



AGING IS UNIVERSAL: IT'S TIME WE EMBRACE IT

Ageism—discrimination based on age—is a common occurrence. It impacts how we value ourselves and others while limiting our ability to age well. It's time we embrace aging and empower all Edmontonians to lead full lives, no matter their age.

AMONG SURVEYED EDMONTONIANS AGED 13 AND OVER, **ONLY 53%** HAVE POSITIVE PERCEPTIONS OF SENIORS. IT'S TIME WE RECOGNIZE THE MANY POSITIVES OF AGING.



THE POWER OF PERCEPTION



People with positive perceptions of aging live 7.5 years longer than those with negative perceptions.

“SENILE”
“BURDEN”
“Dependent”

STEREOTYPES PERPETUATE AGEISM

Ageist attitudes about older adults are frequently rooted in stereotypes.



THE VALUE OF OLDER ADULTS

\$10.9B is the economic value of older Canadians' volunteer work in 2017.

40% of older Edmontonians actively volunteer.

1M: caregivers in Canada are age 65+

\$3.8B: is the amount of unpaid care work provided by older adults in Canada.

88%: of Canadian seniors make charitable donations.

EVERYDAY AGEISM

THE STEREOTYPE	THE REALITY
Growing older leads to significant cognitive and physical decline.	Most seniors don't develop severe memory loss. While, physical changes, such as reduced muscle volume and strength, can be slowed or prevented with regular exercise.
Older people are a burden.	Older adults are often providers of help, offering their time as volunteers, caregivers and workers.
Aging involves a loss of independence.	Over 90% of older adults live in their own homes.

THE MANY FACES OF AGING

There is no "one size fits all" when it comes to aging. People's experiences of aging are impacted by race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, disability or genetic characteristics.



IT'S TIME WE LEARN TO APPRECIATE THE POSITIVES OF GROWING OLDER!