



! 82% of Older Adults experience a form of Ageism in a Primary Care setting and as a result are likely to experience:

- Decline in Physical Health
- Decline in Mental Health
- Decline in Cognition
- Social Isolation
- Reduced Quality of Life

There are 3 types of Ageism:



Institutional ageism - when an institution perpetuates ageism through its actions and policies.



Interpersonal ageism - occurs in social interactions.



Internalized ageism - when a person internalizes ageist beliefs and applies them to themselves.



Ageism in Primary Care & How YOU can be part of the solution

Ageism is the unfair prejudice, or discrimination, on the grounds of a person's age.

What Ageism Looks Like



"I didn't feel heard. I felt like my symptoms were being ignored only because I am 74 years old and my doctor thought my symptoms were age related. After being ignored for so long I finally got a diagnosis of Addison's disease with the help of my children who had to speak on my behalf, all because no one would listen to me and it shouldn't be that way!"

Ageism can manifest as ignoring or dismissing treatable concerns such as:

- falls,
 - joint pain,
 - hearing or vision loss
- that would be checked out right away in younger patients.

Even though these challenges are common with aging, it doesn't mean they're a normal process of aging.



Do's & Do NOT's of AGEISM

★ What *should* you say & what *shouldn't* you say

✓ Do Say

Thank you for coming in today.

Let me review your test results with you.

Any concerns with memory?

You appear to be in good health.

Let your arm relax, I am happy to hold it for you if you'd like.

✗ Don't Say

Sweetie, thank you for coming in today.

Did you bring someone with you so I can review your test results with them?

Senior citizens experience more memory loss.

You look good for your age.

Honey, let me hold your arm while I do your blood pressure.

Adults aged 50-80 with a positive view of aging...

- 88%** Feel more comfortable being themselves
- 80%** Have a strong sense of purpose
- 65%** Think their life is better than they thought it would be