

Combating ageism

- Break down negative labels about seniors;
- Convey a positive and realistic vision of aging
- Value the contribution of seniors to society;
- Encourage intergenerational dialogue and contact;
- Involve seniors in decision-making and ask for their opinions;
- Be aware of any prejudices you may have;
- Be aware of what you say or do;
- Take a stand against ageism;
- Use language that is respectful and inclusive of all generations;
- Avoid generalizations based on age.

Help available

Help Line

The Mistreatment Helpline

1 888 489-2287 ● lignemaltraitance.ca

Commission des droits de la personne et des droits de la jeunesse

1 800 361-6477 ● cdpdj.qc.ca/en

Info-Social

811, option 2

Service quality and complaint Commissioner

1 877 986-3587
commissaire.cisss-ca@ssss.gouv.qc.ca

To find an organization

211 ● qc.211.ca

To lean more

cisssca.com/agisme



Ageism and self-ageism

To understand, recognise, and overcome!

It's time to reimagine ageism

because human beings are more than just a
matter of age for us in Chaudière-Appalaches

*Every small action counts in combating
ageism and promoting an inclusive
society for all generations.*

Centre intégré
de santé et de services
sociaux de Chaudière-
Appalaches

Québec 

This document was created
with the financial support of
the Pathfinder Network.

cisssca.com


TABLE DE CONCERTATION
DES AÎNÉS
DE CHAUDIÈRE-APPALACHES

Québec 

Ageism

Ageism is when age is used to categorize and divide people in ways that results in discrimination, disadvantage and injustice. It can be seen in negative attitudes or actions that contribute to the social exclusion of seniors.

In short, age is used to exclude, mock, ridicule and scorn a person. Ageism can even be present in our thoughts (stereotypes) and emotions (prejudice). It affects us throughout our lives, whether we're young or old. It can be directed at ourselves (self-ageism).

(Adpated from WHO, 2021)

Recognizing Ageism

Ageism gets into people's heads so that they think getting older is bad. It influences judgment and behavior towards people, both young and old, and to oneself (self ageism).

Examples of ageist thinking :

- Seniors often repeat the same things;
- The elders are all deaf and much less able to learn;
- Old people are all vulnerable, and they don't perform well at work;
- Seniors reject change and new technologies.

Examples of ageist behaviour:

- Preventing yourself from doing certain things because of your age - self-ageism;
- Making fun of people's age;
- Dismiss an older person's opinion with phrases like "OK, boomer".



Ageism is the most widespread and tolerated social prejudice compared to racism and sexism.
(GIRA, 2022)



The importance of discussing ageism to :

- Foster respect and inclusion at all ages;
- Raise awareness of age-related labels and possible discrimination;
- Inform about the possible consequences of ageism on society and individuals;
- Reinforce recognition of equal rights for people of all ages.

Consequences of ageism

- Decreased physical health, mental health and well-being;
- Decreased cognitive function;
- Increased depressive symptoms and feelings of dependence on those around them;
- Social isolation;
- Social exclusion and marginalization of seniors;
- Greater risk of abuse and poverty.



Aging and self-ageism

To understand,
recognise
and overcome!



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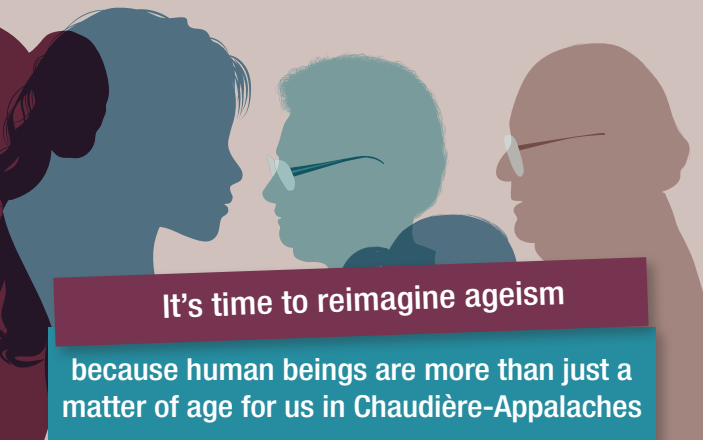
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