



ADS Advisory Council

Anti-Ageism

12.8.2023

Do you consider yourself "old"?

When did that happen?

Who is considered “old”?

No universal definition

Many arbitrary dates:

- Age 65 for Medicare
- Age 62-67 for Social Security
- Age 40 to be in a protected class
- Age 55 to benefit from King County VSHL funds
- Age 60 to receive Age Friendly Seattle discount Gold Card

These can act as cues to us, telling us when we become members of the “old” group



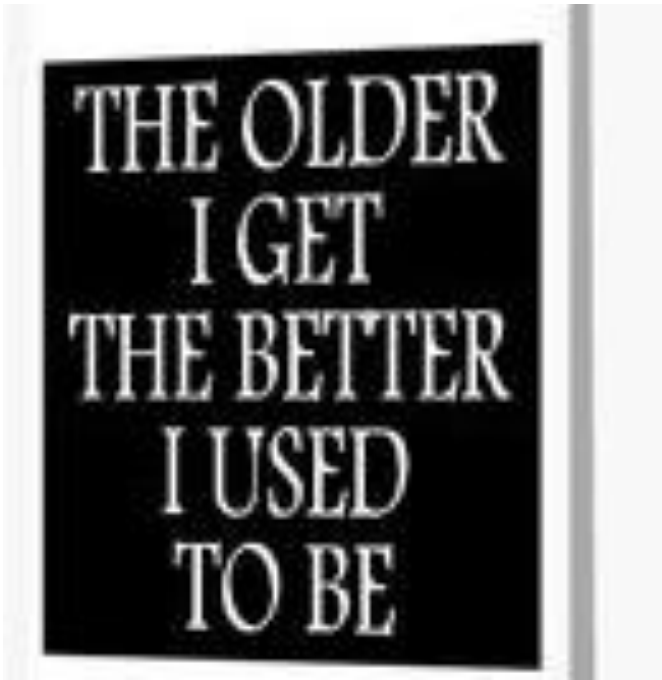
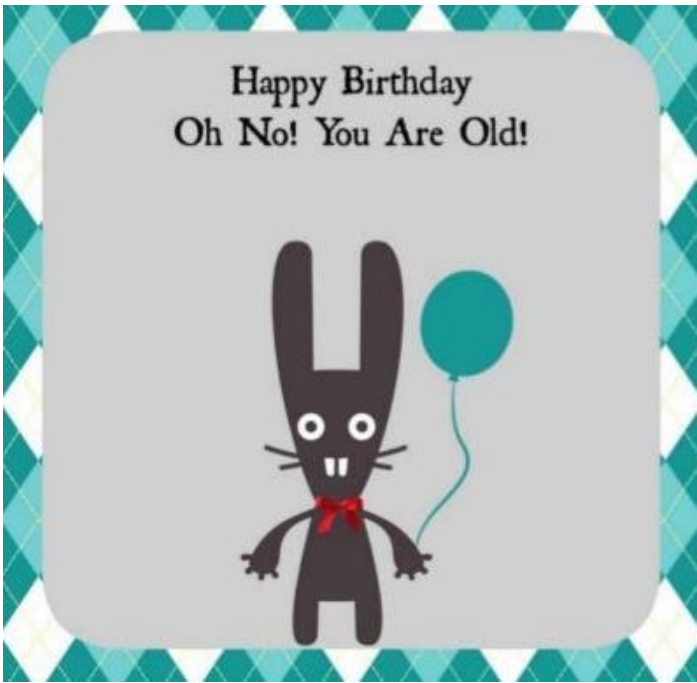
Where have you seen examples of ageism?

"Join me in the battle against ageing!"

I feel very proud to be a part of the brand that has made millions of women feel younger. They told effects comes everything that you would need for your complexion, skin, hair, and nails. In fact, I agree that ageing looks so much worse than time and skin aging. From maintaining to skin protection, they told effects has everything that will make your skin glow and give it a youthful appearance. So why not try they told effects and join me in the battle against ageing!

THE NEW ANTI-AGEING BREAKTHROUGH

YOU LOOK GOOD...
FOR YOUR AGE





Stereotype Embodiment Theory (SET)

“Stereotypes are embodied when their assimilation from the surrounding culture leads to self-definitions that, in turn, influence functioning and health.” (Levy 2009)

- Internalized across the life span
- Can operate unconsciously
- Gain salience from self-relevance
- Utilize multiple pathways: psychological, behavioral, physiological

We absorb stereotypes:

- top-down (society to individual)
- over time (from childhood to old age)

Ageism Defined

WHO definition: Ageism refers to the **stereotypes** (how we think), **prejudice** (how we feel) and **discrimination** (how we act) towards others or oneself based on age ([WHO 2023](#))

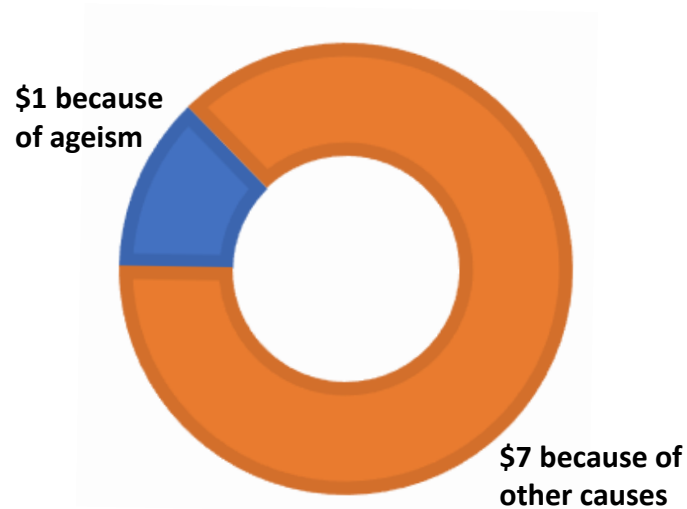
Three variables of ageism adversely impacting health (Levy 2009):

1. Detrimental treatment of older adults (discrimination)
2. Older adults' negative beliefs about older adults (stereotypes)
3. Negative perception of one's own aging (prejudice)



What's so bad about ageism?

Ageism cost \$63 billion in health care spending in 1 year



People with more positive views on aging live 7.5 years longer



Robbs our ability to look forward to aging and deprives people of intergenerational communities.

Health effects of ageism

Decreased memory and cognitive functions
Decreased likelihood to engage in healthy behaviors
Higher likelihood of cardiovascular disease
Worsened balance
Poorer psychological health (depression, anxiety, stress, loneliness, morale)
Will to live
Longevity

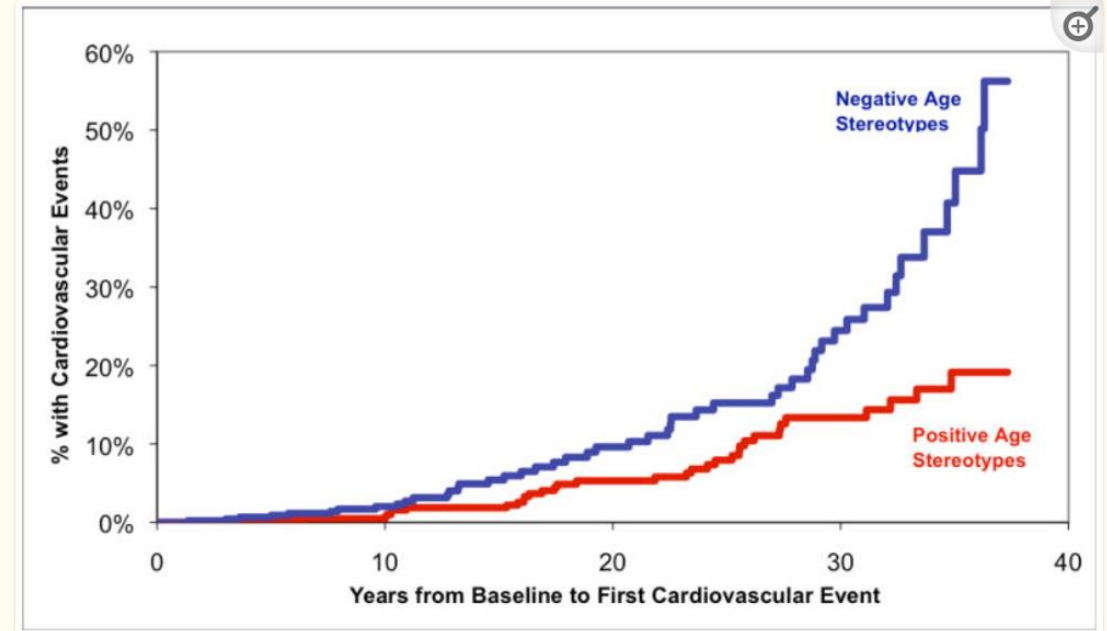


Fig. 1

Association of negative (blue) versus positive (red) age stereotypes held in younger adulthood to risk of cardiovascular events (e.g., congestive heart failures, heart attacks, and strokes) over the next 38 years. Adapted from [Levy, Zonderman, Slade, and Ferrucci \(2009\)](#), p. 297.

How does ageism effect health?

Awareness of belonging to “old” group and the related stereotypes (even if you don’t agree!)

Psychological pathways: Age-Based Stereotype Threats → creates worry about confirming a negative stereotype, and consequently leads to underperformance

Behavioral pathways: negative attitudes about aging → less likely to engage in healthy activities

Physiological pathways: negative attitudes correlated with brain deterioration

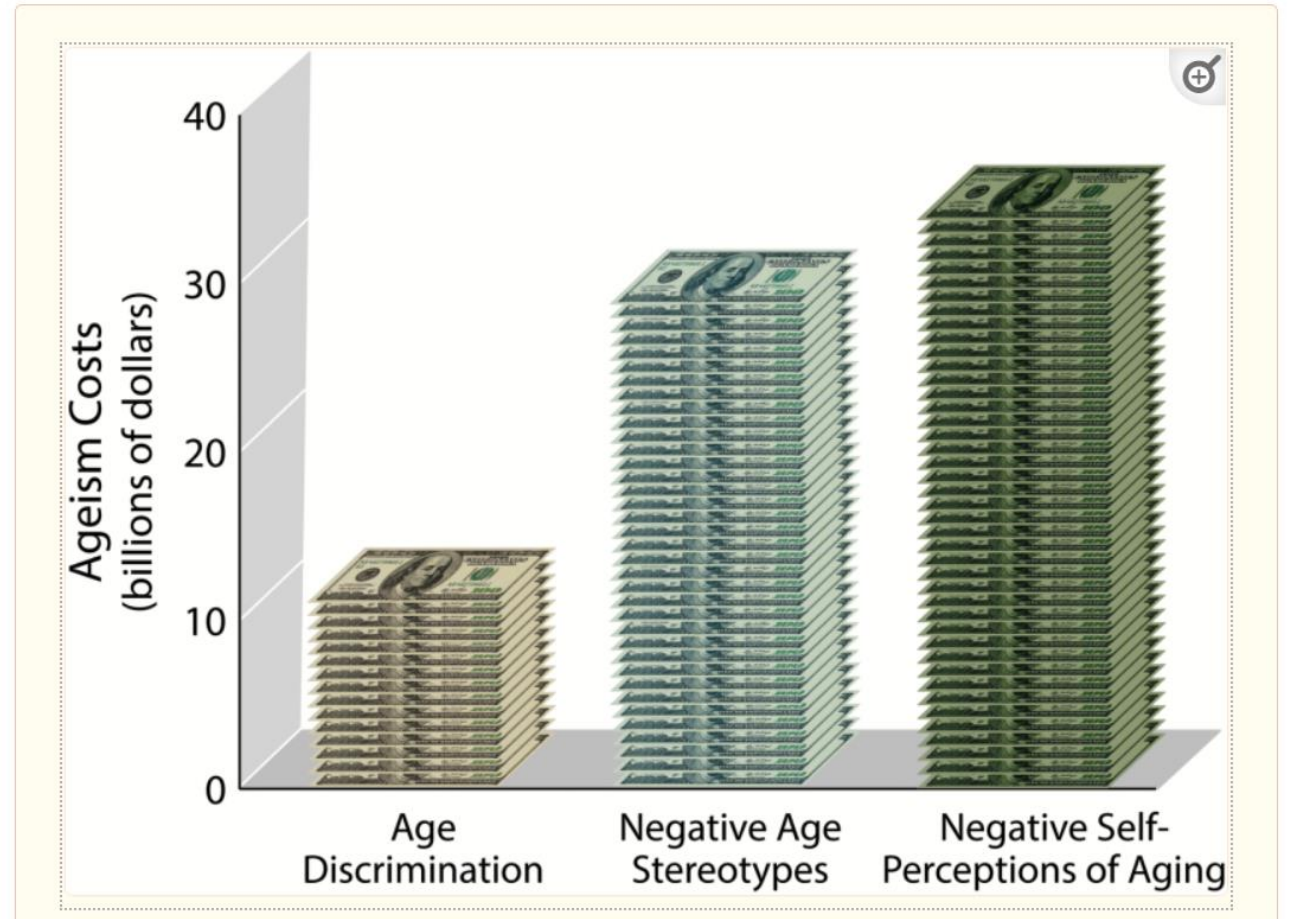


Effects of Ageism Variables

Health care cost highest for:

1. Negative self-perceptions of aging
2. Negative age stereotypes
3. Age discrimination

Our own feelings can do the most harm



Ageism and Other “Isms”

Injustices compound over a lifetime:

- Economic inequities
- Primary disease prevention
- Structural barriers
- Chronic disease management
- Stress

Examples of inequities in older adults:

- Black OAs experience higher rates of disabilities and dementias
- Older women more likely to be low-income and rent-burdened
- LGBTQ OAs more likely to be socially isolated
- Older immigrants less likely to have health insurance



Can Anyone Experience Ageism?



Good News!

**Ageism can be undone!
(or at least impacts mitigated)**

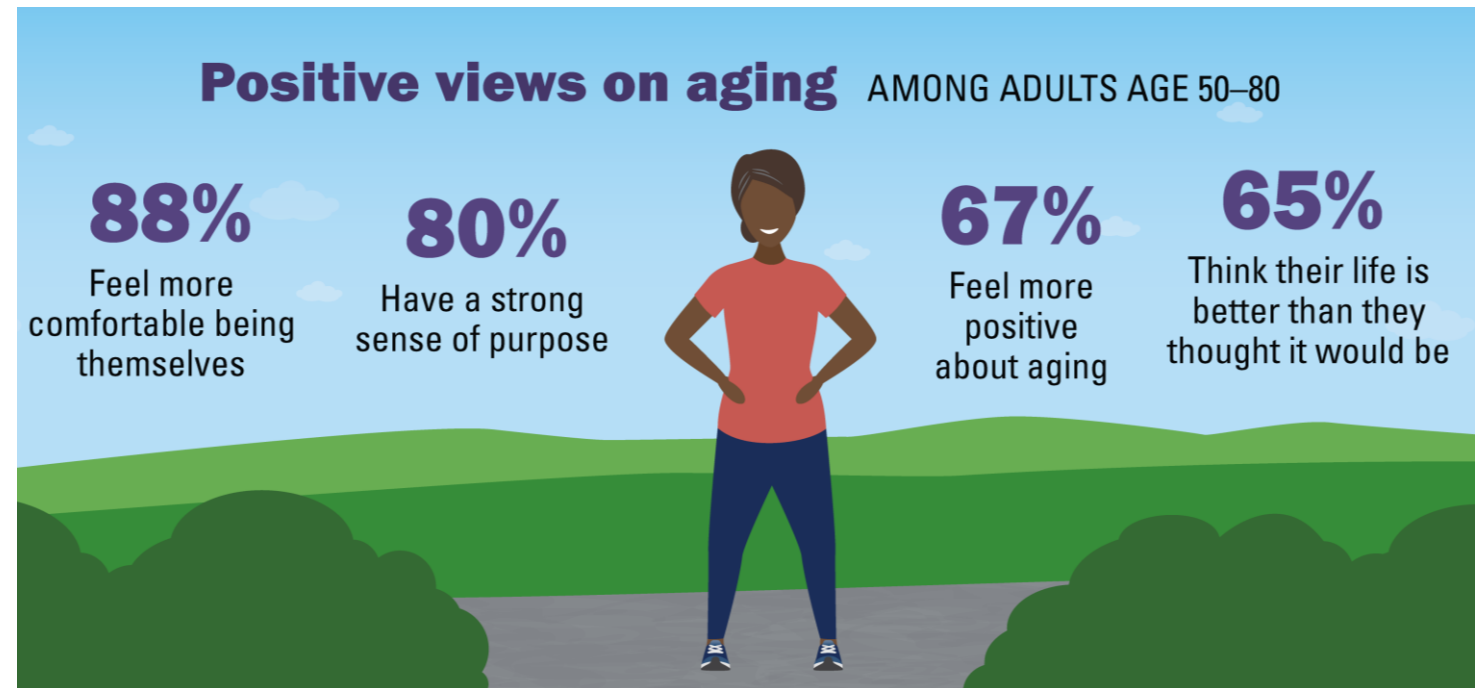
Strategies for older people:

- Pride in age group membership
- Positive views of the future
- Body confidence

Strategies for younger people:

- Education to shift attitudes
- Intergenerational contact

Many older adults already have positive views on aging
(University of Michigan, National Poll on Healthy Aging, 2020)

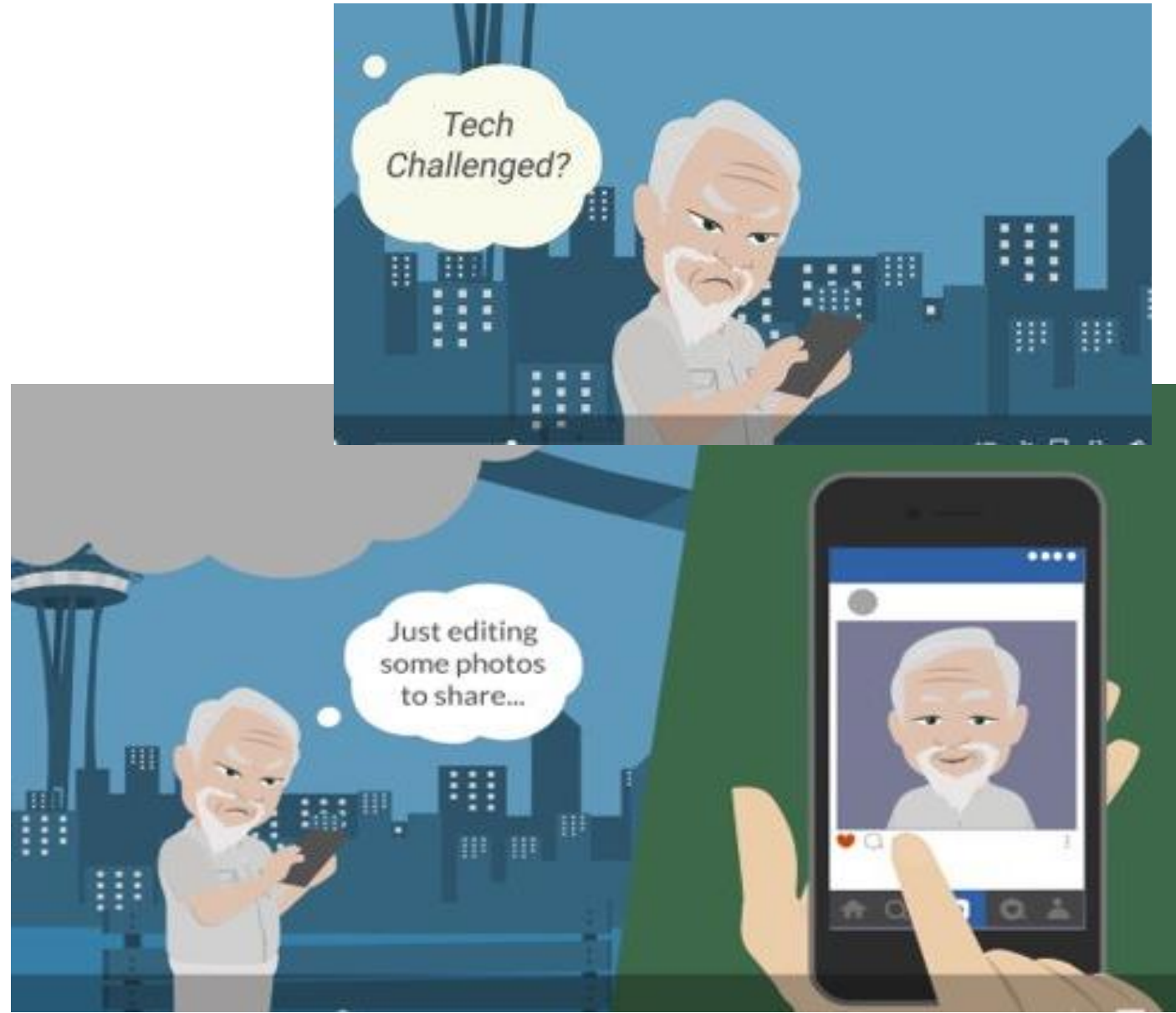


Age Friendly Seattle's Anti-Ageism Training

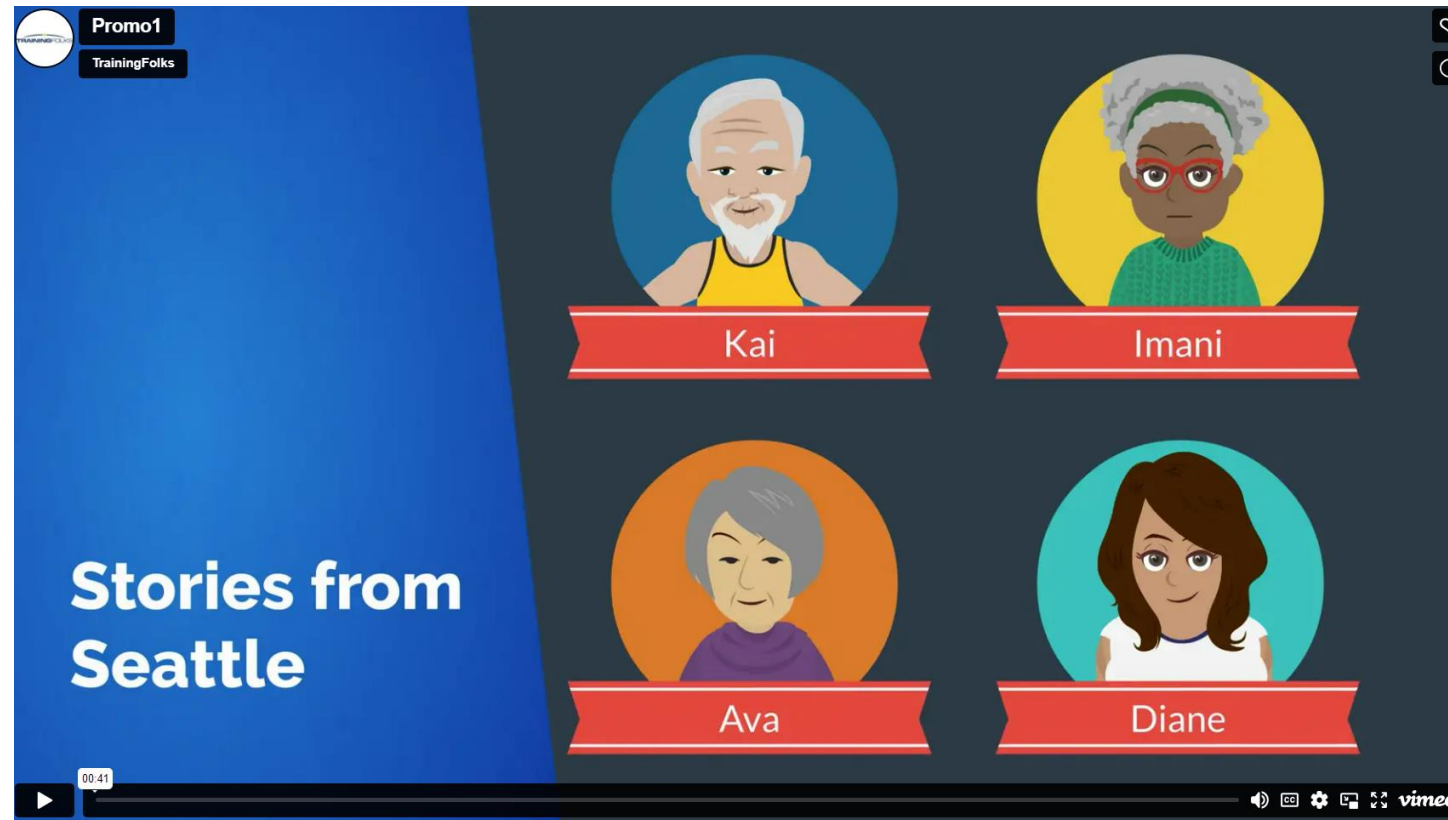


Content

- ✓ Exploration of biases
- ✓ Intersectionality of ageism + other “isms”
- ✓ Personal stories (from CoS colleagues!)
- ✓ Tips for being anti-ageist
- ✓ Resource bank



Real Stories from Seattle...



Let's Practice!

What are some things you LOVE about being "old" and aging?



Thank you!

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Myths & stereotypes about aging...

Ava's Story:

[Click Here
to Launch
Video](#)

