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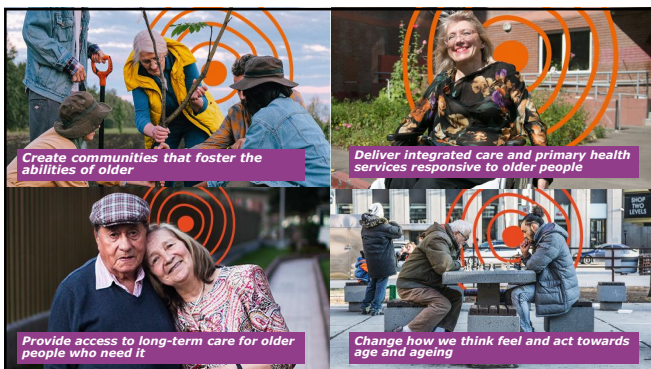
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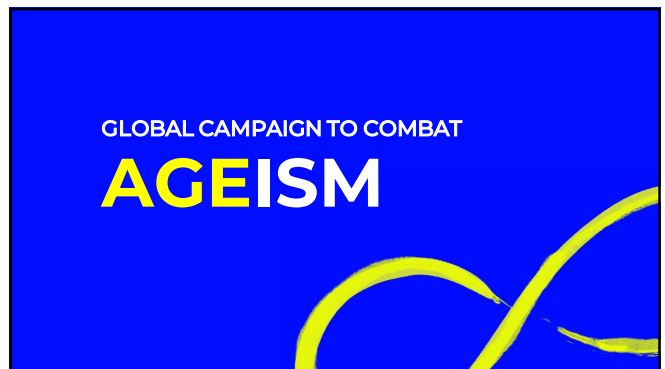
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## Global campaign to combat **ageism**

**Vision:** A world for all ages

**Mission:** Change the way we think, feel and act towards age and ageing

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## Global campaign to combat **ageism**



<b>Data &amp; Evidence</b> Develop the evidence base for action	<b>Global Coalition</b> Drive coordinated change	<b>Awareness</b> Inform, advocate and change the narrative	<b>Platform for action</b> Optimize local, national and global responses
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## Ageism

Ageism refers to **how we think** (stereotypes), **feel** (prejudice) and **act** (discrimination) towards others or ourselves based on **age**



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## Ageism affects us all

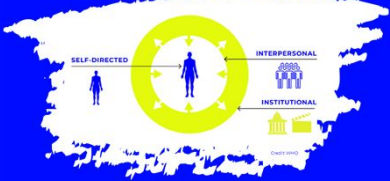


Ageism **affects people of all ages**

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## Ageism is everywhere

Ageism exists in our **institutions**, our **relationships** and **ourselves**



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## Ageism is everywhere

- Globally, 1 in 2 people are ageist against older people
- In Europe, younger people report more ageism than other age groups

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## Ageism is harmful and costly

- Ageism has **far-reaching impacts on all aspects of people's health** - their physical health, their mental health and their social well-being.
- Ageism takes a **heavy economic toll** on individuals and society

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## Ageism can be combatted

3 strategies work in addressing ageism:


1. Policy and law
2. Educational activities
3. Intergenerational interventions

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¿Are you an organization working to combat ageism??

Share your details with us

<https://bit.ly/ageismresources>




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GLOBAL CAMPAIGN TO COMBAT  
**AGEISM**  
Toolkit

<https://bit.ly/ageismresources>  
EN, FR, RU, SPA

#AWorld4AllAges



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## Thank you

You can reach me at:

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**JOIN THE MOVEMENT**

Help create a #AWorld4AllAges



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