



Towards a Society for ALL ages

Moira Allan



European Good Practices in friendliness Conference on Ageism

Organised by the Basque Country Government & the Matia Foundation - Vittoria, 1 December 21

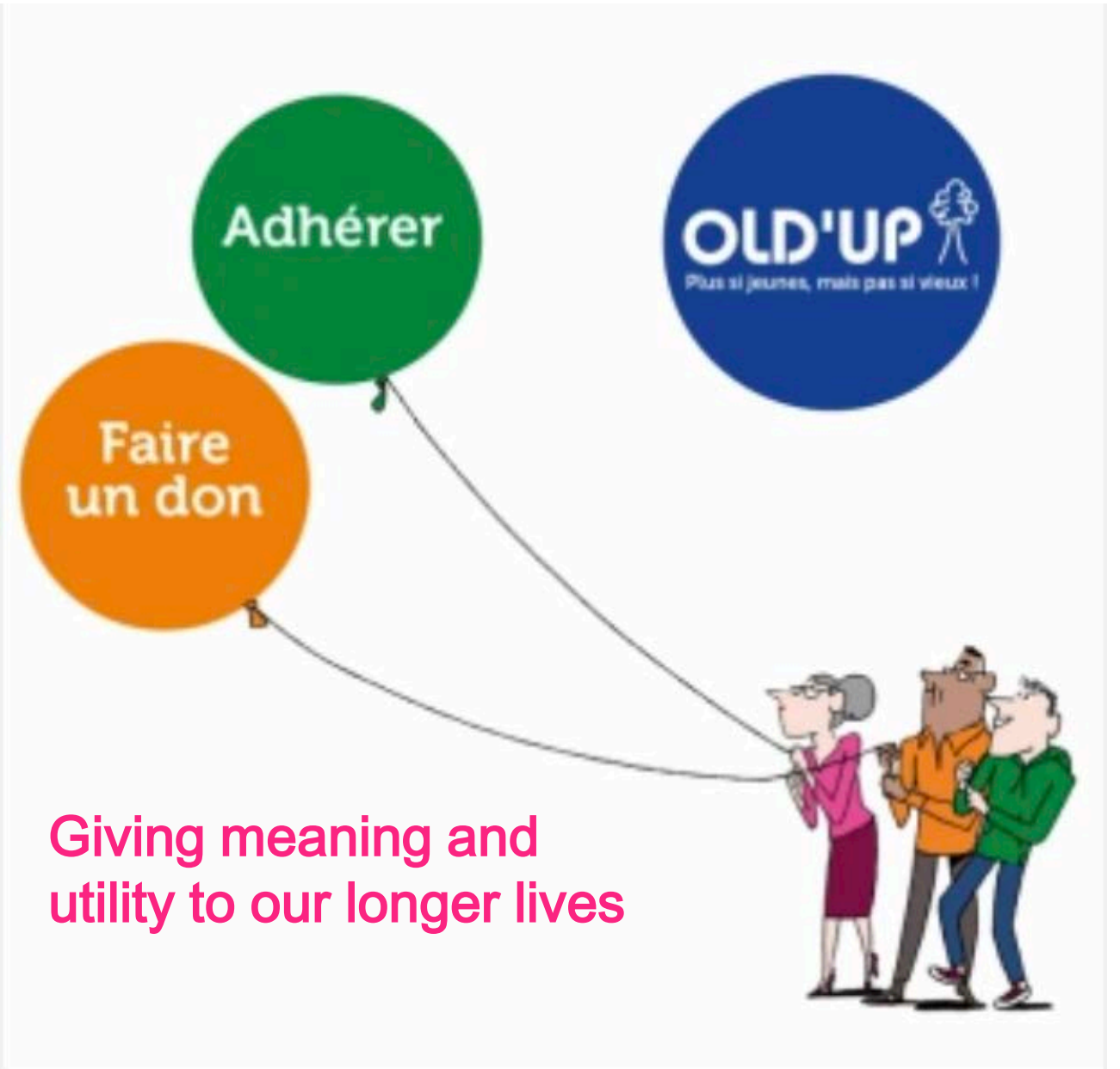
National

7 branches

Nantes, Marseille,
Toulon, Occitaine,
Brest, Valence,
Du Nord

International

UN's Open-Ended
Working Group
on Ageing



Act

Learn

Transmit

100 leaders in

60 countries

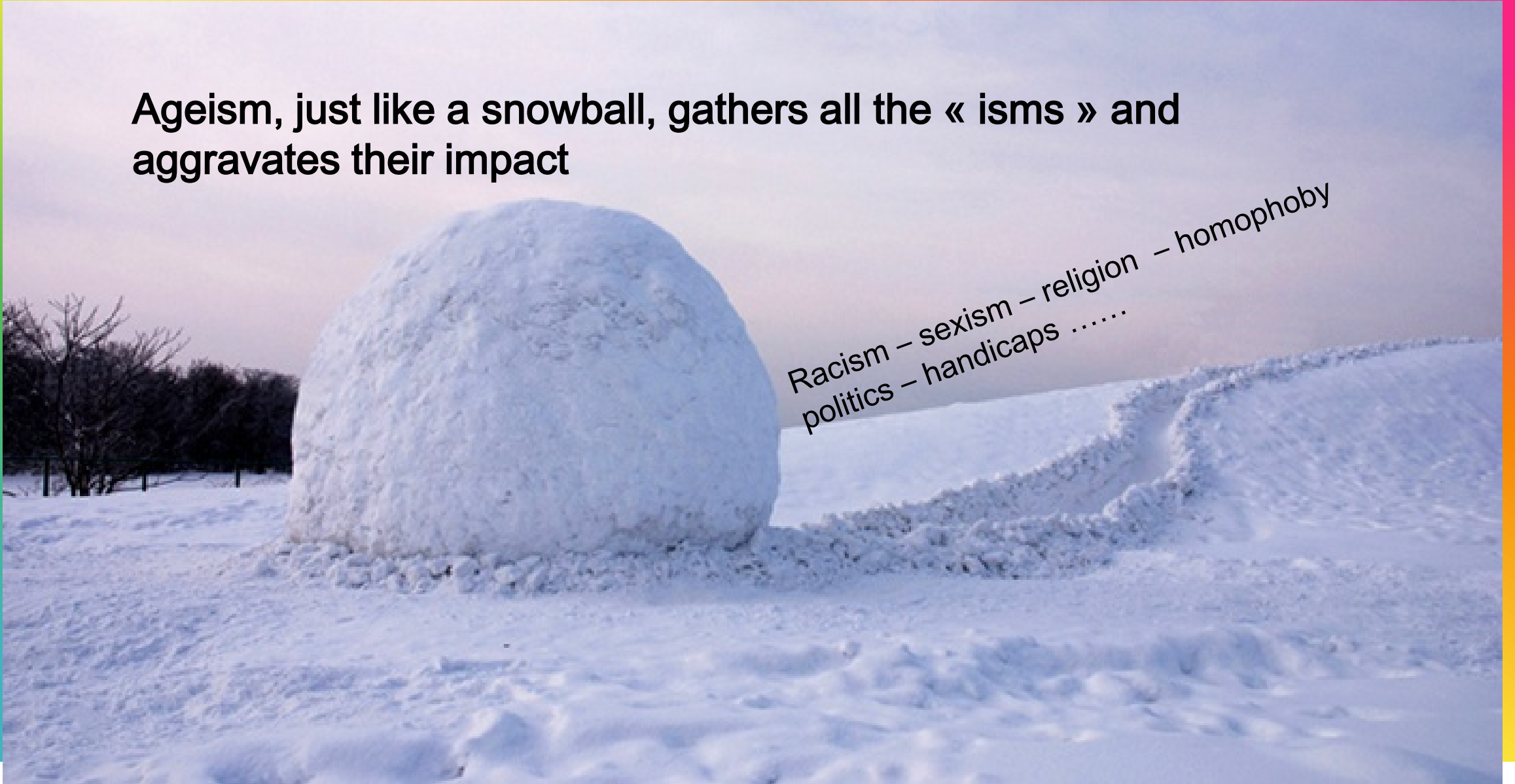




Platform Europe

Ageism, just like a snowball, gathers all the « isms » and aggravates their impact

Racism – sexism – religion – homophobia
politics – handicaps



AGEISM

Ageism refers to **HOW WE THINK** (STEREOTYPES), **FEEL** (PREJUDICE) and **ACT** (DISCRIMINATION) towards others or ourselves based on age

AGEISM IS EVERYWHERE



1 IN 2 PEOPLE
WORLDWIDE ARE AGEIST
AGAINST OLDER PEOPLE
and, in Europe, there is
more ageism against
younger than older people



Ageism affects us
THROUGHOUT LIFE
and exists in our institutions,
our relationships and ourselves



Ageism
**EXACERBATES OTHER
DISADVANTAGE**



PHYSICAL HEALTH



MENTAL HEALTH



SOCIAL WELL-BEING

Ageism has far-reaching
**IMPACTS ON ALL ASPECTS
OF PEOPLE'S HEALTH**



Ageism takes a
**HEAVY
ECONOMIC TOLL**
on individuals
and society

AGEISM CAN BE COMBATTED



POLICY AND LAW
can protect human rights and address



EDUCATIONAL ACTIVITIES
can transmit knowledge and skills



**INTERGENERATIONAL
INTERVENTIONS**



Ageism can be combatted

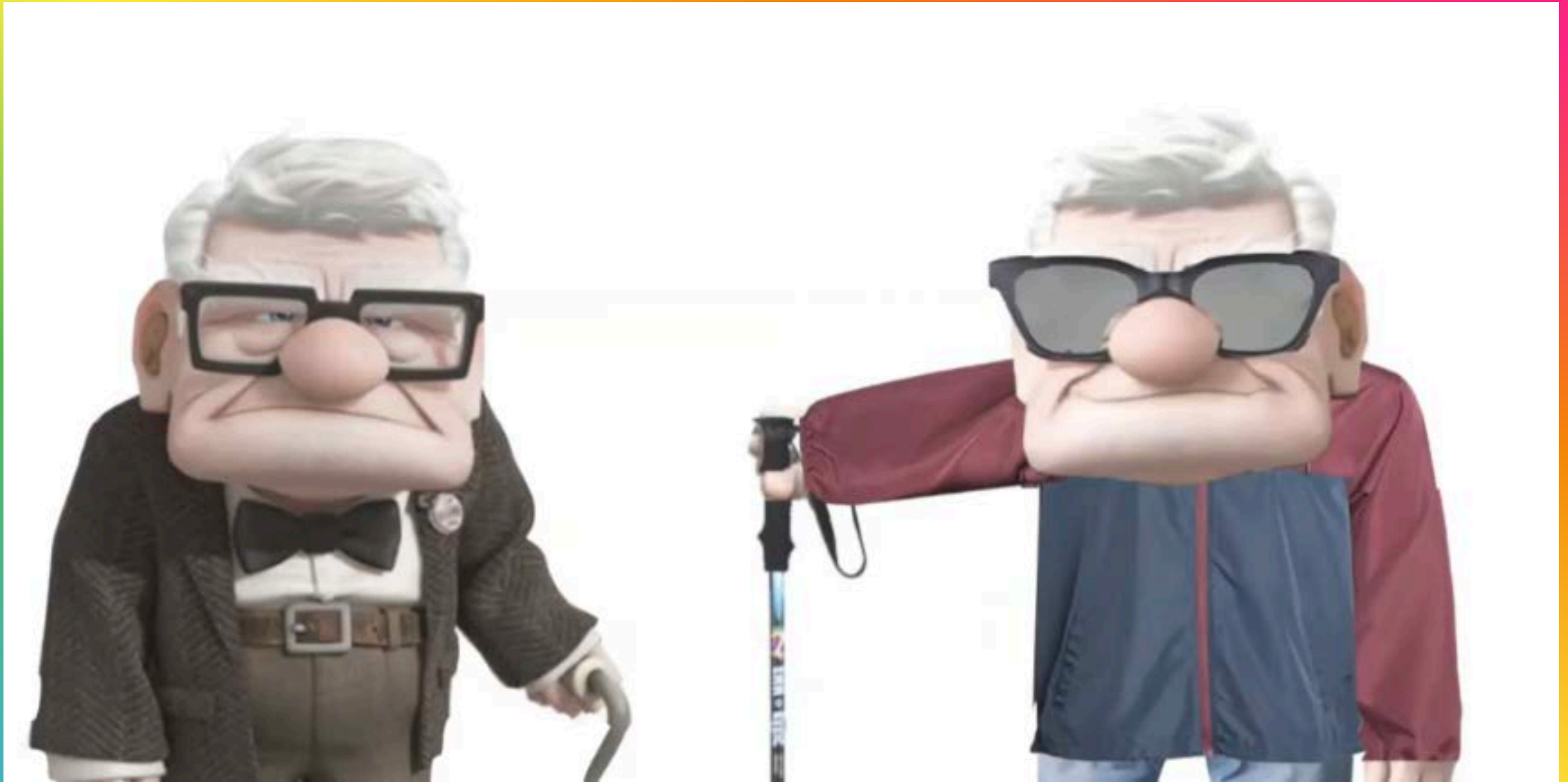
3 strategies work in addressing ageism:

1. **Policy and law**
2. **Educational activities**
3. **Intergenerational interventions**

“We are the ones we have been waiting for”

Credited to Chief Dan Evehema, Hopi Indian Elder passed on in 1999 at 108





<https://www.youtube.com/watch?v=tEwn1w7qnbq> -
Glen Hougan on Ageism in Design

A group of elderly people, mostly women, are sitting on a grassy area near a beach. They are dressed in warm clothing like scarves and jackets. In the foreground, a woman is smiling and wearing a colorful hat decorated with flowers and a red scarf. The background shows a beach and the ocean under a clear sky.

Ageing with Confidence

info@ageandopportunity.ie



Learn with Grandma brings generations together

<https://www.facebook.com/groups/1489818234620407/>



What is a rights-based approach to ageing? Here are some general guidelines



FIGHT
inequality

PROMOTE
sustainable development

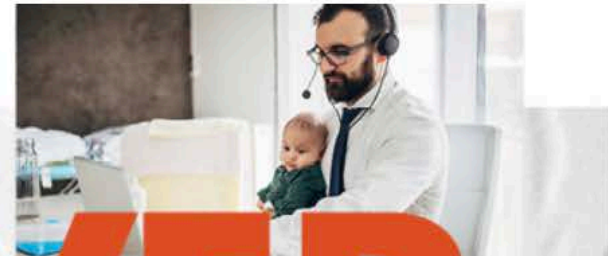


END
discrimination



STAND UP FOR HUMAN RIGHTS

RECOVER BETTER.



Awake the Power of Your Own Inner Old Lady





AGE Barometer 2021: More effort is needed to support older people's participation



www.ageing-better.org.uk



<https://www.vlaamse-oudenraad.be>



Read more about Edgar's story

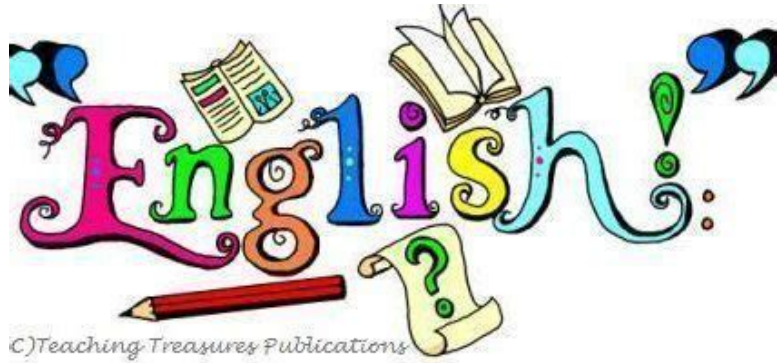
EST. 2018

OLD SCHOOL

Anti-Ageism Clearinghouse

<https://oldschool.info/>

Meet other anti-ageism advocates: We are not alone



<https://oldschool.info/>

JOIN THE MOVEMENT

Help create a #AWorld4AllAges





It's only a trip – Enjoy it!



www.oldup.fr



www.passitonnetwork.org

www.age-platform.eu

