

Disrupting Ageism: A Foundation for Longevity Equity

Original Presentation by Tracey Gendron, PhD, MSG

Updates by Jay White, EdD, MSG and Ayn Welleford, PhD, MSG

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Senior Mentors



CIRCLE CENTER



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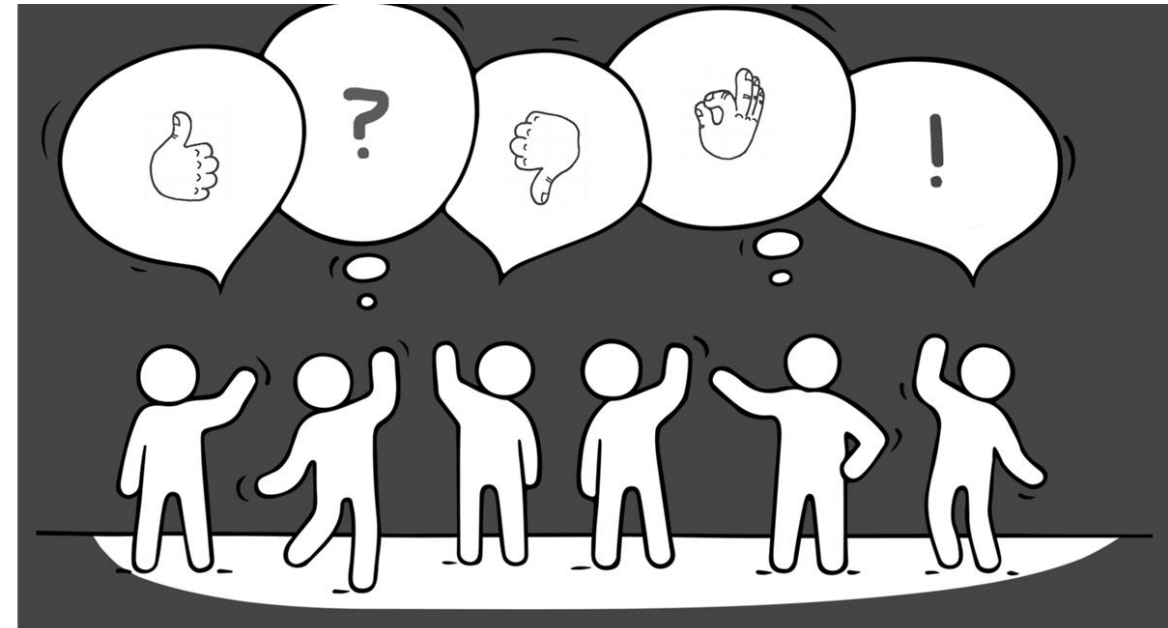


street interviews



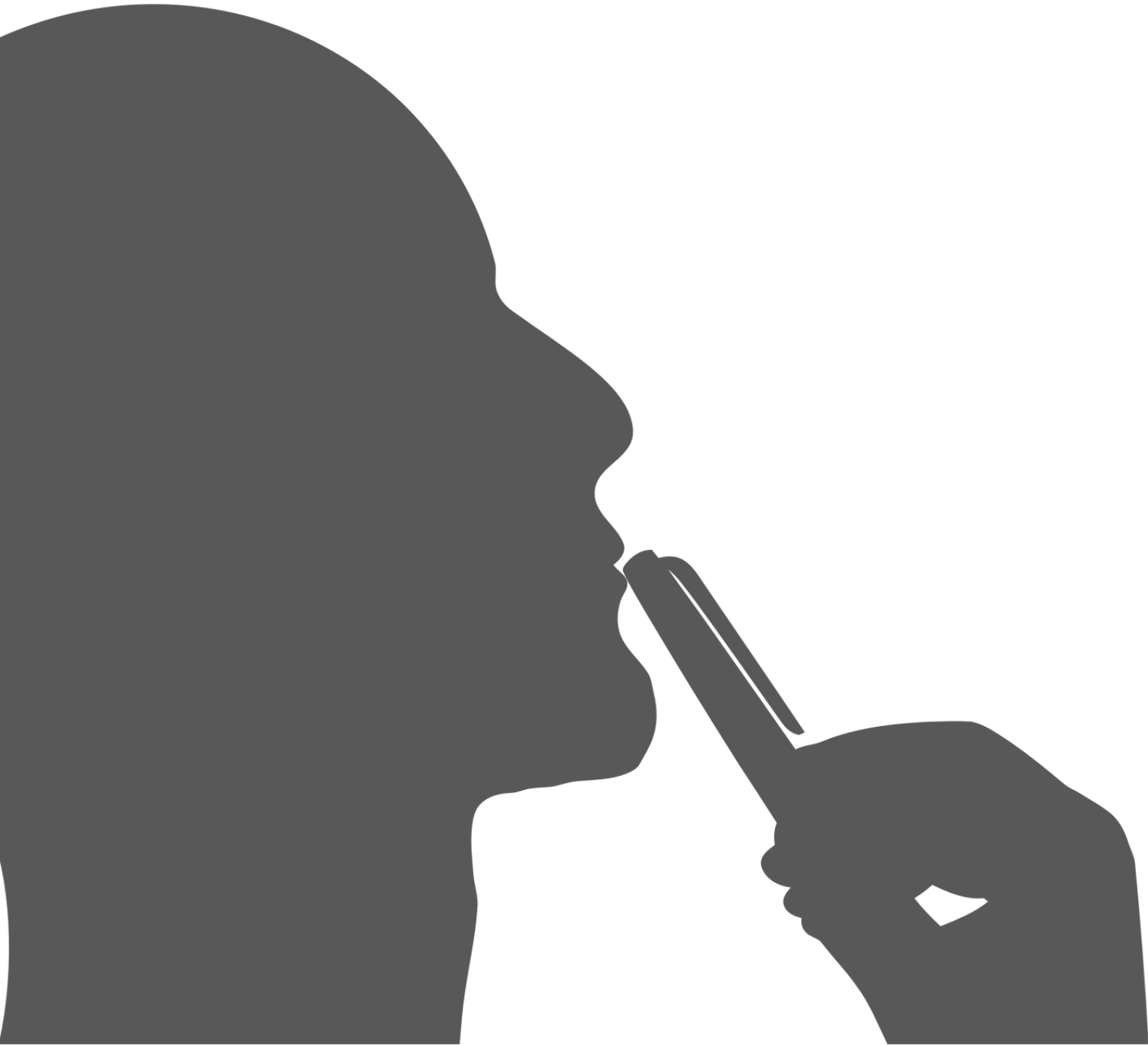
Videos

FIRST IMPRESSIONS



Part 1 - Review





**Share some
examples of
things people
get better at as
they grow older**



**“Do the best you can until
you know better. Then when
you know better, do better.”**

Maya Angelou

Other questions to think about and discuss

How are you better than a younger version of you in social relationships?

What do you enjoy now more than you did when you were younger?

Think back 10 years... what do you like about this version of you? What has improved?



Video 2 - Review





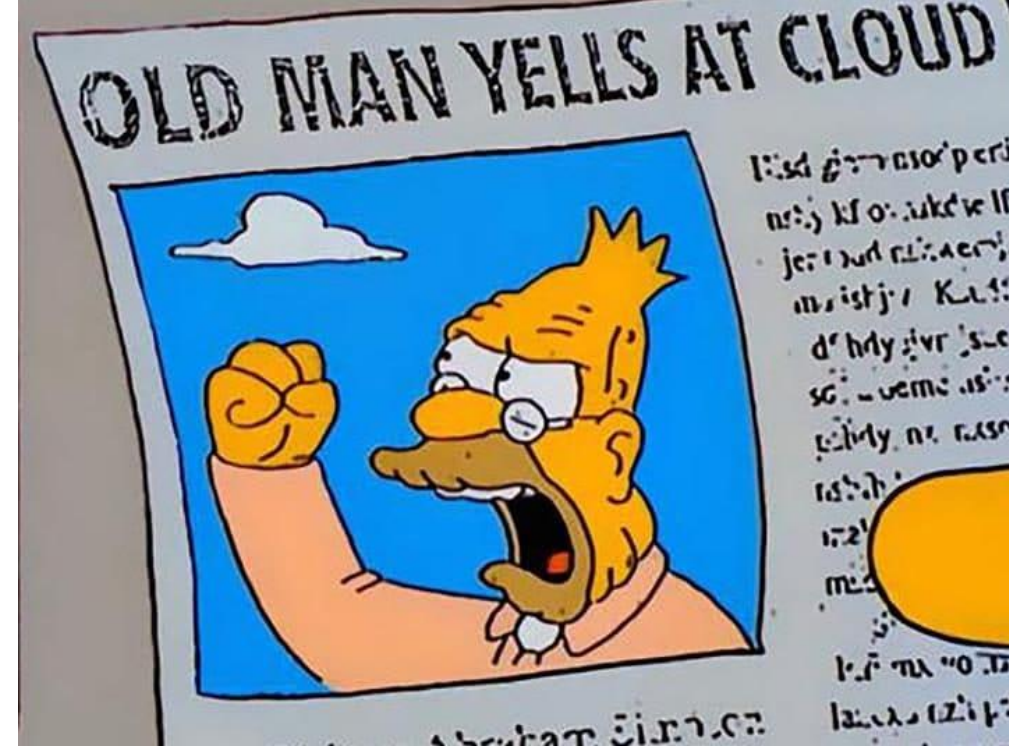
**Throughout your
life, how have you
learned about
what it is like to be
an older person?**

Other questions to think about and discuss

Think about what television shows, movies or books had older characters. Who comes to mind? What adjectives would you use to describe them?

Think about advertising...what comes to mind when you think of ads that are targeted toward older adults?

Images of older adults in tv and movies



UNCLE REMUS

HIS SONGS AND HIS SAYINGS

THE FOLK-LORE OF THE OLD PLANTATION



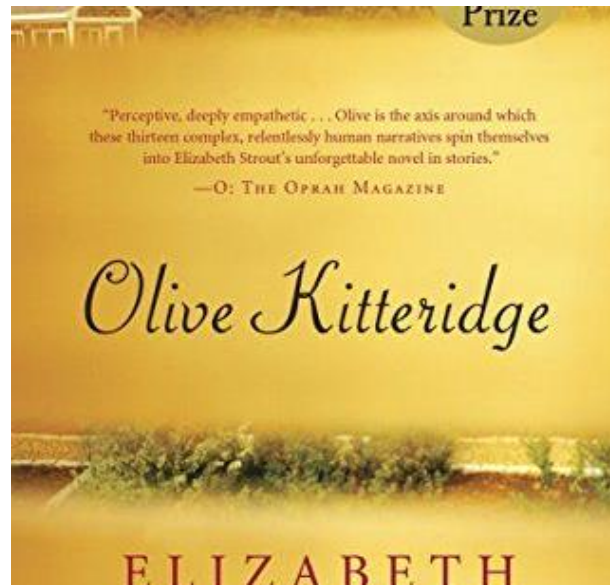
By JOEL CHANDLER HARRIS

WITH ILLUSTRATIONS BY FREDERICK S. CHURCH AND
JAMES H. MOSER

NEW YORK
D. APPLETON AND COMPANY
1, 3, AND 5 BOND STREET
1881



Older adults in literature



Images of older adults in advertising



Is your property manager a grumpy cow? Relax, nice ones do exist...

- › We treat tenants with the respect they deserve
- › We aren't stuck in our ways...
- › We really, really enjoy what we do, so we are always happy to help
- › We're young, committed, handsome & enthusiastic
- › Unlike many, we do one thing, and one thing right.

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Gillette

Video 3 - Review

Think about what you have learned about ageism and elderhood and write...

...one thing you will
START doing
to disrupt ageism
and
promote elderhood

...one thing you will
STOP doing
to disrupt ageism
and
promote elderhood

...one thing you will
CONTINUE to do
to disrupt ageism
and
promote elderhood



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agingstudies@vcu.edu



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