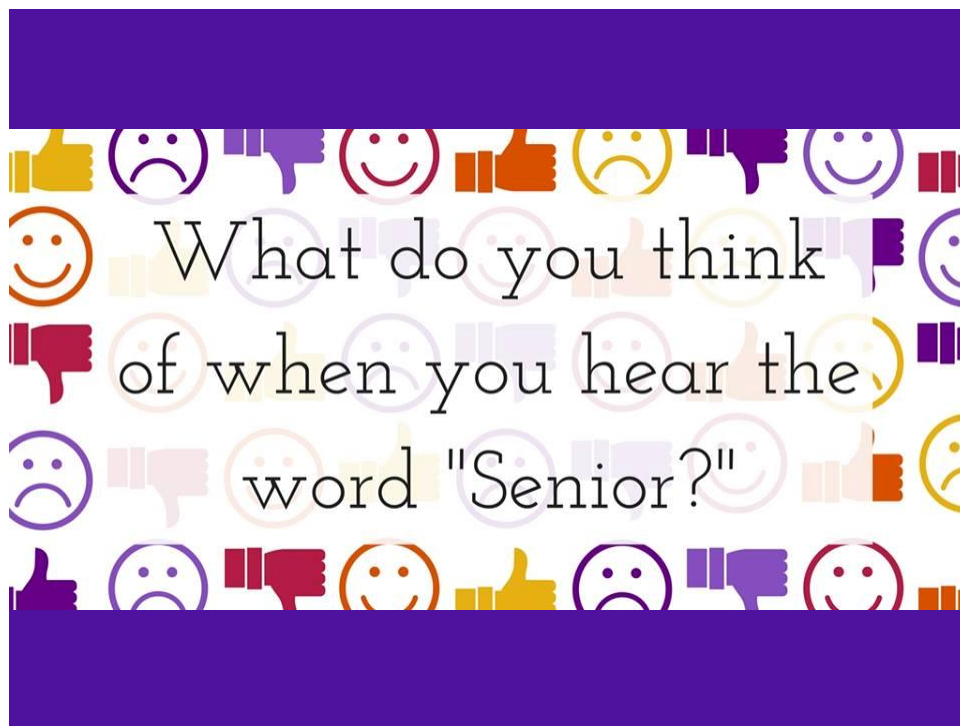




# Words Matter! What Does "Senior" Mean to You?

1



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## Research around the word “Senior”



3

## Alternatives to the word “Senior”

Perennial	Elderly
Primer	Elders
Vital Years	Older Adults
Twilighter	Older People
Rejuvenator	Olders
Senager	

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## 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...”

5

**AGING**  
**AND**

**CULTURE**

6



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

7

**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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