

Artificial Constructs:



AGE OF
INNOVATION



Fritzi Gros-Daillon
MS, CAPS, UDCP, CSA, SHSS
Age Safe America
fritzi@agesafeamerica.com
www.agesafeamerica.com



Eve Hill
CAPS, REALTOR®
Customized Aging
customizedaging@gmail.com
www.customizedaging.com

GUIDES TO AVOID AGEISM IN COMMUNICATION (PARTIAL)

Global Campaign to Combat Ageism

Language and images convey meaning, which feed assumptions and judgments that can lead to ageism. The way we frame communications also affects how people think, feel and act towards different age groups. This short guide aims to help you improve your communication efforts by avoiding ageism in the messages and images you use.

Avoid overgeneralizations

Having the same age doesn't mean you're the same. Indeed, we become increasingly diverse as we age. Despite this reality, younger and older people tend to be portrayed in a homogeneous way as uniformly frail, vulnerable and dependent or invincible and active. Our life experiences and intrinsic capacity are only partially correlated with our age so assuming that every person of a given age is the same fails to accurately reflect the world around us. It is important that communication efforts reflect this heterogeneity in intrinsic capacity, life stories and realities within and across age groups.

Avoid the "problem" or fear-based frame

How we frame an issue matters. Warnings about the "silver tsunami", and the "graying population" evoke pictures of uncontrollable numbers of older adults who will pose a problem to society by requiring extensive support.

Avoid euphemisms

Use language that is objective and don't focus only on age, disability or stereotypes associated with different age groups.

Avoid 'othering'

"Othering" a group in society is not helpful or productive. It introduces an imaginary boundary between our present and future selves and reduces the public's sense that younger and older people deserve full inclusion in society.

Use neutral language

Where possible try to use inclusive language (e.g. replace 'they' or 'them' with 'we' or 'us', where possible. instead of saying 'what younger people need' try saying 'what we need when we're younger').

Gerontological Society on Aging, Harvey A. Friedman Center for Aging Age Inclusive Language Guidelines

- Use terms like “older adult,” “older persons,” or “older people” for describing people aged 65 and older or use a specific age-range (ex: “American women 75 years of age and older”)
- Use person-first language when speaking about an individual’s diseases or functional limitations (ex: “Person with diabetes”)
- Avoid terms that suggest helplessness of people with diseases (ex: instead of “suffering from arthritis” say “diagnosed with arthritis”)
- Avoid fatalistic phrases about an aging society that suggest it’s a disaster to be avoided (ex: instead of “silver tsunami” say “increase in number of older adults”)

American Medical Association:

- Use terms like older persons, older people, older adults, older patients, older individuals, persons 65 years and older, or the older population
- In studies that involve human beings, age should always be given specifically (ex: older people aged 75 to 84 years)
- Avoid “othering” terms like seniors, elderly, aged, aging dependents, old-old, youngold, or other similar phrases

American Psychological Association

- Use phrases like “older adult,” “older patients,” or “older individuals”
- Convey aging as a normal human experience
- Avoid using terms like “senior,” “elderly,” and “the aged” because they are othering
- Avoid fatalistic attitudes about aging, such as age or aging societies being an obstacle to overcome
- Avoid terms like “senile” or “senility” because these are outdated and have no agreed upon definition

Associated Press:

- Aim for specificity when space allows (ex: “Delivery man charged in fatal attack on woman, 89” rather than “Delivery man charged in fatal attack on elderly woman”)
 - Use “older adult,” “older person,” or “older people” instead of “elderly” or “seniors
 - Clarify age ranges when speaking about “older adults” (ex: “new housing for people over 65”)

Avoid terms like “seniors” or “elderly” in reference to individuals or groups, and only use those terms when someone prefers

Home Repair Funding Programs (Partial)

Resistance to Home Modifications is due in large part to

Cost, the Fragmented System of Home Repair Resources & Ageism.

This is a partial list of Home Repair Funding Programs and Home Accessibility Checklists

FEDERAL

HUD CDBG
DOE Weatherization Program
DOE IRA Rebates
HUD Healthy Homes
FHA 203(k) Rehabilitation Mortgage Insurance
FHA Title 1 Loans
USDA Section 504
VA HISA, SAH, and SHA
HHS Administration for Community Living
FEMA Individual Assistance
FEMA Hazard Mitigation Assistance Grant
SBA Disaster Loans

STATE AND LOCAL

State & Local Home Modification Loans
HFA Home Repair Loans
HFA Energy retrofit loans & rebates
State Energy Commission Utility Incentives
Pennsylvania Whole-Home Repairs Program
Municipal Programs

CIVIL SECTOR & INCENTIVE

Rebuilding Together
California Assistive Technology Program
CAPABLE: Advancing Better Living for Elders
Disabled Person Home Purchase or Retrofit
Credit (GA)
Elevate (Chicago)
Green and Healthy Homes Initiative
Habitat for Humanity
Home Hazard Removal Program (NCOA)

Personal Funding Sources

Home Equity, Reverse Mortgage
Senior bridge loans
Medically Underwritten Single
Premium Immediate Annuity
True Freedom Home Care Plan
Long Term Care Insurance
Life Insurance - Life Settlement

Home Modification Loan Pgm (MA)
HopeBUILDERS (Kansas City)
CoIncome Tax Credit for
Retrofitting Home for Health (CO)
Nehemiah Project (Atlanta)
Rhode Island Livable Home
Modification Grant
Safe at Home Program (DC)
St. Bernard Project (SBP)

Home Modification Accessibility Checklists (Partial)

AARP HomeFit Guide

ABLE Environments Home Modification Checklist:

Administration for Community Living Home Modifications Fact Sheet

Age Safe America Home Safety Assessment Checklist.

Americans with Disabilities Act (ADA) Checklist

DwellSafe AI Home Assessment

Eldercare Locator Home Modification Resources

Executive Certification n Home Modification (ECHM) Checklist

Fair Housing Act (FHA) Design Manual

Home Instead

Home Safety Self Assessment Tool (HSSAT)

Kelsey Home Accessibility Guidelines, The

LifeLong Housing (LLH) Certification

Live in Place Designs Home Modification Checklist

Modernize Home Accessibility Checklist

National Association of Home Builders (NAHB) (CAPS)

Rebuilding Together Safe At Home Checklist

RESO Data Dictionary

Rosarium Health Compliance Checklist for Home Modifications

Senior Home Coach Assessment

Senior Real Estate Specialist (SRES)

Silver Spaces Home Assessment

TrueBlue Home Service Ally Checklist

Universal Design Services Home Accessibility Checklist

VGM Live at Home Accessibility Checklist

