

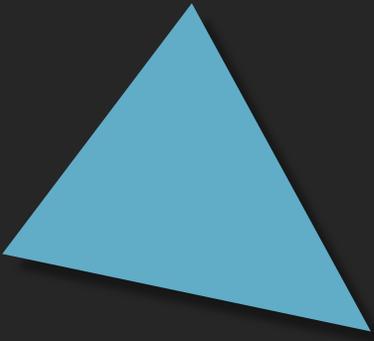


Reducing Ageism and Building Trust with Older People

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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

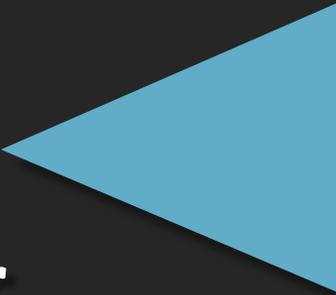
December 13, 2021 at 12:47 p.m. EST



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%

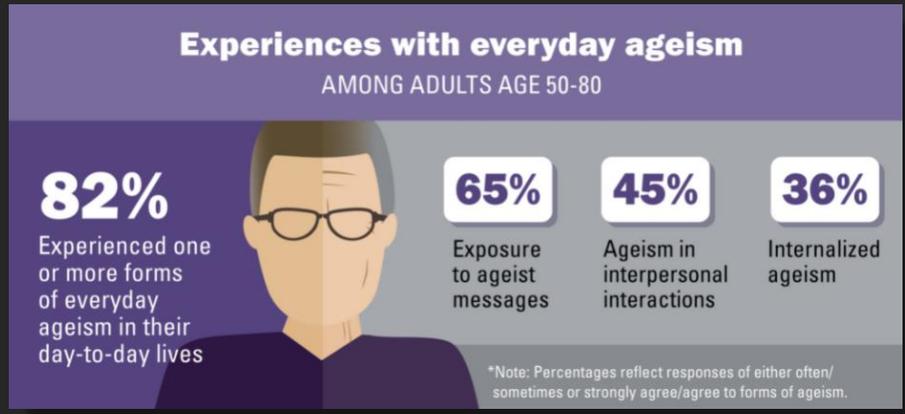
of are ageist toward
older people



<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

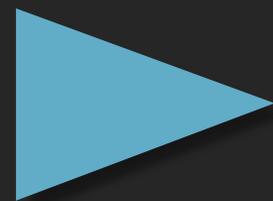
1 of every 7 healthcare dollars

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

Systems

Organizations

Others



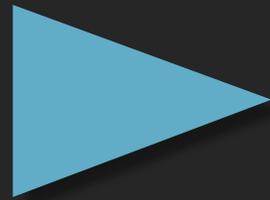
Self (individual, self-directed)

Recognize

It exists at all levels of human existence

Systems

Organizations



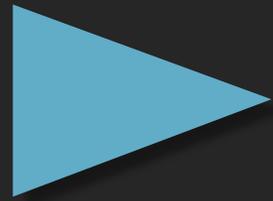
Others (interpersonal)

Self

Recognize

It exists at all levels of human existence

Systems



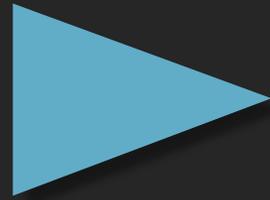
Organizations (institutional)

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

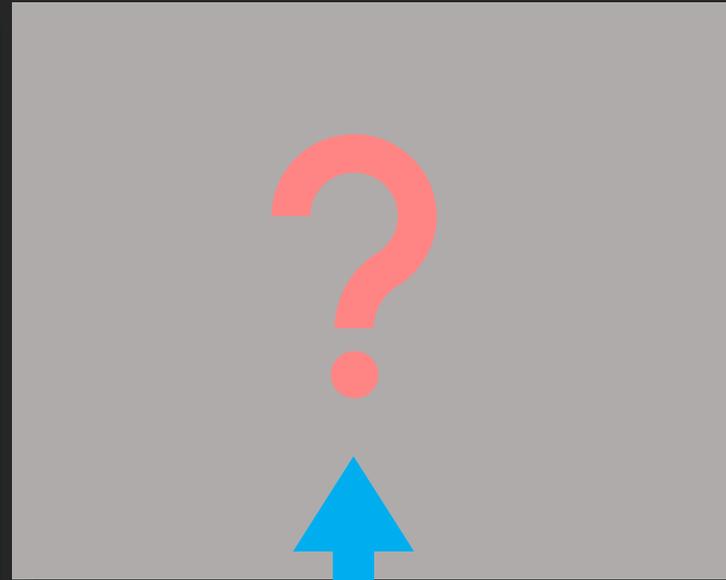


Peter Bruegel, 1635

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...



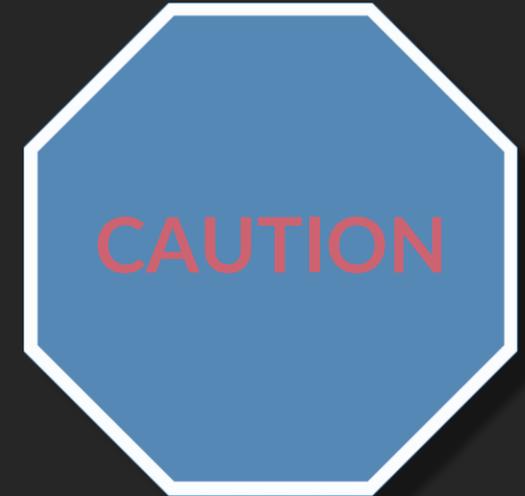
Recognize

A few TRAPS

Positive ageism

Protectionist language

Compassionate ageism



National Center to Reframe Aging



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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 like volume, closed captions, settings, and a share icon. The Vimeo logo is visible in the bottom right corner.



An example of how hidden ageism can be



Innovation in Aging

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OXFORD

Scholarly Review

Understanding Elderspeak: An Evolutionary Concept Analysis

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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

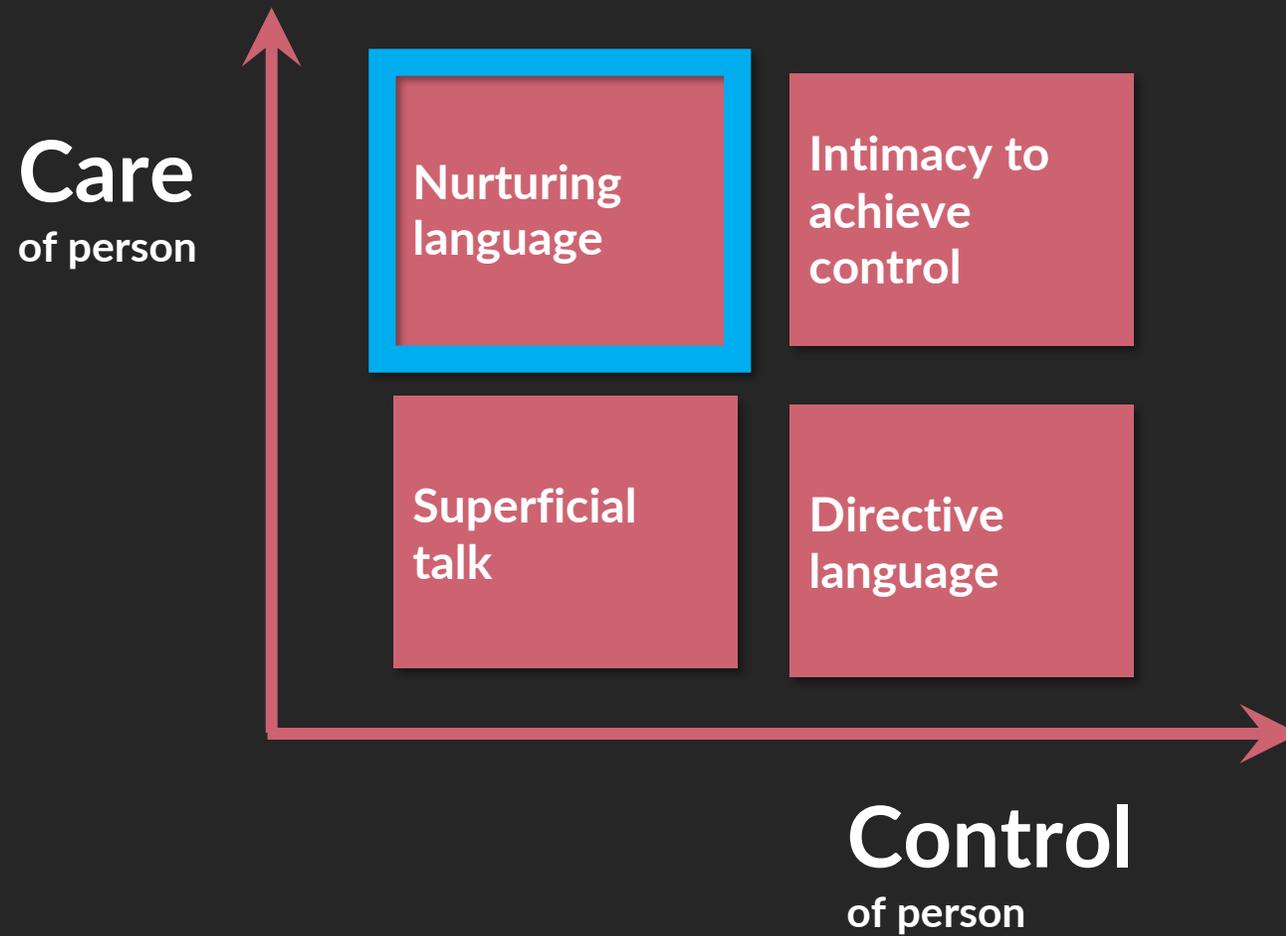
Nurturing
language

Intimacy to
achieve
control

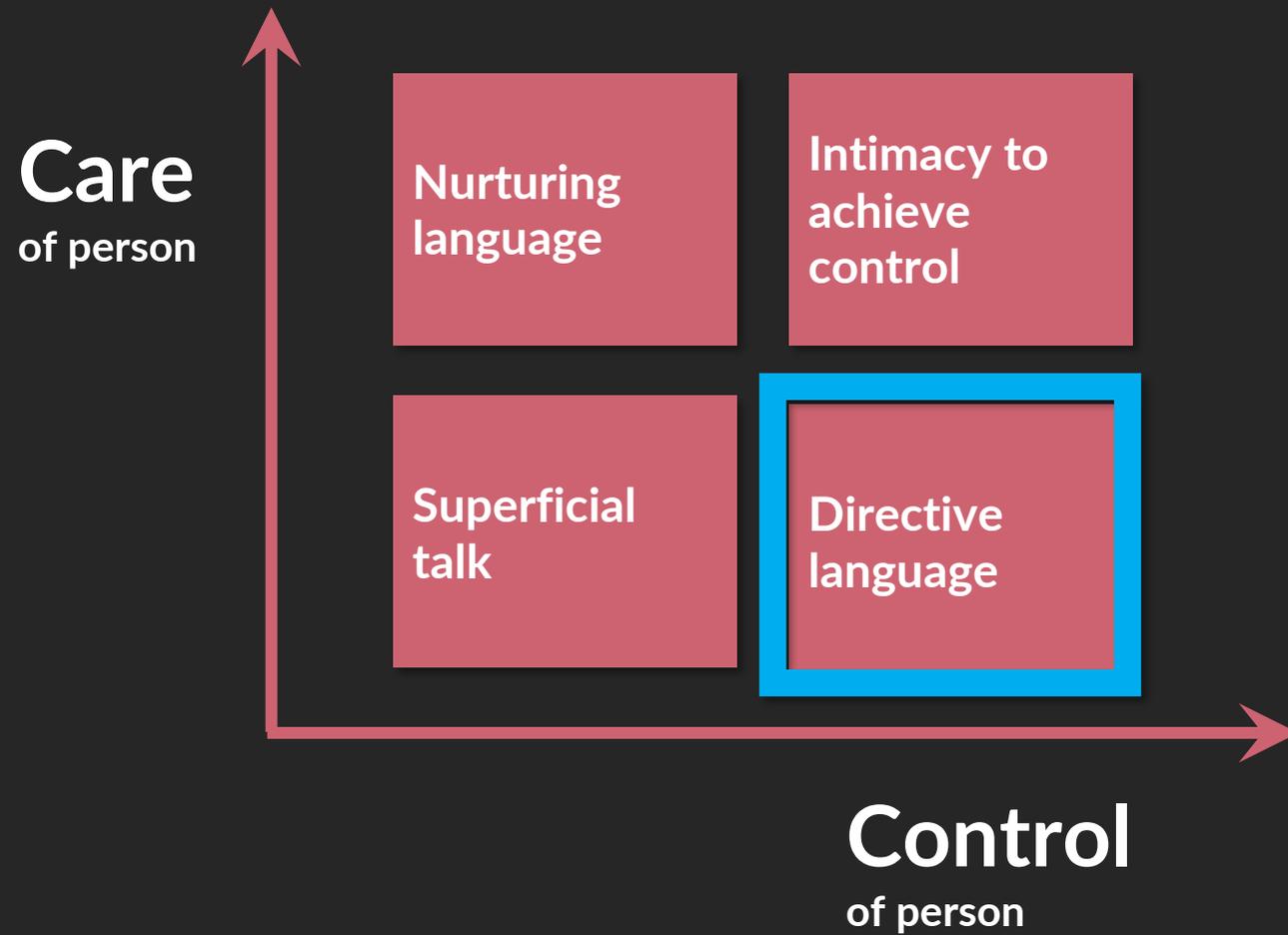
Superficial
talk

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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Care
of person

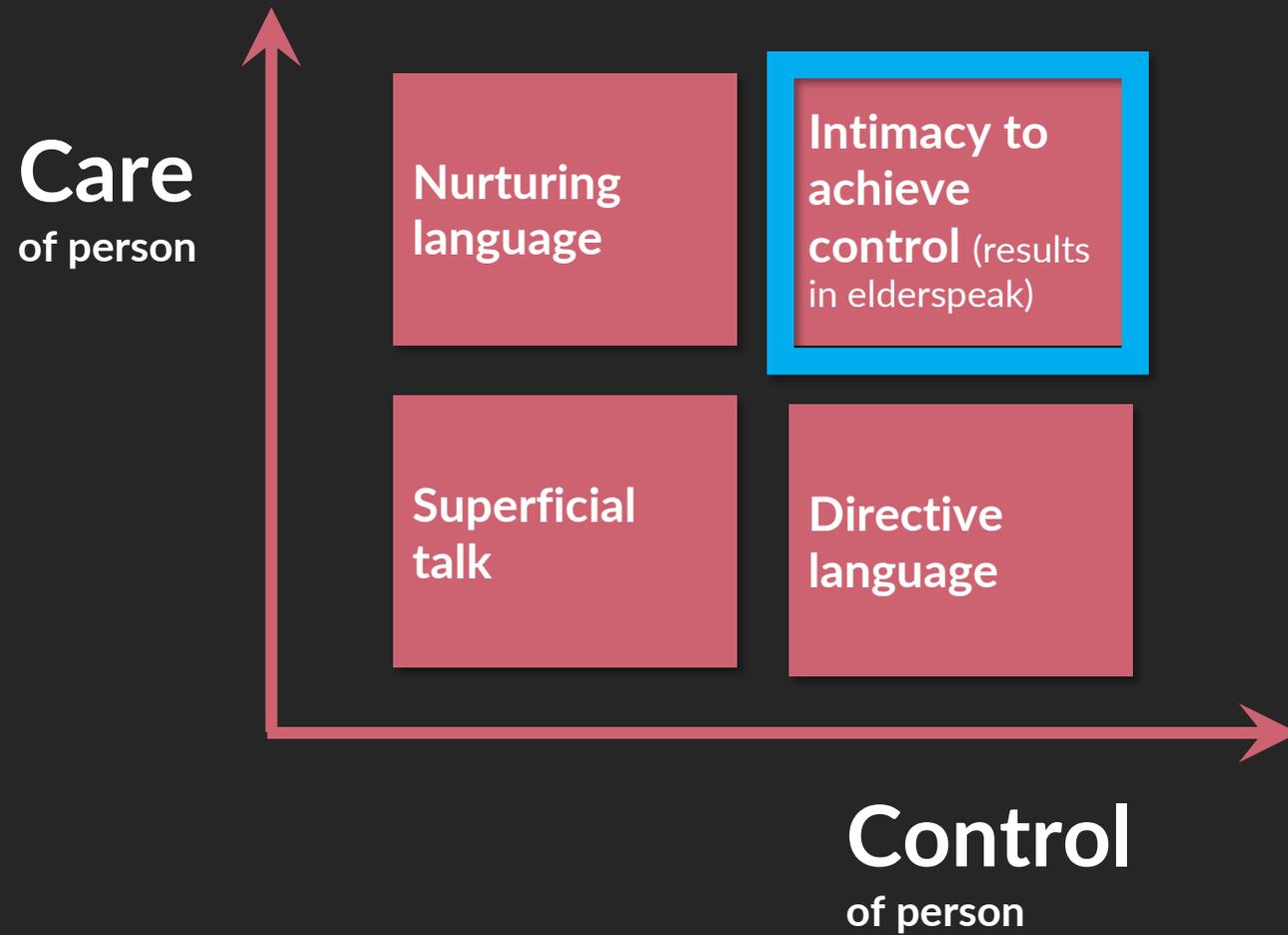
Nurturing
language

Intimacy to
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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.



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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