



LAUNCH OF THE GLOBAL REPORT ON AGEISM IN THE AMERICAS

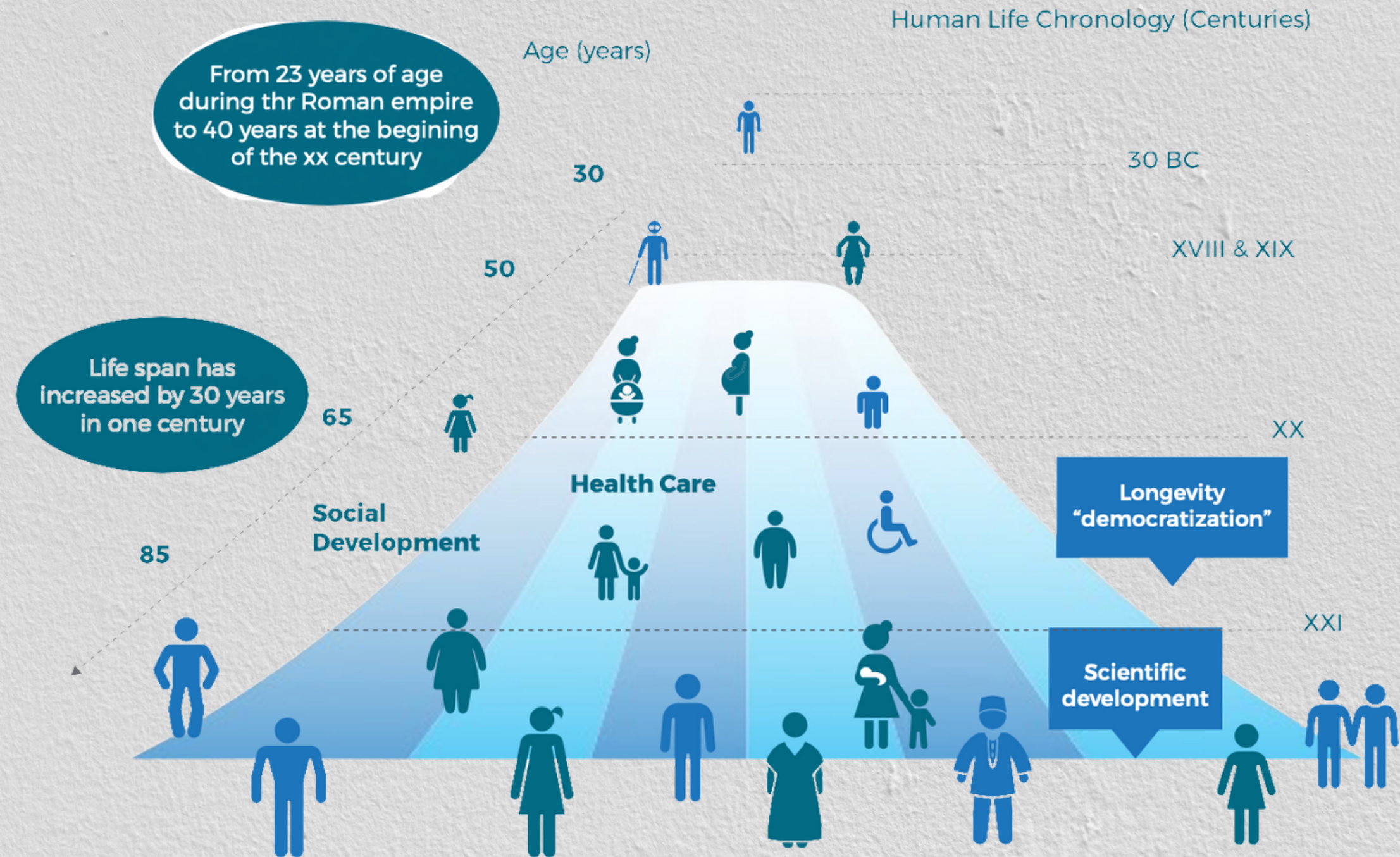
May 10, 2022

Ageism across the life course

*Carolina Hommes
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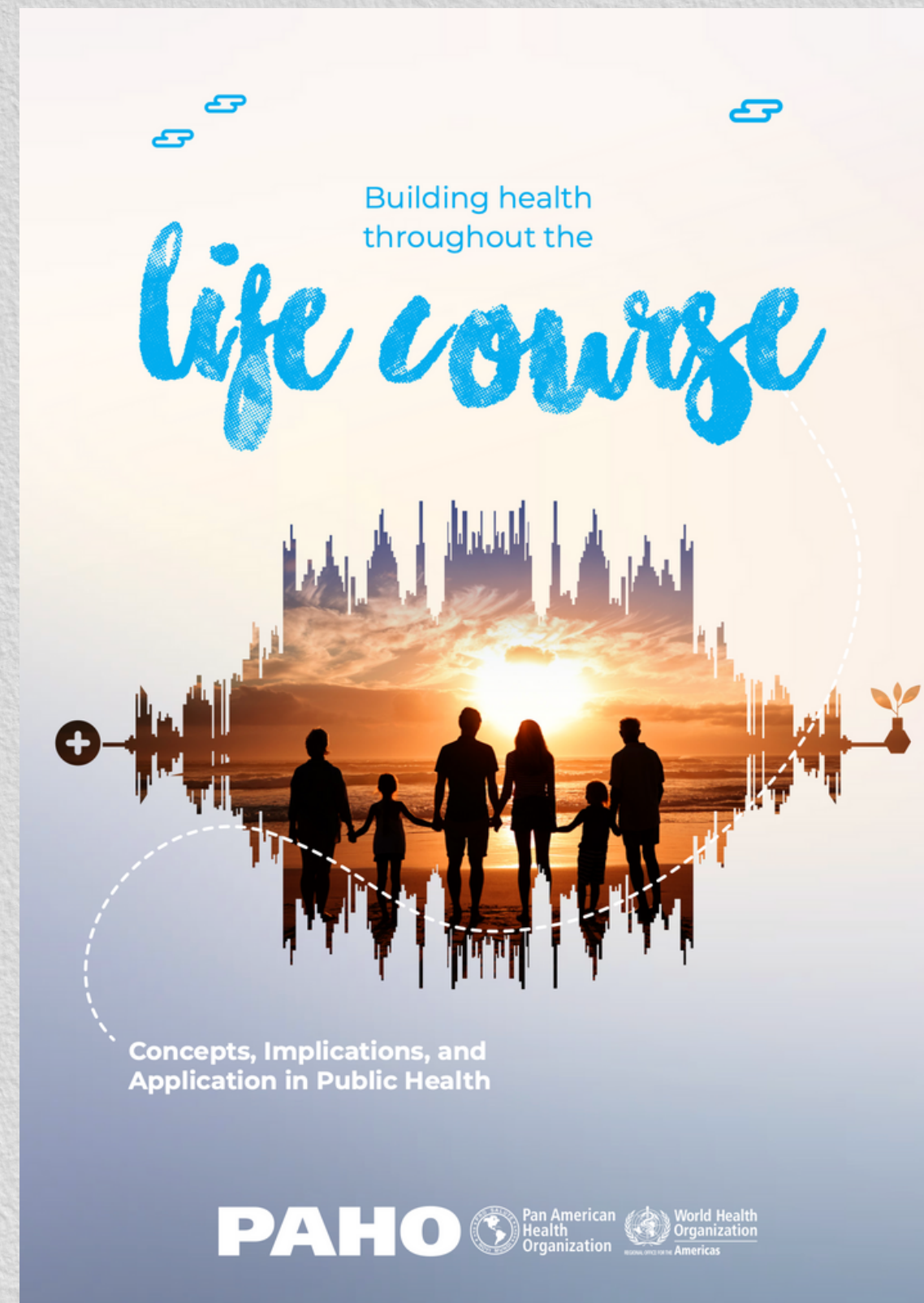
A Changing Health Landscape

Demographic, social, epidemiological, and technological transitions constantly shape the scenarios where people live today and where we practice public health.



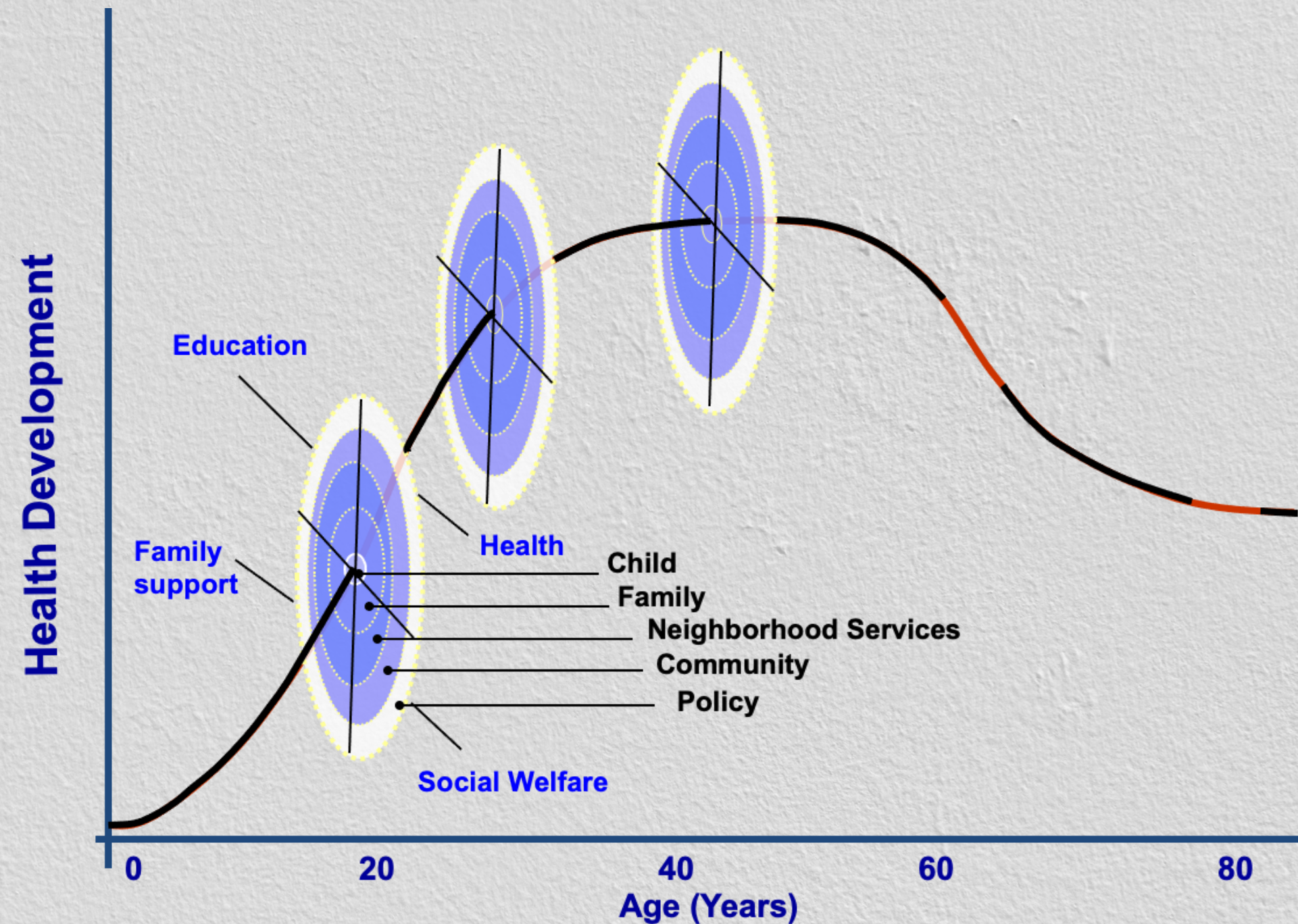
Building Health Throughout the Life Course. Concepts, Implications, and Application in Public Health. Washington, D.C.: Pan American Health Organization; 2020. License: CC BY-NC-SA 3.0 IGO.

The dynamic relationship of previous exposures throughout life with the subsequent health results and the mechanisms by which positive or negative influences shape human trajectories and social development, impacting the health outcomes of the individual and the population



Health as a resource

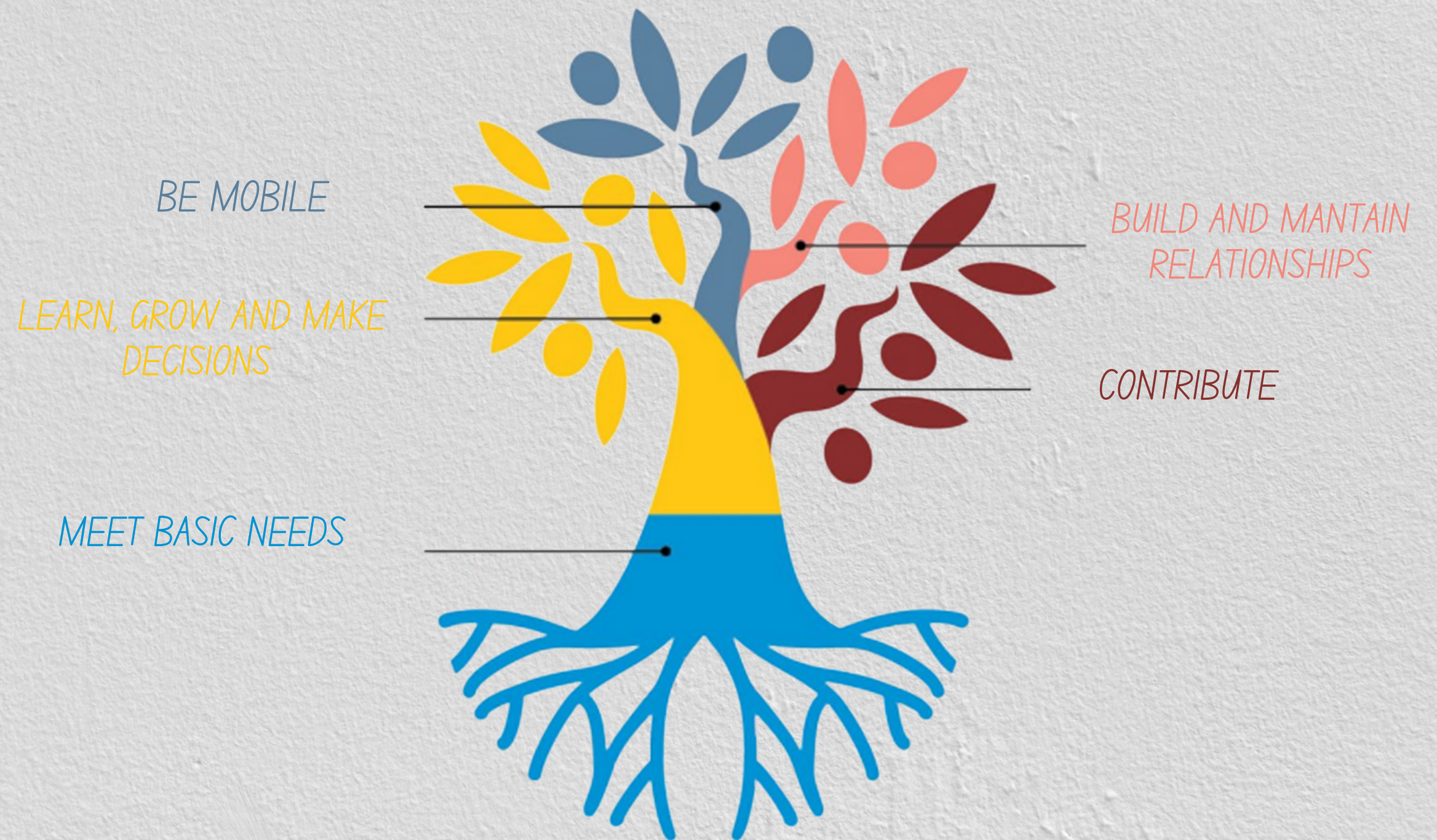
*Health as a resource
and central axis of
interventions to
improve trajectories
towards a healthy
longevity*



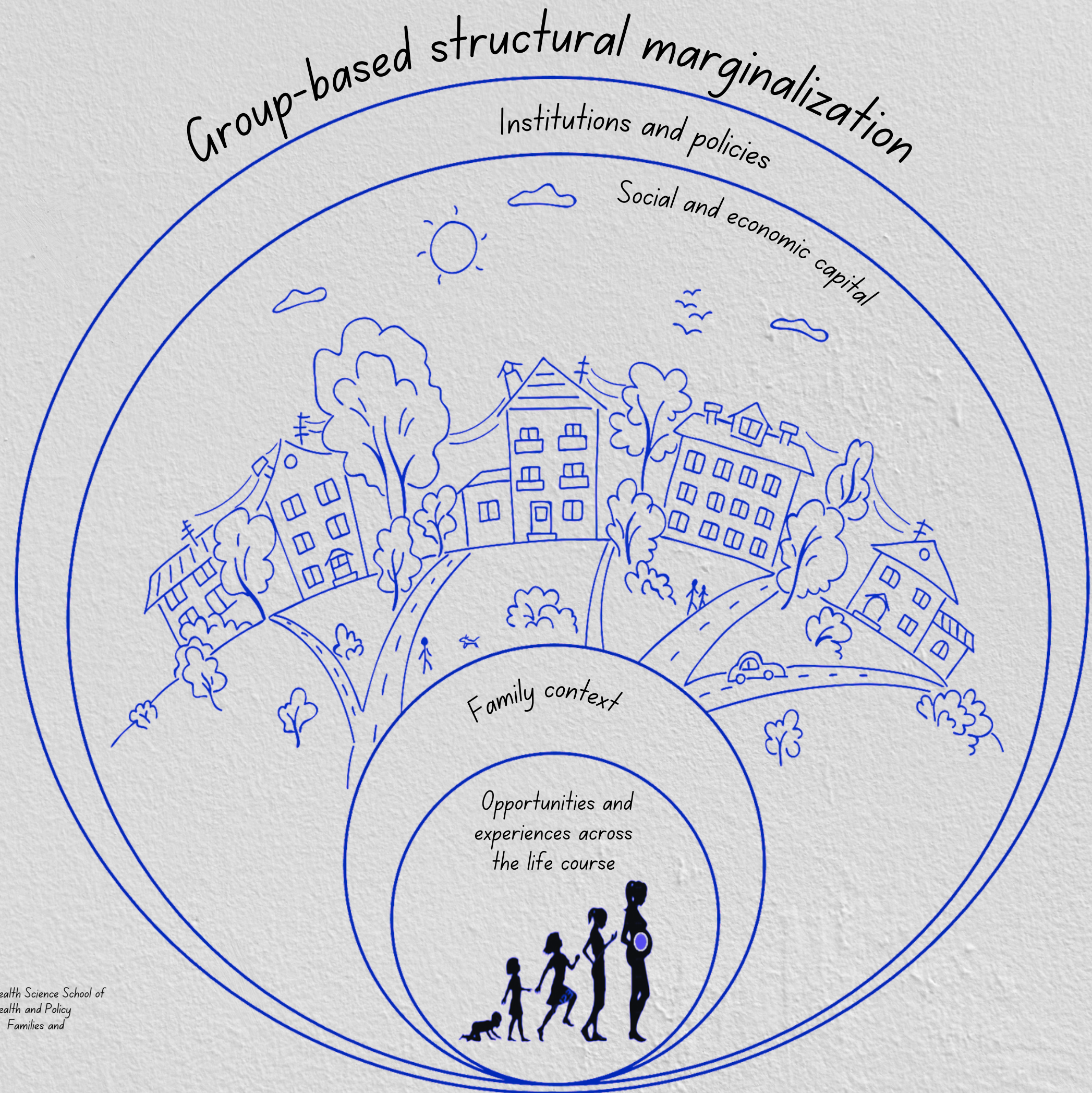
Source and courtesy : Dr. Neal Halfon. Professor Community Health Science School of Public Health
Professor Public Policy Pediatrics Health and Policy Management UCLA Center for Healthier Children,
Families and Communities

Health as a resource

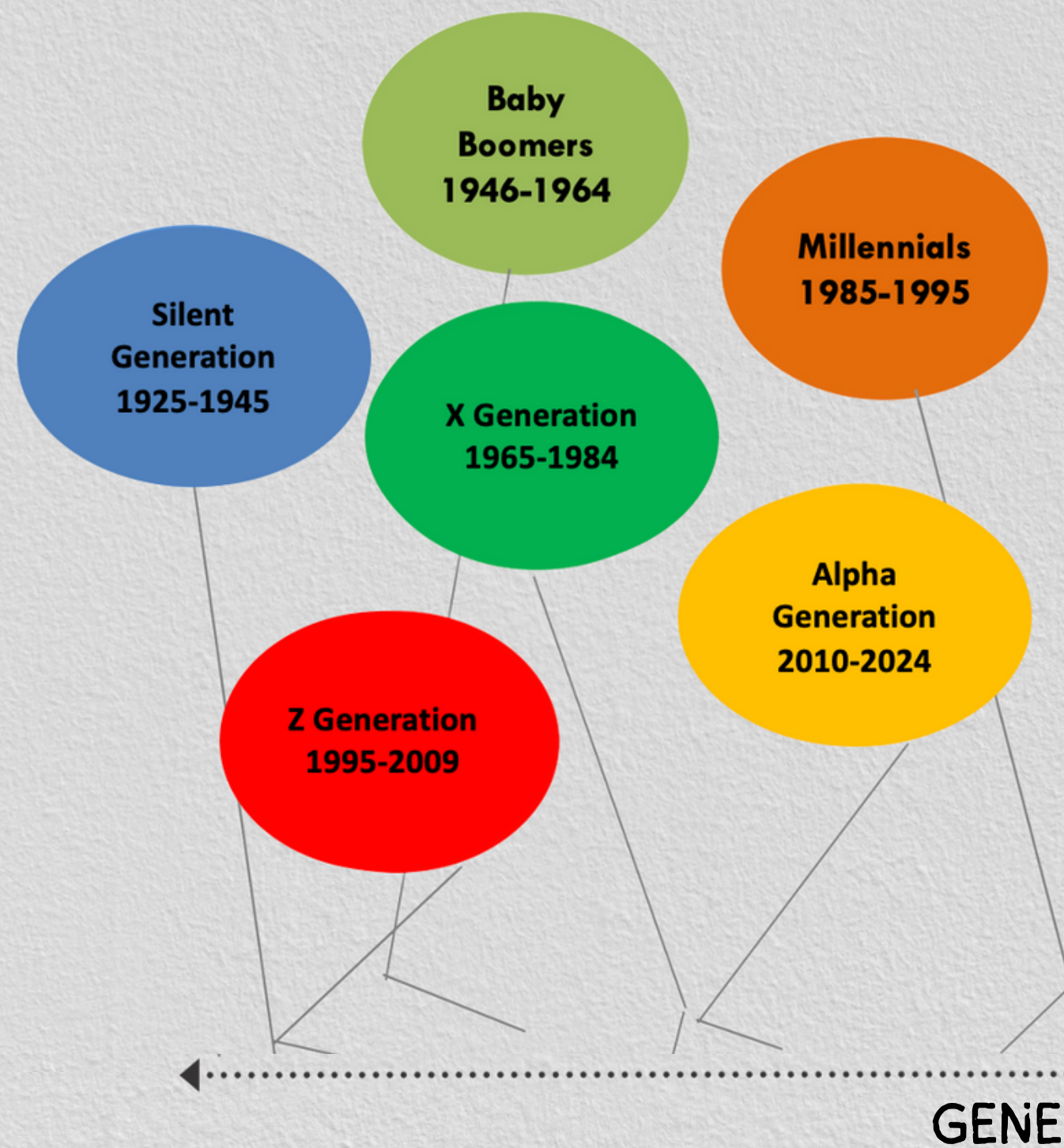
*Health as a resource
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Intergenerational transmission of health



Source: Dr. Neal Halfon, Professor Community Health Science School of Public Health Professor Public Policy Pediatrics Health and Policy Management UCLA Center for Healthier Children, Families and Communities



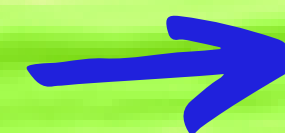
THE SPEED OF CHANGE ACCELERATES WITH
EACH GENERATION

Ageism

- Definition

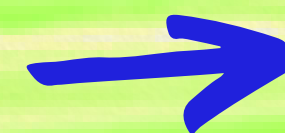


Stereotypes



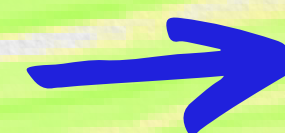
how we think

Predjudice



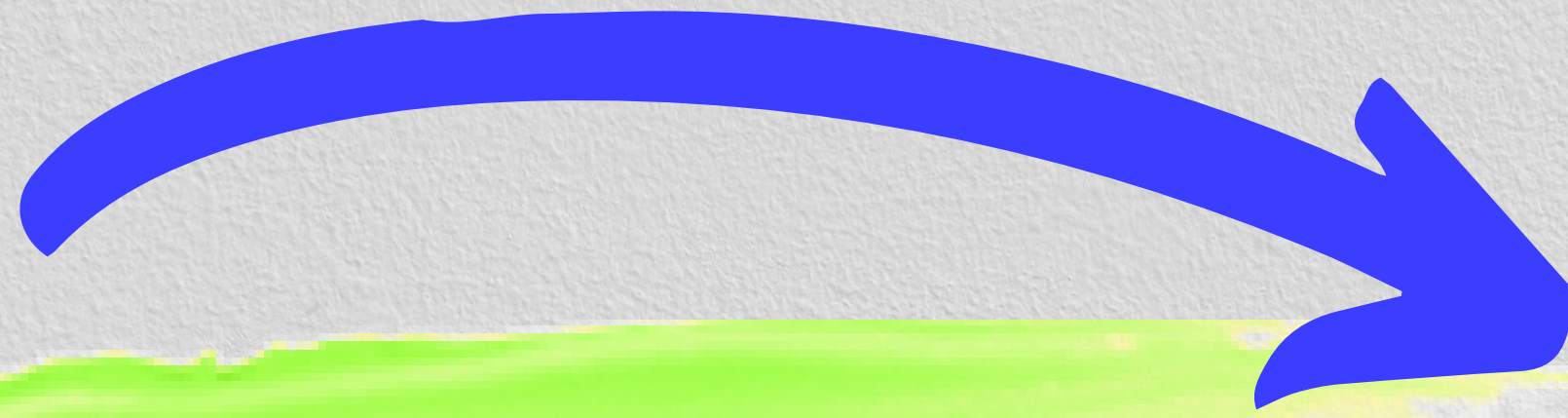
how we feel

Discrimination



how we act

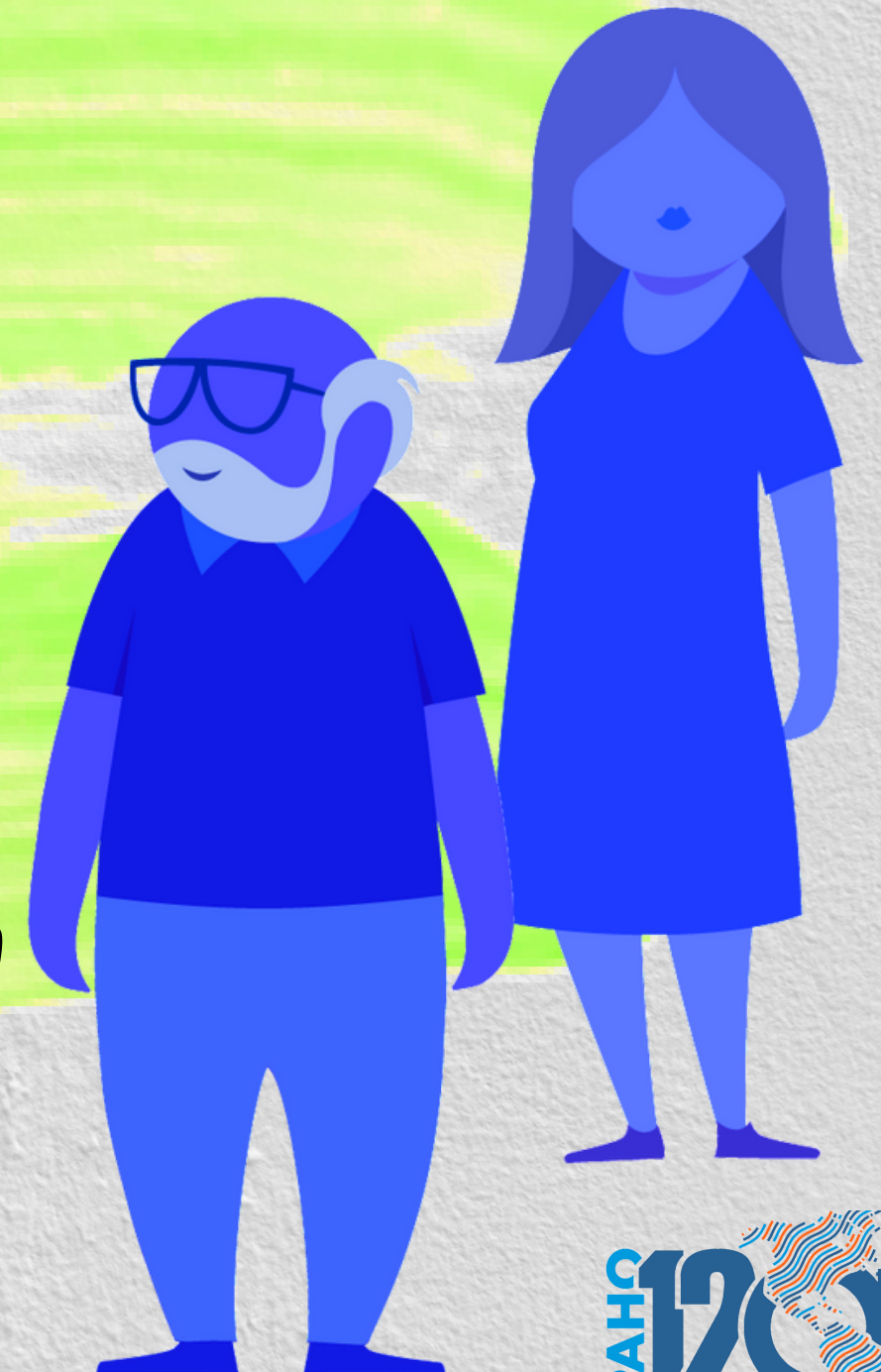
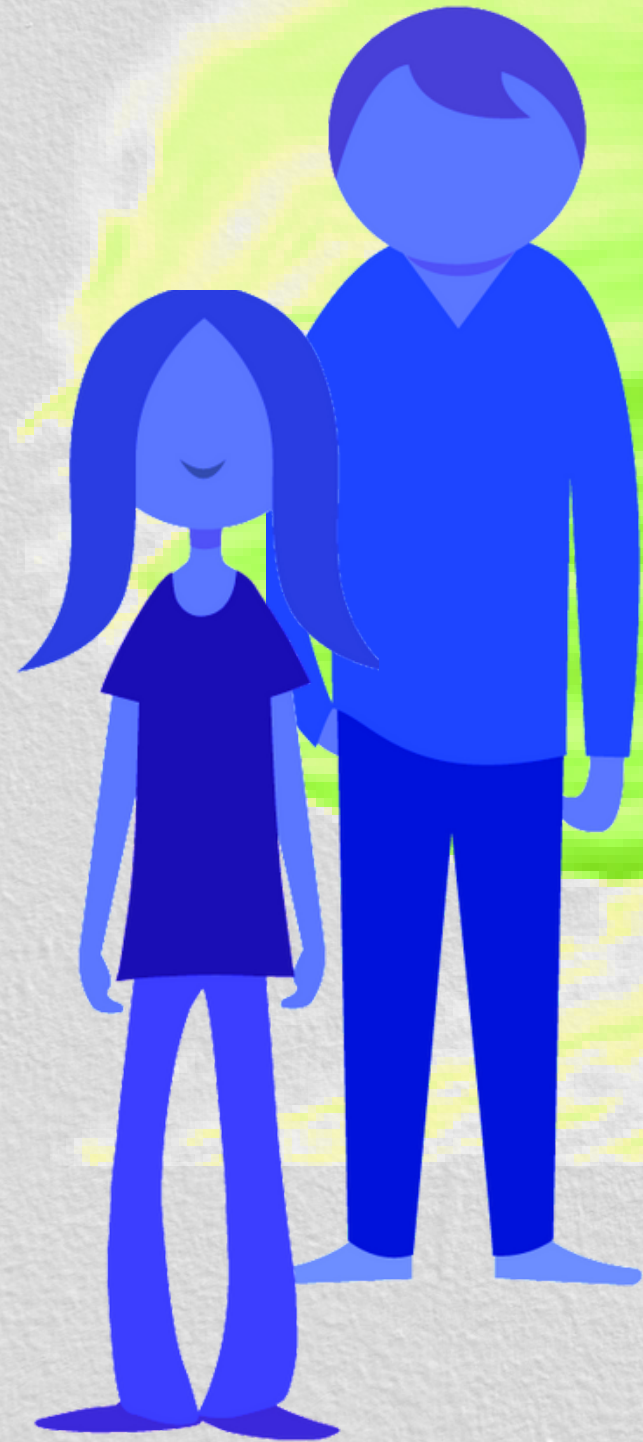
GLOBAL REPORT ON AGEISM. GENEVA: WORLD HEALTH ORGANIZATION; 2021. LICENCE: CC BY-NC-SA 3.0 IGO.

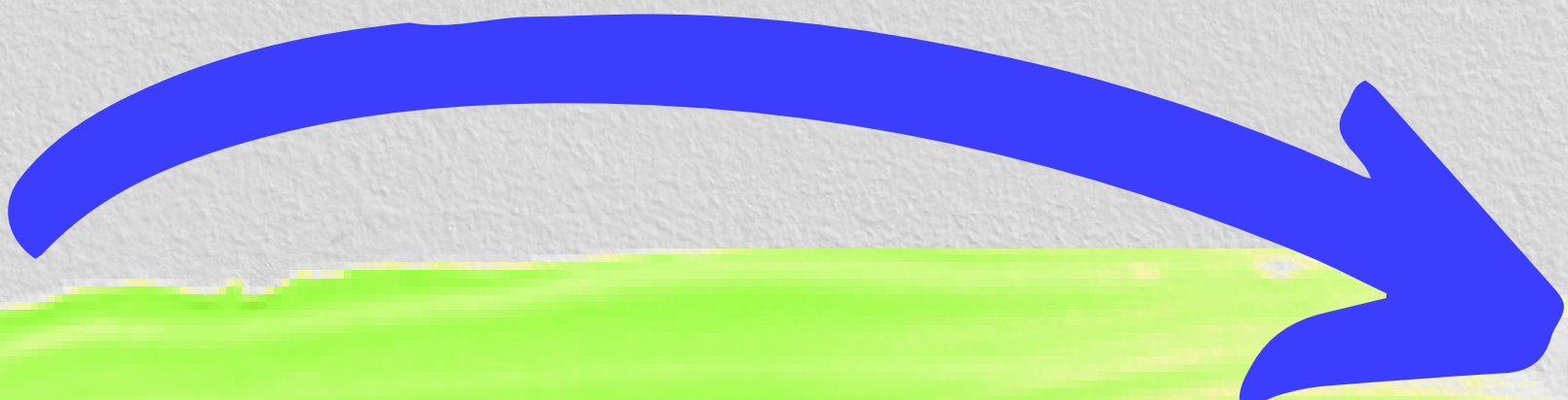


Related to perceptions that adolescents are irresponsible, immature, and unable to take care of themselves.

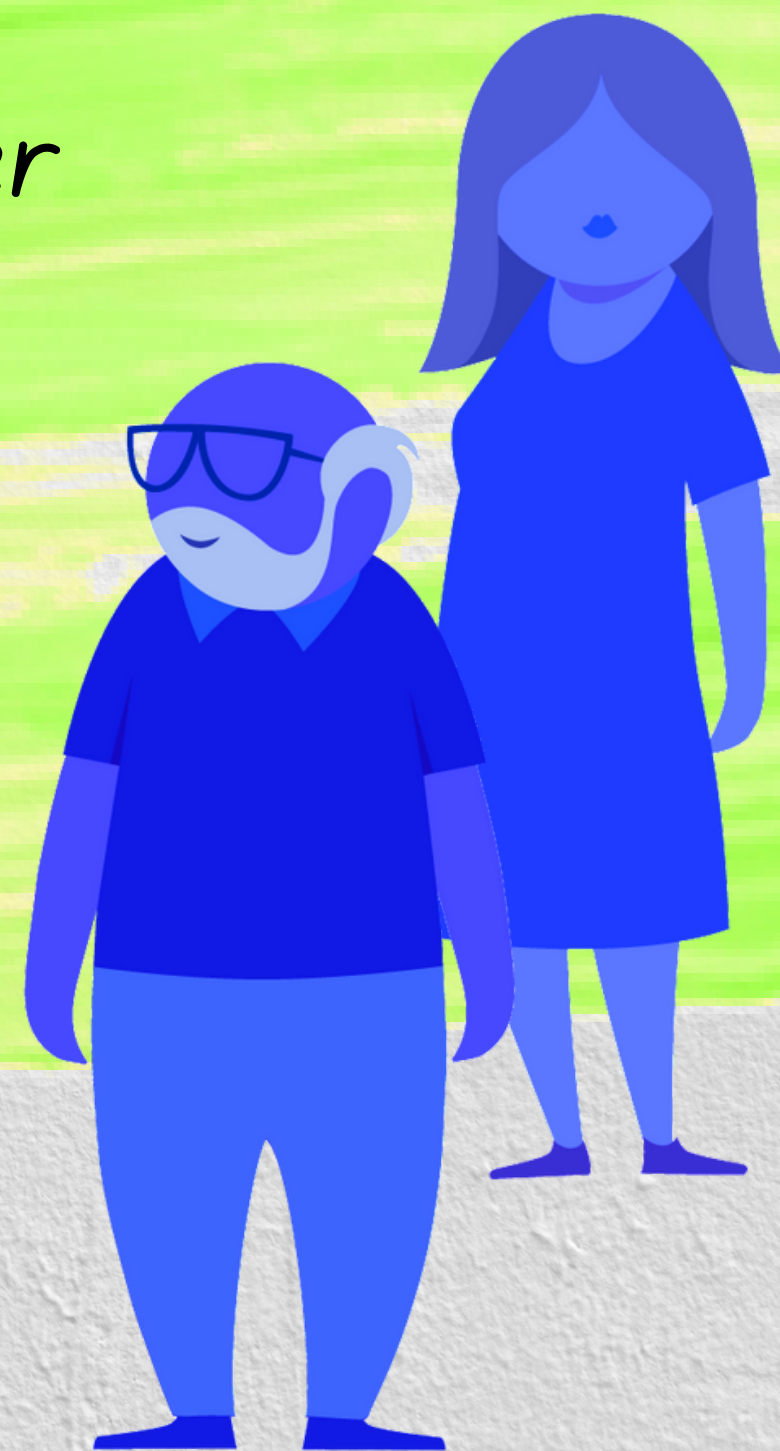
Laws and policies that do not take into account the emerging maturity of adolescents reinforce this stigma.

Some of these topics already carry stigmatization in general, such as sexual and reproductive health and mental health.





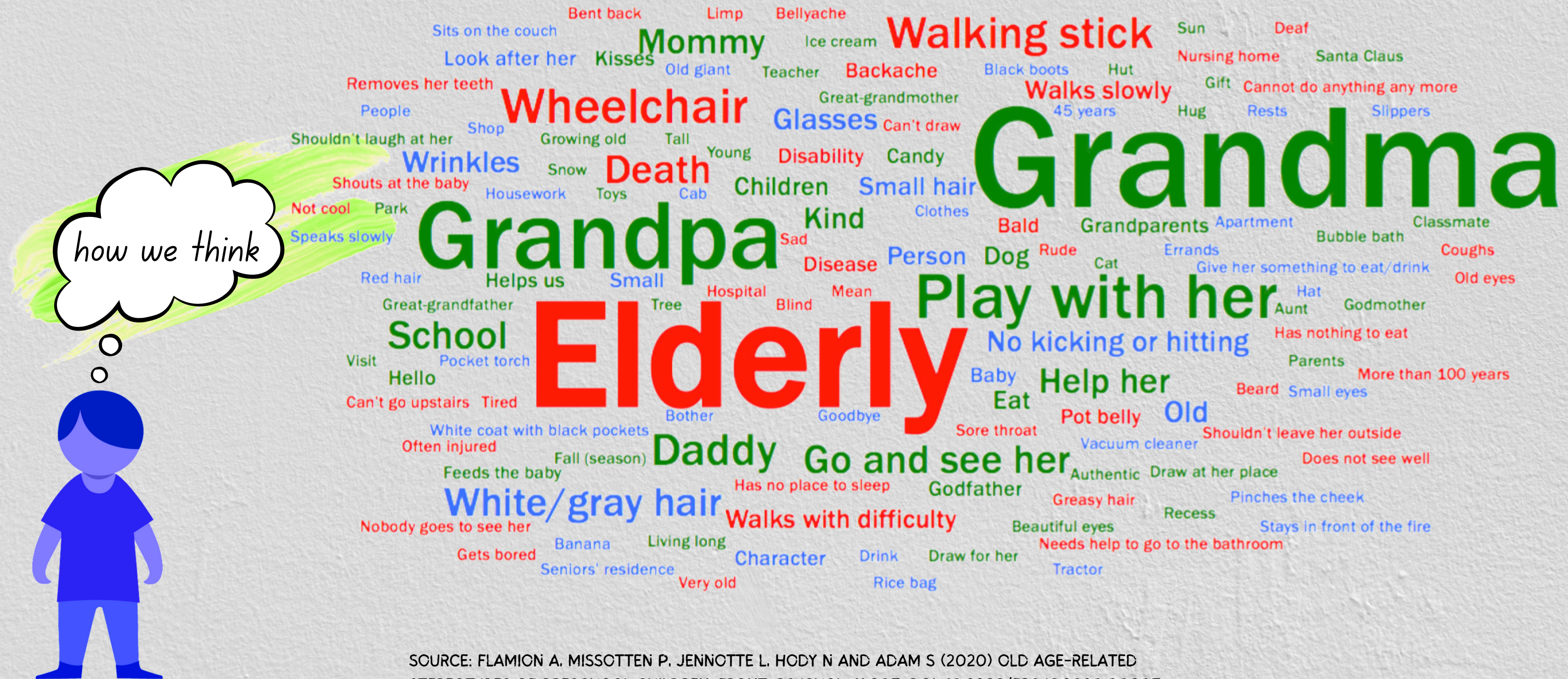
Negative views and attitudes toward older persons can start early in life and perpetuated across the life course.



Ageism



Stereotypes



SOURCE: FLAMION A, MISSOTTEN P, JENNOTTE L, HODY N AND ADAM S (2020) OLD AGE-RELATED STEREOTYPES OF PRESCHOOL CHILDREN. FRONT. PSYCHOL. 11:807. DOI: 10.3389/fpsyg.2020.00807

Ageism

→ Stereotypes

how we think



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→ how we feel

*Negative views of aging in earlier life
are related to poorer health
outcomes in later life*

BLAWERT, VA, KORNADT, A., SCHRÖDER, H., WURM, S., AND ZOK, K. (2020). RESULTS OF A REPRESENTATIVE SURVEY ON YOUNG ADULTS' PERCEPTIONS OF AGING. BERLIN, KOMPART-VERLAG: WIDO MONITOR 1/20 – SCIENTIFIC INSTITUTE OF THE AOK.

*Young adults that associate aging with
physical decline, might experience a
negative impact on their own health
outcomes later in life*

HOFFMANN C AND KORNADT AE (2022) A CHIP OFF THE OLD BLOCK? THE RELATIONSHIP OF FAMILY FACTORS AND YOUNG ADULTS' VIEWS ON AGING. FRONT. PSYCHOL. 13:808386. DOI: 10.3389/FPSYG.2022.808386

The facts

PEOPLE ARE LIVING LONGER LIVES

The number of older persons in the total population are growing rapidly. Younger adults today are the first generation that will be more poor than older generations.

Globally population 65+ is expected to increase from 9.3 % in 2020 to 16% in 2050

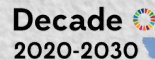
SOURCE: WORLD POPULATION AGEING 2020

In LAC population 65+ is expected to increase from 5 % to 9 % in 2019

SOURCE: WORLD POPULATION AGEING 2019:

AGING IS OFTEN SEEN AS AN ADDED BURDEN ON SOCIETY

The aging of the population will continue to affect all aspects of society, including labour and financial markets, the demand for goods and services

SOURCE:  **Decade of Healthy Ageing**
2020-2030

The negative view toward younger adults due to their generational affiliation has serious implications for the economic stability of younger generations.



The facts

OLDER ADULTS MAKE SIGNIFICANT ECONOMIC CONTRIBUTIONS

Older people today contribute more to the economy and society

SOURCE: IADB GROUP 2020. THE SILVER ECONOMY IN LATIN AMERICA AND THE CARIBBEAN

Europe: per person 29% of GDP per capita; entire population US\$ 1.18 trillion (8% of GDP) in 2015

USA: per person 40% of GDP per capita; entire population ~ US\$ 1.18 trillion (7% GDP) IN 2015

SOURCE: BLOOM, D.E., KHOURY, A., ALGUR, E. ET AL. VALUING PRODUCTIVE NON-MARKET ACTIVITIES OF OLDER ADULTS IN EUROPE AND THE US. DE ECONOMIST 168, 153-181 (2020). [HTTPS://DOI.ORG/10.1007/S10645-020-09362-1](https://doi.org/10.1007/s10645-020-09362-1)

THE COVID 19 HAS EMPHASIZED OLDER GENERATIONS VULNERABILITY AND EXPOSED THE WEAKNESS OF HEALTH SYSTEMS

Ensuring society has enough capacity and resources to meet these growing demands is paramount

SOURCE: PAHO. HEALTHY AGING PROGRAM



Challenges

PEOPLE AT THE CENTER

Implies a focus on time. Is based on knowledge of the person and their context, which accumulates over time and is not specific to disease-oriented episodes

Life course- Intergenerational reciprocity

Restructuring programs to align with an intergenerational perspective, seeing the individual at the center.

HEALTH AS A RESOURCE

A vision of health as a resource and a human capacity that is built.

INDICATORS

These should make the concept of health tangible and measurable.

BETTER UNDERSTAND ON HOW SOCIAL INEQUITIES IN HEALTH ARE PERPETUATED

prevention policies and interventions can be designed to address social inequities in health throughout life, but particularly in critical/sensitive periods of development.

DESIGN OF HEALTH INTERVENTIONS

Health interventions with a life course perspective, that should go beyond the disease and with a temporary effectiveness.

POLICIES AND LEGISLATION

policies and legislation that protect individuals against age discrimination at any point in their lives and foster the equal rights for all persons.

THANK YOU!

<https://www.paho.org/en/topics/healthy-life-course>

