Making the Difference: Creating Age-Friendly Institutions and Community in Alameda County - Pathways to Broad, Deep, and Lasting Change - November 12, 2015

## **AGEISM & STIGMA**

This small group discussion considered the following questions:

- 1. Seniors are often marginalized in society, and ageism is often an unconscious bias. How does individual, institutional, and structural ageism happen and what does it look like?
- 2. What are the beliefs about seniors that are limiting?
- 3. How can individuals and institutions transform these stereotypes and create a more inclusive society?

## Here are the insights and ideas that the group produced:

- Encourage intergenerational programs, housing, community
  - IE. Senior Centers → Community Centers (seniors tutoring at schools)
- Conduct an Ageism Audit
  - Involve seniors in the process
  - Become cognizant of our language around age
- Develop and promote better terminology