



## KEY MESSAGES

### 1. **You are not too old and it is not too late.**

Older adults are valuable resources to their families and communities. Each individual is unique with talents, expertise and experiences that can be shared throughout the life journey.

### 2. **Do not be defined by your age.**

We must reduce ageism in both our public and private institutions, including healthcare, education and in the workplace. The workplace has changed – for example, people are working longer, an increase in the gig economy and the growth in encore careers - yet age barriers in hiring impede opportunities for older adults to work, even when the nature of the work has nothing to do with age.

### 3. **Ageism is bad for your health!**

Becca Levy, PhD. Yale University, found that if someone feels negatively about their age, it can shorten their lives by seven-and-a-half years, leaving many with a lack of will to live. We must promote positive images of aging.

## Resources:

### Books:

- Applewhite, Ashton. This Chair Rocks: A Manifesto Against Ageism. Networked Books, 2016
- Conley, Chip. Wisdom at Work: The Making of a Modern Elder. Currency, 2018

### Video:

Jenkins, Jo Ann. “How to Fight Back Against Age Discrimination and Create a New Vision for Aging”. Dr. Phil. April 2016. [https://www.youtube.com/watch?v=VM5KUngQO\\_I](https://www.youtube.com/watch?v=VM5KUngQO_I)

### Website:

[www.youareunltd.com](http://www.youareunltd.com)

YouAreUNLTD is a new Canadian publishing brand with the mission of inspiring all people to believe in the positivity of aging and care. The goal is to bust myths about aging and to redefine what it means to age healthily and vibrantly



**What can you do to combat ageism  
& promote positive images of aging?**