

(Great Britain)

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Everyone should live with dignity and respect. Older people are equal members of society and should not be subjected to ageist attitudes, stereotyping or age discrimination.

Ageism

Negative attitudes towards older people and ageing are pervasive in our society. These attitudes are based on negative stereotypes and prejudice about older people and result in discrimination. Ageism can take many forms - you might be overlooked when you apply for a job, have poorer access to medical care and treatment, or be denied financial products, such as insurance, due to your age. And as services increasingly move online, some older people face digital barriers to accessing essential services, including benefits.

The Covid-19 pandemic response further highlighted and exposed systemic ageism. Policies such as the blanket application of Do Not Resuscitate Orders (DNCR) and restrictions affecting visiting in care homes had a particular impact on older people.ⁱ

Ageism can take place at the institutional level (e.g., in the policies and systems enacted by institutions, whether intended or not), at the interpersonal level (e.g., by ignoring someone because of their age), or it can be self-directed (e.g., you might think you are too old or too young to apply for a specific job).ⁱⁱ

Research shows that the impact of ageism can affect your health and well-being.ⁱⁱⁱ



Ageism and Age Equality, Great Britain
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