



# Manitobans Acting Against Ageism

To fight ageism we need to name it, speak up and take action!

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## Recognize It

Creating awareness means helping people understand there is a problem.

- Are you or someone you know excluded from decisions that affect your life?
- Are you or someone you know feeling like an outsider looking in, left out of conversations and projects?
- Are you or someone you know discouraged from going after opportunities at work or in the community based on your age?
- Is it difficult to find authentic role models of older people in movies or tv shows?

## Ageism is a form of discrimination.

It is illegal and prohibited in Canada.

## Stop & Ask

- We are surrounded by ageist beliefs — it's not surprising we have internalized those beliefs.
- If you believe you can't do something — ask yourself are you limiting yourself because of your age.
- It is important to remember it takes everyone time to learn new things — you are capable of more than you think.

## Speak Up

If you see or hear something ageist, consider if it's the right time to point it out.

- Talk to the person who is being ageist, "I feel like I'm being excluded because..."
- Make a point of speaking up. Engage in conversations you feel you should be a part of.
- Talk to someone you trust who can help you think about solutions.
- Offer to help — when you see someone struggling with ageism, start the conversation and seek solutions.

## Be Inclusive

It takes a whole community to fight ageism— invite people of all ages to learn about ageism.

- Talk to your family members, friends, start conversation in your circle about ageism.

## Give Yourself a Break

Have you said or done things you now see are ageist? When you know better, you do better.



# Ageism is Everyone's Problem

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Everyone is aging and ageism harms us all.

Negative view of aging begins when we are young. We become biased, holding unconscious attitudes and beliefs that lead us to snap judgments about older people.

It doesn't have to be this way. We can all become more aware and reframe how we talk about aging.

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## Our Words Matter

- Using 'older adult' or 'older person' rather than 'senior' is more neutral — using 'seniors' or 'elderly' can reinforce stereotypes.

## Engage ALL Problem Solvers

- Great ideas know no age limit — experience and wisdom can be tapped to benefit us all.

## Include Older Adults

- Did you know older adults are underrepresented in health research? In the media? And in marketing?
- We also need to make sure that we include older people when planning for the future in all sorts of situations (city planning, organizational planning).

## Update Workplace Policies

- More than 78% of older workers experience ageism in the workplace.
- If you're a workplace leader, consider how ageism is affecting your staff.

## Compounding Inequality

- Ageism, combined with sexism and racism can create compounding consequences.
- Older women of colour face age, race and sex discrimination in their personal lives, as well as institutional disadvantages in health care, housing and more.



## Will You Step Up?

No matter what age you are today — we all have a role to play in countering ageism. From our daily life to institutional barriers, take action today!

Talk to your family members, friends, start conversation in your circle about ageism and its subtleties.

To find more tips visit:

[ManitobaSeniorsCoalition.ca](http://ManitobaSeniorsCoalition.ca)



## Are you, or someone you know, experiencing elder abuse?

Abuse comes in many forms: physical, financial, emotional, spiritual & neglect.

Call the Senior Abuse Support Line  
Toll-free: 1-866-440-7183



## Help celebrate older Manitobans who are contributing to a better community.

Nominate someone today at [Manitoba.ca/SeniorsAwards](http://Manitoba.ca/SeniorsAwards)

Manitoba's

**Seniors**

of the year

**Awards**

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TAKE THE  
**EVERY AGE COUNTS**  
QUIZ at [Manitoba.ca/SeniorsAwards](http://Manitoba.ca/SeniorsAwards)



Learn more about the [Provincial Seniors Strategy](#).

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