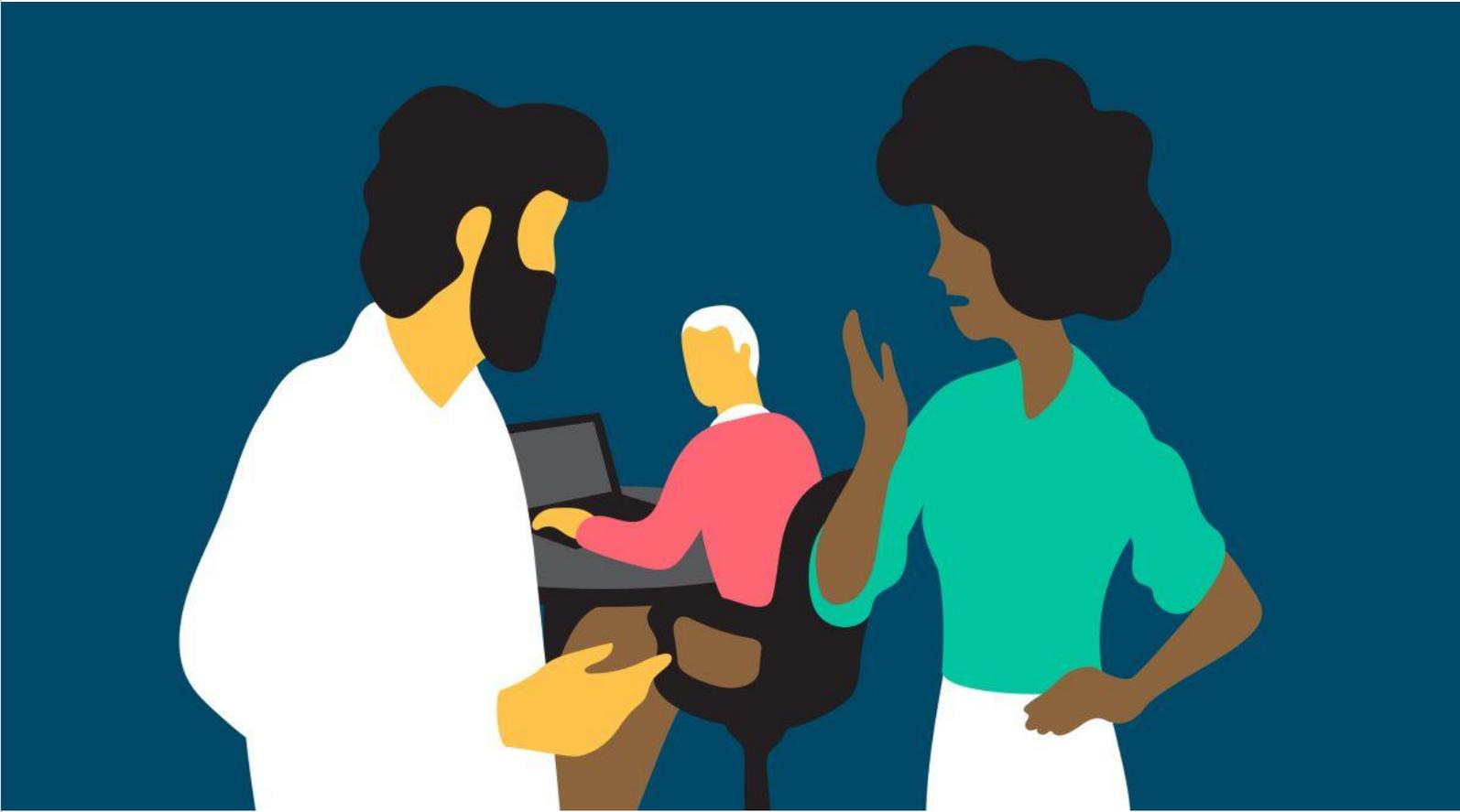




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Recognising ageism and changing mindsets





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- **Objectives of this training – participants will:**
 - Recognise ageist attitudes, myths about older people and the stereotypes which are prevalent today in the media and throughout society
 - Understand the WHO definition of ageism
 - Listen to and discuss Ashton Applewhite's TED talk: *Let's end ageism*
 - Recognise 'elder speak' and its impact on older people's self-esteem, confidence and competence.
 - Discuss ways in which volunteers can contribute to minimising ageism and changing mindsets in their own organisation.





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Exercise

Using a mobile phone or laptop, conduct an internet search for:

aged care images



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What do these images suggest about older people?

What are assumptions that people sometimes make about the limitations or capabilities of older people?

Ageism

Ageism is the stereotyping, prejudice, and discrimination against people on the basis of their age. Ageism is widespread and an insidious practice which has harmful effects on the health of older adults. For older people, ageism is an everyday challenge. Overlooked for employment, restricted from social services and stereotyped in the media, ageism marginalises and excludes older people in their communities.

Ageism is everywhere, yet it is the most socially “normalized” of any prejudice, and is not widely countered – like racism or sexism. These attitudes lead to the marginalisation of older people within our communities and have negative impacts on their health and well-being.

(World Health Organisation)



Fact or Fiction?

- **All old people are unwell**
- **Disabilities come with age**
- **Memory loss and senility comes with age**
- **The increase in the number of older people is the main reason for rising health care costs**
- **Older people are an economic burden on society**
- **Older people do not contribute**
- **Older people are lonely and will gradually withdraw from society**
- **Mature age workers are slower and less productive than younger workers**
- **Older people are unable to learn or change**

Let's end ageism – Ashton Applewhite – [click here](#)



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Elder speak

- **Belittling words - for example 'sweatie', 'dear'**
- **Using simpler words, speaking louder or slower than we would to a younger person.**
- **Reinforces stereotypes of incapacity and incompetency**
- **Can lead to poorer health and shorter life spans**
- **People with positive ageing perceptions live longer – average is 7.5 years longer**



Changing Mindsets

ADKAR

Awareness

Desire

Knowledge

Action

Reinforcement



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Thank you

For information and support:

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