

Challenging Ageism

easy read

Top Tips



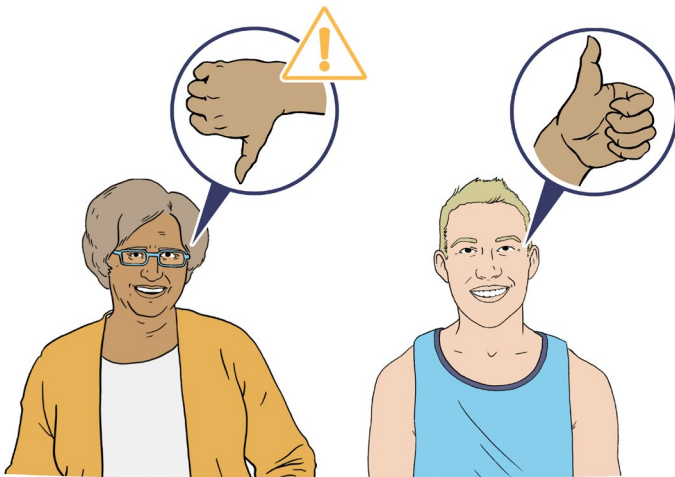
AgeProud
Leeds



Challenging ageism - Top tips



Age Proud Leeds works to help people to talk about **ageism**.



Ageism is when people are treated differently because of their age.



If someone is treating a person differently because of their age, or they are saying things that are unkind about older people, they are being **ageist**.



We want to **challenge** ageism by changing people's thoughts about older people and ageing.

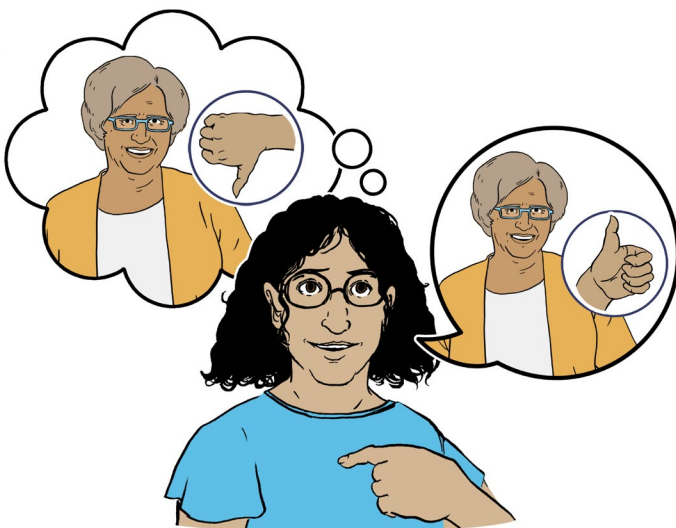


To **challenge** something means that you are speaking out about something being wrong so that it can be changed.

Be positive - Be kind



It is important that we are kind when we ask people to change the way they think about older people.



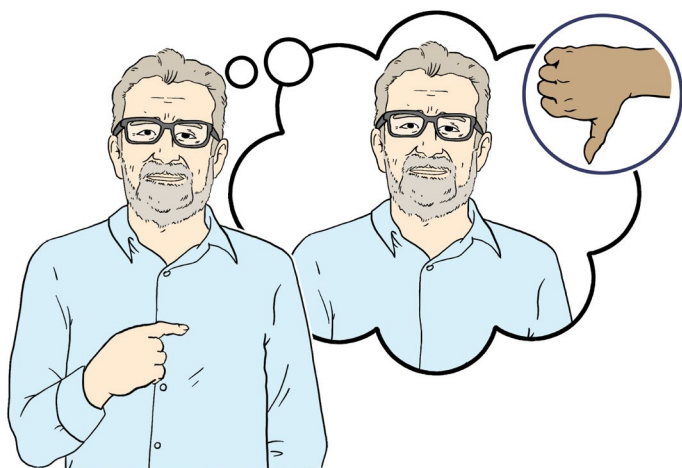
Some people do not know that their thoughts about older people are ageist.



We do not want the people we are talking with to feel attacked or upset.



We think the best way to change their thoughts is to be polite and kind.



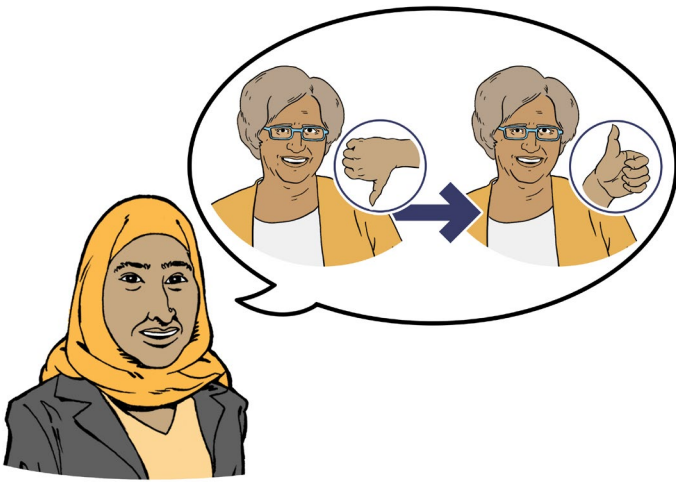
We might talk with older people who have ageist thoughts about themselves.



We want to support these people to change the way they think about themselves.



It is important that you are calm and polite when you challenge something you think is ageist.

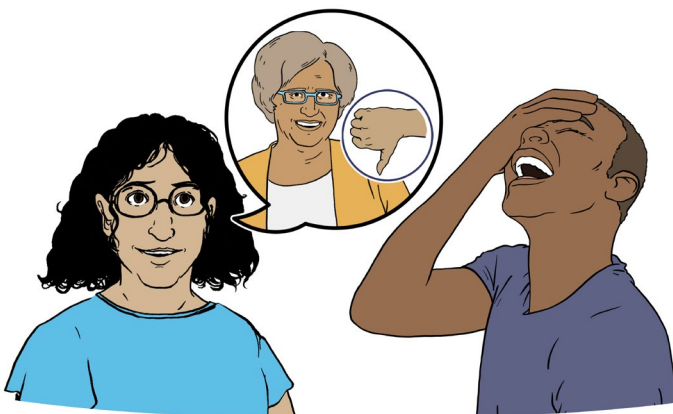


You could say that you think it is ageist and then give ideas on how it could be changed.

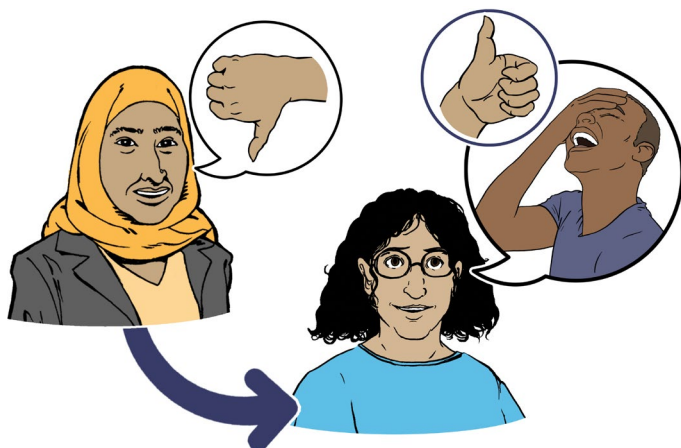
Look out for everyday ageism



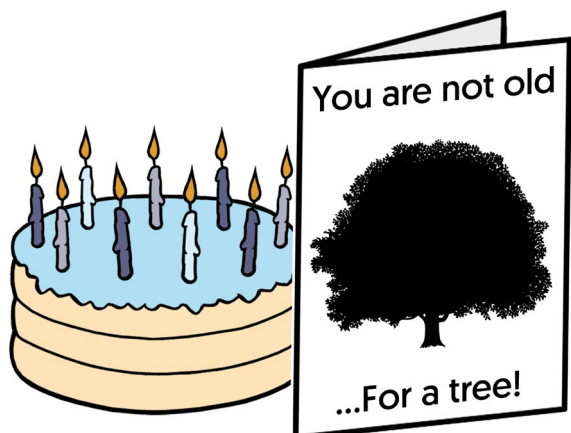
Everyday ageism is common sayings and ways of behaving that are unkind towards older people and ageing.



There are unkind comments about older people that we use in everyday life that are seen as being harmless and jokes.



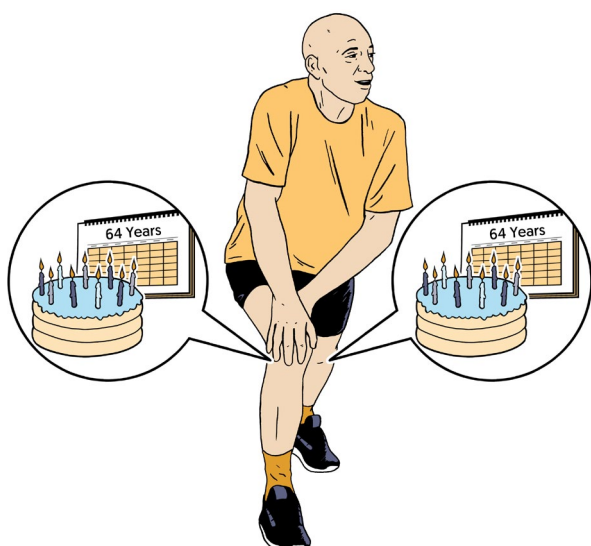
This can make it hard to challenge the ageism because people do not think they are being unkind.



Some birthday cards are an example of unkind thoughts about older people and ageing being shown as jokes.



Sometimes using jokes can be a good way to get people to talk more about ageism.



An example of a joke used in a good way is:

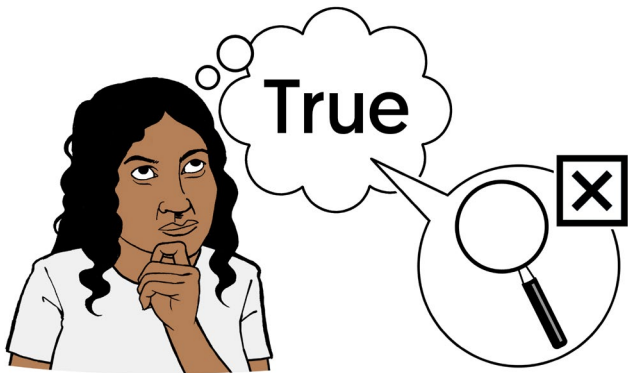
“I stopped blaming my sore knee on being 64. My other knee doesn’t hurt, and it’s just as old.”

Said by Ashton Applewhite

Challenging assumptions



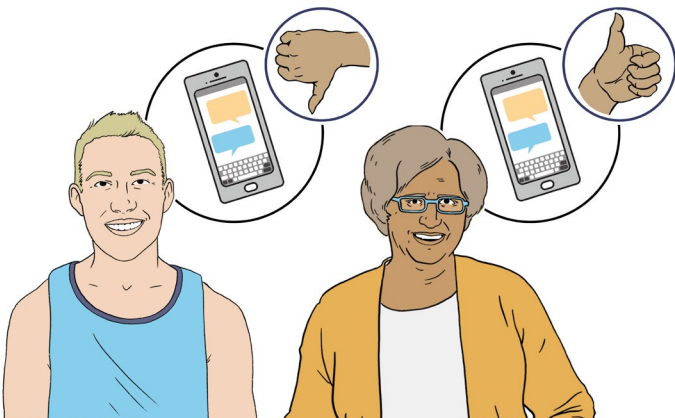
Making **assumptions** based on someone's age is something that happens a lot.



An **assumption** is something that you think is true without any evidence.



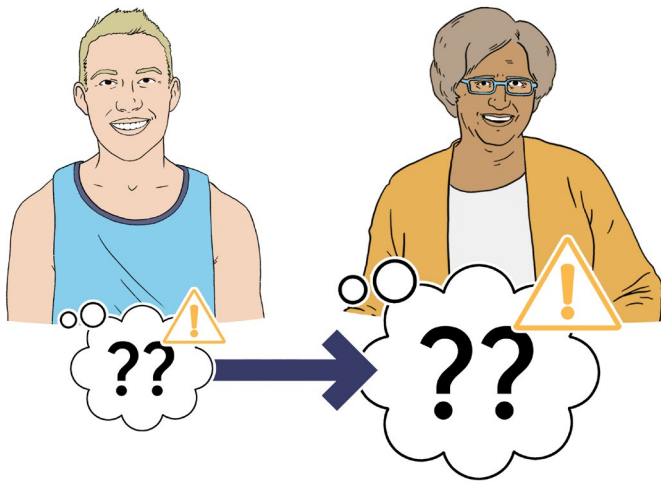
An example of an assumption is thinking that all younger people are good at using mobile phones and all older people are not good at using mobile phones.



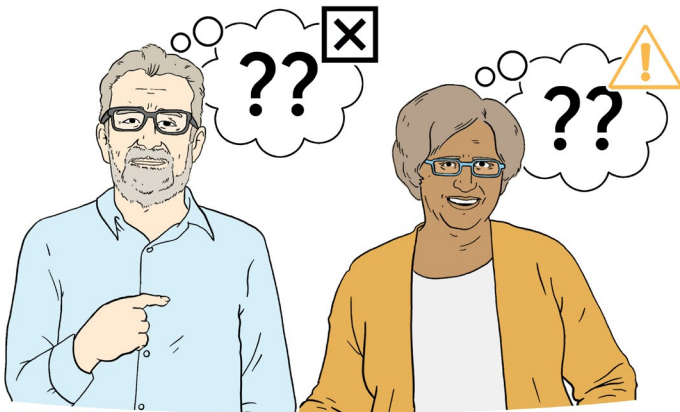
But some younger people are not good at using mobile phones and some older people are good at using mobile phones.



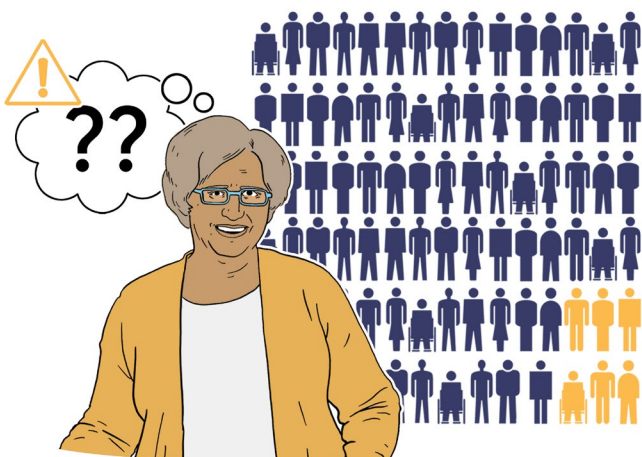
Lots of people have the assumption that older people are bad at remembering things, but this is not always true.



Some health conditions that cause memory problems are more likely to happen to older people. **Dementia** is one of these health conditions.



But not all older people get these health conditions.



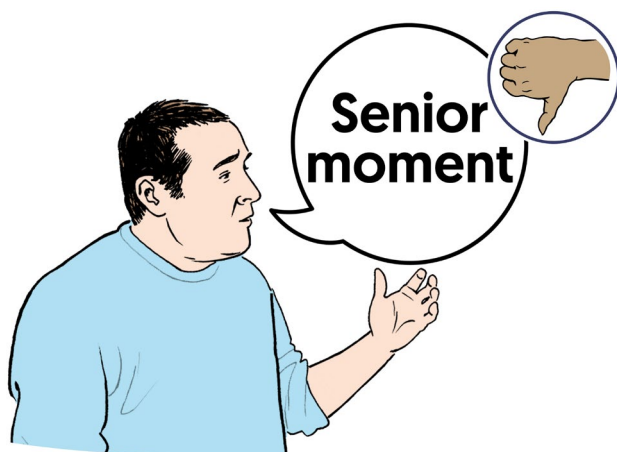
Only a small amount of people over the age of 65 have dementia.



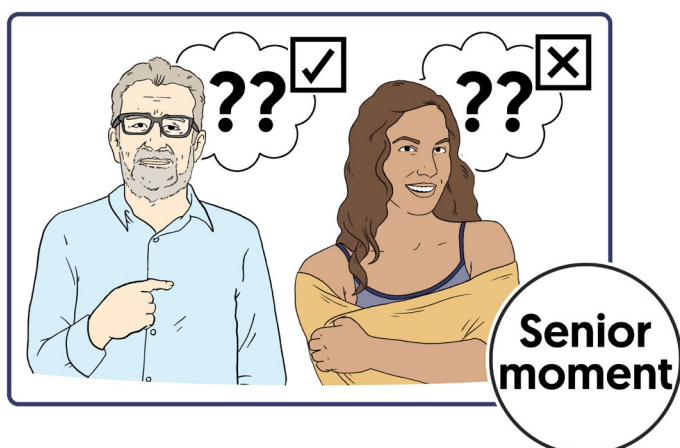
Sometimes someone might say 'Oops I forgot to get the milk....I had a senior moment'



To challenge this ageism you could say that people of all ages can forget things.

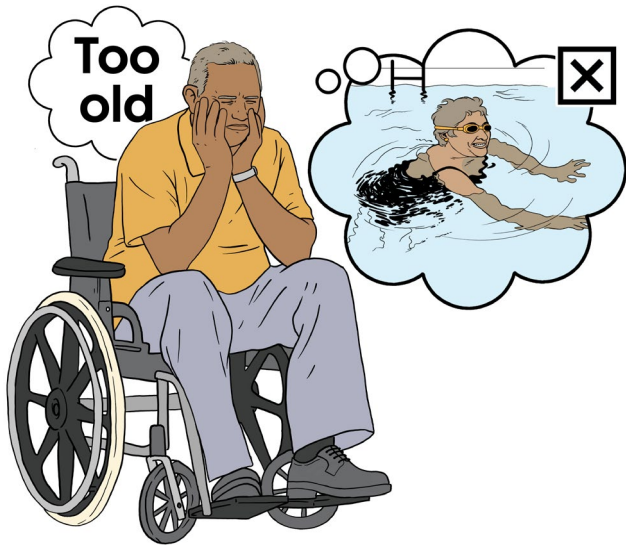


You can tell them that 'senior moment' is an unkind thing to say and you do not think they should say it.



You could tell them why you think this by saying it suggests only older people forget things.

Never too old

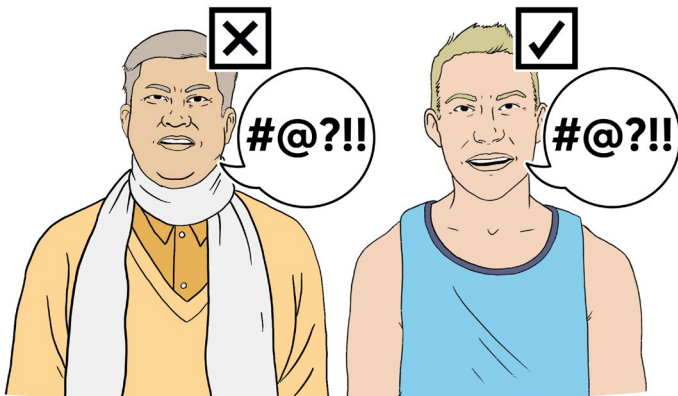


Saying someone is too old to do something can make people feel like they can not try new things.

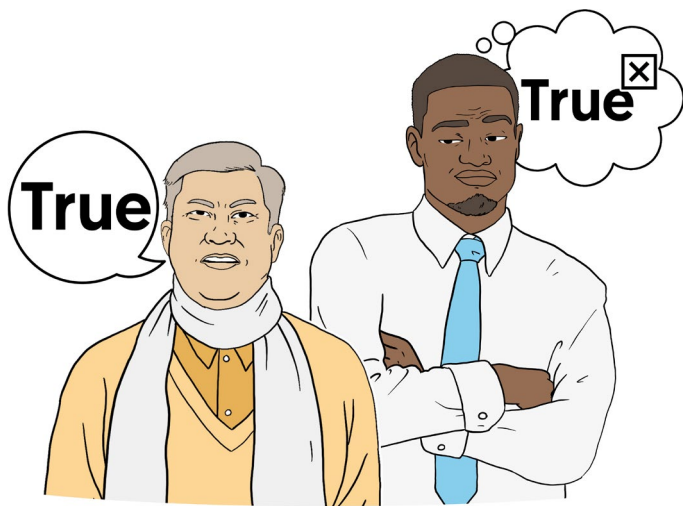
Avoid patronising older people



Sometimes when older people swear or talk about sex we are surprised or find it funny.



This might be because we think these things are for younger people.

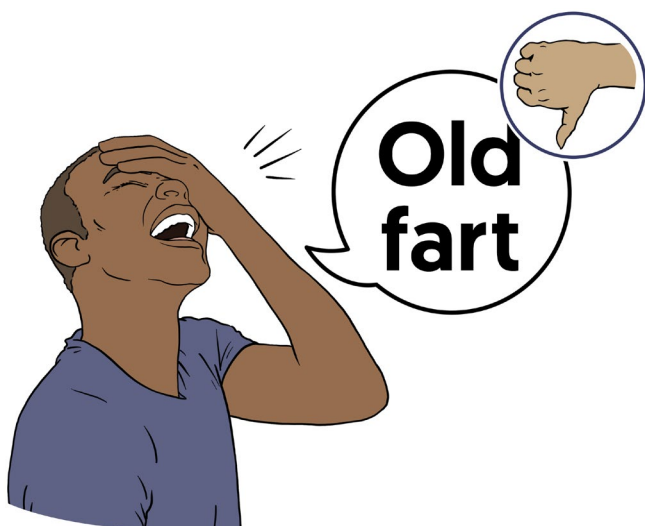


This can be very **patronising**. To **patronise** someone means that you are looking down on them and not taking them seriously.

Challenge name calling



Lots of people say things like 'old fart' and 'grumpy old man' as a joke.

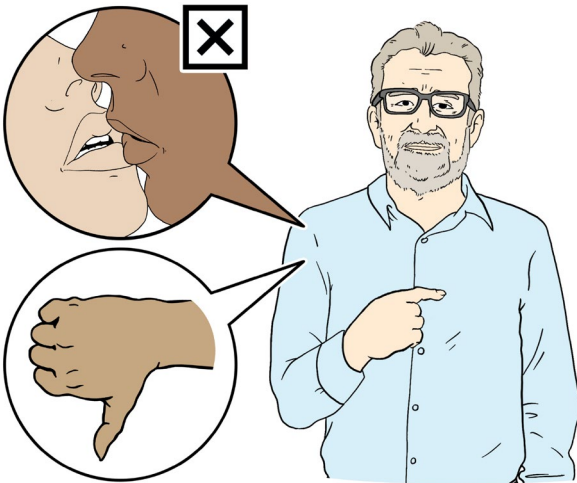


But this is ageist and should be challenged.

Old does not mean unattractive



Some people say 'you look good for your age' and they mean it as a compliment.

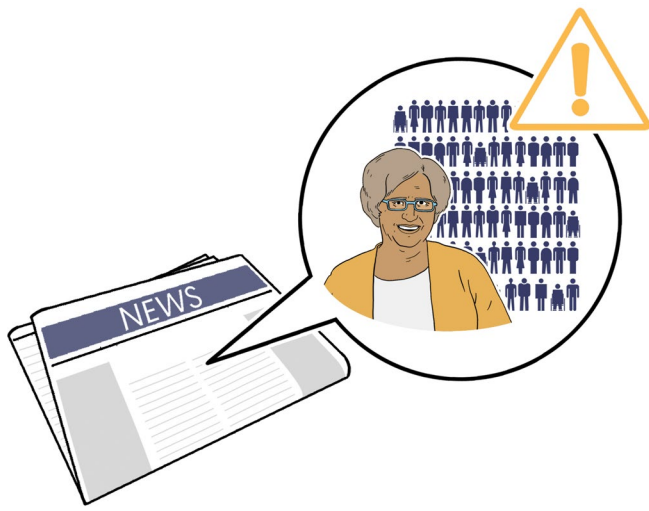


But this suggests that older people are unattractive or not good looking.

Bust some myths



There are lots of stories in the news about there being a lot of older people in our society and that more people are living for longer.



A lot of these stories say this is going to be a problem for our society.



But there are other stories in the news that challenge this idea and say it is not true.



These stories talk about how older people help in society. Many older people have jobs or volunteer in their community.



Some older people help look after their grandchildren so that their grown up children can go to work.



If you want to challenge ageist thoughts about older people in our society then please use the information in the stories below.



- **The Centre for Ageing Better** published **The State of Ageing.**

This story has a lot of useful information.



- **The Ready for Ageing Alliance** published **The Myth of the Baby Boomer.**

This story challenges people's ideas about people born between 1944 and 1964.



- **EngAgeNet** published **A New Narrative on Ageing.**

This story talks about being more positive about ageing in our society.



● The Royal Society for Public Health published **That Age Old Question**.

This story looks at how ageism can affect your health and wellbeing.



Click the **Resources** section of our **website** for more information.

<https://timetoshineleeds.org/age-proud-leeds>



These stories are not in easy read and you might need to ask for help when reading them.



The following stories are in easy read.



- **The National Institute for Health and Care Excellence published *People growing older with learning disabilities, Our advice about good support***

This is a guide about how an older person with a learning disability should be treated.



- **Ambition for Ageing published the *Going for GOLD! report* and *evaluation*.**

This is about a project in Manchester called Going for GOLD! Growing Older with Learning Disabilities. It is about what makes an age friendly society.

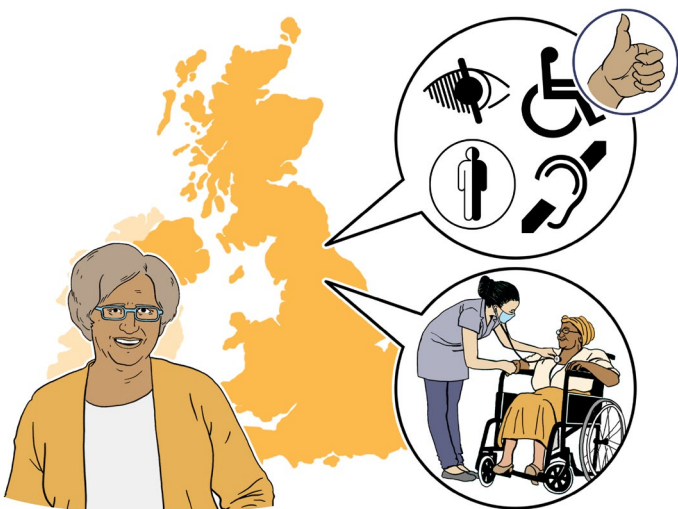
Being realistic



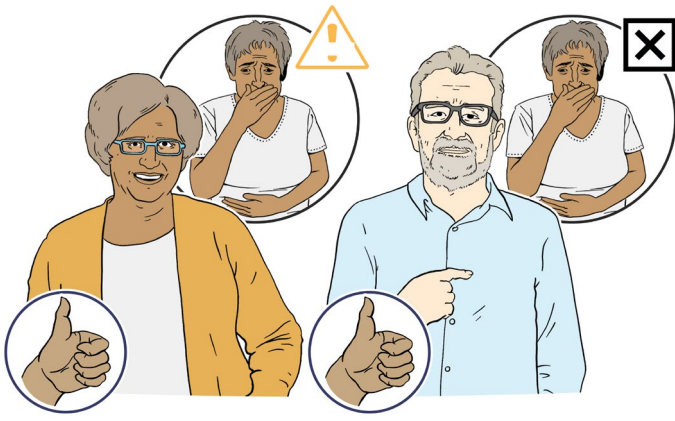
Thinking about the harder things that many older people have to deal with is important.



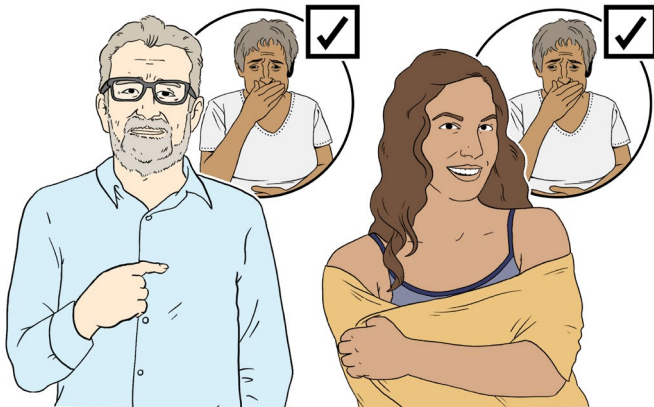
This might be things like health problems or disabilities.



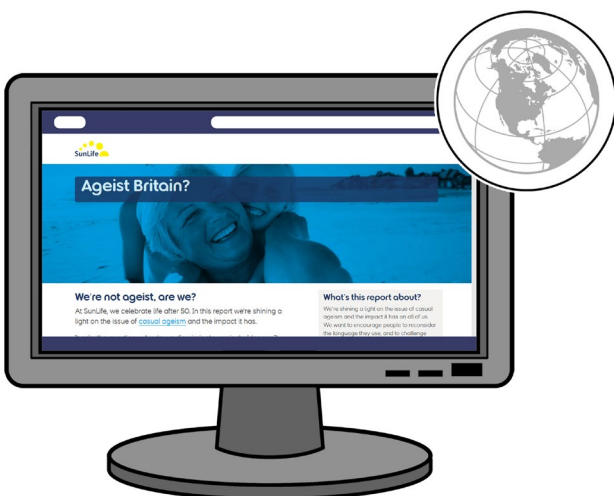
We think we should make things more accessible and provide more services to help.



We can still think good thoughts about being older even if there are health problems.



People of any age can have health problems.

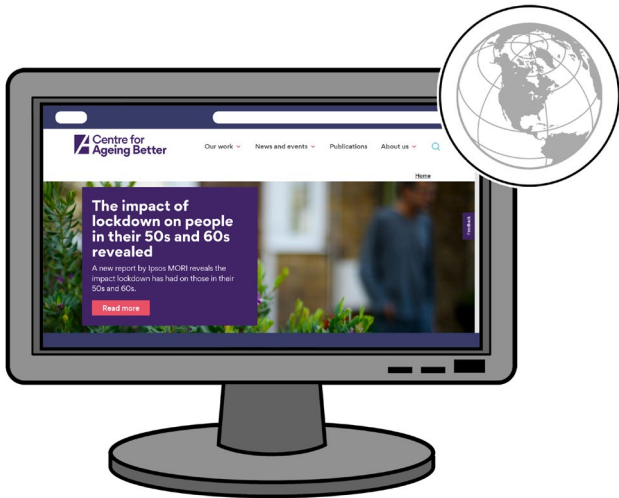


To learn more about ageism and how to challenge it please take a look at these websites:

● Ageist Britain (Sun Life)

This is a report about what people of all ages in Britain think about older people.

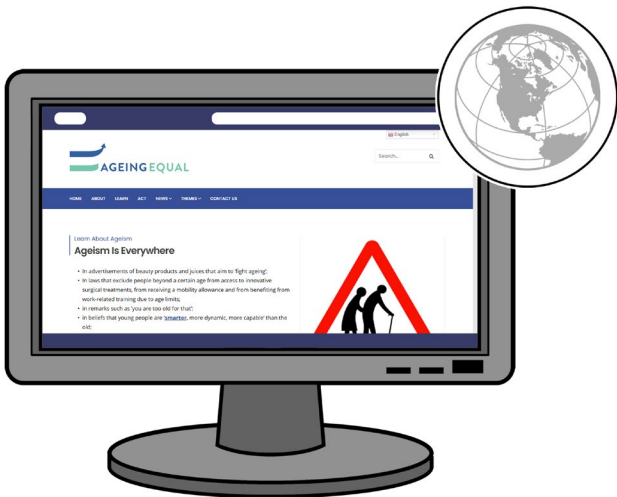
www.sunlife.co.uk/life-cover/over-50-life-insurance/over-50-data-centre/ageism/



● Centre for Ageing Better

This website has information about older people and new ideas about how we can make things better for everyone.

www.ageing-better.org.uk/



● Ageing Equal – learn about ageism

This website has information about ageism and equal rights for older people.

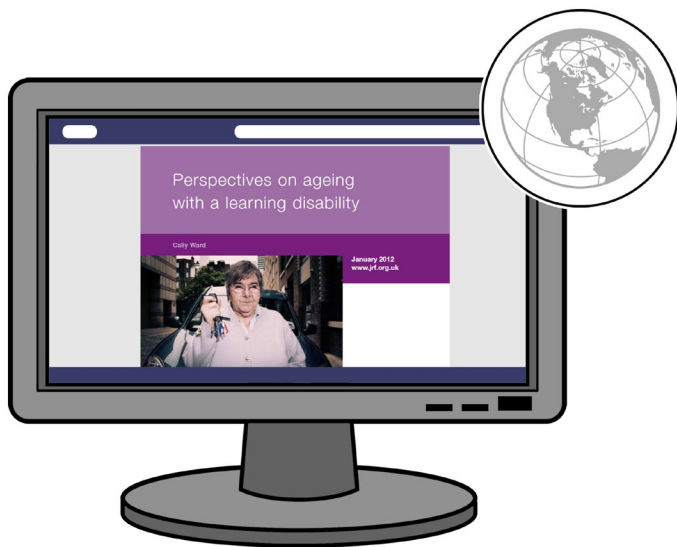
<https://ageing-equal.org/learn-about-ageism/>



● Old School – anti-ageism clearing house

This is an American website which has some interesting ideas.

<https://oldschool.info/>



● Perspectives on ageing with a learning disability

This is a report with lots of stories from older people about their lives and about growing older with a learning disability.

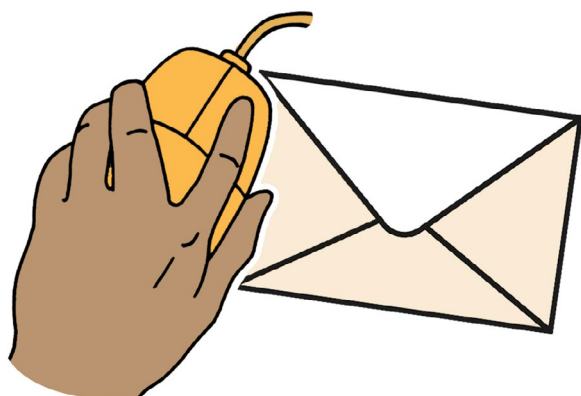
<https://www.taipawb.org/wp-content/uploads/2018/07/Perspectives-on-ageing-with-a-learning-disability.pdf>

For more information



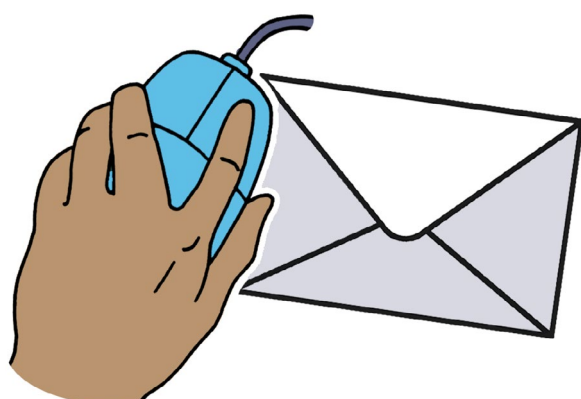
Call **Time to Shine** on:

0113 244 1697



Email **Jude Woods**,
Communities Officer at:

jude@opforum.org.uk



Email **Sarah Prescott**,
Communities Officer at:

sarah@opforum.org.uk



Call: 0113 244 1697

Email: jude@opforum.org.uk
sarah@opforum.org.uk

Website: <https://timetoshineleeds.org/age-proud-leeds>



Images & Design by Change