

Ageism Awareness Day Proclamation Introduction

If you're a member of the ASA community, you know that ageism refers to stereotypes, prejudice and discrimination directed toward others or oneself based on age. Despite the well-documented social, economic and health impacts, ageism persists in our healthcare system, our policies and our culture. It impacts both younger and older people. So, it's time to focus the public's attention, particularly elected officials', on ageism and we hope you can help with the easy-to-use resources on ASA's website, including the sample proclamation that follows.

Join us on October 9, Ageism Awareness Day, to draw attention to the existence and impact of ageism in our society and how we can reframe aging in our communities. Specifically, we need you to raise awareness with local, state and national public and elected officials.

How do you get their attention? One way is through media, specifically through blogs or news outlets. Our website has resources you can tailor to get op-eds and letters to the editor published.

Another way is to reach out directly to your local, city, state or national elected officials and ask them to issue a proclamation recognizing Ageism Awareness Day. If you don't already have a relationship with the elected official, getting a proclamation issued could be as simple as calling your local mayor or government office to ask how proclamations get issued.

Tenacity and persistence, combined with the resources on our website, will go a long way to getting a proclamation issued. The national ASA community must drive this campaign as we know first-hand the opportunities that will come once ageism is eliminated!

Thank you,
Leanne Clark-Shirley, PhD
President & CEO, Chief Gerontology Officer
American Society on Aging