

# How do you feel about getting older – and does it impact on what you do?

Marlene Krasovitsky

Drawing from research and the key elements of Every Age Counts – the Australian campaign to tackle ageism, this workshop will explore ways in which ageist assumptions and stereotypes influence and underpin policy, practice and public discourse. The impact of ageism on people's own internalised attitudes and expectations of themselves will be explored in order to bring about a shift in social norms and affect policy and practice.

## **Goal**

The goal of this interactive workshop will be to gain insights into how we feel about getting older; our fears, what we are looking forward to and what we associate with ageing. We will then explore how these, often deeply embedded, assumptions and beliefs influence our work and our decisions.

## **Objectives of the workshop**

- To identify the ways in which our own assumptions and beliefs may impact on our professional practice and spheres of influence.
- To identify the ways in which ageist assumptions and stereotypes influence and underpin policy, practice and public discourse.
- To draw from research and the key elements of EveryAGE Counts – the Australian campaign to tackle ageism, to explore the levers and means by which to bring about a shift in social norms to affect policy and practice.
- To examine campaigns which have successfully changed social norms and identify the elements of success.

## **Skills/new learning**

Using tools of self-reflection, interactive discussion in small groups and scenarios, participants will learn:

- To identify and challenge ageist assumptions and beliefs

Introductory skills of campaigning and models of organising/mobilizing