

# Ageism

Ageism is the stereotyping, prejudice, and/or discrimination of individuals on the basis of their age. It is one of the most prevalent, least recognized, and tacitly normalized within society.

Over 93% of older people aged 50 to 80 surveyed reported experiencing everyday ageism.

## Ageism looks like this

### Individual Level:

Private communications and social exchanges that diminish older people.

### Societal Level:

Inaccurate portrayals of older people in public discourse, media depictions, and everyday culture.

### Institutional Level:

Practices, policies, and procedures that reinforce and perpetuate misassumptions.

## Common forms of age-prejudice

Internalized ageism, exposure to ageist messages, and ageism in interpersonal interactions.

## Consequences of ageism

Ageism is associated with consequential and compounding harm for older adults. Among other impacts, ageism is correlated with:



**Poorer health outcomes**



**Employment discrimination**



**Significant monetary losses**



**Increased social isolation and loneliness**



**Environmental stressors**



**Elder Abuse**

## Ageism and elder abuse

The adoption, endorsement, and activation of ageist misperceptions that diminish older people can lead to elder abuse.

## Prevent abuse and promote elder justice

- Foster intergenerational exchanges
- Promote age-friendly cities and communities
- Design age-friendly workplaces
- Develop tailored, responsive interventions to advance elder rights
- Challenge and dispel age-based assumptions

## Stand up to ageism