

# Ageism



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# Talk Outline



- ❧ Definition of Ageism
- ❧ Types of Ageism
- ❧ Prevalence of Ageism
- ❧ Impacts of Ageism
- ❧ Ageism in Healthcare settings
- ❧ Combating Ageism

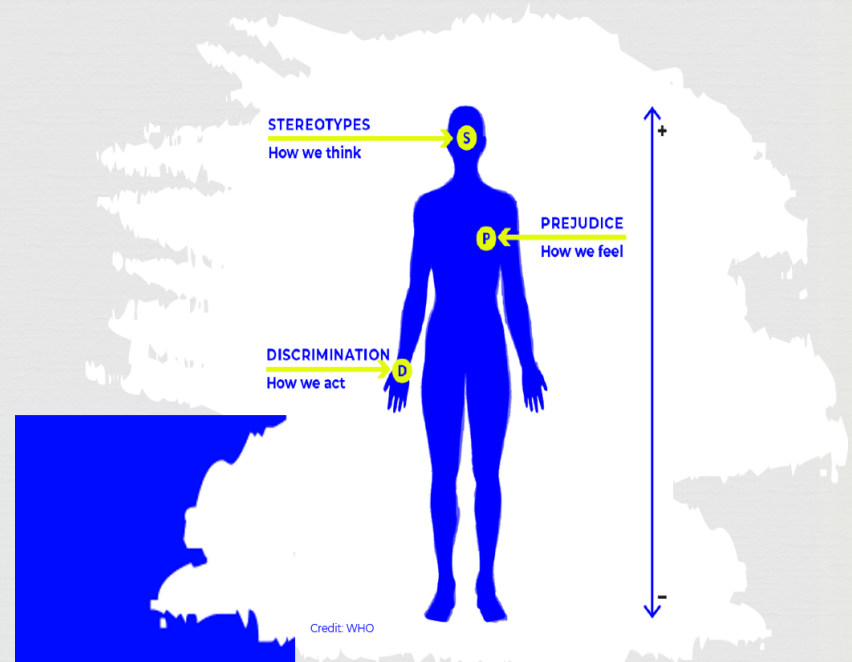


# Definition of Ageism



The term ageism was first used in 1969 by Robert N. Butler.

According to the World Health Organization (WHO) : Ageism refers to how we **think** (stereotypes), **feel** (prejudice) and **act** (discrimination) towards others or ourselves based on **age**



# Components of Ageism



- ❧ The triple view of ageism suggests that ageism consists of a **cognitive component** (stereotyping), an **affective component** (prejudice), and a **behavioral component** (discrimination).
- ❧ Since there is little agreement on the age at which people think you become an “older person.” Therefore, people’s **vulnerability to experiencing ageism** is likely to vary depending on the **country and the context**.

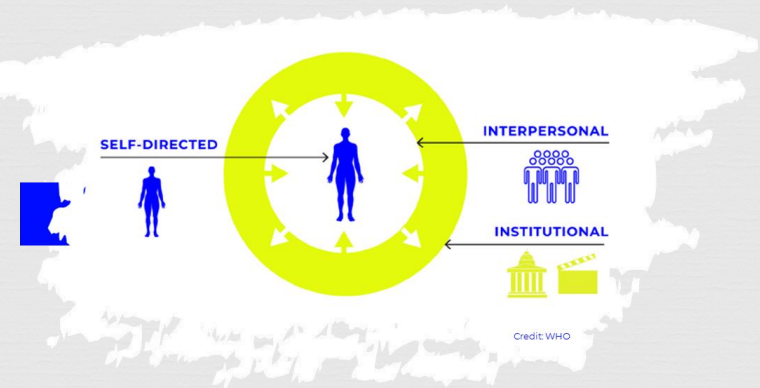


- ❧ Ageism affects people of all ages when they are considered **'too young'** or **'too old'** to do something. However, much of the research on ageism have focused on old age.
- ❧ Both **younger and older people suffer from ageism** across many areas, such as employment, health, housing and politics.
- ❧ Ageism represents discrimination by the **middle-aged group** against the younger and older groups in society, because the middle-aged group is responsible for the welfare of the younger and older age groups, which are seen as dependent.

# Types of Ageism



- ❧ Institutional ageism (in institutions)
- ❧ Interpersonal ageism (in relationships)
- ❧ Self ageism (self-directed)
  - ❧ exposure to a culture's age stereotypes, older individuals direct these age stereotypes inward



# Types of Ageism



- ❧ Ageism is rooted in stereotypes, both positive and negative (result in negative consequences)
  - ❧ Positive ageism (kind, cute, wise)
  - ❧ Negative ageism (Severely Impaired)
  
- ❧ Explicit ageism (conscious aspect)
- ❧ Implicit ageism (unconscious aspect)

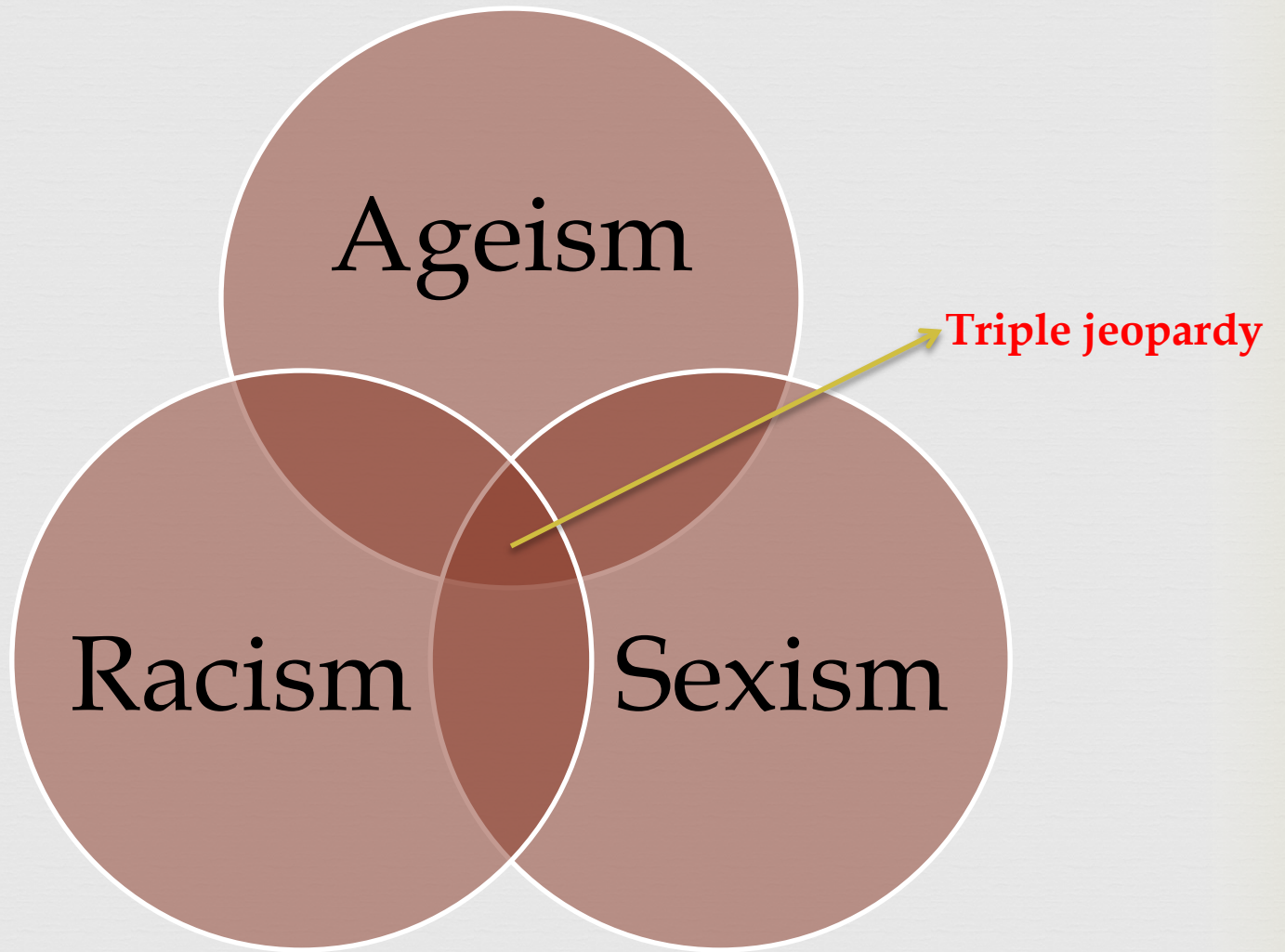
# Target of ageism



## The forms of discrimination

- ❧ Racism (ethnicity-based discrimination)
  - ❧ Treating someone unfairly because of their race, colour, nationality, ethnic or national origins
- ❧ Sexism (gender-based discrimination)
  - ❧ Treating someone unfairly because of their gender
- ❧ **Ageism**
  - ❧ Treating someone unfairly because of their age
  - ❧ likely to **impact all people** in society





# Prevalence of Ageism



- Ageism is prevalent in different domains of life: **at work**, in **public spaces**, in **shops**, and in **doctors' offices**.
- 1 in 2 people are ageist towards older people
- United States
  - 29.1% of adults 52 years and older** (receiving worse medical services, based on their age).
- European countries
  - about a **quarter of adults 62** years and older (treated badly because of their advanced age)

# Impacts of Ageism



- ❧ Ageism can have negative impacts on our health. For example, it can have long-term effects on mental health
- ❧ slower recovery from disability
- ❧ reduce life expectancy
- ❧ preventing social integration
- ❧ social policy,<sup>14</sup> which can impose barriers to the development of age-friendly policies
- ❧ inequalities in the health care system
- ❧ Poor health outcomes

# Ageism in Healthcare settings



## ❧ Ageism among physicians

- ❧ In diagnostic procedures, treatment of older patients, and interactions with older patients
- ❧ Dismiss a treatable pathology as a feature of old age
- ❧ Treat the natural effect of aging as a disease

## ❧ Ageism in Medication Use

- ❧ Medications and doses are often similarly prescribed to older and younger adult patients without respecting age-specific needs (medications act differently in older and younger people )
- ❧ Inappropriate Prescribing

# Ageism in Healthcare settings



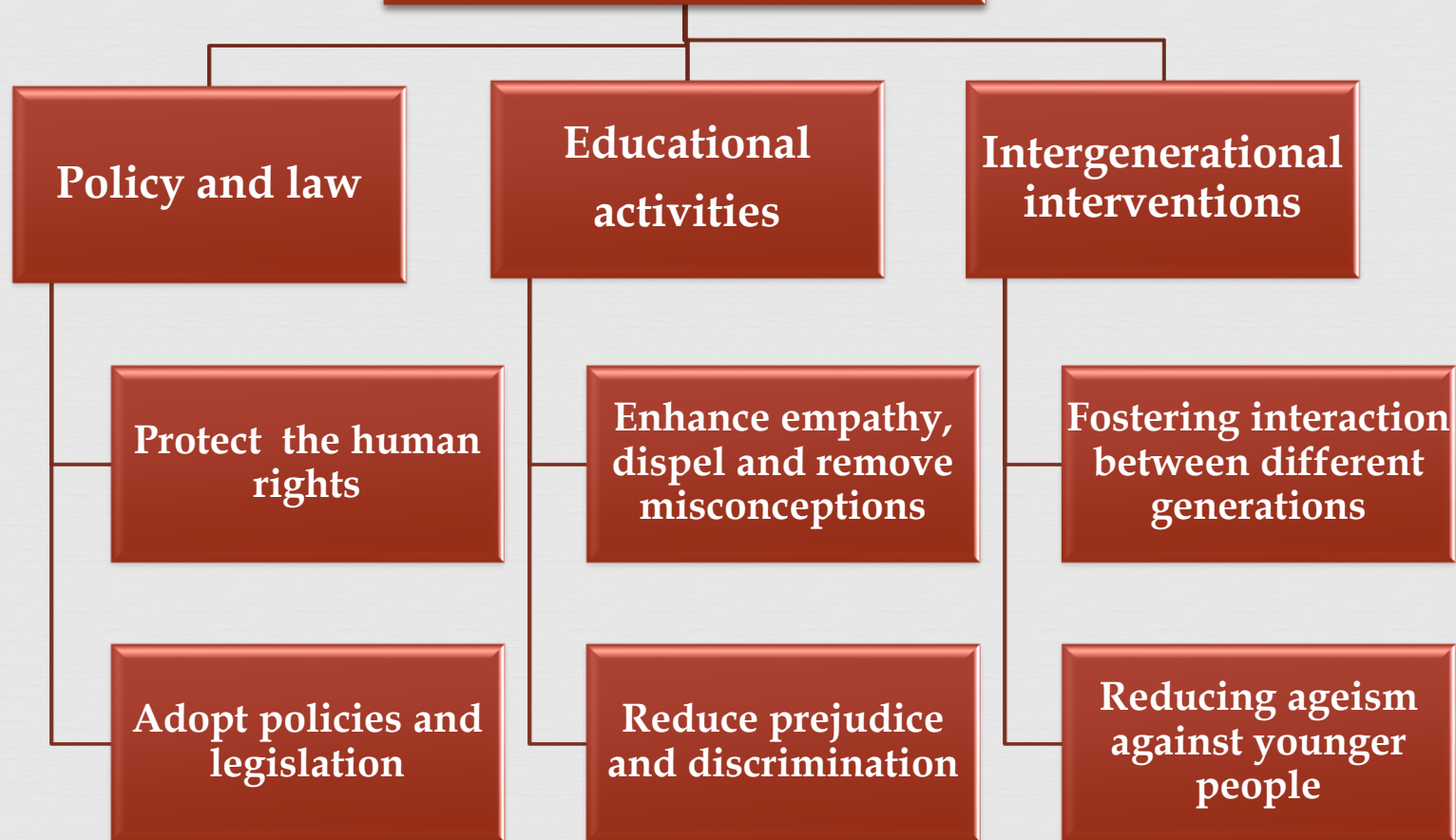
## ❧ Ageism among nurses

- ❧ Higher levels of anxiety about aging
- ❧ Low tendency to work in geriatric nursing
- ❧ More negative attitudes
- ❧ speak to older patients in a patronizing tone
- ❧ Share ageist jokes

## ❧ Ageism among social workers

- ❧ Spending less time in meetings with older patients
- ❧ Believe in that recovery from an illness is much lower for older adults than for younger people with the same illness
- ❧ Perceiving older adults as a vulnerable and group
- ❧ Expressing ageist perceptions

# Combating Ageism Strategies





**Thank You Very Much For Your  
Kind Attention**

**Create A World For All Ages**

*Momtaz YA.*