

# REFRAMING AGING SAN FRANCISCO

## AGEISM ENDS WITH ACTION : WHAT YOU CAN DO TO HELP

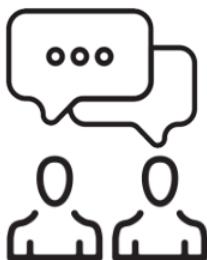
### Learn more about ageism

It's everywhere, and most of us have internalized it from a young age.

**Start with the articles and links at [EndAgeism.com](http://EndAgeism.com)**

*Ageism against older people reduces our well-being, and even our lifespans. When we rely on negative stereotypes about older people, we miss out on the joy, creativity, intelligence, and many other strengths that older people contribute to our workplaces and communities.*

### Tell your friends and colleagues



**Take the Pledge** at [EndAgeism.com](http://EndAgeism.com).

Share it on social media.

**Post about your experiences** and what you've learned. Tag posts: #endageismsf.

**Join the conversation.** Share the EndAgeism filters at: [facebook.com/groups/endageismsf](https://facebook.com/groups/endageismsf)

*"I pledge to recognize the rich skills, talents, and worth of every San Franciscan, regardless of their age. Ageism is harmful to individuals, our workforce, and our communities. We must work together to change perceptions about aging in order to grow a City where we can all age, thrive, and contribute together."*

### Spend time with older people

What can you learn? What strengths do people have at any age?

Make some new friends! Reach out to older colleagues and neighbors.

Call your older friends and relatives. Volunteer. Invite someone for coffee or tea. Go for a walk together.

Speak up when you hear stereotypes or negative assumptions about people based on their age.

Learn how to use research-based messages and language to reframe how we talk about aging.

Start with the [FrameworksInstitute.org/reframing-aging](http://FrameworksInstitute.org/reframing-aging) and the links on [EndAgeism.com](http://EndAgeism.com).

### Avoid ageist comments and jokes

Think about the phrases we use that denigrate ourselves and others based on age such as looking great *for your age*, having a *senior moment*, or *can't teach an old dog new tricks*.

### Promote intergenerational experiences

Create and participate in opportunities to get to know people of different ages — one of the best ways to learn about strengths and to learn about the diversity among older adults.

**We know all 35-year olds aren't the same. Why assume all 70-year olds are?**

### Get involved

**Join our email list at [EndAgeism.com](http://EndAgeism.com)** for periodic updates and to learn about upcoming intergenerational events.

**Help create age-inclusive policies** such as better public at work and at the local, state, and federal levels.

Many policies such as better public transportation options, supporting caregivers, and flexible work schedules and job sharing benefit people of all ages.