

# Ageism: The Saga of Discrimination

**Abstract:** Ageism, first coined by Dr. Robert Butler in 1969, is an active form of discrimination against a rapidly growing segment of our population. Ageism occurs as we formulate unsubstantiated and generalized opinions and actions towards our older adults who encounter a variety of issues and influences throughout the aging process. These may include biological, physiological, psychological and social changes, for which the older adult must accommodate and cope in a society which frequently marginalizes them in terms of worth, intelligence, skill, and acceptance.

**Presentation Description:** This multigenerational focused, interactive presentation is constructed to familiarize attendees with the effects of ageism, both on the older adult and society. The heterogeneity of older adults requires that society be prepared to honor and acclimate the broad spectrum of needs. This calls for an intimate understanding on the part of both entities concerning ageism's dangerous effects on the population as well as the realization that minimizing or marginalizing a segment of an aging populace makes little sense and serves no useful purpose

## **Learning Objectives:**

1. Participants will list the different characteristics of ageism.
2. Participants will describe how society marginalizes older adults.
3. Participants will identify how ageism hurts everyone.