
2. **Rooted in history:**
   Started when moved from agrarian to industrialized societies.

3. **Rooted in deeply-held human concerns** and fears about our own potential vulnerability.

4. **Four types of ageism** – International Longevity Center at Columbia University
   - A. Personal Ageism
   - B. Institutional Ageism
   - C. Intentional Ageism
   - D. Unintentional Ageism

5. **It’s everywhere: Have you noticed?** Anti-aging creams, advertising, greeting cards, media, TV/films, Internet, social media

6. **Costs of ageism:** Productivity, cultural sensibility, morality and ... HEALTH

7. **Focus on Health** (Research: Ageism Becca Levy, professor at Yale School of Public Health)
   - A. Older persons with positive age stereotypes: 44% more likely to recover from severe disability than those with negative stereotypes.
   - B. Positive age stereotypes improve memory performance and memory self-efficacy
   - C. Negative stereotypes of aging decrease memory performance
   - D. Negative age stereotypes contribute to hearing decline.
   - E. Negative age stereotypes at a young age = earlier cardiovascular events.
     1. Make it more negative by one point = increases by 11%
     2. Increase in positivity by two standard deviations = 80% risk reduction
   - F. Those who believe, “As I age, health problems are inevitable” engage in fewer preventive behaviors.
     1. Affects sense of personal control and will to live
     2. Less likely to see a physician regularly
     3. Less likely to seek preventive care, e.g., blood pressure screening or flu vaccines
   - G. “Everything caused by my old age“ = Higher levels of arthritis, hearing loss and heart disease
   - H. Positive self-perceptions of aging increase longevity by 7.5 years!
     1. Findings equally robust for men/women, over/under 60, over/under 70, better/worse functional health, high/low socioeconomic status, loneliness or not
   - I. Greater survival factor than blood pressure and cholesterol, lower body mass index, history of smoking, tendency to exercise

8. **What can WE do?**
   - A. Look at our/your language? “He’s 85 but/still sharp/driving/working, etc.”
   - B. Let’s stop hiding or fibbing about our age, denigrating our age or apologizing for it.
   - C. Let’s look at our programs
   - D. Let’s call out ageism when we see it.

9. **Let’s start an ANTI-AGEISM movement.**
And It’s BAD for Everyone’s Health

AGEISM is Everywhere.

Selected Bibliography on Ageism

Scholarly:
- International Longevity Center-USA, (2006), Ageism in America

Book
- Lachs, Mark, MD, Treat Me, Not My Age: A Doctor’s Guide to Getting the Best Care as you or a Loved One Gets Older, Viking, 2010.

Popular Media and Internet:
- “Combating Ageism in Media and Marketing,” Ageism Taskforce at the International Longevity Center
- “Ageism: How Negative Stereotypes of Aging Impede an Inclusive Society,” Be Active Your Way Blog
- Ageism in Healthcare: Time for a Change, by Richard Currey PA-C, Aging Well, Vol. 1, No. 1, p. 16,
- Ageism: the Silent Killer, OpenSalon, November 12, 2013,

Visit the Wisconsin Institute for Healthy Aging website to find links to these and other resources on ageism — www.wihealthyaging.org.

And It’s BAD for Everyone’s Health

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