

# Ageism and you



**Half of people aged over 50 have experienced age discrimination in the last year.**

A recent unpublished survey from Centre for Ageing Better found that 45% of people aged 51-70 and 46% of people aged 71+ have felt badly treated because of their age in the past 12 months.

## Have you experienced ageism?

**Has anyone told you that “you look good for your age”?**

- If so, how did this make you feel? What does that statement imply about being older?

**Have you ever been told you’re too old to do something? Have you ever felt that you couldn’t or shouldn’t do something because of your age (even if you felt capable of doing so)?**

- How does this affect the way you think about ageing? How does this affect how you feel about yourself / your self confidence / your self esteem?

**Do you see people your age accurately represented in adverts, on TV, in the media?**

- Do you think brands understand you and meet your needs?

**Think of examples of how people your age are represented in society?**

- Does this reflect the experience of you or people you know who are your age?



# You and ageing

Use these questions to explore your own feelings and beliefs around age and ageing. Consider the impact of how older people are represented in our society today to inform your answers

- What beliefs about ageing do you hold?
- How do you feel about **telling people your age**?
- Think of a situation in which you wanted to **know a person's age**. Why? What changed when you learnt it?
- **How do you think attitudes have changed** since your parents were your age? What has stayed the same?
- When do you recall **first noticing age differences**?
- Do you think in **negative ways about yourself** as you age?
- Does your age lead you to **limit the activities you do or the way you live your life** (for example, only taking part in what you / others consider 'age-appropriate' activities, or dressing in 'age-appropriate' ways).

Learn more at [AgeWithoutLimits.org](https://www.agewithoutlimits.org)

Conversation starter

