



# Tailoring Approaches for Culture Change:

Increasing Ageism Awareness in Howard County, Maryland

*Presented by: Terri M. Hansen, MPA*

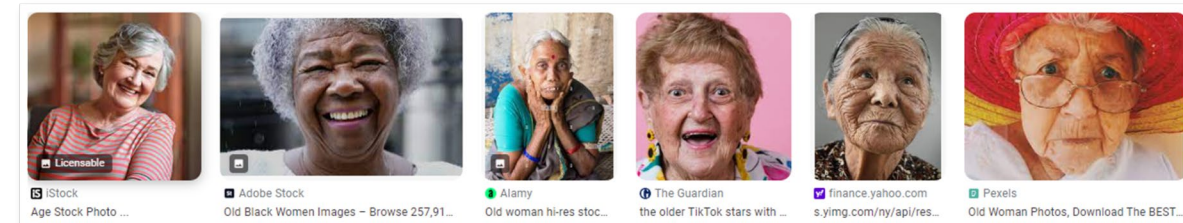
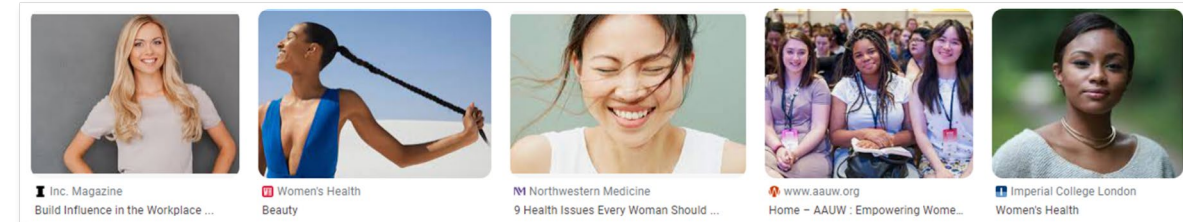
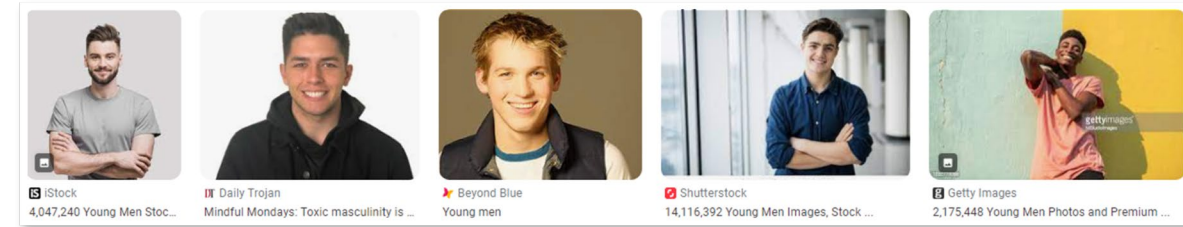


# Disclosures

No financial interest or affiliation concerning any material discussed in this presentation

# What to Expect Today

- Intro to ageism and age bias
- Summary of Ageism Awareness Campaign
- Campaign impact
- Informal, collaborative conversation
  - Best practices
  - Addressing challenges
  - Tailoring strategies
  - Next steps





Ageism is everywhere. Ageism has no age bias.

*The end of ageism begins with you.*

# Quick Learn Materials



Having a positive attitude can improve how you age!



## Ageism Awareness

### Ageism is pervasive.

Although often not taken as seriously as other forms of inequity, ageism has been shown to **NEGATIVELY IMPACT PHYSICAL AND MENTAL HEALTH**, and contribute to earlier death.

### Ageism manifests on all levels.

**INSTITUTIONALLY** — Perpetuating ageism through organizational actions or policies.

**INTERPERSONALLY** — Ageist beliefs, ideas and stereotypes shared in social interactions.

**INTERNALLY** — Applying ageist beliefs, ideas and stereotypes to yourself.

**POSITIVE AGING AFFIRMATION**

I can learn new things to strengthen my mind and abilities.

The logo for Age-Friendly Howard County, featuring a stylized gear with colorful human figures around it, and the text "Age-Friendly Howard County" in blue.

**POSITIVE AGING AFFIRMATION**

I am valuable at every age.

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**POSITIVE AGING AFFIRMATION**

I am worthy of living a rewarding life.

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**POSITIVE AGING AFFIRMATION**

I will live my life fully and with joy.

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[www.howardcountymd.gov/agefriendly](http://www.howardcountymd.gov/agefriendly)

Learn more about **Ageism Awareness** and its impact on your health and wellbeing.

A QR code that likely links to the website mentioned above.

# Formal Trainings

- 91 individuals received training
  - 87% of attendees (N=79) completed feedback survey

89%

Knowledge and skills increased as a result of attending training

85%

Training content was organized and easy to follow

75%

Training was delivered in an effective way

## • Attendee Quotes:

- “I hadn’t thought about *[ageism]* in the sense of how often it is used and the negative affect it has.”
- “[*This training*] makes you look inward and can definitely make you a little uncomfy.”
- “I learned some things I say that I intend to be flattering may not be taken that way.”

# Community Discussions

- Aging their own way, but sharing similar experiences
- Exposure to ageism vs. perception of exposure
- Combatting ageism starts within

What does “age” mean to you?

Is there a difference between aging and “being old?”

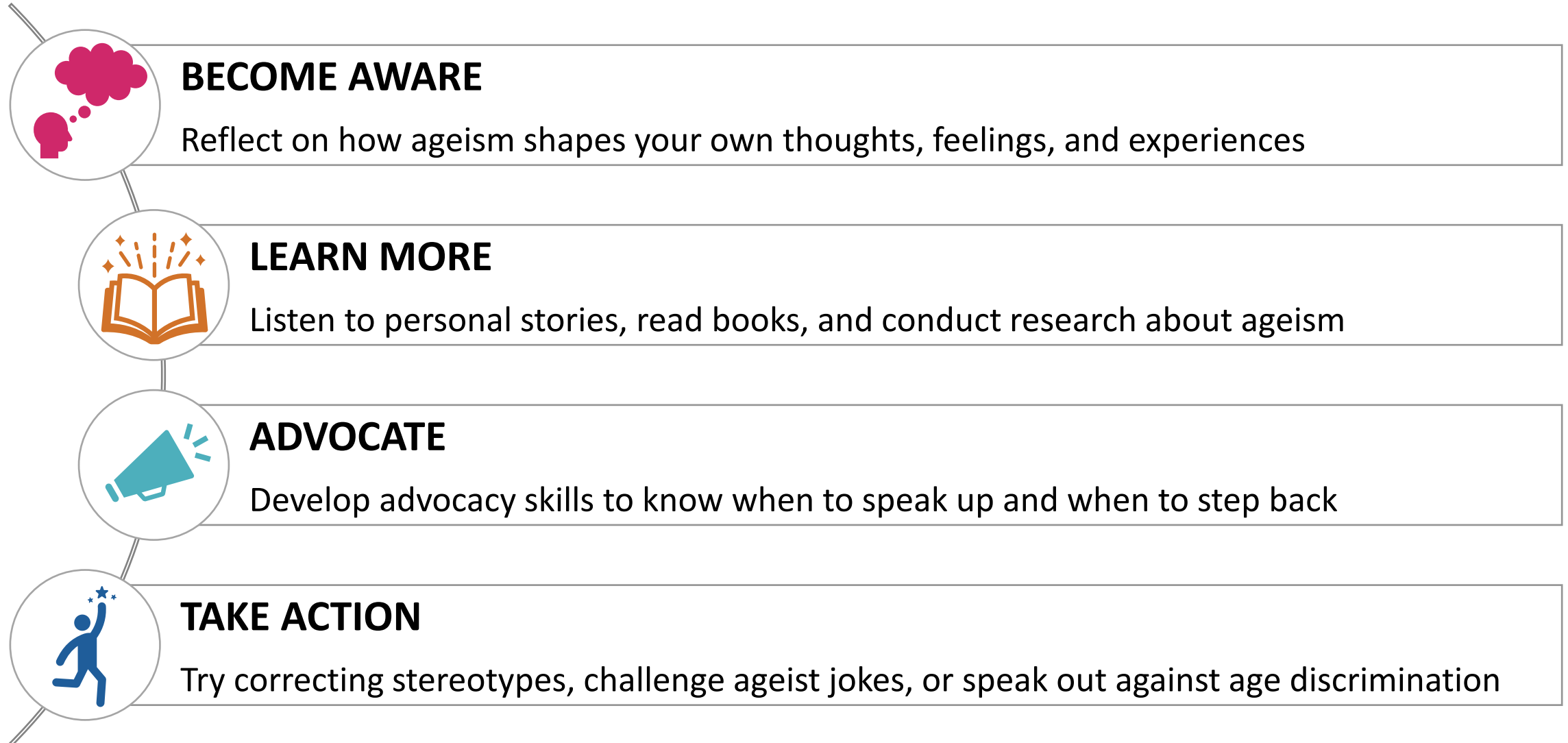
Have you ever been treated a certain way because of the age you were perceived to be?

What did you feel, notice, or say?

What can we do to combat ageism?



# Practice Ageism Awareness





# Open Conversation

*What questions do you have?*

- Best practices
- Challenges
- Tailoring Strategies
- Next Steps



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