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Want to be Vibrant?[®]

VIBRANT AGING 101

Day 2: Drilling into Ageism

Ageism is a type of stereotyping directed against us folks at mid-life and older.

Here are some of the ways a person practices ageism toward an older adult. Watch for these:

- Patronizing talk, including slower speech
- Using simpler vocabulary
- Careful enunciation when speaking to you
- Adopting a demeaning emotional tone
- Switching to more superficial conversation
- Ignoring the senior when a younger person is present
- Physician dismissing medical conditions as a feature of ageing
- Age discrimination at work. The Age Discrimination in Employment Act forbids age discrimination in people who are 40 or older
- Being ignored or not taken seriously
- Jokes that make fun of older people
- Media portrayal of older adults

These are all telltale signs someone's implicit negative stereotyping has kicked in.

The best way to defeat ageism? Bring your best, most vibrant self to the moment at hand.

"The world is changed by your example, not by your opinion."

~Paulo Coelho