The pathways and implications of ageism: Is it possible to eliminate ageism?

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WHY AGEISM?

North & Fiske, 2012

- Racism: 8,491
  - Sexism: 2,836
    - Ageism: 750

Ayalon, 2013

- Racism: 8,491
  - Sexism: 2,836
    - Ageism: 34.5%

17.3%
24.9%
WHY AGEISM IS SO PREVALENT?

Terror management theory—death anxiety
(Greenberg, Schimel, & Mertens, 2004)

Competition over scarce resources—Consumption and Succession

The Physical Impossibility of Death in the Mind of Someone Living. Damien Hirst
THE MANIFESTATION OF AGEISM IN THE HEALTHCARE SYSTEM AND THE MEDICALIZATION OF AGEING:

- Policies and regulations
- A lack of desire to work with older adults
- Participation in clinical trials
- Unjustified differential treatment based on age
- The medicalization of old age
- Internalized negative views of ageing
Chapter 7
Is There a Duty to Die in Europe? If Not Now, When?

John Hardwig,
The Persistent Exclusion of Older Patients From Ongoing Clinical Trials Regarding Heart Failure

Antonio Cherubini, MD, PhD; Joaquim Oristrell, MD, PhD; Xavier Pla, MD; Carmelinda Ruggiero, MD, PhD; Roberta Ferretti, MD; Germán Diestre, MD; A. Mark Clarfield, MD, FRCP; Peter Crome, MD, DSc; Cees Hertogh, MD, PhD; Vita Lesauskaite, MD, PhD; Gabriel-loan Prada, MD, PhD; Katarzyna Szczerbinska, MD, PhD; Eva Topinkova, MD, PhD; Judith Sinclair-Cohen, BSD; David Edbrooke, MD, FRCA; Gary H. Mills, MD, PhD

Exclusion of Older Adults from Ongoing Clinical Trials on Low Back Pain: A Review of the WHO Trial Registry Database

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Exclusion of Older Adults from Ongoing Clinical Trials About Type 2 Diabetes Mellitus
Arnold is (28/78 years old) married to Barbara. Usually healthy does not take any medication. Smokes or drinks on special occasions complained of having difficulties maintaining an erection only with Amy (his lover) and not with his wife.
**DIAGNOSIS AND PROGNOSIS**

**Prognosis**

- Performance anxiety: 3.93 (t=2.54**)  
- Erectile dysfunction: 4.14

**Diagnosis**

- Performance anxiety: 4.29 (t=-4.18***)
- Erectile dysfunction: 4.67
- Young: 2.57
- Old: 1.87
DIFFERENTIAL TREATMENT

- **PDE5i (Viagra etc.)**
  - Young: 3.9
  - Old: 3.73
  - Test statistic: $t = -6.44^{***}$

- **Testosterone treatment**
  - Young: 2.00
  - Old: 1.18
  - Test statistic: $t = -7.42^{***}$

- **Urologist**
  - Young: 2.29
  - Old: 1.73
  - Test statistic: $t = -3.82^{***}$

- **Sexual therapy**
  - Young: 3.45
  - Old: 3.96
  - Test statistic: $t = 2.95^{***}$
‘As the century has progressed, everyone has been getting older younger’
(Gullette, 1998, pp.17).

To me old age is always 15 years older than I am
(Walter A. Clark, 1909)
“Mirror mirror on the wall, who is the fairest of them all?”
Donorfio, L.M. (1991), Using Drawings to explore children’s attitudes toward the elderly, Annual Gerontological Society conference, NY
OLDER ADULTS SAY ABOUT THEMSELVES

...They were slow and got in my way...They couldn't tell a story straight...

You are a bit of a nuisance to everyone. You get that attitude a lot....

...not of economic value, who no longer contribute, and therefore are of no value. That seems to be how people are being measured now...

Discrimination aimed at older people, negative age stereotypes, negative self-perceptions of aging

People > 60, 8 most prominent health conditions

1-year cost of ageism $63 billion

The financial costs of ageism (Levy et al., 2018)
Renting a car after the age of 70

Insurance plans after the age of 70
WHAT SHOULD WE DO NEXT?

Interventions that address ageism work

- Education
- Intergenerational contact

(Burnes et al., 2019, AM. J. Public Health)
Age is just a number
WHAT SHOULD WE DO NEXT?

The way we talk about old age makes a difference
Laws and regulations should explicitly prohibit age discrimination.
W.H.O CAMPAIGN TO COMBAT AGEISM

VISION
A world for all ages

GOALS
Change the way we feel, think and act towards age and ageing.
Thank you

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