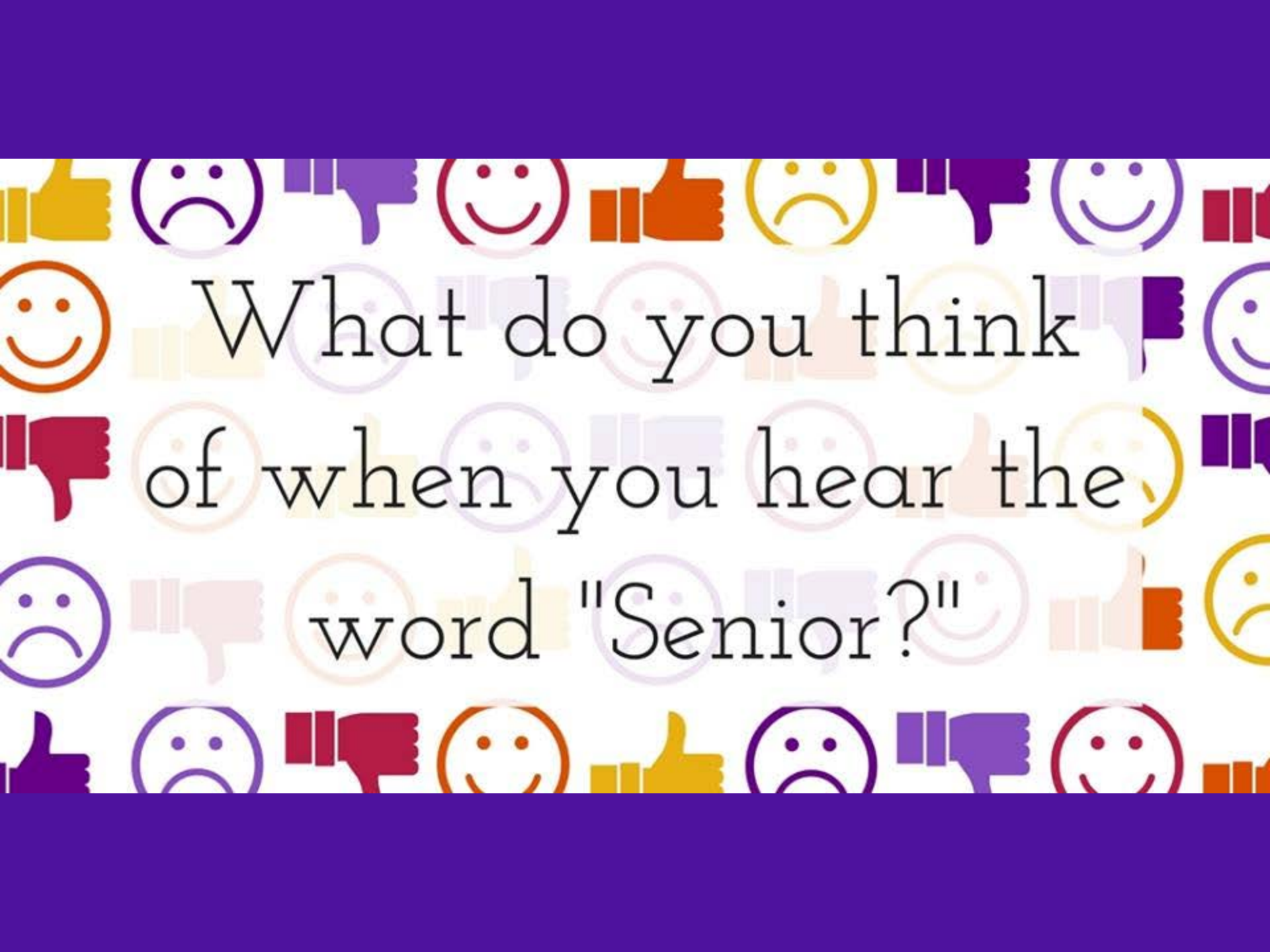




Words Matter! What Does "Senior" Mean to You?

The background of the slide is a repeating pattern of social media-style icons. It includes thumbs-up and thumbs-down symbols in various colors (yellow, orange, purple, red) and smile and sad face icons in various colors (orange, purple, yellow, red). The icons are arranged in a grid-like fashion, with some overlapping.

What do you think
of when you hear the
word "Senior?"

Research around the word “Senior”



Alternatives to the word “Senior”

Perennial

Elderly

Primer

Elders

Vital Years

Older Adults

Twilighter

Older People

Rejuvenator

Olders

Senager



Reframing Aging

Instead of:

Tidal Wave, Tsunami,
& similarly
catastrophic terms for
the growing
population of older
adults

Try:

Talking affirmatively
about changing
demographics: “As
Americans live longer
and healthier lives...”

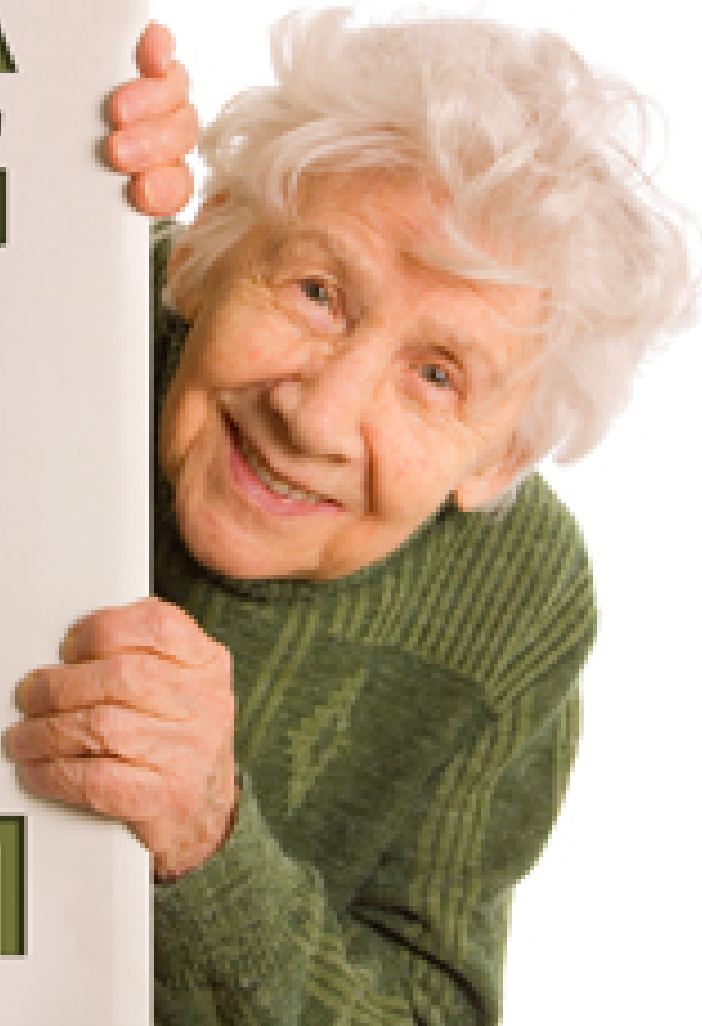
AGING

AND

CULTURE



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**Prejudice or
discrimination
on the
grounds of a
person's age.**

Adele Mehta

Director of Senior Outreach & Caregiver Services Senior Community Services



"As people age they should become more themselves, letting go of some of the 'shoulds' and 'ought-tos' that they've learned, and begin living life as a more cohesive person."

"There's a realistic concern people have about their aging, but the ageism that I think is detrimental is people who try to act like they're not aging at all. They want to be young. And I think you're young by living. Living a vibrant life, as much as you can. To me that is the ideal aging"



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