.org/10.1093/geroni/igab023>  
Advance Access publication July 03, 2021

OXFORD

Scholarly Review

## Understanding Elderspeak: An Evolutionary Concept Analysis

Clarissa A. Shaw, PhD, RN<sup>1,\*</sup> and Jean K. Gordon, PhD, CCC-SLP<sup>2</sup>

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Recognize

# Elderspeak

Studies show that **75%** of elderspeak directed to residents could not be distinguished from babytalk directed at 2-year-olds

Recent hospital-based study identified elderspeak in **97%** of encounters w/ patients with dementia

Shaw, C. A., & Gordon, J. K. (2021). Understanding elderspeak: an evolutionary concept analysis. *Innovation in aging*, 5(3), igab023.

**Care**  
of person

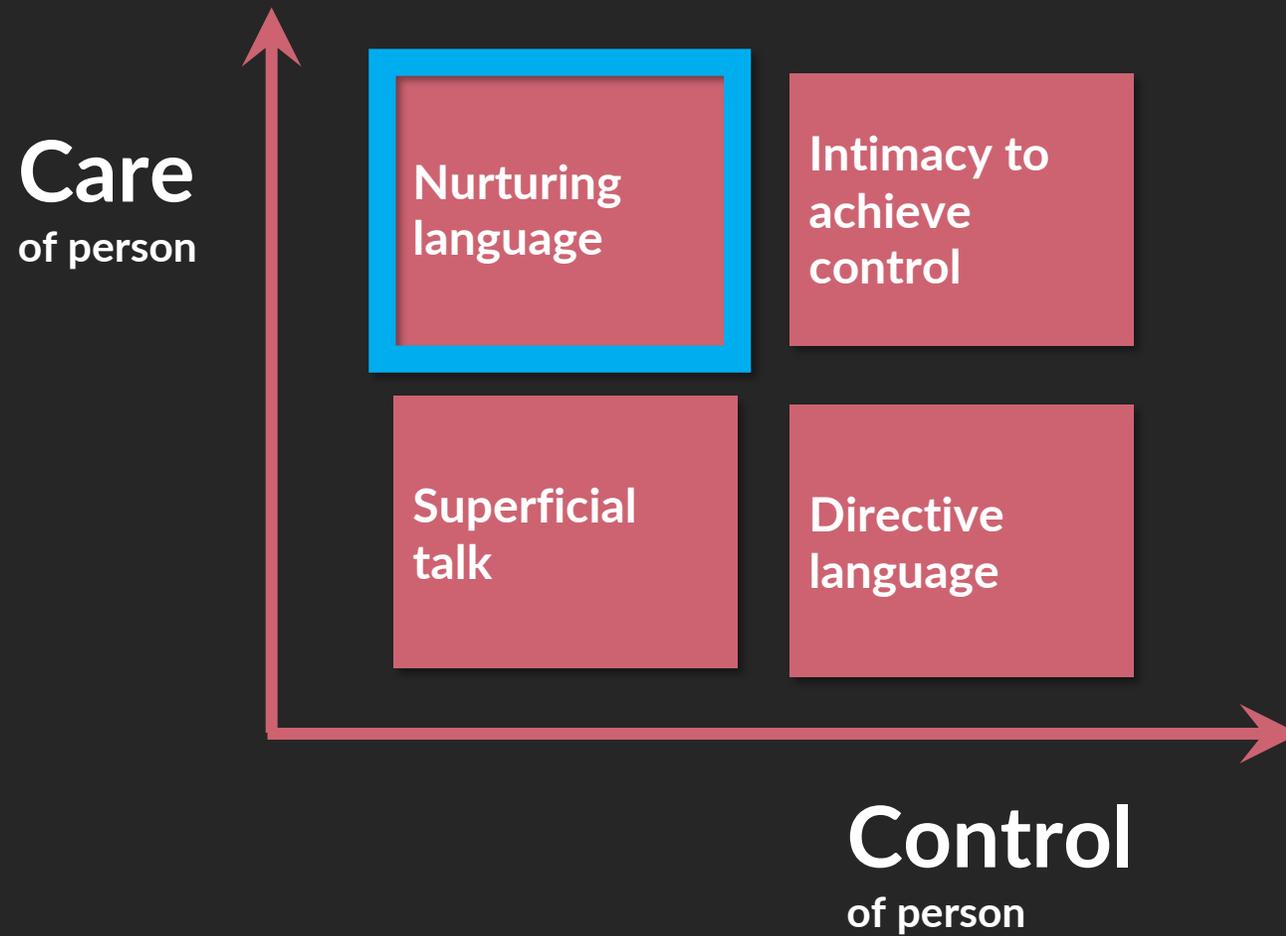
Nurturing  
language

Intimacy to  
achieve  
control

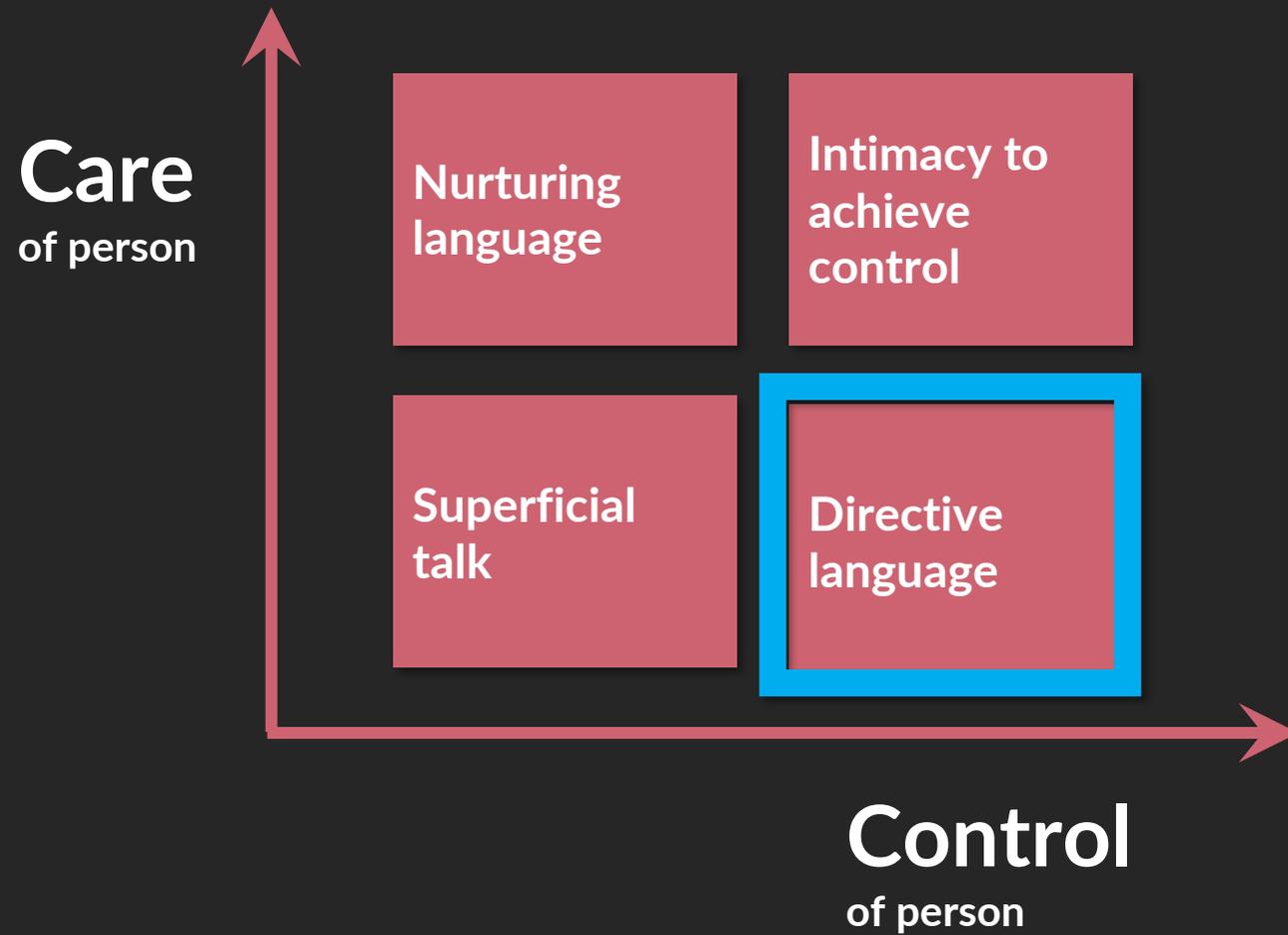
Superficial  
talk

Directive  
language

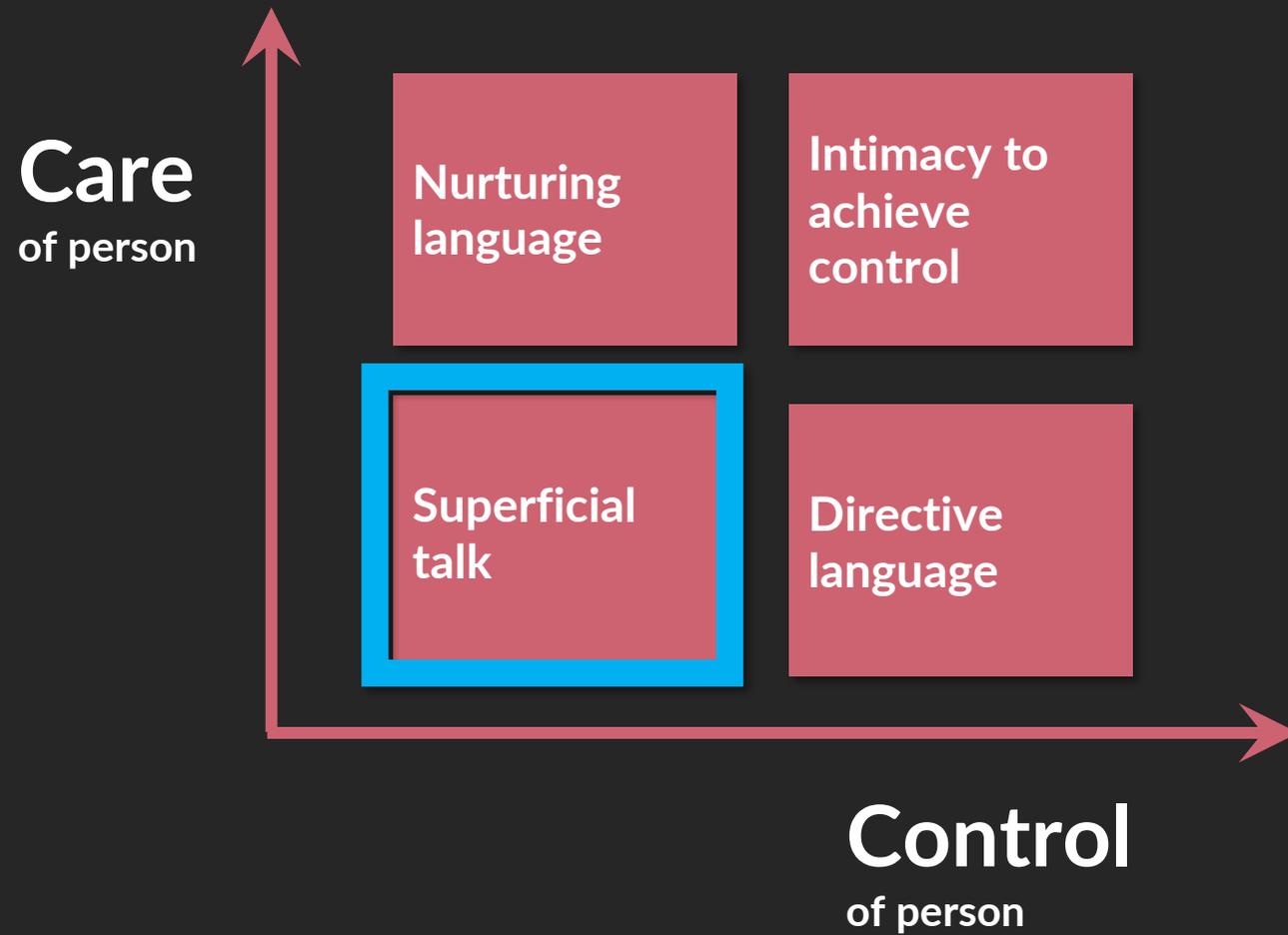
**Control**  
of person

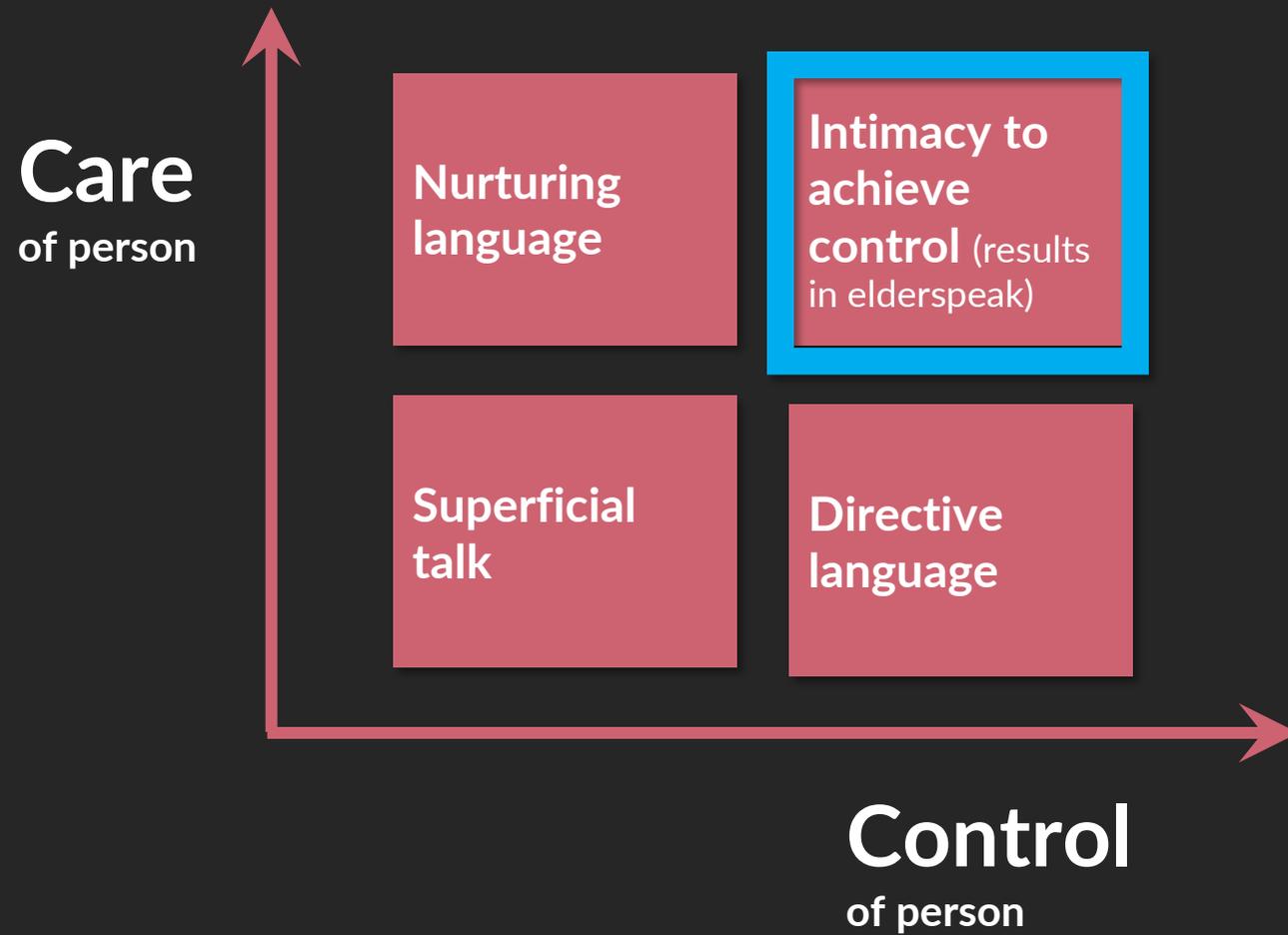


Based on Shaw, C. A., & Gordon, J. K. (2021). Understanding elderspeak: an evolutionary concept analysis. *Innovation in Aging*, 5(3), igab023.



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**Reflecting** on ageism's root cause

Reflect



Death anxiety

## Reflect



- ▶ Leading explanation for ageism directed at older people
- ▶ All humans have death anxiety, to differing degrees
- ▶ Finding meaning and connection helps alleviate death anxiety
- ▶ Awareness, conversation about death

**Reflect**



Building trust and **social capital**  
by reducing ageism

# Social Capital

“Features of social life – networks, norms, and trust – that enable participants to act together more effectively to pursue shared objectives. It refers to social connections and the attendant norms and trust.”

~Robert Putnam 1995

# Social Capital

- ↑ Trust
- ↑ Civic participation
- ↑ Social engagement
- ↑ Self-reported health
- ↑ Economic vibrancy



**AGING:  
SO COOL  
EVERYBODY IS  
DOING IT!**

#ButtonUpAgeism  
@AgeFriendlyOH

**Thank you!**

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