

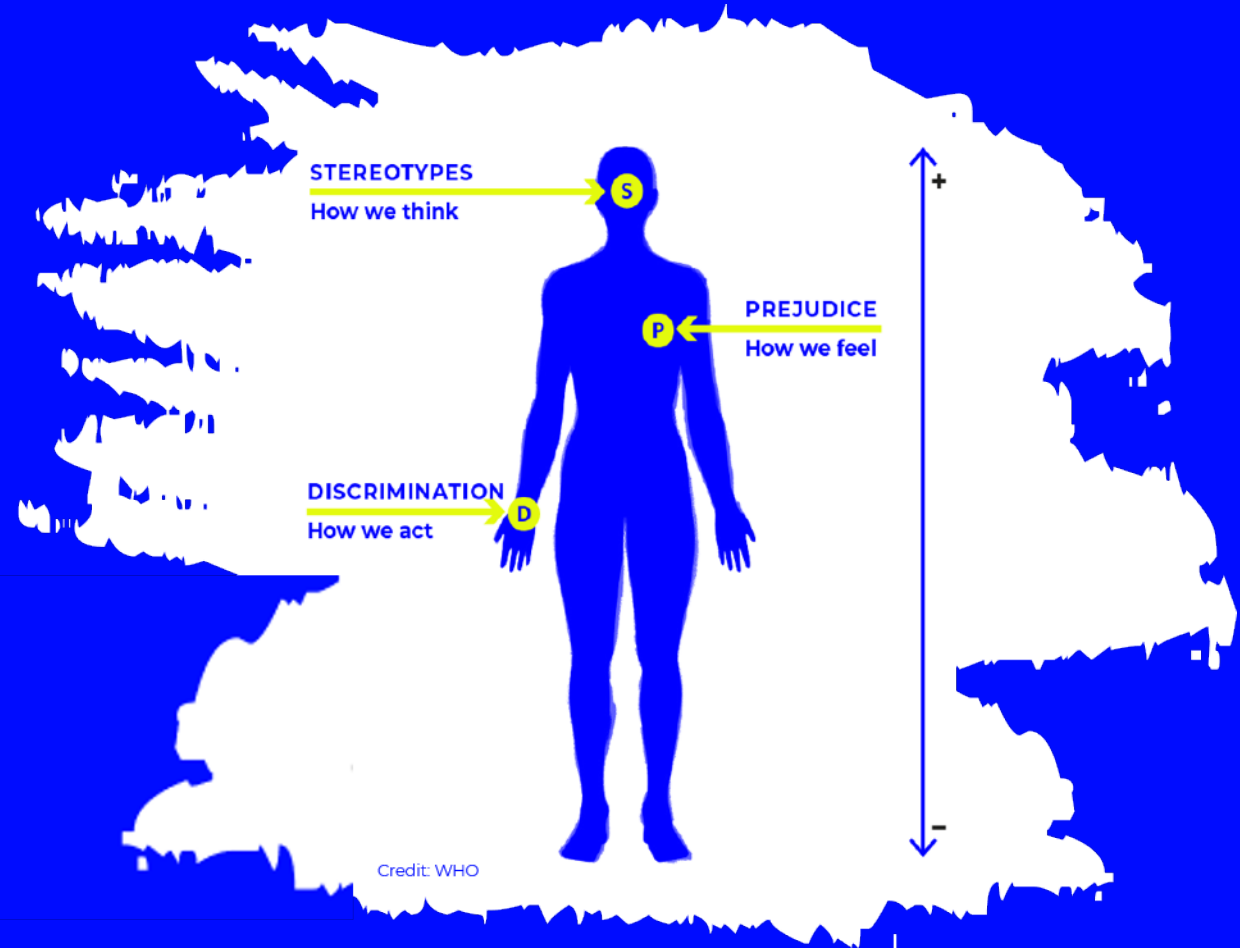
# GLOBAL REPORT ON **AGEISM**

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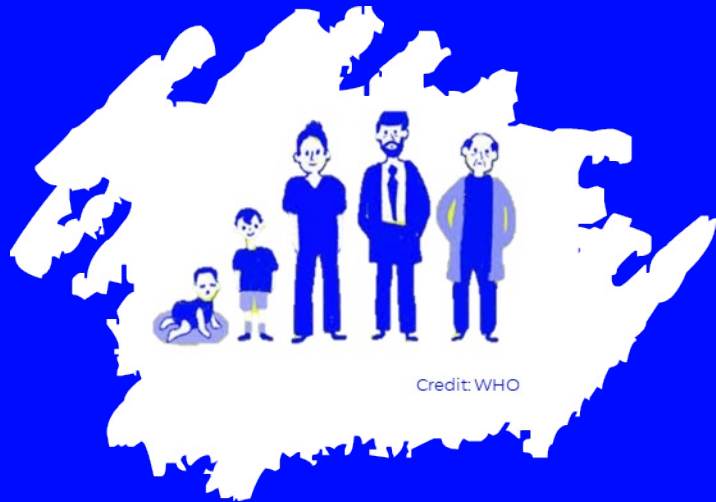
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# Ageism

Ageism refers to **how we think** (stereotypes), **feel** (prejudice) and **act** (discrimination) towards others or ourselves based on **age**



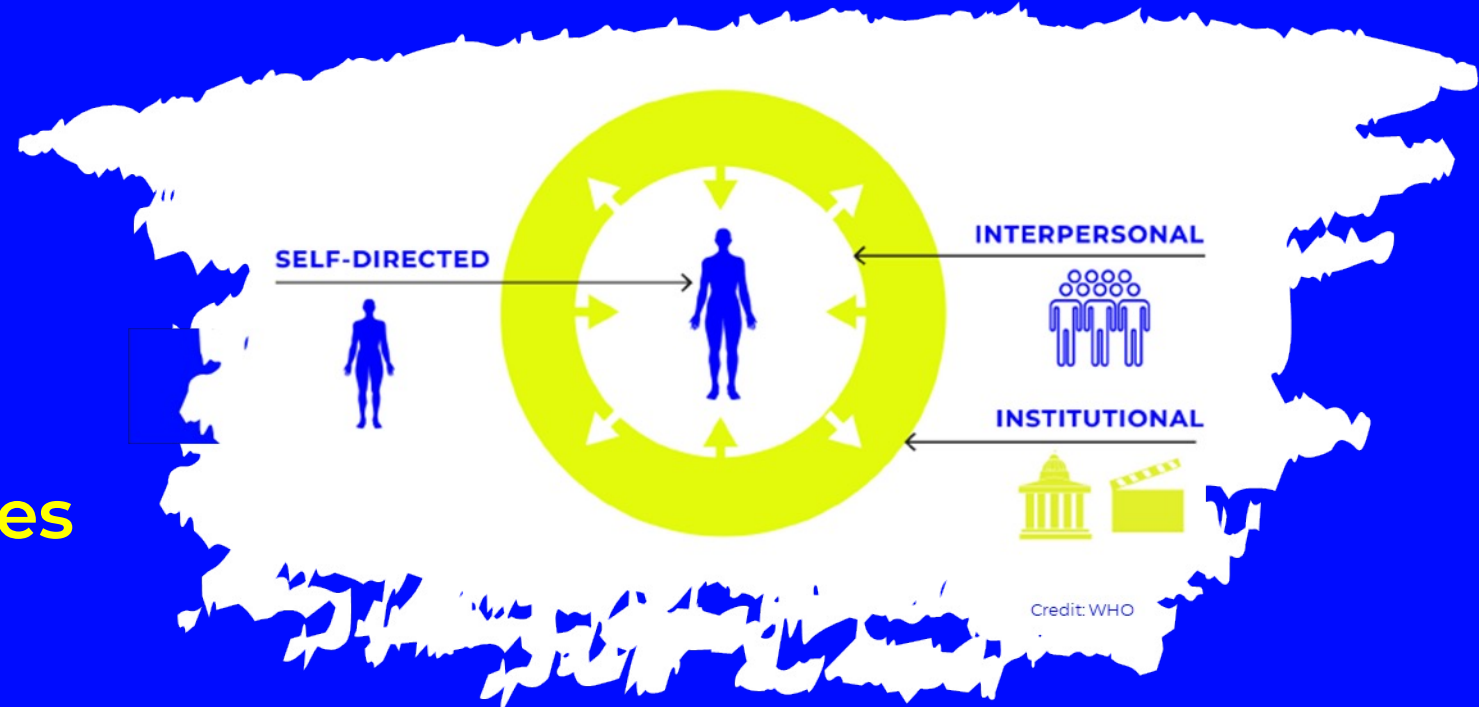
# Ageism is everywhere



Credit: WHO

Ageism exists in our **institutions**, our **relationships** and **ourselves**

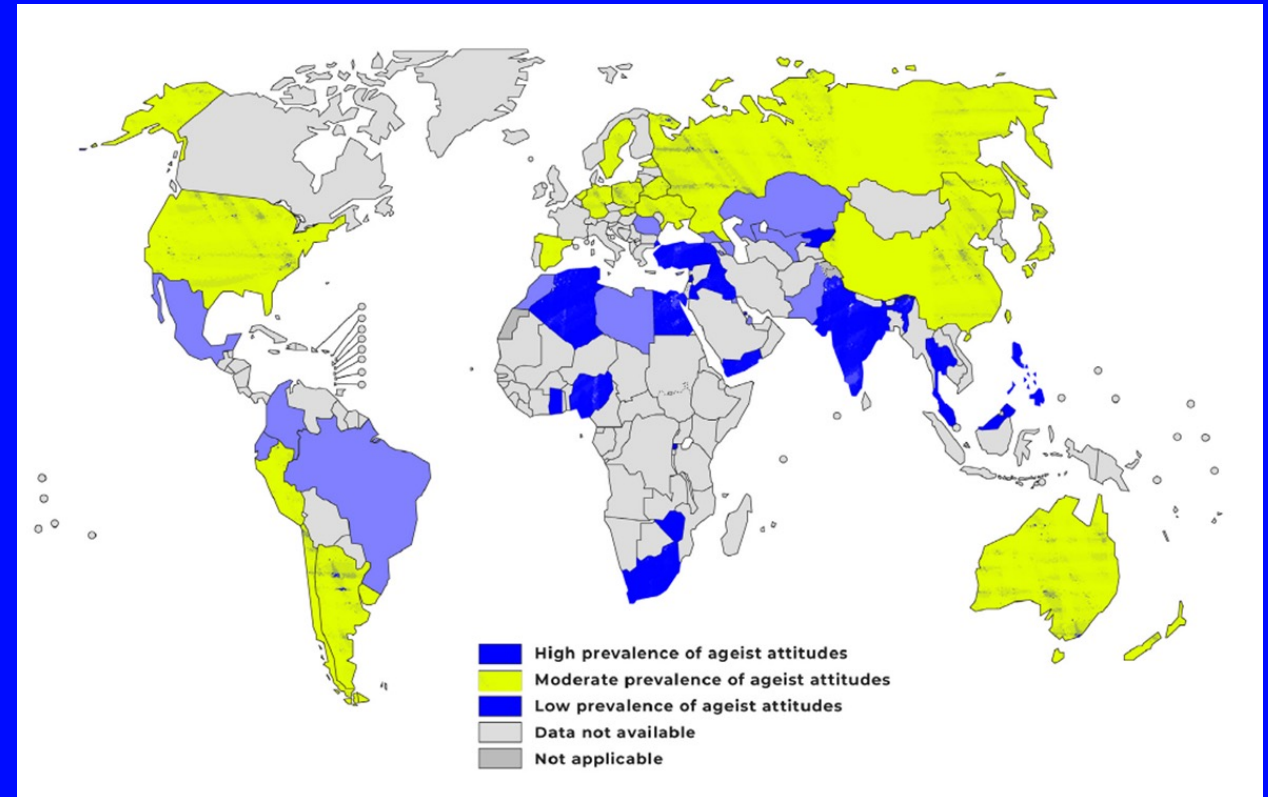
Ageism **affects people of all ages**



Credit: WHO

# Ageism is prevalent

- 1 in 2 people are ageist towards older people
- In Europe, younger people report more ageism than other age groups



# Ageism is harmful and costly

- Ageism has **far-reaching impacts on all aspects of people's health** - their physical health, their mental health and their social well-being.
- Ageism intersects and **exacerbates other forms of disadvantage** including those related to sex, race and disability
- Ageism takes a **heavy economic toll** on individuals and society





# Ageism can be combatted

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3 strategies work in addressing ageism:

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

# Policy and law

- Policy and law can **address discrimination and inequality** based on **age** and **protect the human rights** of everyone, everywhere
- Policy and law can be used **to reduce or eliminate ageism against any age group**
- **Different mechanisms** are used **to implement and monitor** policies and laws, including human rights agencies, courts, ombudspersons and bodies working to uphold treaties

# Educational activities

- Educational interventions include **instruction that transmits information, knowledge and skills**, as well as activities to **enhance empathy** through role-playing, simulation and virtual reality
- Educational interventions are **among the most effective strategies for reducing ageism against older people**. Little is known about their effectiveness for reducing ageism against younger people



# Intergenerational interventions

- Intergenerational interventions aim to **foster interaction between different generations**
- Intergenerational interventions are **effective interventions for reducing ageism against older people**, and are promising for reducing ageism against younger people
- Interventions that combine education and intergenerational contact have a slightly larger effect on attitudes than intergenerational interventions used alone

# 3 recommendations for action

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1. Invest in the **3 evidence-based strategies** to address ageism
2. Improve **data and research** to gain a better understanding of ageism and how to reduce it
3. Build **a movement to change the narrative** around age and ageing





# For more information:

<http://bit.ly/combatageism>

**Full report:** [English](#)

**Executive summary:** [English](#),  
[Spanish](#), [French](#)

GLOBAL REPORT ON  
**AGEISM**

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*Help create a #AWorld4AllAges*

