



GENDERED AGEISM CAMPAIGN

TOOLKIT

#WomensAgeLab
#EndGenderedAgeism
@WCHospital



Toolkit Contents



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Overview of Toolkit

- This toolkit is designed to combat gendered ageism by spreading awareness about it, and the negative effects brought by it
- This campaign will support global movements on aging such as the WHO Decade of Healthy Ageing and the Global Campaign to Combat Ageism
- This toolkit is for everyone including clinicians, researchers, policymakers, community advocates, and individuals from all walks of life to tackle gendered ageism and spread awareness about it in their communities and networks

Gendered Ageism: Explained

Gender
Discrimination

Age
Discrimination

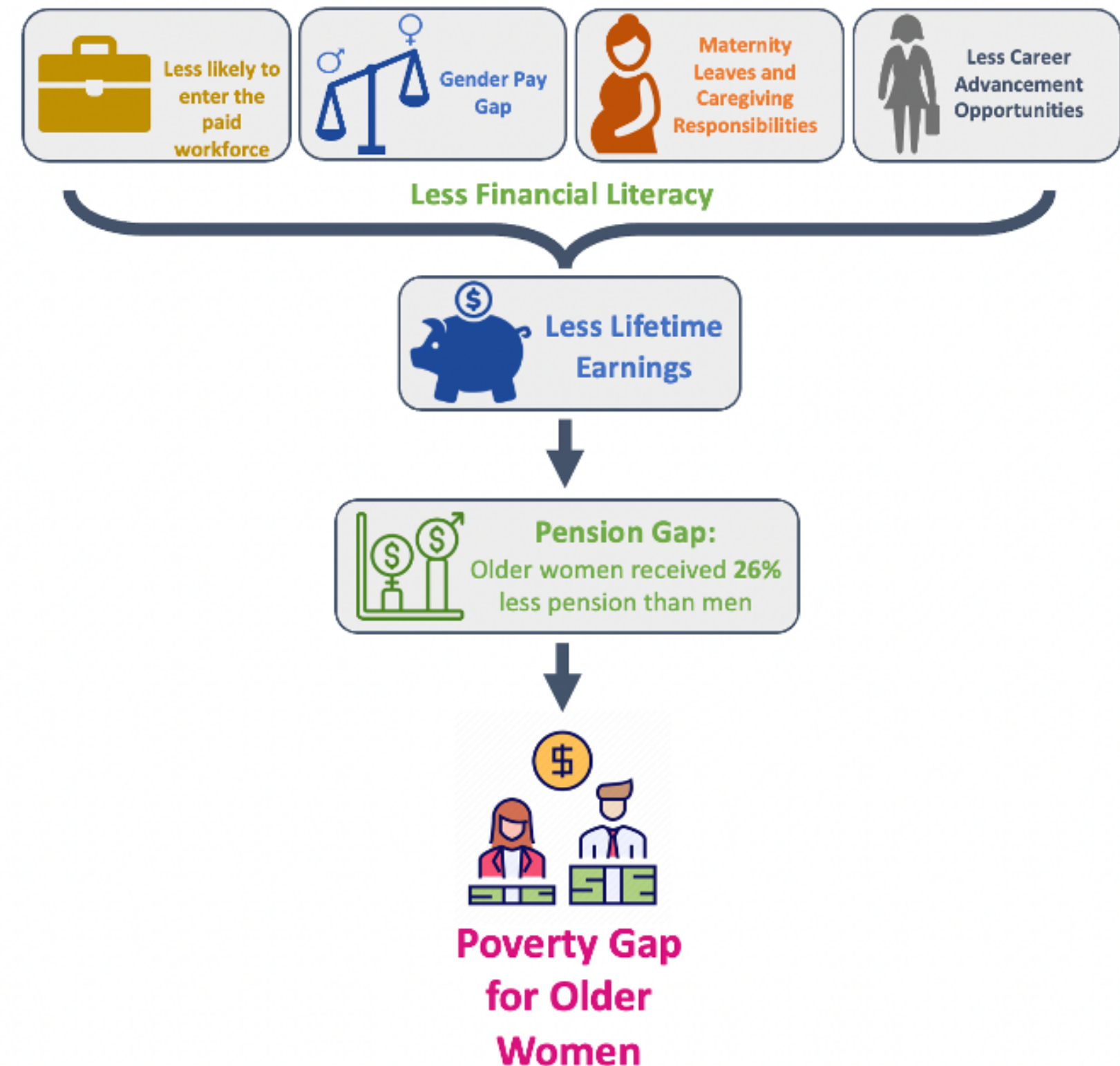
the intersection
=
Gendered Ageism

Ageism is defined as the “stereotyping, prejudice, and discrimination against people on the basis of their age,”¹ while gendered ageism refers to discrimination towards women due to their age and gender.² Gender-based discrimination often intersects with ethnicity, socioeconomic status, disability, age, geographic location, gender identity and sexual orientation.³ This campaign creates an opportunity to raise awareness and create solutions to address this wide spectrum of discrimination.

Gendered Ageism: Explained

Social:

- Anti-aging views are especially harmful for older women, who feel pressured to hide their age and appear youthful
- Women often face a pension gap due to unequal employment opportunities and lifetime events such as maternity leave and caregiving responsibilities



Gendered Ageism: Explained

Health:

- Lack of resources to afford adequate care and affordable housing options leave majority of women in long-term care and nursing homes
- Historical lack of data disaggregated by sex, gender and age have left a gap in research and healthcare on understanding the unique needs of older women

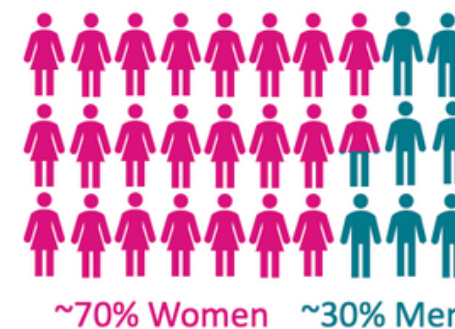


Inequities for Older Women: Long-Term Care

IN ONTARIO:



626 LTC Homes



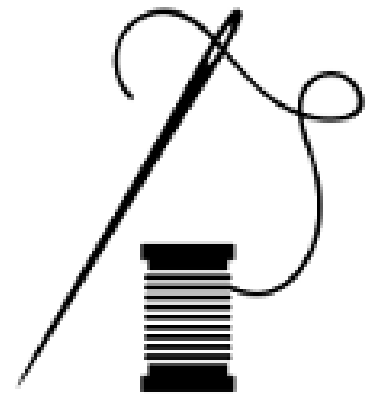
80%



- ↑ Number of chronic conditions
- ↑ Number of medications
- ↑ Dementia

Women are **2X** more likely to enter LTC

- Gendered ageism is a largely neglected social determinant of health
- Gendered ageism is institutionalized in healthcare practices
- Older Women are rendered largely invisible in contemporary culture and social and economic policies



A thread that runs through the **root causes** of issues facing **older women**

Why Do We Need to Act?

HEALTHCARE

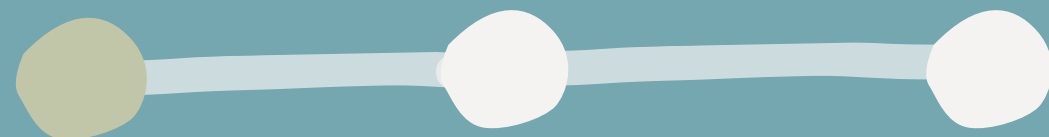
How to Make Change Happen

As a HEALTHCARE PROVIDER, YOU can:

- Routinely ask how sex and gender impacts everything from the treatment you provide to your patients for a medical condition such as heart disease to the drugs you prescribe to them

Resources:

- [How do prescribing cascades happen](#)
- [DRUGS deprescribing tool](#)
- [Deprescribing algorithms](#)



How to Make Change Happen

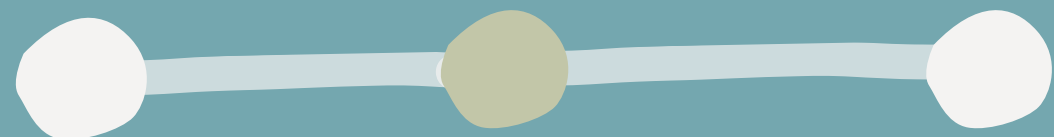
RESEARCH

As a RESEARCHER, YOU can:

- Make Use of and collection of sex and age disaggregated data, along with considerations for gender identity, race, sexual orientation and socio-economic background, as the default action to understand and reduce gendered ageism
- Raise Awareness and demonstrate the importance of intersectionality and disaggregated data to decision makers
- Inform your research and support it through sex and age disaggregated data, along with careful consideration of how different intersectionalities may impact health outcomes

Resources:

- [Health Researcher's Toolkit](#)
- [Sex and Age Disaggregated Data Educational Module](#)



COMMUNITY

How to Make Change Happen

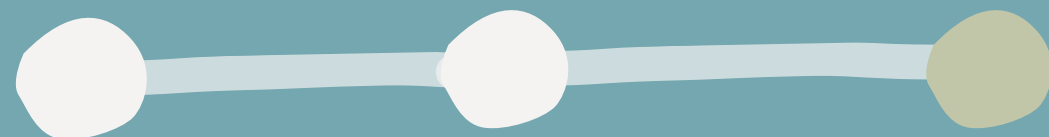


As a COMMUNITY MEMBER, YOU can:

- Acknowledge the widespread effect of gendered ageism
- Involve people from all age groups in discussion about gendered ageism. Have conversations at home, work and school to spread awareness about its negative impact
- Speak up about negative social and cultural narratives around ageing and older women
- Add your voice to this campaign and provide your thoughts on addressing gendered ageism <See "Get Involved">

Resources:

- [Intergenerational solidarity initiatives](#)
- [What you can ask your doctor](#)
- [Using Age Positive Language](#)
- [Age-Friendly Images](#)



Get Involved! How to Participate

- We are looking to raise awareness about gendered ageism
 - Use [#EndGenderedAgeism](#) to add your voice on social media
 - Select tweets and images, or create your own to reach your audience through your social media platforms
 - Generate conversations about gendered ageism
 - Use the [Combatting Global Ageism Toolkit](#) as an additional resource
-
- **Join our TWITTER CHAT happening on October 19 at 1PM EST!**
Follow along with [@WCHospital](#) and [#EndGenderedAgeism](#)

- Don't use terms like seniors, elderly, retirees, grey, silver tsunami
- Use the term older and aging, healthy aging
- Avoid describing people as victims or using emotional terms that suggest helplessness (e.g., “afflicted with,” “suffering from,” “stricken with,” “maimed”). Avoid euphemistic descriptions such as “physically challenged” or “special.”⁴
- Use inclusive terms such as “us” and “we”, when proposing solutions
- Use Age Positive Icons

How to Spread Awareness?

Using Social Media to Spread Awareness

1. You can begin by following us on social media. This way, you will be able to retweet, share, or repost our content as it is released.

Facebook/LinkedIn: Women's College Hospital

Twitter/Instagram: @WCHospital

Hashtag: #EndGendered Ageism #WomensAgeLab

2. Use our [library of campaign images](#) to share content and spread awareness!



womensagelab.ca

#EndGenderedAgeism

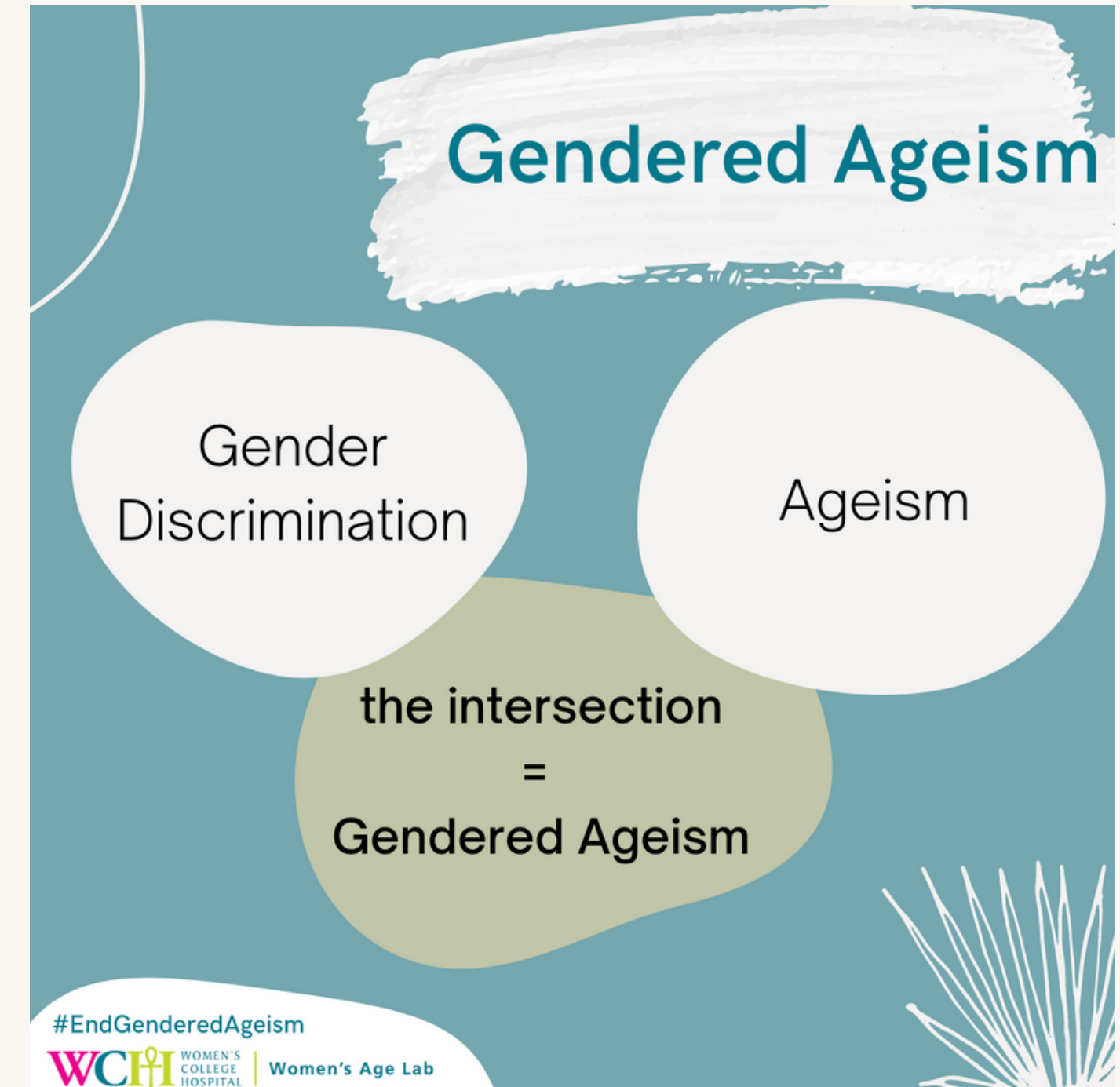
WCH WOMEN'S COLLEGE HOSPITAL | Women's Age Lab

Campaign Images

[Access our full library of campaign images here!](#)



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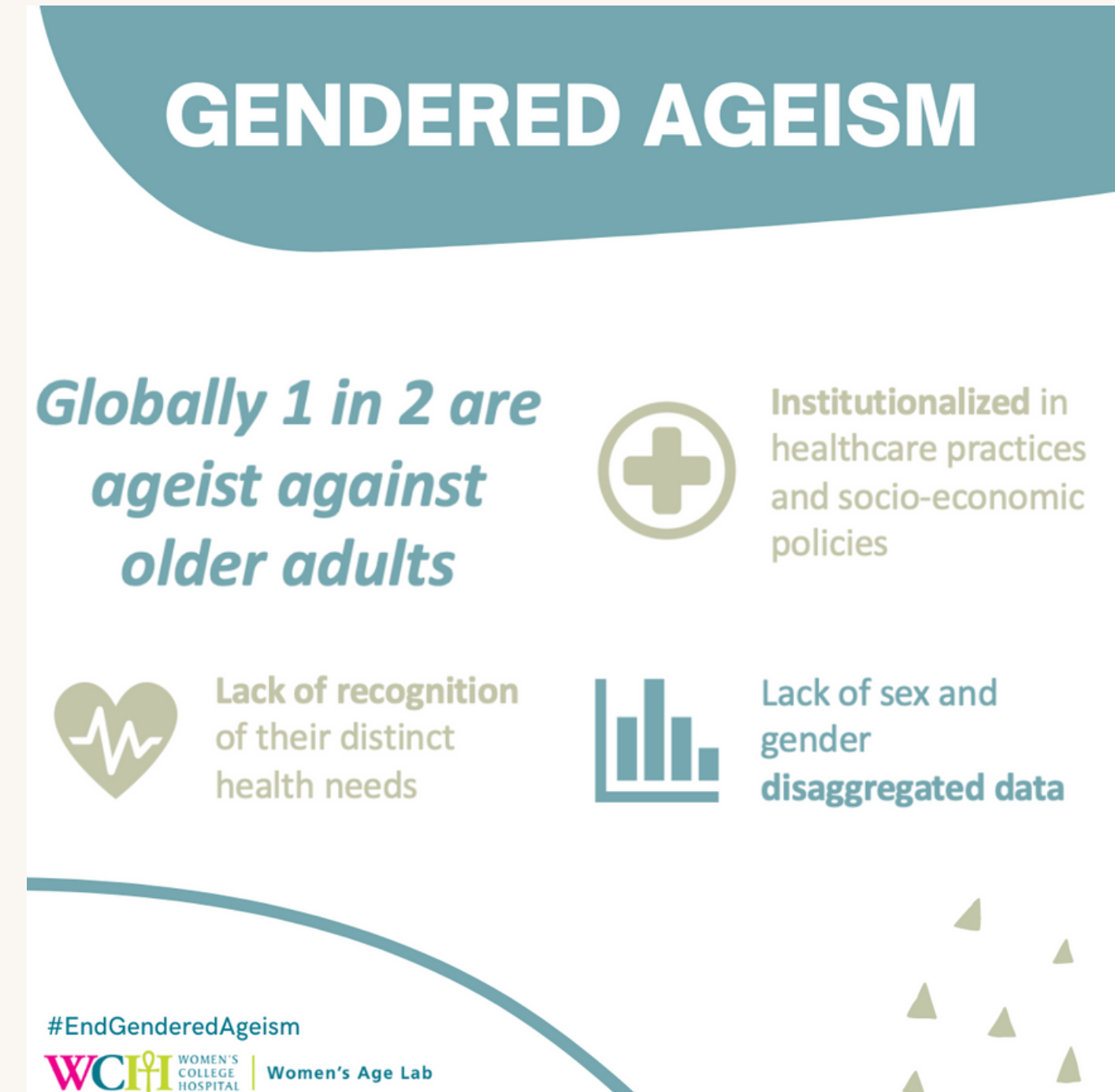
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Campaign Images

[Access our full library of campaign images here!](#)



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Resources

Click on titles to access

HEALTHCARE

- How do Prescribing Cascades Happen
- DRUGS Deprescribing Tool
- Deprescribing Algorithms

RESEARCH

- Health Researcher's Toolkit
- Sex and Age Disaggregated Data Module

COMMUNITY

- Intergenerational Solidarity Initiatives
- What You Can Ask Your doctor
- Using Age Positive Language
- Age-Friendly Images

MORE HELPFUL RESOURCES

- Resources for Older Adults, Caregivers and Healthcare Providers from Eastern Ontario Health Unit
- The Older Adult Centres' Association of Ontario
- Hope for Dementia : A Framework for Prevention, Symptom Deceleration and Reversal
- UN Decade of Healthy Ageing: The Platform



Gendered Ageism Campaign - Toolkit

Join the movement to #EndGenderedAgeism