CCAA Ageism Awareness Campaign 2024 – English Content

Day 1: Introduction to Ageism

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What is ageism? In simple terms, ageism is discrimination against someone based on age. Ageism affects everyone and spans generations, from young to old. Join the movement to end ageism together! #EliminateAgeism #AgeismAwareness2024 #EndAgeism

https://ccaageism.ca/join/

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Eliminating ageism begins with recognizing what ageism is! Ageism is a form of discrimination that can impact people at any stage of life. Whether it's the young being dismissed for their inexperience or older individuals facing stereotypes, ageism is something we must all address.

Join the movement to end ageism together! #EliminateAgeism #AgeismAwareness2024 #EndAgeism

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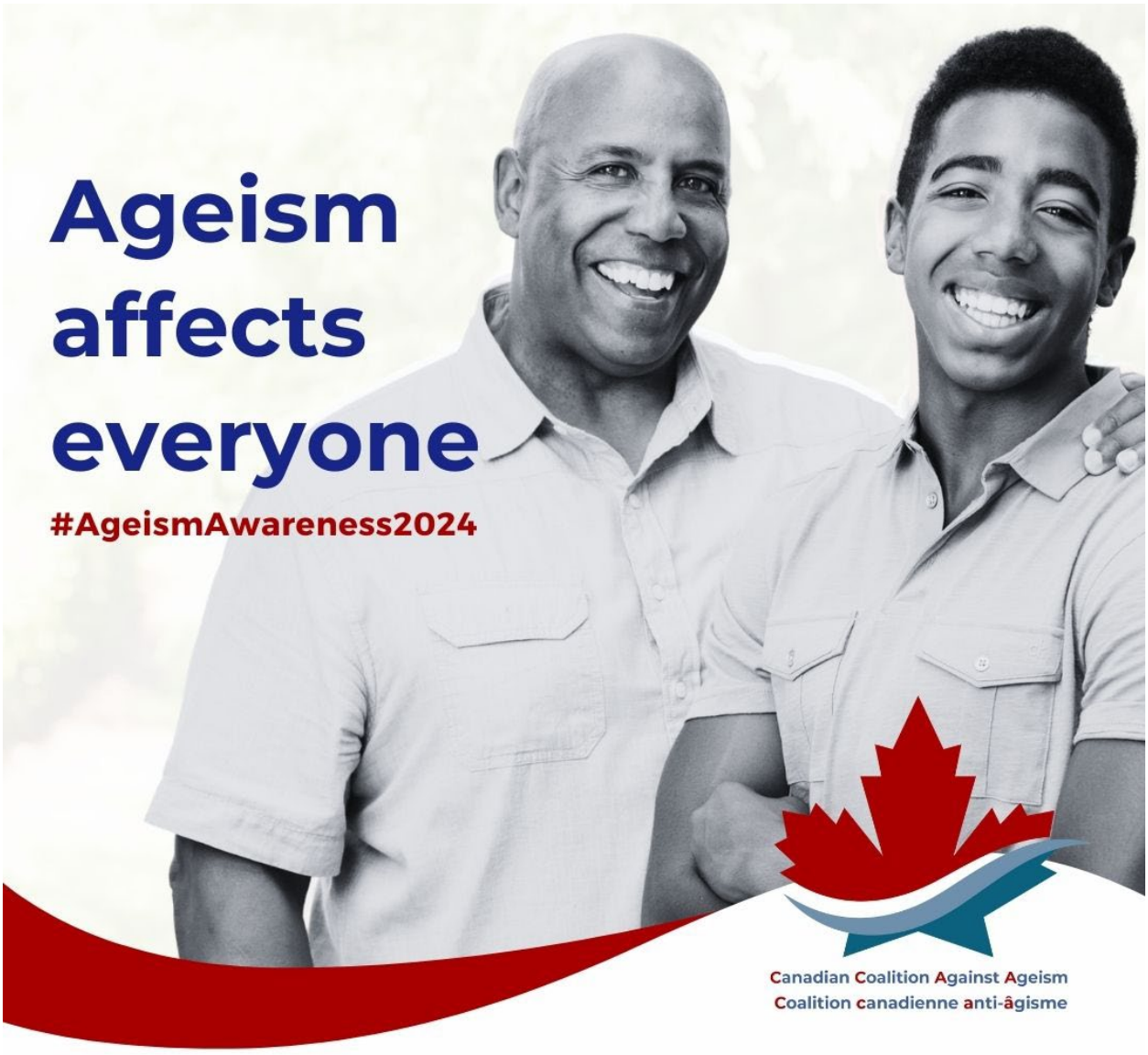
Ageism is more than just a stereotype—it's a form of discrimination that can affect people of all ages.

Whether it's the young being dismissed for their inexperience or older individuals facing stereotypes, ageism is something we must all address.

Join the movement to end ageism together! #EliminateAgeism #AgeismAwareness2024 #EndAgeism

#AgeismAwareness2024 #ChallengeStereotypes #InclusiveCommunities



Day 2: Recognising Ageism

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Ageism can be subtle or blatant. Recognising #Ageism the first step to challenging it. If you see or hear ageism around you, call attention to it. Use it as opportunity to educate those around you about why it is harmful.

#EliminateAgeism #AgeismAwareness2024 #RecogniseAgeism

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Ageism isn't always obvious. It can be as subtle as a comment about someone being "too young" or "too old" for a task, or as overt as discriminatory hiring practices. If you see or hear ageism around you, call attention to it. Use it as an opportunity to educate those around you about why it is harmful.

What are you doing to become more aware of ageist attitudes around you?
#EliminateAgeism #AgeismAwareness2024 #RecogniseAgeism

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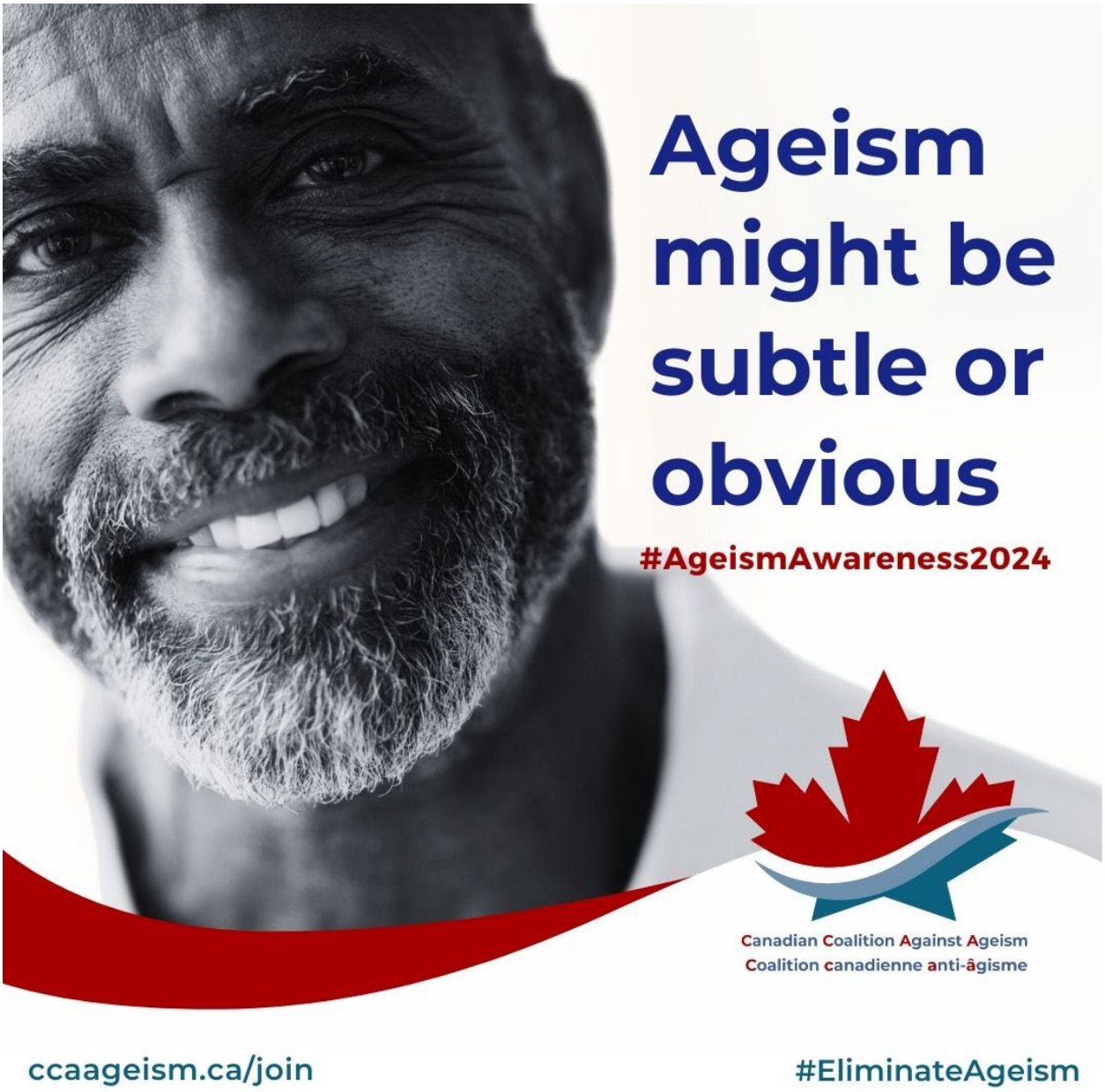
👀 Can you spot ageism? It might be closer than you think. Ageism can show up in subtle ways—like offhand comments or exclusionary practices.

If you see or hear ageism around you, call attention to it. Use it as an opportunity to educate those around you about why it is harmful.

What are you doing to become more aware of ageist attitudes around you?

#EliminateAgeism #AgeismAwareness2024 #RecogniseAgeism



Day 3: Ageism in Media and Culture

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Media often perpetuates ageist stereotypes by misrepresenting or underrepresenting older persons. It's time to demand more diverse and accurate representations of all ages. #AgeismAwareness2024 #DiverseRepresentation #EliminateAgeism

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Ageism is deeply ingrained in media and culture. Think about how older adults are portrayed in media. Is there equal representation of older persons based on population? Or are there fewer main character portrayals of older adults? How are those older adults

portrayed? Are they able, contributing members or society, or are the depicted as frail and dependent?

Older adults deserve accurate representation in media and pop culture. It's time to challenging these narratives. How can we promote more diverse and accurate representations of all ages in media and culture? #AgeismAwareness2024 #EndStereotypes #EliminateAgeism

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🎥 Media has a powerful influence on how we view age, but often it's filled with ageist stereotypes and underrepresentation of older adults. It's time to advocate for more inclusive and accurate representations of all ages in films, TV, and advertising. Together, we can change the narrative! #AgeismAwareness2024 #EndStereotypes #EliminateAgeism

Day 4: Ageism in the Workplace

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Ageism in the workplace limits potential. Instead, we should celebrate wisdom and create environments where experience and innovation thrive together. #AgeismAwareness2024 #InclusiveWorkplace #EliminateAgeism

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Ageism in the workplace is a barrier to growth and success. When the experience, knowledge and wisdom of older employees is not celebrated, everyone loses. It's time to put an end to ageist practices like older employees being overlooked for leadership roles

and new opportunities. Ageism hinders potential and diversity.
How we can foster an inclusive workplace that values all ages equally. Share your thoughts!

#AgeismAwareness2024 #WorkplaceDiversity #EliminateAgeism

Instagram:

💼 Age should never be a barrier to career success. Regardless of age, everyone brings valuable skills and perspectives to the workplace. Let's work together to end ageism in our careers. #AgeismAwareness2024 #EliminateAgeism #InclusiveWorkplace

Day 5: Ageism in Health Care

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Ageism in health care is a serious issue that can lead to misdiagnosis, inadequate treatment, or even neglect. Everyone deserves quality care, no matter their age. #AgeismAwareness2024 #EqualCare #EliminateAgeism

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Ageism in health care is a serious issue that can lead to misdiagnosis, inadequate treatment, or even neglect. Older patients may be dismissed as "just aging," or feel as though they are not being listened to. It's crucial for health care professionals to approach each patient with an open mind, free from age-based assumptions, and to provide equal, compassionate care for all.

How can we ensure that health care professionals treat the person, not the age? #AgeismAwareness2024 #HealthForAll #EliminateAgeism

Instagram:

🏥 Health care should be age neutral. Unfortunately, ageism in health care can lead to poorer outcomes for older patients. It's crucial for health care professionals to approach each patient with an open mind, free from age-based assumptions and to provide equal, compassionate care for all.

#AgeismAwareness2024 #EqualTreatment #EliminateAgeism

Day 6: The Intersection of Ageism with Other Forms of Discrimination

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Ageism often intersects with other forms of discrimination such as sexism, racism, and ableism. These overlapping biases can amplify the impact of ageism. By recognising these intersections, we can work towards a discrimination free world. #AgeismAwareness2024 #EndDiscrimination

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Ageism doesn't exist in a vacuum—it often intersects with other forms of discrimination, such as sexism, racism, and ableism. These overlapping biases can amplify the impact of ageism, making it even more harmful. It's time to address ageism in a way that also considers these other forms of discrimination. #AgeismAwareness2024 #Intersectionality #EndDiscrimination

Instagram:

🌐 Ageism often intersects with other forms of discrimination, creating even greater challenges for those affected. By recognising these intersections, we can work towards more comprehensive and effective solutions. #AgeismAwareness2024 #Intersectionality #EndDiscrimination

Day 7: Eliminating Ageism through Education and Advocacy

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Education is key to eliminating ageism. Join the movement to eliminate ageism. Start conversations, challenge stereotypes, and advocate for change. #AgeismAwareness2024 #EducateForChange #EliminateAgeism

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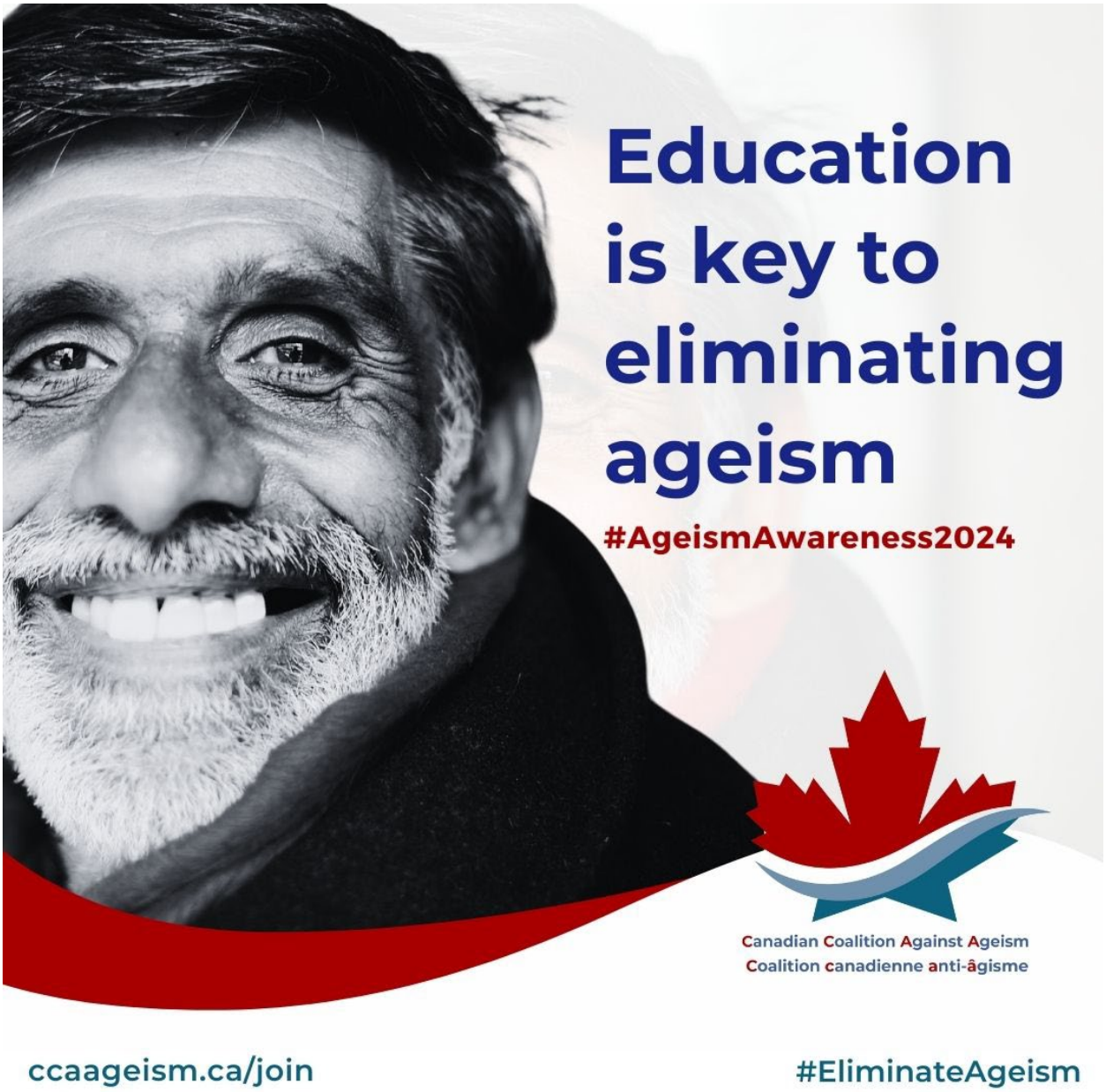
Education is one of the most powerful tools we have to eliminate ageism. By challenging stereotypes and speaking up against age-based discrimination, we can create a more inclusive society. Today, let's focus on ways we can educate ourselves and others about

ageism. How can you start a conversation about ageism in your community? #AgeismAwareness2024 #AdvocateForChange #EliminateAgeism

Instagram:

📚 Education is the foundation of change. By learning about ageism and advocating for others, we can create a society where all ages are valued and respected. Let's continue to raise awareness and take action! #AgeismAwareness2024 #AdvocateForChange #InclusiveSociety



Day 8: Intergenerational Solidarity

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Intergenerational solidarity is key to overcoming ageism. Building bridges between generations strengthens us all and gives opportunities for growth and sharing knowledge. #AgeismAwareness2024 #TogetherWeThrive

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One of the most effective ways to eliminate ageism is through intergenerational solidarity. By fostering connections between different age groups, we can break down stereotypes and create stronger, more inclusive communities. Today, let’s focus on building bridges between generations. How can you promote intergenerational understanding in your life? #AgeismAwareness2024 #IntergenerationalSolidarity

Instagram:

🌍 Intergenerational solidarity is key to a thriving society. When we come together across age groups, we build stronger communities and break down ageist barriers. Let's stand together against ageism. #AgeismAwareness2024 #StrongerTogether #AllAgesWelcome

Day 9: Moving Forward and taking action

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Eliminating ageism is in your hands! Call attention to ageist practices and let everyone around you know that there is no place for ageist attitudes in society. Let's build a world where age doesn’t define worth. #AgeismAwareness2024 #EndAgeism

https://ccaageism.ca/join/

Facebook:

Eliminating ageism is in your hands! Continue the conversation that brings ageism awareness to the forefront.

Call attention to ageist practices and let the everyone around you know that there is no place for ageist attitudes in society. Let's build a world where age doesn’t define worth. #AgeismAwareness2024 #EndAgeism #EliminateAgeism

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💬 Eliminating ageism is in your hands! Continue the conversation that brings ageism awareness to the forefront.

Keep speaking out, keep challenging stereotypes, and keep building inclusive communities. Together, we can make a lasting change. #AgeismAwareness2024 #NoToAgeism #EliminateAgeism

Join the movement to eliminate ageism
#AgeismAwareness2024
Canadian Coalition Against Ageism
Coalition canadienne anti-âgisme
ccaageism.ca/join
#EliminateAgeism