

POWER IN AGING

BUILDING AN AGE-POSITIVE MAINE THROUGH CONVERSATION & ACTION



Let's become anti-ageist together to build an age-positive culture in Maine!

MAINE
COUNCIL
ON AGING

The Power in Aging Project

The Power in Aging Project was launched in 2021 as part of the Maine Council on Aging's campaign to dismantle ageism and build an Age-Positive Maine.

The Project's primary strategy is to engage audiences from different sectors in direct conversations about age-bias, the impacts of ageism, and the benefits of living and working in an age-positive culture. We are creative and flexible, able to calibrate these interactive, reflective, and thought-provoking Power in Aging sessions to any end-user for an hour up to a whole day.

Since launching the Power in Aging Project we've hosted thousands of people in presentations for all kinds of organizations, including *L.L. Bean, Town & Country Federal Credit Union, Diversity Hiring Coalition of Maine, all employees of the State of Maine, UnitedHealthcare*, and many others.



Why do these conversations matter?

Conversations help people become aware of age bias and are motivated to build an age-positive culture.

Did you know?

- 82% of adults age have experienced ageism in their daily lives
- Bias against older workers costs us more than \$850 billion in GDP.
- You can live 7.5 years longer with fewer chronic conditions if you embrace age-positive views.

Power In Aging Presentations

POWER IN AGING PRESENTATION

90-minute session curated for any audience.

AGE POSITIVE WORKPLACE PRESENTATION

Designed for HR Professionals and Managers, highlights the power of older workers and multi-generational work teams, recruitment and retention strategies, and importance of including age in DEI.

AGE POSITIVE HEALTHCARE PRESENTATION

Highlights impacts of ageism in healthcare, best practice to address age-bias and provide age-positive treatment, and health benefits of age positive beliefs.

DISRUPTING AGEISM INTENSIVE

One day interactive in-person training for teams on age-bias and the benefits of age-inclusive supports, policies and practices. This is a condensed version of our successful Leadership Exchange on Ageism.

TECHNICAL ASSISTANCE

From help with design, problem solving to ageism audit, let us know how we can help!

Schedule a Power in Aging Presentation today!

For more information, contact:

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Leadership Exchange on Ageism

A special initiative of the Power in Aging Project is facilitating the first in the nation Leadership Exchange on Ageism. Designed for executive business, policy, and community leaders, Leadership Exchange on Ageism (LEA) is a fourteen-hour intensive, participatory, peer-learning-centered leadership development experience.

For more information, contact:

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For further details, visit us at
http://mainecouncilonaging.org/power_in_aging_project/

