

● **WEBINAR**

# Reimagine Aging – A Program to Counter Internalized Ageism

 **18th September**  **1:00 PM**

## Speakers:

**Michelle Porter**, PhD, Director,  
*Centre on Aging, University of Manitoba*

**Dallas Murphy**, BA, Research Assistant,  
*Centre on Aging, University of Manitoba*

# LAND ACKNOWLEDGEMENT



## Communication



**Microphones:** All attendees will be muted during the webinar.

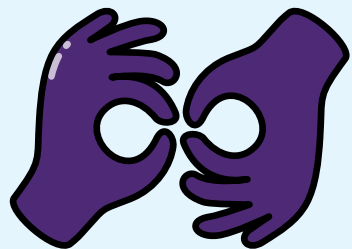


**CHAT Box** - Welcome to post comments during the session.



**Q & A** - Type your questions in Question/Answer Box and addressed after the presentation.

## ASL



- **Image and name** (ASL Interpreter) on screen
- **Speaker /Gallery view:** Grid at top of right corner of screen - choose the layout you prefer on your screen
- **Closed Captioning:** Enable or Disable

## Evaluation



Your feedback on knowledge gain from the session and suggestions for future topics is appreciated.

- Follow-up email with survey link

## Recording



A recorded version of this webinar will be available on our EAPO and CNPEA websites.

Links and documents shared during the webinar will also be posted.

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We appreciate there may be personal circumstances or issues which participants may wish to address. However, in keeping with our commitment to maintaining your privacy and confidentiality, today we will be answering general questions posed through the Q&A.

If someone wishes to discuss specific circumstances, we invite you to contact EAPO following this webinar to arrange for a confidential conversation so that we may further assist you.



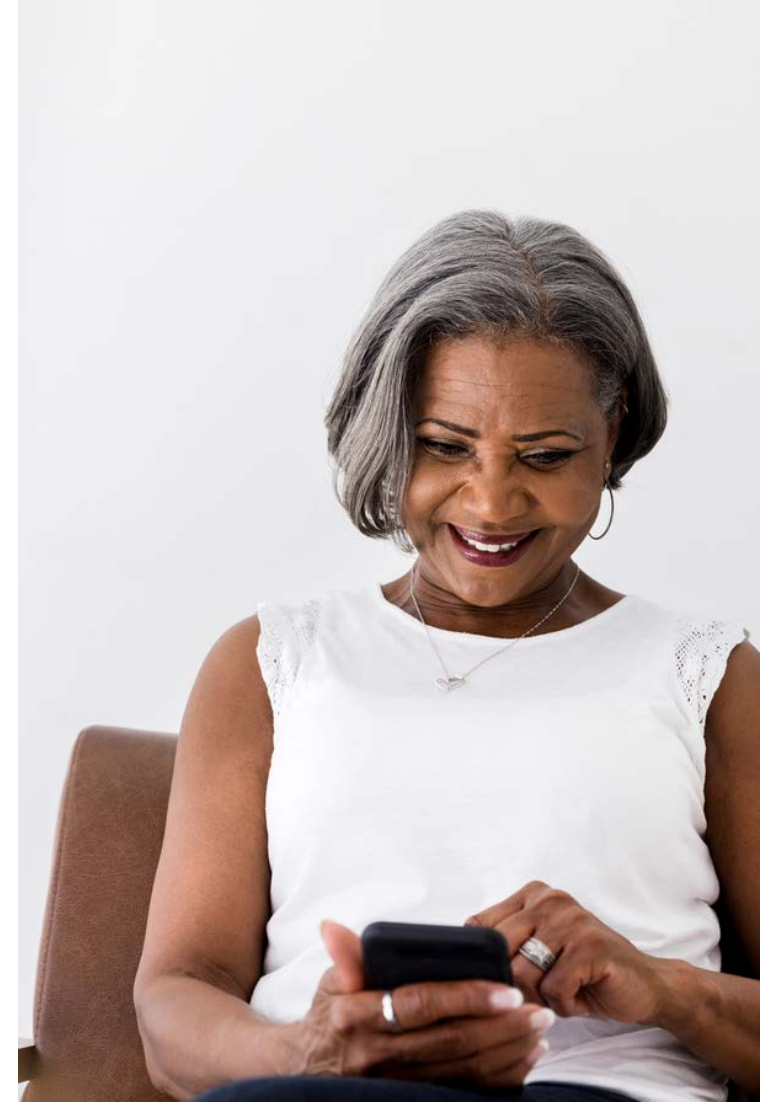
**Elder Abuse  
Prevention  
Ontario**

## **Vision**

EAPO envisions an Ontario where ALL seniors are free from ageism and abuse, where human rights are advanced, protected and respected.

**EAPO is mandated to support the implementation of Ontario's Strategy to Combat Elder Abuse.**

Funded by the ON Government, under the Ministry for Seniors and Accessibility (MSAA)



**STOP ABUSE –**

SIMPLY PUT, WE ALL HAVE A ROLE TO PLAY

**RESTORE RESPECT**



# Canadian Network For the Prevention of Elder Abuse

## MISSION

**The CNPEA works to improve awareness, supports, and capacity to develop a national coordinated approach to elder abuse and neglect. We promote the rights of seniors through knowledge mobilization, collaboration, policy reform and education.**

## VISION

**All seniors in Canada have access to the services and supports necessary to lead a quality life in their communities and live without fear of violence or neglect.**

@cnpea

[www.cnpea.ca](http://www.cnpea.ca)

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# Presenter



**Dr. Michelle Porter, PhD**  
Director, Centre on Aging,  
University of Manitoba

Dr. Porter's BPHE (Laurentian University), MSc (Community Health, University of Toronto) and PhD (Kinesiology, UWO) were followed by a multi-site MRC Post-Doctoral Fellowship in Boston and Scandinavia. She has been with the Faculty of Kinesiology and Recreation Management at the University of Manitoba since 1998.

Dr. Porter is also the Director of the Centre on Aging at the University of Manitoba, a position she has held since 2015. The research she has done over her career has been varied widely, including topics such as neuromuscular physiology, physical activity, as well as driving and aging. Her current aging-related work spans ageism, age-friendly environments, and mobility and aging. She is a fellow of the Gerontological Society of America.

Dr. Porter is a leader in the age-friendly university movement, and has been instrumental in age-friendly university initiatives at the University of Manitoba, which was Canada's first age-friendly university. She has held executive positions with provincial and national organizations, including the Transportation Options Network for Seniors (TONS) in Manitoba and Active Aging Canada.



# Reimagine Aging

- A program to counter internalized ageism

Dallas Murphy, Research Assistant

Michelle Porter, Director

Centre on Aging



University  
of Manitoba

## Acknowledgements

We are grateful to the New Horizons for Seniors Program for providing funding to Centre on Aging Director Dr. Michelle Porter for the development of the program.

Co-authors – Drs. Corey Mackenzie and Judy Chipperfield

We thank the advisory committee for their input into the program development

- A&O Support Services to Older Adults
- Manitoba Association of Senior Communities
- Men's Shed
- Dr. Tara Stewart
- Dr. Stephanie Chesser

## Definitions

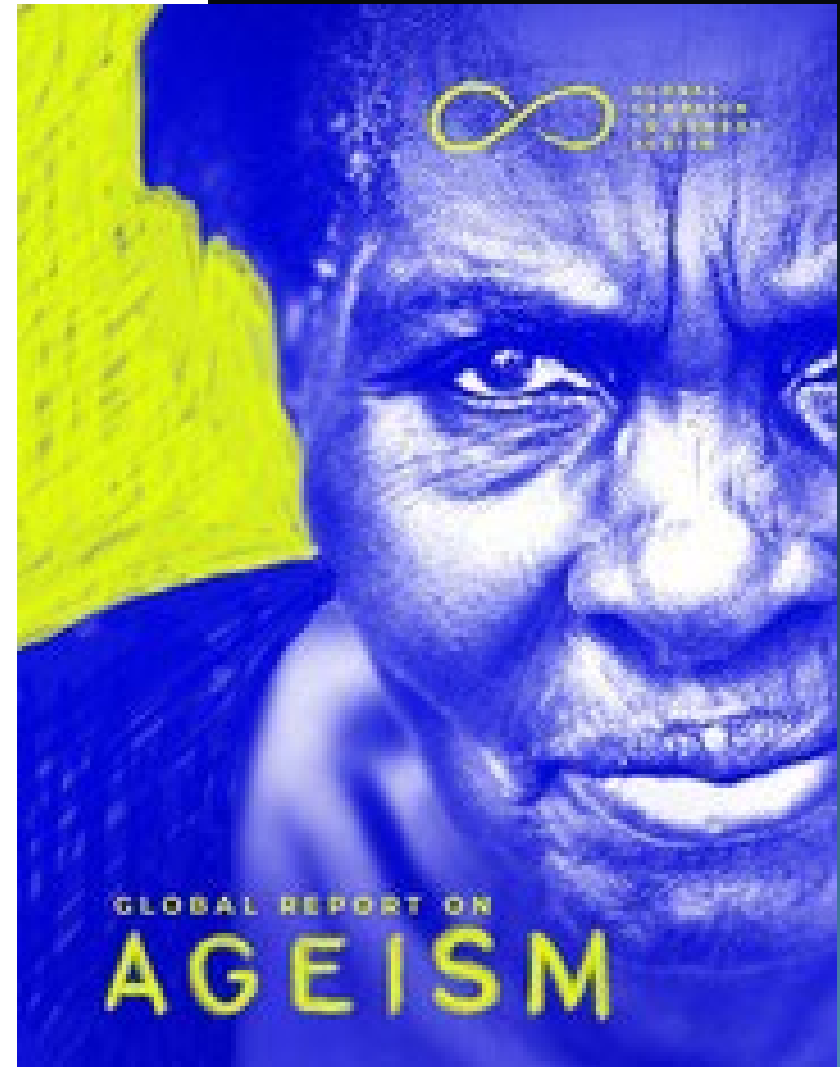
- “Age-ism – Another Form of Bigotry”
  - Robert Butler (1969)
- “Ageism refers to the stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) towards others or oneself based on age.” (WHO)
- Usually refers to older people, but could also apply to anyone of any age

# Ageism as an Issue

- It is recognized that ageism can affect society in a variety of ways, so many organizations have anti-ageism campaigns
- World Health Organization
  - Global Strategy and Action Plan
  - Age-friendly World
- Governments in Canada and many other organizations

# Global Report on Ageism

- The Global report on ageism outlines a framework for action to reduce ageism including specific recommendations for different actors
- Global rate of ageism
  - 1 in 2 people are ageist (based on surveys of 57 countries)
  - 34 countries were found to be moderately or highly ageist



# Forms of Ageism

- Unconscious or conscious
- Interpersonal (individual & social networks)
- Institutional
- Positive (Sageism)
- Cultural ageism (comedy, media, etc.)
- Benevolent (positive but over-accommodation or paternalistic)
- Hostile
- Internalized or self-ageism



## Effects of Ageism

- Devalued lives of older persons
- Inappropriate policies and programs or ones that ignore older people
- Lack of work opportunities
- Reduced access to healthcare and treatments
- Poor quality of life and well-being
- Poor social relationships
- Exclusion of older people from research



# Internalized or self-directed ageism

After decades of exposure older individuals may unknowingly direct these age stereotypes inward

These internal ageist perspectives might be entrenched even more in older individuals because of the length of the exposure, as well as because there is little public discourse about ageism even being an issue

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# Internalized or self-directed ageism



Affects the self

Affects older adult  
perceptions of other older  
adults



# Consequences of internalized ageism

Adoption of health promoting or risky behaviours

Poorer physical and cognitive health

Early retirement

Technology use limits

Suicide ideation

Social isolation or loneliness

Reduced longevity (by up to 7.5 years)

Elder abuse

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# Positive Perspectives on Aging

- In contrast to the pervasive negative thinking about aging, here is what we know about older people:
  - More agreeable and better at getting along with others
  - Fewer negative emotions
  - More positive emotions
  - Less depression and anxiety
  - Remain open to new experiences and perspectives
  - More conscientious
  - More likely to volunteer
  - More likely to recycle and make philanthropic donations
  - Improved metacognition (thinking about thinking)
  - Better at thinking of problems from multiple perspectives
  - Better at solving problems between people
  - Improvements in some forms of memory
  - Dementia is much less common than we expect

Centre on Aging



University  
of Manitoba

# Reimagine Aging

Aging – the worst of times or the best of times?

Funded in part by the  
Government of Canada's  
New Horizons for Seniors Program

Canada 

# Reimagine Aging Program

Reduce internalized  
ageism in older  
individuals

Help participants to  
reimagine their own  
aging relative to their  
personal situation

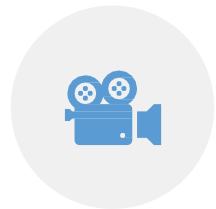
# Program format (Real-time on Zoom)



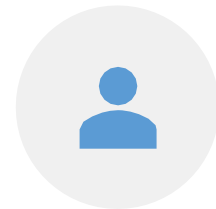
SIX WEEKS



90 MINUTES  
PER SESSION



EDUCATIONAL  
VIDEOS



INDIVIDUAL  
ACTIVITIES



GROUP  
DISCUSSION



“HOMEWORK”

# Session One

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Ageism – what is it

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Positive perspectives on aging

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Building the skill of mindfulness

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Noticing ageism

# Session Two

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What is internalized ageism

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What are the consequences of internalized ageism

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Skill of separating yourself from unwanted ageist thoughts

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Noticing internalized ageism



# Session Three

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Stories we tell ourselves  
about aging

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Reimagine our own  
stories of aging

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Take perspective on  
what it means to age

# Session Four

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Changing what we can control and accepting what we cannot control

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Participants are taught to avoid saying they cannot do something because they are “too old”

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Find ways to adapt

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Skills related to acceptance

# Session Five

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Identification of personal values

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Constructing a personal definition of aging well that is free from ageist messaging

# Session Six

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Identification of goals and behaviours that are in line with individual values and personal definition of aging well

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Strategies for goal attainment and behaviour change

# Findings from our first offering

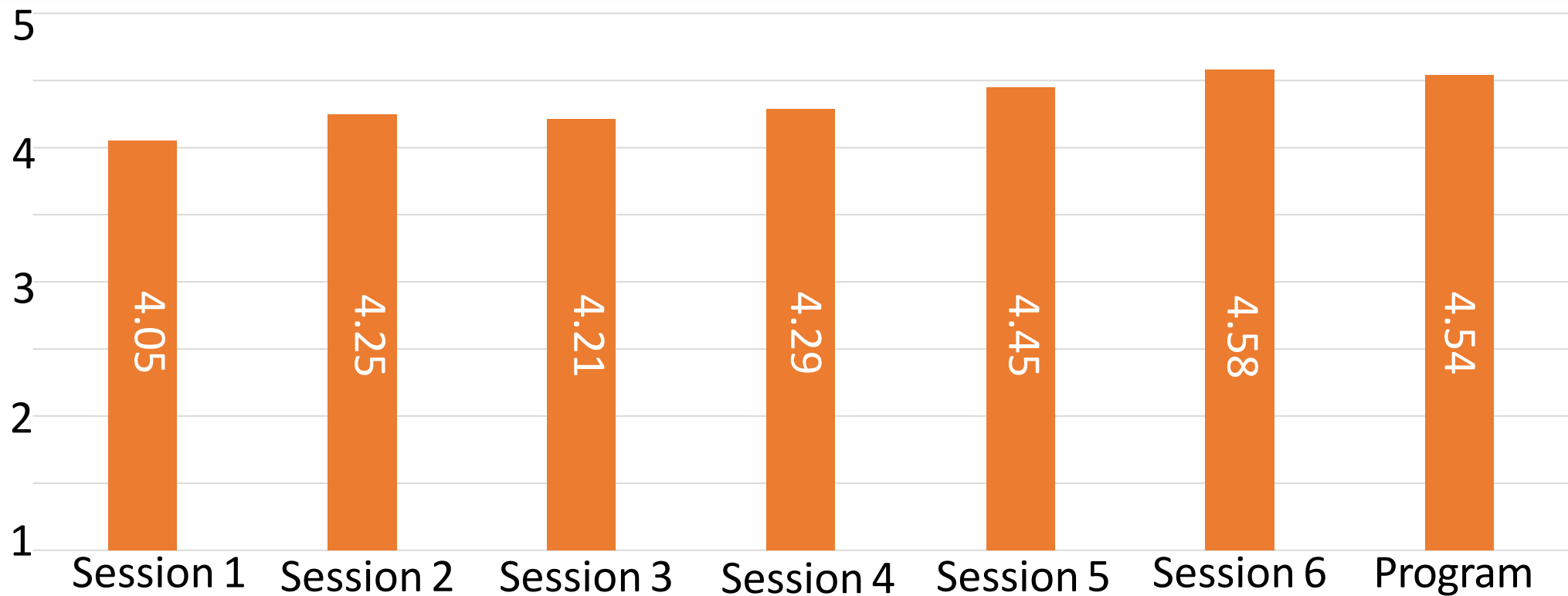


Lots of enthusiasm for the program



Feedback was positive on the content and the effects on individuals

# How Useful did Participants Find it?





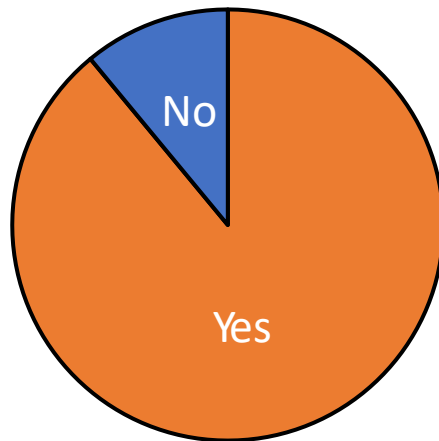
Engagement

81% completed  
assigned  
activities

80% completed  
bonus activities

# Behaviour Change

Did it change your thoughts  
on ageism/internalized ageism?



89% of Participants said yes

60 participants reported  
behaviour change at Time 2

60 participants reported  
behaviour change at Time 3



# Effects on Internalized Ageism

Self-perceptions of  
aging became more  
positive

Perceptions of older  
adults also became  
more positive

Targets of the program  
mediated the  
increases in the above

Psychological flexibility

Mindfulness

Perceived control

# Other Offerings



## In-person

- Funding received to partner with community organizations
- Community groups across the province offered this in six-week sessions, with facilitators present
- Educational videos, activities, and breakout group discussion

## Online on-demand

- Learning platform
- All the same educational videos and activities but no breakout group discussions
- Self-paced (could be done quicker or longer, no set schedule)

# Future Offerings

## Research project

- Make some modifications based on feedback from in-person offerings and on-demand pilot
- Compare Reimagine Aging to a control program on aging well

## Ultimately....

- Program could be available on a learning platform as an on-demand program
- Organizations could use all the videos and activities for in-person offerings



Get  
Involved!

If you would like to hear more about  
the program in the future

- Email and let us know if you are interested as an organization in future developments regarding Reimagine Aging.
- [rethinkaging@umanitoba.ca](mailto:rethinkaging@umanitoba.ca)



Canadian Coalition Against Ageism  
Coalition canadienne anti-âgisme



# Join CCAA Today! It's Free!

**OUR VISION: A CANADA FREE OF AGEISM  
AGAINST OLDER PERSONS**

Every person deserves to be treated with dignity, respect and fairness - no matter their age. Ready to make the world more age-inclusive? Sign up as an Affiliate Member now!

**INDIVIDUAL →**

**ORGANIZATION →**



# Ageism Awareness 2024

**AGEISM AFFECTS EVERYONE (OCTOBER 1 – 11)**

Join the movement to promote ageism awareness while building a Canada free of ageism against older persons.

[ENGLISH →](#)

[FRANÇAIS →](#)

# Ageism Awareness 2024 Campaign

October 9, 2024

**Everyone deserves  
quality care, no matter  
their age.**

#AgeismAwareness2024



Canadian Coalition Against Ageism  
Coalition canadienne anti-âgisme

[ccaageism.ca/join](https://ccaageism.ca/join) #EliminateAgeism

**Tout le monde mérite  
des soins de qualité,  
quel que soit son âge.**

#SensibilisationAgisme2024



Canadian Coalition Against Ageism  
Coalition canadienne anti-âgisme

[ccaageism.ca/join](https://ccaageism.ca/join) #EliminerlAgisme

CCAA has prepared a **nine-day campaign** to promote ageism awareness. The campaign consists of nine social media graphics prepared in **both official languages**. Each image has a corresponding caption. The captions and images are designed so that they can be used as a complete campaign, or as stand-alone posts.



CNPEA  RCPMTA

CANADIAN NETWORK for  
the PREVENTION of ELDER ABUSE  
RÉSEAU CANADIEN pour la PRÉVENTION  
du MAUVAIS TRAITEMENT des AÎNÉS



Elder Abuse  
Prevention  
Ontario

 **WEBINAR**

## Disclosure and Reporting of Abuse Against Older Adults



25th September



1:00 PM

### Speakers:

**Christine A. Walsh**, Professor, Faculty of Social Work, University of Calgary

**Kerstin Roger, Phd**, Professor, Department of Community Health Sciences Max Rady College of Medicine, Rady Faculty of Health Sciences, University of Manitoba

Ontario 



ASL Provided





# Advancing the Human Rights of Older Persons

## UN Convention - Status Update

▶▶ **WEBINAR**




**THURSDAY  
October 3<sup>rd</sup>**



**12 pm - 1:30 pm ET  
9 am - 10:30 am PT**

ASL Provided



**Ontario** 



CANADIAN NETWORK for  
the PREVENTION of ELDER ABUSE  
RÉSEAU CANADIEN pour la PRÉVENTION  
du MALVAIS TRAITEMENT des AÎNÉS



Human Rights do not have a best before date  
Support a UN Convention on the Rights of Older Persons



Canadian Coalition Against Elder Abuse  
Coalition Canadienne des Aînés



Elder Abuse  
Prevention  
Ontario



**WE WOULD APPRECIATE  
HEARING FROM YOU.**

- Please take a few
- minutes to complete

*Evaluation*





THANK  
YOU



## **Bénédicte Schoepflin**

Executive Director,  
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Prevention of Elder Abuse

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@cnpea

# Contact Us

Comments? Questions?  
Keep in Touch



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@EApredventionON

